



# The Expo Line

Speed · Comfort · Capacity



**Effective advocacy with  
little or no money.**

**Darrell Clarke**

**Co-Chair, Friends 4 Expo Transit  
Rail~Volution, September 21, 2004**



# Organization

- **1989 – 1998 – 2000**
- **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](http://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 EOP”



# World-Record I-10 Traffic





**... In Both Directions**





# Build New Freeways?





# Double-Deck Freeways?



# “Rapid” Buses?



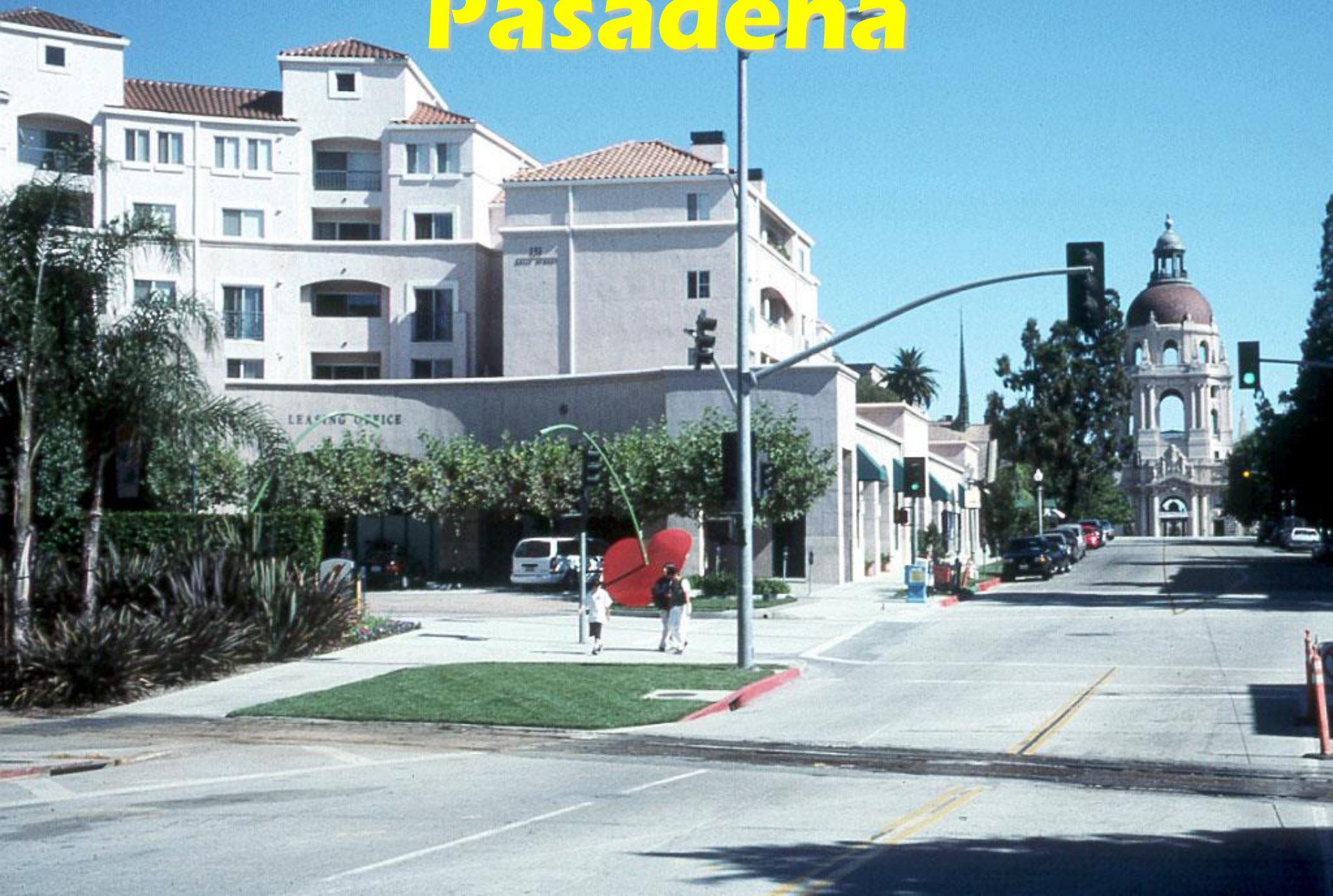


# Long Beach – 1990





# Pasadena



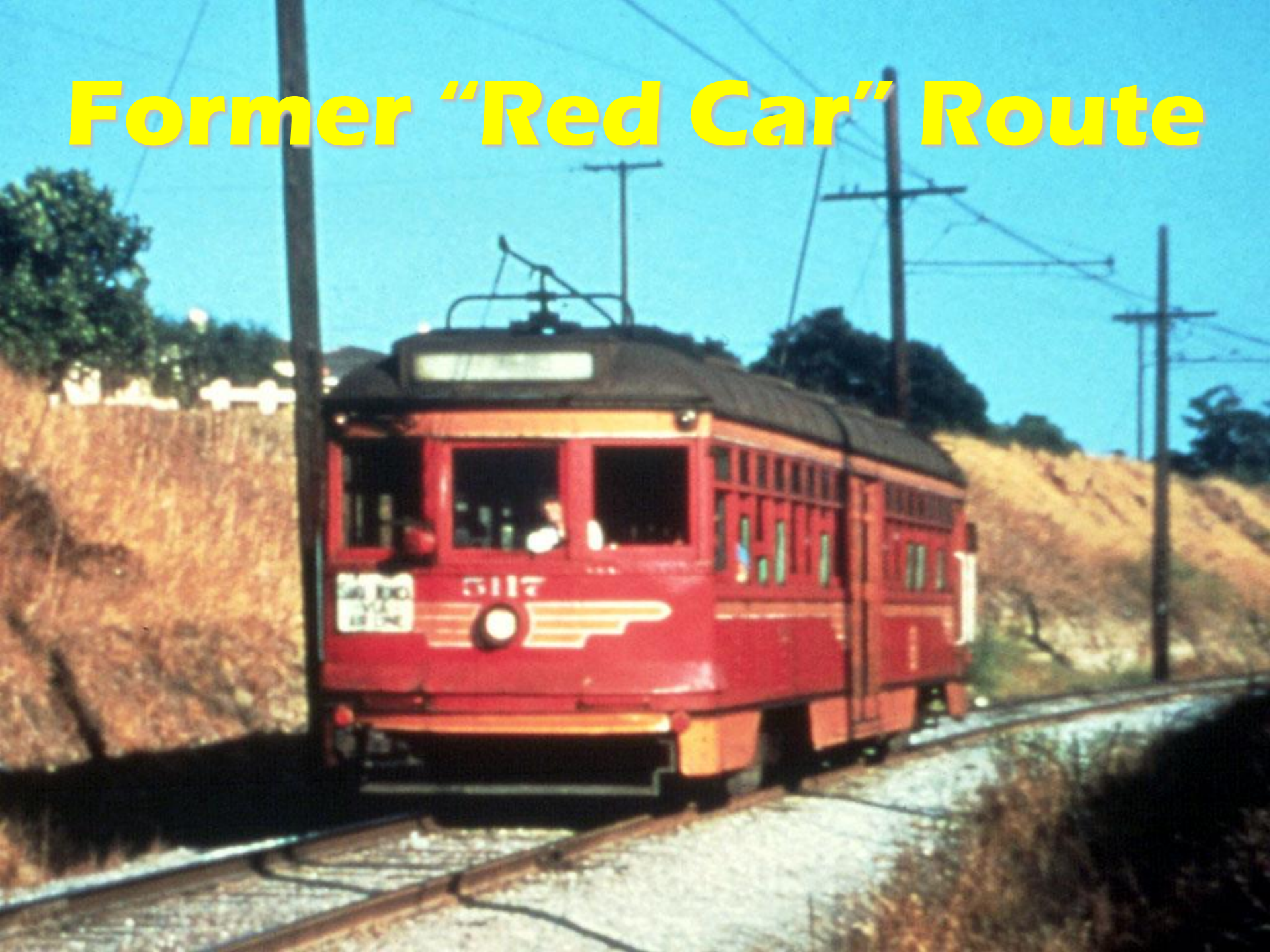
# The Expo Line



- **Westside connection** to L.A.'s rail network
- **Jobs, Education, Culture, Recreation**



