Title of Legislation: Measure J—a ballot measure which required two-thirds threshold to pass.

Summary of Ballot Measures

Measure R (2008): This ballot measure was an extension of Measure R, which was a ballot measure that passed in 2008, and it created a ½ cent County sales tax for a 30-year period—from 2009 to 2039. Measure R used the new revenue for transportation projects, where 35% were used for rail/rapid transit, 20% were used for highway projects, 20% for bus operations, 15% for local street system maintenance projects, and 10% for Metrolink, Metrorail and other rail projects.

Measure R’s Political Consulting Firm: SCN Strategies

“SCN ran the campaign for LA County's Measure R, which achieved the tough 2/3rds threshold for a half-cent county sales tax, establishing a $40 billion funding stream for mass transit and highways.”

Measure J (2012): This 2012 ballot measure proposed extending Measure R from 2039 to 2069. Measure J would use the 15% of local project funding for 88 cities and unincorporated areas in Los Angeles County. Measure J was very similar to Measure R, except that Measure J changed a provision about transferring funds. With a 2/3 approval from the Metropolitan Transit Authority board, Measure J proposed allowing the MTA to transfer net revenues back and forth from the Transit Capital Subfund and the Highway Capital Subfund —within the same sub-regions. Previously, with a 2/3 vote starting in 2019, Measure R allowed the Metropolitan Transit Authority to transfer funds between the highway and transit funds once every ten years.

Measure J was estimated to cost the average Los Angeles County resident roughly $25 annually. Over the 30 year period, the revenue expected to be generated from the sales tax was $90 billion. In order to pass, Measure J needed to receive 2/3 of the votes during the November 2012 election.

Status of Legislation: This measure failed to receive 67%, and as a result, the measure did not pass.

<table>
<thead>
<tr>
<th>MEASURE J</th>
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<tbody>
<tr>
<td>YES</td>
<td>66.11%</td>
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<tr>
<td>NO</td>
<td>33.89%</td>
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1 http://www.scnstrategies.com/our_work_ballot_measures.php
2 Los Angeles Economic Development Corporation
3 http://www.smartvoter.org/2012/11/06/ca/la/meas/j/
Lessons Learned

- Securing 2/3 majority is a very difficult threshold to achieve given the fact that 30% of voters usually oppose ballot measures.

Both Alameda County and Los Angeles County succumbed to the high threshold of securing two-thirds of the voters for ballot initiatives in 2012. Because roughly 30% of voters tend to oppose ballot measures, this makes it even more difficult for ballot measure campaigns to secure two-thirds of voters. The decrease in voters in affluent communities also hurt Measure J’s chances for passage.

Because of this difficult two-thirds threshold, many organizations are now mobilizing to support legislation that would decrease the voter threshold for sales taxes to 55%. “Mobility 21” and “Move LA” are two organizations currently working to support two constitutional amendments that aim to address this issue.

- Starting the campaign earlier would have created a stronger foundation, and the campaign could have invested in social media earlier in order to help build an online social network.

Overview of “Yes on J” Campaign

- Campaign Strategies.

According to an interview with a key leader in the “Yes on J” campaign, the most successful campaign strategy used during this election was utilizing television advertisements. LA County had over 3 million voters, and this was the best way for the campaign to reach the masses. The campaign also bought positions on slate mailers and they secured spots on 11 of the 12 in Los Angeles County. In summary, LA County’s large voter population resulted in the campaign spending a lot of money on “high-profile media buys on TV.”

- Campaign Messaging.

Initially, the campaign used countywide polling data to create the messaging strategy for the campaign. The campaign used three different sets of focus groups, where they were able to test distinct campaign messages. The Measure J campaign used a two-pronged message; they wanted to convey that the measure would bring jobs and traffic relief. Although the measure failed to win the two-thirds majority required for ballot measures, the campaign still believed that this was a successful message because 66% of voters did support the measure in the election.

- Campaign Finance Strategy.

The campaign raised $3.2 million, and 75% of the funds raised were used for media buys. The campaign’s fundraising strategy was to exclusively target labor groups, transportation industry groups—engineering firms, for example—and civic and business leaders. They also chose to focus on donors who would be willing to donate at least $25,000; as part of the strategy, then political figures were chosen to reach out to these potential donors.

