



July 20, 2017

To: Legislative and Communications Committee

From: Darrell Johnson, Chief Executive Officer

A handwritten signature in blue ink, which appears to read "Kenneth D. Johnson", is written over the "From:" line.

Subject: Consideration of Measure M Identity Enhancements

Overview

In an effort to increase awareness of Orange County's Measure M and avoid confusion with Los Angeles County's local sales tax measure of the same name, it is recommended to enhance the Measure M identity and incorporate a new name and logo into signage and communications materials.

Recommendation

Approve renaming Measure M and incorporate the OC Go logo into signage and communications materials.

Background

In November 2006, nearly 70 percent of Orange County affirmatively voted on Measure M, the half-cent local sales tax for transportation improvements. Measure M, administered by the Orange County Transportation Authority (OCTA), will provide approximately \$14 billion to improve transportation in Orange County over a 30-year period that began in spring 2011.

Research indicates a low public awareness of Measure M. According to the OCTA 2015 Attitudinal & Awareness Survey, nearly three-quarters of those surveyed (72 percent) had never heard of Measure M. Focus groups conducted in the summer of 2016 also indicated low awareness of Measure M and the specific types of projects and programs it funds. After being informed about Measure M, the majority of focus group participants indicated that they valued knowing that their local tax funds help deliver Orange County transportation projects.

In November 2016, Los Angeles County voters approved Los Angeles Metropolitan Transportation Authority's (LA Metro) transportation sales tax, also

called Measure M. LA Metro's Measure M became widely known following significant print and television media coverage.

Discussion

In order to avoid confusion, to differentiate between the two counties, and to increase public awareness of Orange County's taxpayer-funded transportation investments, staff is recommending the renaming of Orange County's Measure M for public communication and awareness purposes and developing a new visual logo identity. The 2016 focus group participants indicated that the name should clearly communicate transportation. Since the current identity does not presently do so, a new name and look have been developed that fit within the existing OCTA Board of Directors (Board)-approved family of OCTA logos - OC Bus, OC Streetcar, OC Vanpool, and OC Bike. The recommended name is OC Go. The new identity incorporates a local focus, fits within the OCTA family of logos, and clearly communicates transportation in an appealing manner. The tagline preferred by the 2016 focus groups, "Your Tax Dollars at Work," would be integrated into the logo, whenever possible.

The proposed logo and tagline were tested for readability and impact on replicas of freeway and street signage. The California State Department of Transportation (Caltrans) reviewed the sign mockups and provided preliminary approval. If the Board chooses to move forward with the new name and look, staff will develop and launch a comprehensive public awareness campaign, work with Caltrans to obtain final approval for all relevant projects that have a state partnership, and begin installing signs in the proximity of all local sales tax funded projects that are currently under construction to enhance awareness.

Summary

To enhance awareness of Orange County's local sales tax measure and avoid confusion with Los Angeles County, staff developed a new identity for Measure M called OC Go. The proposed logo fits within the family of OCTA logos, clearly communicates transportation, and incorporates the preferred tagline supported by market research. If approved, the new identity would be rolled out in a public awareness campaign and new project signage.

Attachment

None.

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