# Former "Red Car" Route





# Downtown Los Angeles





# Exposition Park, USC





# Coliseum





# Crenshaw



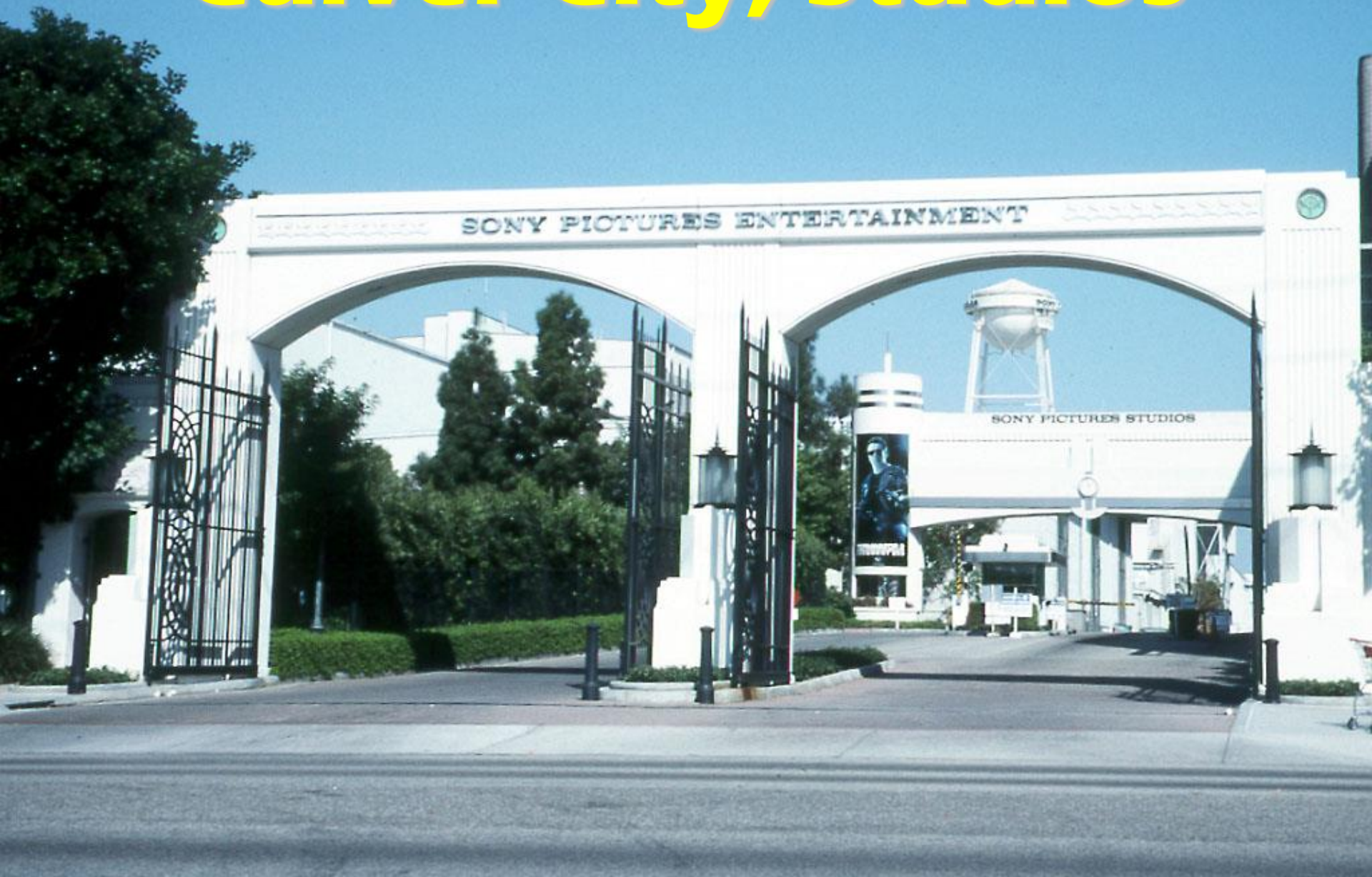
CRENSHAW PLAZA  
RESTAURANTS  
CAR WAXES  
WASH & WAX  
WAX & POLISH  
WAX & BUFF  
WAX & SHINE  
WAX & CLEAN  
WAX & DRESS  
WAX & SHINE  
WAX & CLEAN  
WAX & DRESS