4 “Q&A Analysis of Measure J Campaign”
Additional Key Lessons from Campaign.

When asked about what the campaign would do differently next time, the campaign staffer said that they should have started the campaign much earlier. If this would have happened, they would have been able to raise much more money, which then would have allowed them to raise more funds for targeted sub-regional messages on both cable TV and direct mail.

The fact that the campaign also started so late made it difficult for the “Yes on J” campaign to create a strong social media presence. In the future, they would be able to build a broader Twitter and Facebook audience by starting the campaign much earlier.

Another factor that negatively impacted the election results was that there was a substantial decrease in the number of voters from affluent communities in Los Angeles County. This was speculated to be caused by Proposition 30, a statewide tax, and potentially by the tax debate in the presidential election.

In summary, a campaign that starts early and is well-funded will help set the foundation for success. This becomes even more important when the ballot measure threshold is so high—2/3 of voters need to approve of the measure in order to pass.

YouTube Campaign Advertisement
http://www.youtube.com/watch?feature=player_embedded&v=K3R3VJbdMus

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Measure J = What Leaders Say

 Measure J has earned the support of a range of local business, labor, environmental, public health, arts, civic and community-based organizations, as well as support from other community leaders.

 Click here to find out why.

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Measure J = Thousands of Jobs

 Measure J would create thousands of local jobs, with all funding used for traffic relief projects within Los Angeles County, and annual independent audits of expenditures with full public review.

 Click here to find out how.

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5 http://measurej.org/jobs/
Proponents of Measure J

Supporters of Measure J argued that this plan would create 40,000 new jobs because of the new local highway and transit transportation projects. Because of the low interest rates, this would allow the Metropolitan Transit Authority to benefit from these low interest rates and issue bonds. The new revenues would be directly sent to Los Angeles County, which would allow the county to execute projects quickly. Lastly, Measure J required yearly audits and public reviews of its expenditures in order to ensure the program was accountable to the public.

Major Fundraisers & Supporters of Measure J:

- Los Angeles Dodgers, LLC
- Anschutz Entertainment Group (AEG)
- Museum Associates
- Mr. Eli Broad, Businessman and Philanthropist
- Laborers International Union of North America
- LACMA
- Mayor Villaraigosa

Coalition in Support of Measure J:

1. Yes on Measure J—Committee for Jobs and Traffic Relief

The Yes on Measure J Campaign was a Coalition of Charitable, Business and Labor Organizations. The campaign’s major funding came from the Museum Associates and Los Angeles Dodgers, LLC.

Political Consultants for “Yes on J” Campaign: The “Yes on J” Campaign used an experienced consulting team to help with the fundraising and media efforts.

Campaign Management and Media Consultants

- **SCN Strategies:** Ace Smith, Sean Clegg
  Contact Information: ace.smith@scnstrategies.com, Sean.Clegg@scnstrategies.com; (415) 981-9940
  Website: [http://www scnstrategies.com/](http://www.scnstrategies.com/)


Fundraising Consultants

- **Maravich Associates:** Michelle Maravich in Los Angeles, CA 90067
  Contact Information: 310-203-1010 office, 310-502-2451 cell; michellemaravich@aol.com

- **Cathy Finley:** catherine.m.finley@gmail.com

6 Official Website: [MeasureJ4Jobs.org](http://www.measurej4jobs.org)
Yes on Measure J Endorsements:

**Media Endorsements:**

- Los Angeles Times
- Los Angeles Sentinel
- La Opinion
- Long Beach Press Telegram
- Daily Breeze
- Daily News Los Angeles
- Pasadena Star News
- Santa Monica Daily Press
- San Gabriel Valley Tribune
- Whittier Daily News
- Los Angeles Area Chamber of Commerce
- Los Angeles Business Council
- Los Angeles Business Federation
- Los Angeles Dodgers
- American Council of Engineering

