

# **CONSIDERATION OF MEASURE M** **IDENTITY ENHANCEMENTS**

*July 20, 2017*



**Your  
tax dollars  
at work.**



# RESEARCH

Market research that guided the renaming effort.

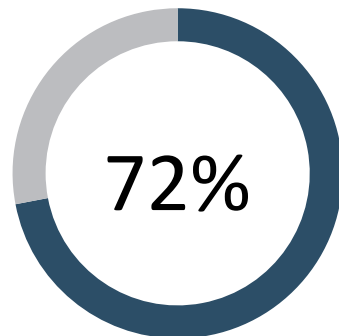
# REASONS

What are the benefits and opportunities?

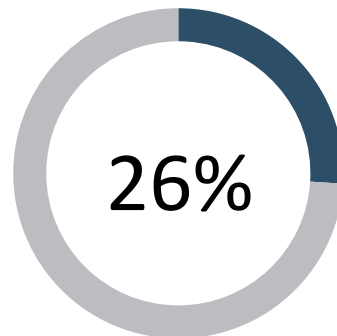
# RESULTS

Unveiling the new name.

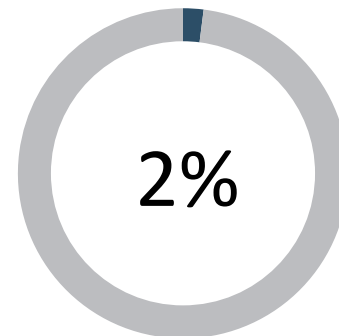
# MARKET RESEARCH | AWARENESS



**Unaware**



**Aware**



**Unsure**

**INSIGHT:** In an effort to increase awareness of Orange County's Measure M and avoid confusion with LA Metro's local sales tax measure of the same name, it is recommended to rename Measure M and incorporate the new name into signage and communications materials.

# MARKET RESEARCH | FOCUS GROUPS



## *Awareness:*

Focus groups indicated low awareness of Measure M and of the specific types of projects it funds.



## *Orange County:*

After being informed about Measure M, the majority of participants indicated they valued knowing local funds help deliver Orange County projects.



## *Transportation:*

Focus group participants indicated that the name should clearly communicate transportation.

# WHY RENAME?



## **Differentiation**

Avoid confusion and differentiate between Orange County's and LA Metro's Measure M



## **Visibility**

Incorporate a local focus and clearly communicate transportation in a catchy manner



## **Consistency**

Fit within the existing family of OCTA logos and maintain a consistent tone and personality

# **A FAMILY AFFAIR**

 **OCBUS**

 **OCBIKE**

 **OCVANPOOL**

 **OCSTREETCAR**

 **OCMETROLINK**



# introducing a new family member





***Your Tax Dollars at Work***

Local Focus / Family Element

Transportation



***Your Tax Dollars at Work***

Tagline, preferred by focus groups,  
integrated into the logo



Your Tax Dollars at Work



# HIGHWAY CONSTRUCTION

YEAR OF COMPLETION

# 2017

BE WORK ZONE ALERT



Your Tax Dollars at Work



# HIGHWAY CONSTRUCTION

YEAR OF COMPLETION

# 2017

BE WORK ZONE ALERT



# Real-World Visibility Test

## Orange Sign





## Observations

- Blue color presented a bolder image
- OC Go and OCTA logos should be larger
- Year is too dominant
- Swoosh distracting (adds visual noise)



*Your Tax Dollars at Work*



**HIGHWAY CONSTRUCTION**  
YEAR OF COMPLETION  
**2017**

 **BE WORK ZONE ALERT**



*Your Tax Dollars at Work*



**HIGHWAY IMPROVEMENTS**  
YEAR OF COMPLETION: **2017**

  **BE WORK ZONE ALERT** 

# Real-World Visibility Test

Second Test (April 2017)



OCGO

Your Tax Dollars at Work



OCTA

**HIGHWAY  
IMPROVEMENTS**

YEAR OF COMPLETION: **2017**



Caltrans



BE WORK ZONE ALERT



*Your Tax Dollars at Work*



# HIGHWAY IMPROVEMENTS

YEAR OF COMPLETION: **2017**



BE WORK ZONE ALERT

THIS PROJECT IS FUNDED BY



Orange County  
Transportation Authority



ORANGE COUNTY  
MEASURE M2 FUNDS



ROADSIDE WORK

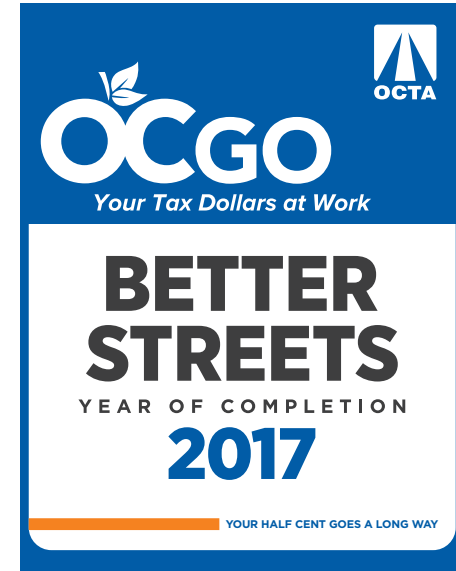
YEAR OF COMPLETION: 2018

BE WORK ZONE ALERT





Freeway Sign



Street Sign

# Real-World Visibility Test

## Street Sign





# RESEARCH

Market research that guided the renaming effort.

# REASONS

What are the benefits and opportunities?

# RESULTS

Unveiling the new name.



## NEXT STEPS

- Work with Caltrans on final approval
- Launch public awareness campaign