WAX

WAX



# Culver City, Studios





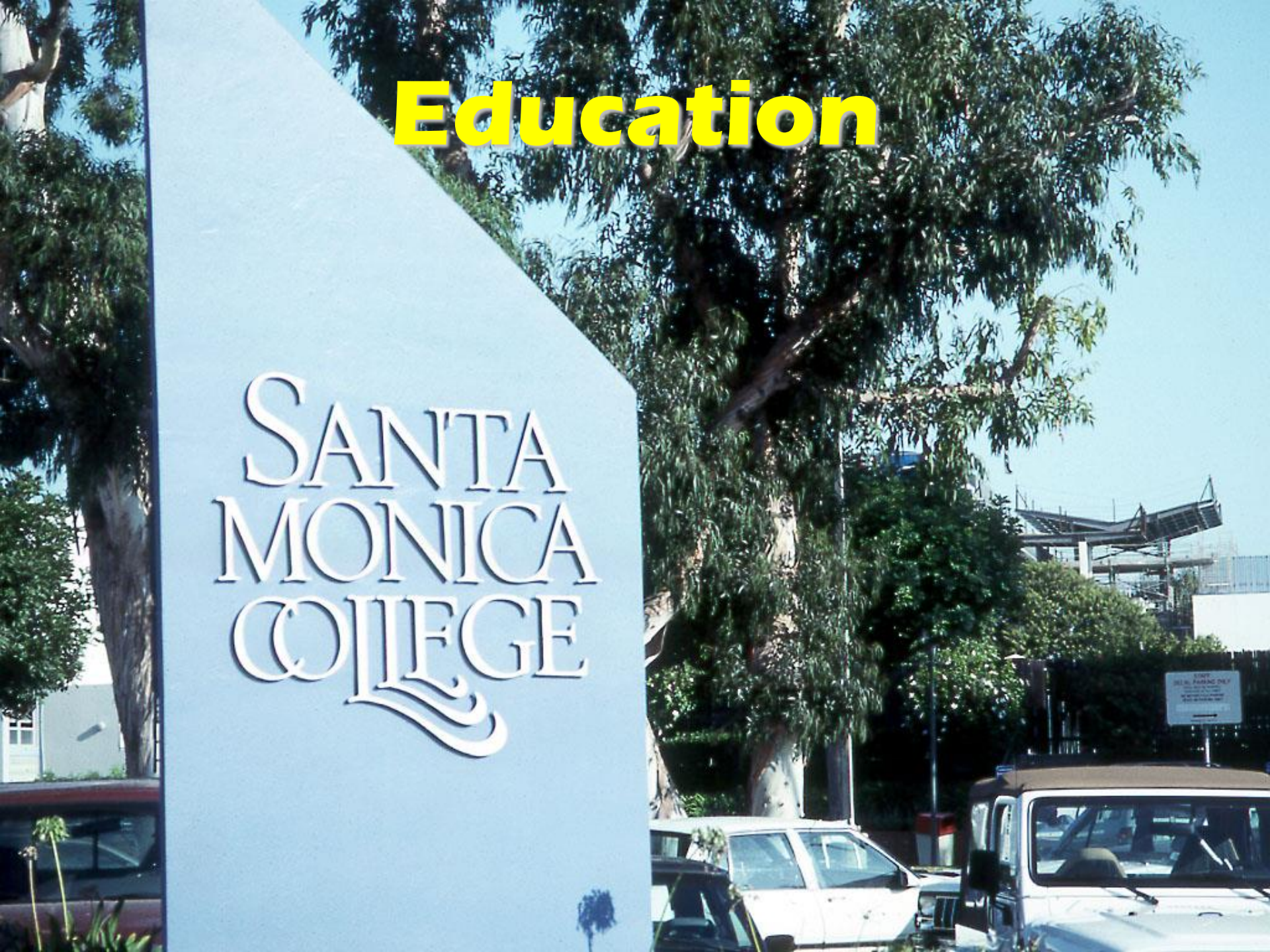
# West L.A., Westside Jobs





# Education

SANTA  
MONICA  
COLLEGE





# Downtown Santa Monica



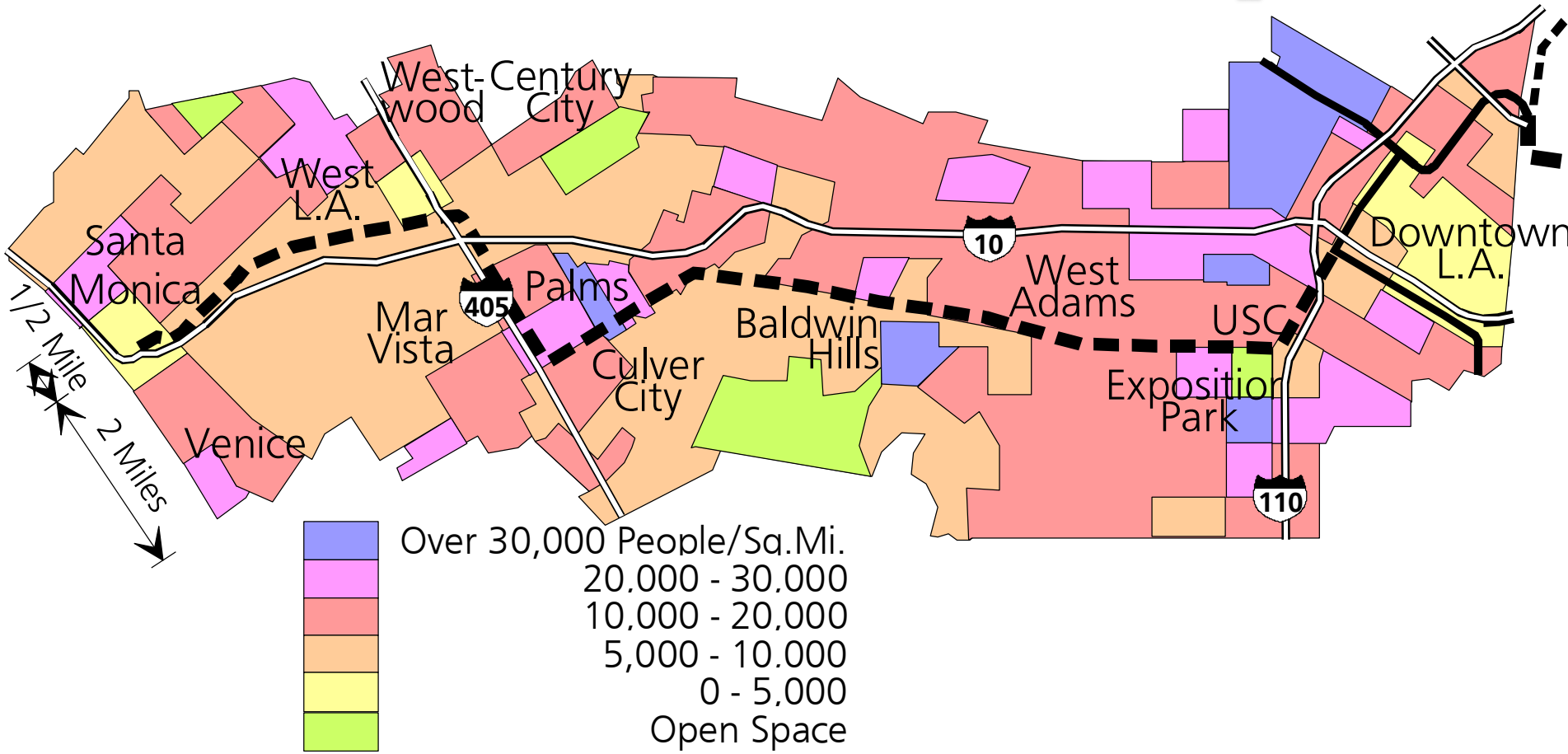


# Santa Monica Beach





# Over 800,000 People



• **Within 2 Miles** (13,300 /Sq.Mi.)