**Company Endorsements:**

- Mobility 21
- Valley Industry Commerce Association
- American Institute of Architects, Los Angeles Chapter
- Beverly Hills Chamber of Commerce
- Century City Chamber of Commerce
- Hawthorne City Council
- Hollywood Chamber of Commerce
- Los Angeles City Council Pasadena Chamber of Commerce
- San Gabriel Valley Economic Partnership
- LA World Airports
- Anil Verma Associates, Inc.
- Anschutz Entertainment Group
- ARCADIS U.S., Inc
- ARUP
- Aurora Development
- Bliss Lawyers
- Broken Wing Press
- C. T. & F., Inc.
- CADSTAR Inc.
- California Infill Builders Federation
- Cedars-Sinai Health System
- Chamberlain & Partners, LLC
- City National Corporation
- Corral Consulting
- Cubic Transportation Systems
- David Evans & Associates
- Eli Broad
- Fehr & Peers
- Forte Green Strategies
- FPL and Associates
• GM Public Affairs
• HDR
• HNTB
• Infraconsult, LLC
• JMB Realty
• Kiewit
• Lenax Construction Services
• LSA Associates, Inc.
• McDermott Consulting
• Metcalfe Associates
• Metro Gold Line Foothill Extension
• Construction Authority
• Metropolitan Pacific Development
• Montebello Bus Lines
• MSL Consulting
• Museum Associates
• NBC Universal
• Occidental Petroleum Corporation
• One Hundred Towers, LLC and Entertainment Center, LLC
• Pacific Crest Realty
• Parsons Brinkerhoff
• Psomas
• Scheer Intelligence
• Sharon Greene & Associates
• Skanska USA Civil West California District, Inc.
• Solutions International
• Stantec
• Stifel Nicolaus
• StruxTravel
• Sully-Miller Holding Corp.
• Torti Gallas and Partners
• Twining, Inc.
• Wagner Engineering & Survey, Inc
• LA-Orange Counties Building & Construction Trades Council
• LA County Federation of Labor State Building Trades (Asbestos) Heat & Frost #5
• ATU Local 1277
• Boilermakers Local #92
• Bricklayers Local
• Cement Masons Local #500
• Cement Masons Local #600
• District Council of Plasters & Cement Masons of SoCal
• Elevator Constructors Local #18
• I.B.E.W. Local #11
• I.B.E.W. Local #40
• I.B.E.W. Local #45
• I.B.E.W. Local #441
• Operating Engineers Local #12
• Glaziers Local #636
• Gunite Workers Local #345
• International Union of Operating Engineers Local 32
• Ironworkers Progressive Action Corporation
• Iron Workers Local #416
• Iron Workers Local #433
• Laborers Local #300
• Laborers Local #507
• Laborers Local #652
• Laborers Local #802
• Landscape Irrigation, Local #345
• Plasterers Local #200
• Plumbers Local #78
• Plumbers & Fitters Local #398
• Plumbers & Steamfitters Local #494
• Plumbers & Fitters Local #582
• Plumbers & Fitters Local #761
• Southern California District Council of Laborers
• Southern California Painters & Allied Trades
• Sprinklers Fitters Local #709
• Resilient Floor Layers Local #1247
• Roofers Local #36
• Roofers Local #220
• Sheet Metal Workers Local #105
• Tradeshow & Sign Crafts Local #831
• Teamsters Joint Council No. 42
• Teamsters Local #848
• Teamsters Local #952
• Teamsters Local #986
• Tile Layers Local #18
• United Association Local #250
• Unite HERE
• Move LA
• American Jewish Committee
• American Lung Association in California
• Arts for LA
• BikeSGV, Inc.
• BREATHE LA
• Brentwood Community Council
• Brentwood Residents Coalition
• Bruins for Traffic Relief
• Central City Association of Los Angeles
• CicLAvia
• Clean Air Now
• Coalition for Rapid Transit
• Committee for Jobs and Traffic Relief
• Communities Actively Living Independent & Free (CALIF)
• Community Dynamics
• Endangered Habitats League
• Enterprise Community Partners
• Fixing Angelenos Stuck in Traffic (FAST)
• Global Green
• Green Party of Los Angeles County
• Hollywood Hills West Neighborhood Council
• LA Voice, an affiliate of PICO National Network
• Los Angeles County Bicycle Coalition
• Los Angeles League of Conservation Voters
• Los Angeles Neighbors United
• Los Angeles Streetcar, Inc
• Los Angeles Walks
• Move LA
• Natural Resources Defense Council (NRDC)
• Pacoima Beautiful
• RailLA
• San Gabriel Valley Neighbors
• Santa Monica Canyon Civic Association
• Southern California Association NonProfit Housing
• Sierra Club, Angeles Chapter
• Southern California Transit Advocates
• SR60 Coalition
• Subway to the Sea Coalition
• The River Project
• The Transit Coalition
• Tree People

