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For Immediate Release: Nov. 9<sup>th</sup>, 2016

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While the national elections understandably dominated headlines last night, One LA leaders celebrate the passage of Measure M in Los Angeles County. One LA played a key role in shaping and passing Measure M after four years of research, public actions with MTA and Mayor Garcetti, and one of the largest countywide, grassroots Get Out the Vote Campaigns this election season. As a coalition of 25 religious congregations, schools, and non-profit organizations stretching from South and West LA to the San Fernando and San Gabriel Valleys, One LA reached tens of thousands of families through sermons, pulpit and bulletin announcements, door to door “deep canvassing” with over 75 block walkers, 8 voter education Civic Academies that reached over 500 individuals and a phone banking campaign targeting traditionally low-voting precincts.

“Our involvement in Measure M started when one of our congregations, Leo Baeck Temple, began advocating for a tunnel through the Sepulveda pass. As a broad-based organization we negotiated to make sure Measure M had a positive impact on the county, including ensuring that proposed rail extensions to places like Pacoima do not displace families because of rising housing costs,” said Peggy Goods, a One LA leader from St Brigid’s Catholic Church in South LA

Highlights from One LA’s GOTV campaign include:

- In Pacoima, where a major rail extension will connect the Northeast Valley with UCLA and LAX, One LA leaders at Mary Immaculate Catholic Church conducted voter registration and mobilization to its over 5,000 families during and after services on several weekends; held a Civic Academy on Measure M and other One LA endorsed propositions; and spoke along with Mayor Garcetti during Masses on Sunday November 6<sup>th</sup>.
- In South LA, teams of block walkers from St. Brigid, Holy Name of Jesus, St. John’s Clinic in South LA, Our Lady of Victory in Compton, Temple Beth Am, Temple Isaiah, Temple Emanuel, and Move LA, flooded the South LA precincts around St. Brigid with four separate walks to educate voters on Measure M.
- In places key to Measure M’s passage like the Gabriel Valley, Compton, West LA, and Central LA, One LA congregations conducted hour-long voter education “Civic Academies” with 50-100 people each, and promoted voting through services, and congregational festivals and events.
- In West LA, Leo Baeck Temple, which led the charge for a tunnel through the Sepulveda Pass, conducted block walks and phone banks on Measure M, and spoke at events around the city on behalf of the measure.

“This is why a broad-based organization like One LA exists: not only to build a consensus among tens of thousands of voters across a county as large as Los Angeles, but to do so through trusted institutions and through deep face-to-face voter engagement,” said Rabbi Ken Chasen of Leo Baeck Temple. “During the development of this measure and during GOTV, we worked to build consensus across geographic and demographic lines which historically have been difficult to bridge in our county.”