# Light Rail Success



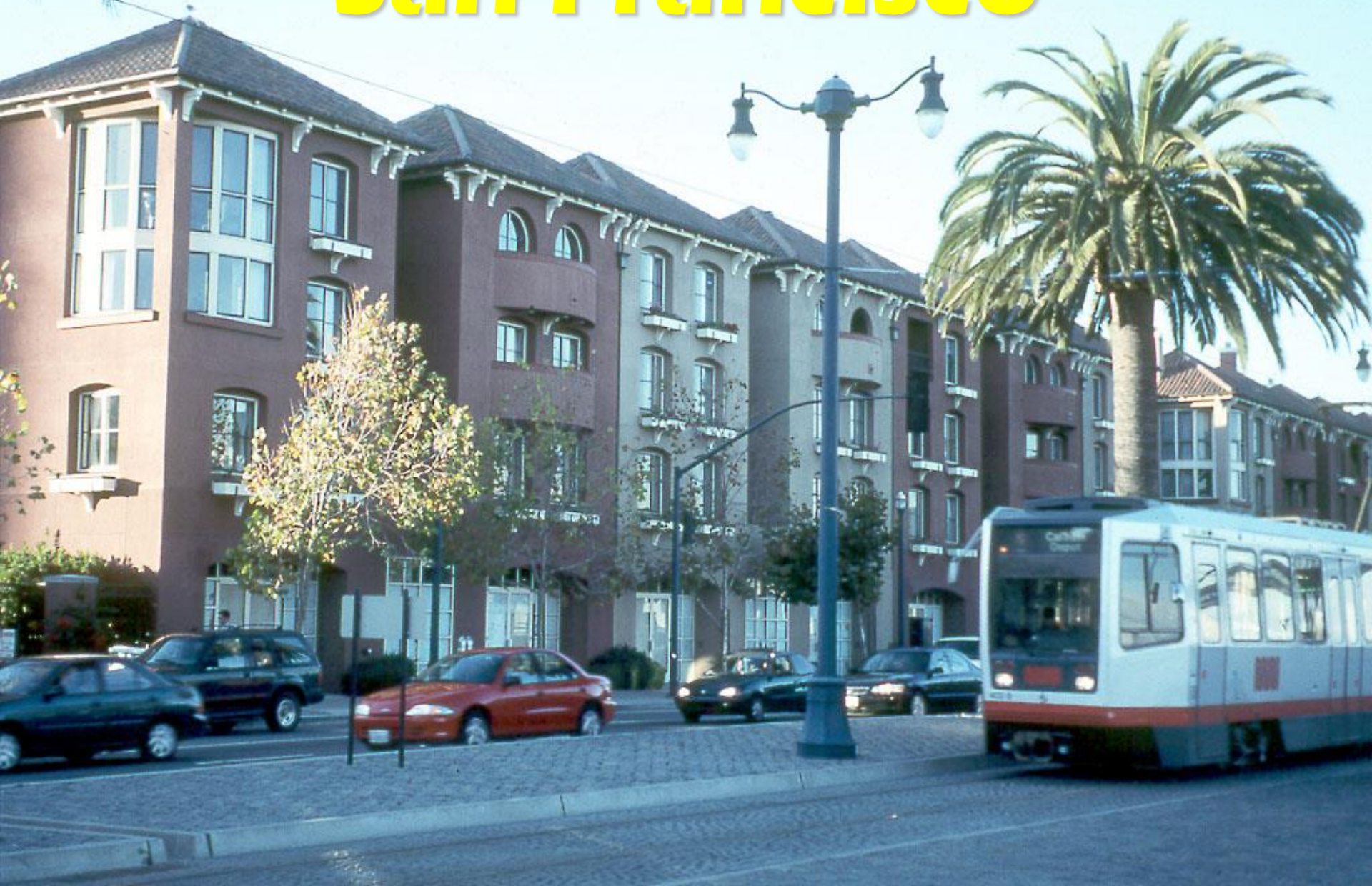


# Portland





# San Francisco





# Sacramento





# San Diego





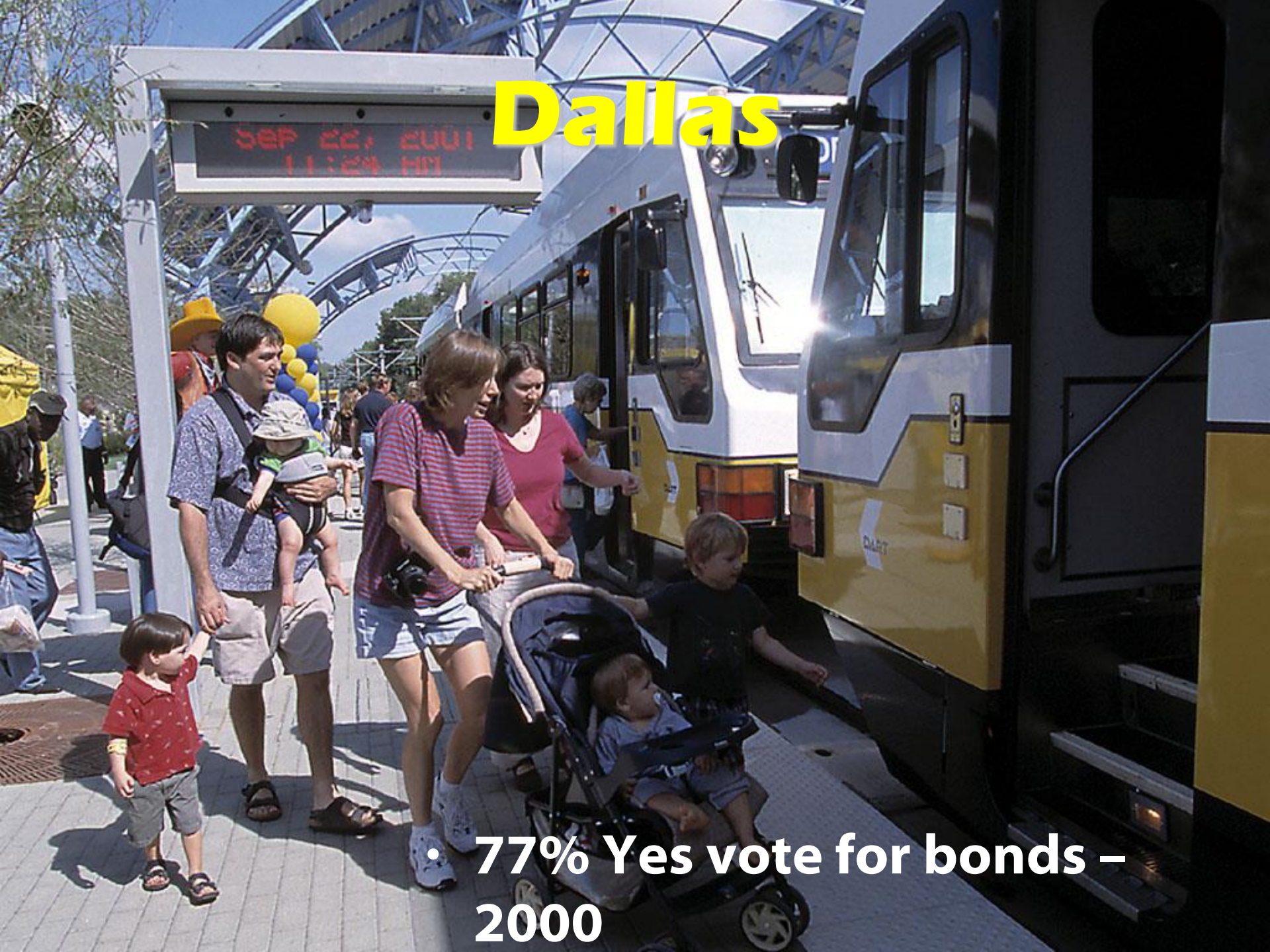
