Effective advocacy with little or no money.

Darrell Clarke
Co-Chair, Friends 4 Expo Transit Rail~Volution, September 21, 2004
Organization

- Diverse activists – not just “guys who like trains”
- Informal Steering Committee, 2 co-chairs
- Consensus, “big tent”
- All-volunteer, no budget → strength and credibility
- Affiliations – Sierra Club, …
Message

• Slide presentation to many groups
• Flier and 6-page handout (inkjet)
• Website friends4expo.org
  – $9 url, $4/month hosting+email
  – Great Web Typography, Wendy Peck
  – One-click email-MTA-Board
  – Email newsletters
  – Discussion board
• Supporters book
• “Relationship-building”
• “What you’re FOR”
World-Record I-10 Traffic
... In Both Directions
Double-Deck Freeways?
“Rapid” Buses?
Pasadena
The Expo Line

- Westside connection to L.A.'s rail network
- Jobs, Education, Culture, Recreation
Former "Red Car" Route
Downtown Los Angeles
Coliseum

GAMES of the XXIIIrd OLYMPIAD
Education
Downtown Santa Monica
Santa Monica Beach
Over 800,000 People

Within 2 Miles (13,300 /Sq.Mi.)
Light Rail Success

- Seattle*
- Portland
- Sacramento
- San Francisco
- San Jose
- Los Angeles
- Orange County*
- San Diego
- Denver
- Salt Lake City
- Phoenix*
- Minneapolis*
- St. Louis
- Dallas
- Houston*
Salt Lake City
Dallas

- 77% Yes vote for bonds – 2000
Dense Population

- > Long Beach, ~ Wilshire west of Western
- 2–3 times San Diego or Portland
- Denser employment than Blue Line’s 10,900

West Coast Light Rail Corridors’ Population Densities

- Exposition: 12.2, 15.1
- Eastside: 13.3, 11.9
- Long Beach: 10.2, 12.6
- Green Line: 10.3, 10.8
- Pasadena: 8.8, 8.3
- S.F. Valley: 8.7, 8.9
- San Diego: 6.8, 6.1
- Portland: 5.3, 4.8
- Sacramento: 4.5, 3.7

(000 People per Sq. Mile - 2000)

Within 1/2 mile
Within 2 miles
Capacity & Speed

- **Speed** – Light rail 40-45 minutes vs. 1 hour+ for buses
- **Comfort** for both current drivers and bus riders
- **Capacity** for projected 51,400 riders/day – 1 train (228 seats) = 6 buses (@40 seats)
- Lower operating costs and capital cost/passenger than busway
Good Design
USC – Exposition Park

Exposition Park

Shaded Station

USC Campus

Expo Garden

Pedestrian Walk

Exposition Boulevard

Feeder Bus Stops

GNALS
Parkway & Bike Path

50 – 100 foot right-of-way
Safety

Look both ways

Mire para los dos lados

Look both ways
Property Values

Sacramento Bee

WALK to river, lite rail. Butterfield 4br 2 1/2 ba

Los Angeles Times

LB 2br cond, gar, park flr, 4 blks to bch + blu line, ...

SAN DIEGO UNION-TRIBUNE

2000sf, 5br, 2ba fam rm… on quiet cul-de-sac walk to trolley & park. …

Contra Costa Times

RARE FIND! 3000 sq. ft., 5 bdrm., ... family room, ... minutes to BART. ...
“I could walk to the station and ride a train to Staples Center or Santa Monica.

It would change the way I feel about Los Angeles.”
Endorsements

- Media
- Elected Officials & Cities
- Colleges
- Business, Professional
- Environmental, Transit, Civic
- Neighborhoods
- Churches
- Labor
- Over 3,000 public signatures
- Over 1,500 email addresses
Results

• “Pick yourself up, keep going”
• Made it safe for officials
• MTA Board approved 2001
• Lost funding
• Longshot became priority
• Built grassroots movement of people seeking a voice, sharing a vision to move forward