Official Endorsements Printed on Election Day Ballot:
• President & CEO of the Los Angeles Area Chamber of Commerce
• Executive Secretary of the Los Angeles/Orange Counties Building and Construction Trades Council
• Mayor of the City of Alhambra, President, San Gabriel Valley Council of Governments
• President of the Los Angeles Business Council
• Director Southern California Environmental Justice Project, Natural Resources Defense Council
• San Fernando Valley Civic Leader
• Business Manager, Laborers Local 300
• Mayor of the City of Alhambra, President, San Gabriel Valley Council of Governments
• Chair of the Valley Economic Alliance/Mayor of Duarte, Chair SGV, COG Transportation Committee

Opposition to Measure J

Although there was minimal opposition to this ballot measure, the opponents of Measure J argued that it was too vague about the timeline of proposed projects. In addition, opponents said that Measure J was not equitable and that it was exaggerating the number of jobs that would be created as a result of the ballot measure’s passage. Lastly, they argued that the measure gave the MTA too much authority with respect to project selection.

Organizations in Opposition:
• Bus Riders Union
• Conservative Republican LA County Supervisors Michael Antonovich and Don Knabe

Coalition in Opposition: “No on Measure J”

• Chairman, Los Angeles County MTA, Michael Antonovich
• Los Angeles County Supervisor, MTA Board Member, Don Knabe
• Chairman of the Board, United Chambers of Commerce of the San Fernando Valley, John Parker
• Council Member of the City of Downey, Mario Guerra
• Council Member of City of Claremont, Sam Pedroza
• Santa Clarita Valley Economic Development Corporation, Don Fleming
Former State Director of NAACP, Dr. Sandra Thomas
Mayor of City of Lancaster, R. Rex Parris
Councilmember of City of Cerritos, Carol Checn
Councilmember of City of Manhattan Beach, Richard Montgomery

Campaign Finance Information

Here is the information from the financial contributions in support of Measure J. 83% of the contributions raised were from California, while 11.7% of the donations were from Colorado.

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<th>RANK</th>
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<tr>
<td>1</td>
<td>WESTFIELD LLC</td>
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<td>INTERNATIONAL UNION OF OPERATING ENGINEERS LOCAL NO. 12 (#743039)</td>
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<td>LOS ANGELES/ORANGE COUNTIES BUILDING AND CONSTRUCTION TRADES COUNCIL</td>
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<td>4</td>
<td>CH2M HILL, INC.</td>
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<td>5</td>
<td>THOMAS SAFRAN</td>
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Polling Data

Poll: Fairbank, Maslin, Maulin, Metz & Associates (By “Yes on J” Campaign)\(^7\)

In October 2013, this internal poll found that the Measure J Campaign was leading 68% to 22%. After respondents heard positive and negative advertising messages, the Campaign’s lead dropped to 67% support and 27% opposition. The poll found that "job creation [was] Measure J’s most effective selling point."

References

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http://uprisingradio.org/home/2012/10/30/why-a-broad-coalition-of-grassroots-groups-oppose-measure-j/
http://votersedge.org/los-angeles/ballot-measures/2012/november/measure-j/funding
http://blogs.laweklly.com/informer/2012/10/measure_j_fundraising_polling.php http://movela.org/sp/qa-
analysis-of-measure-j-campaign/

ARTBA Contact: Rebecca Schwartz, (202) 289-4434, rschwartz@artba.org