# Salt Lake City





# Dallas

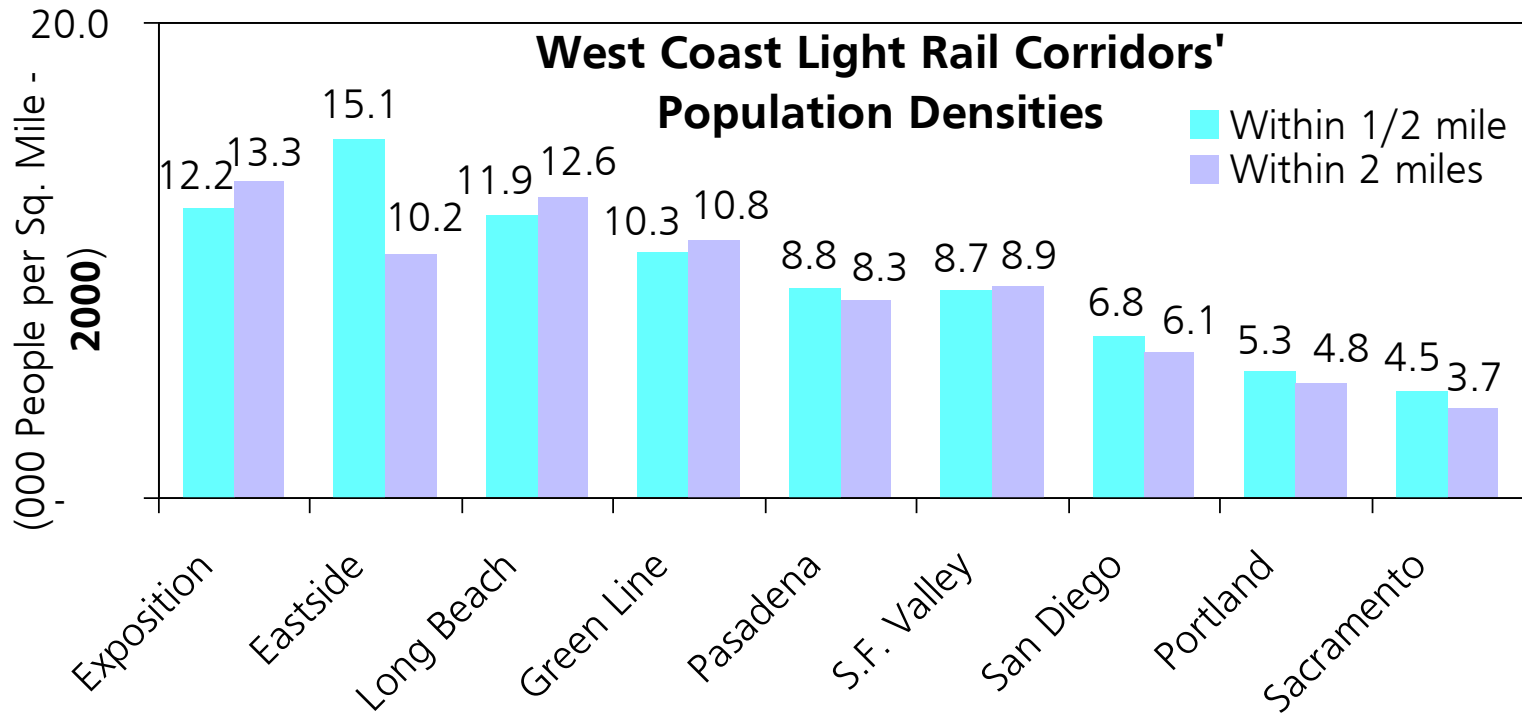
SEP 22, 2001  
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• 77% Yes vote for bonds –  
2000



# Dense Population

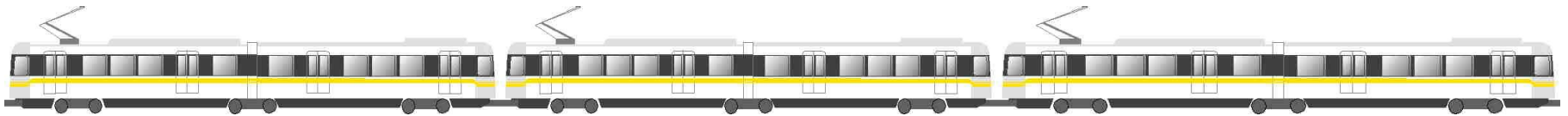


- **> Long Beach, ~ Wilshire west of Western**
- **2–3 times San Diego or Portland**
- **Denser employment than Blue Line's 10,900**



# 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

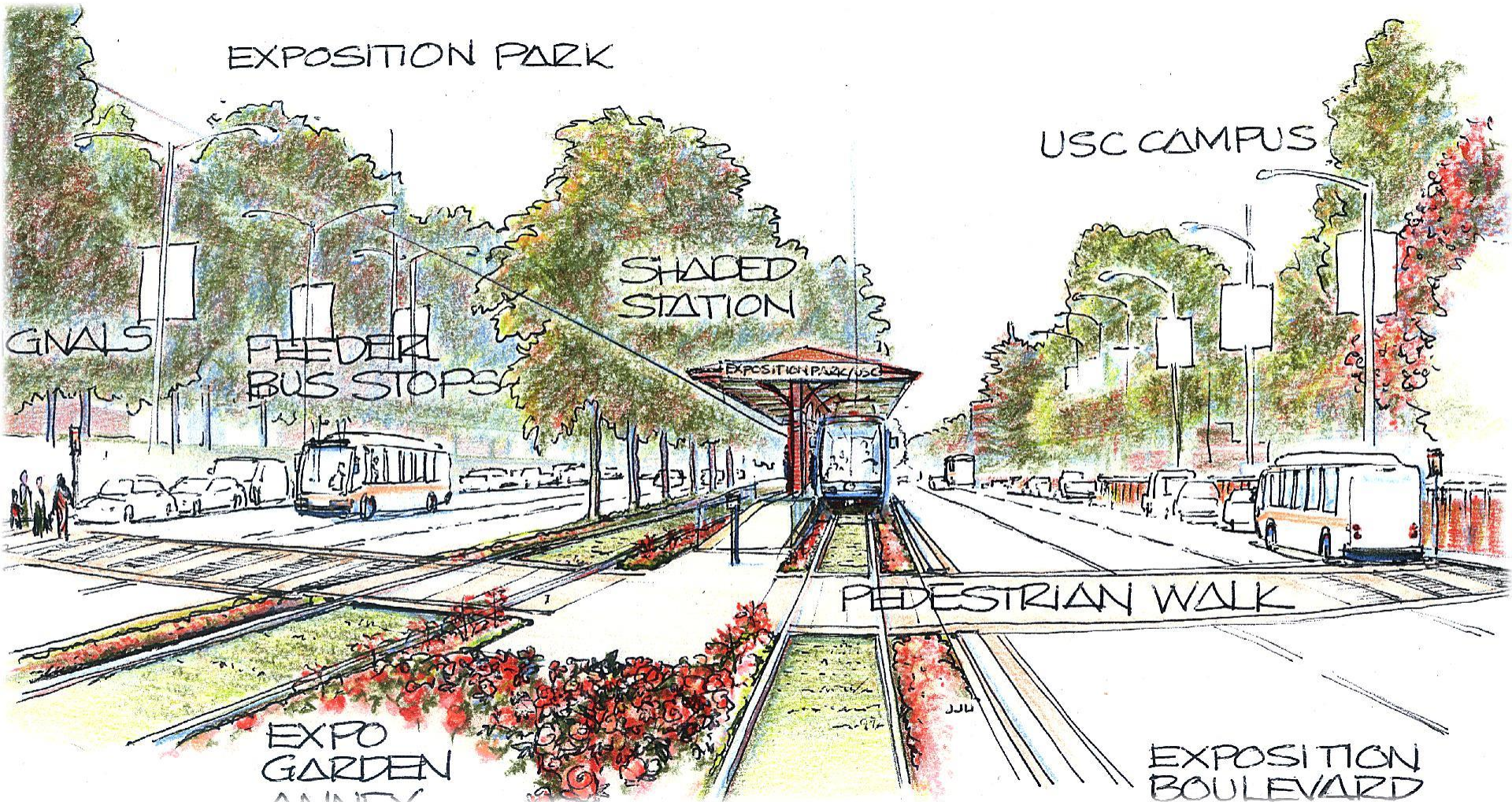


# Good Design





# USC – Exposition Park



EXPOSITION PARK

USC CAMPUS

SHADED  
STATION

FEEDER  
BUS STOPS

EXPOSITION PARK/USC

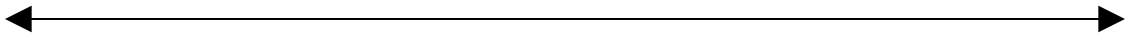
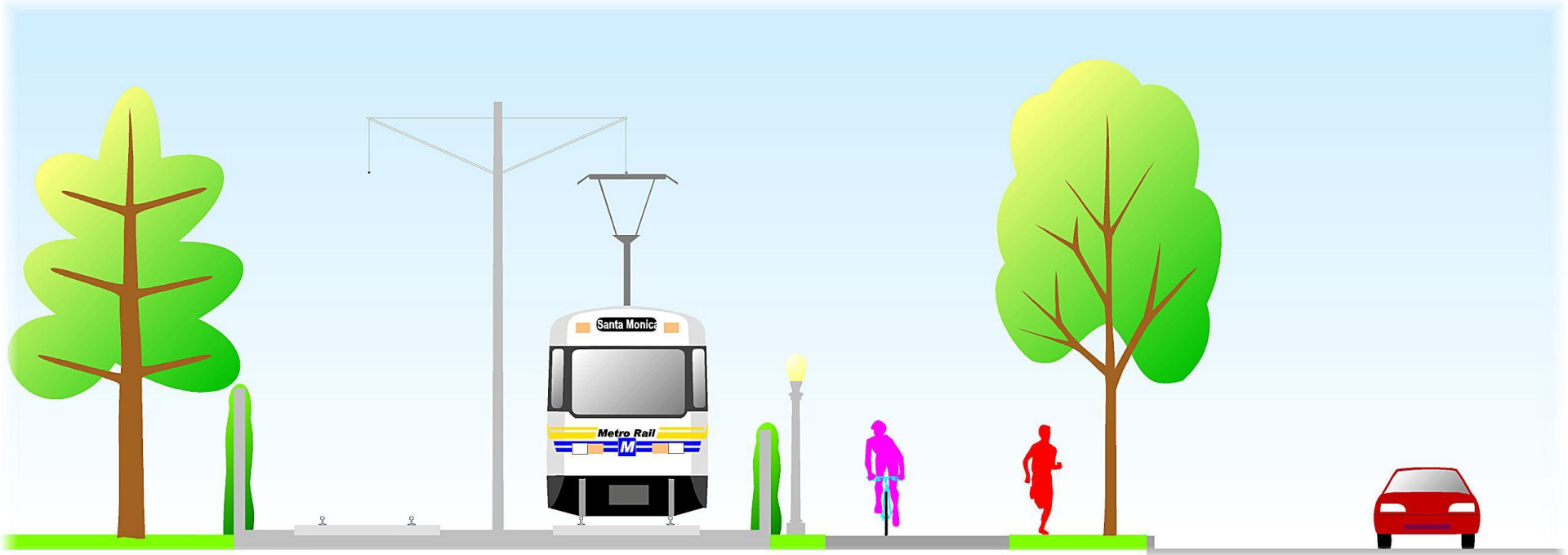
PEDESTRIAN WALK

EXPO  
GARDEN

EXPOSITION  
BOULEVARD



# Parkway & Bike Path



**50 – 100 foot right-of-way**



# Safety





# Property Values

## Sacramento Bee

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

## ***SAN DIEGO UNION- TRIBUNE***

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

## Los Angeles Times

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

## 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**

