

CONSIDERATION OF MEASURE M **IDENTITY ENHANCEMENTS**

September 21, 2017





**Your
tax dollars
at work.**

RESEARCH

Market research that guided the renaming effort.

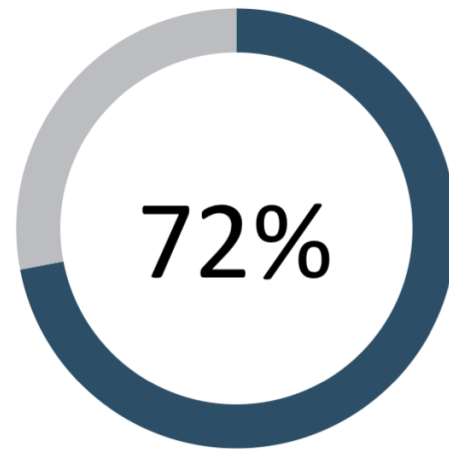
REASONS

What are the benefits and opportunities?

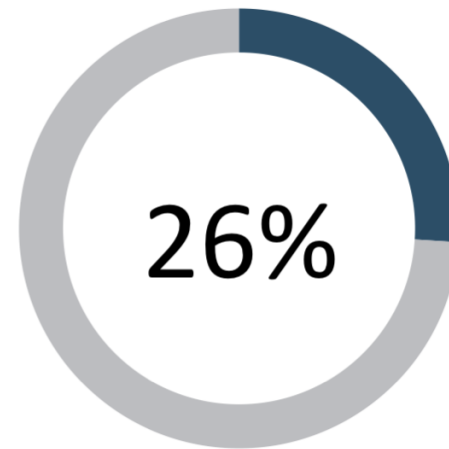
RESULTS

Unveiling the new name.

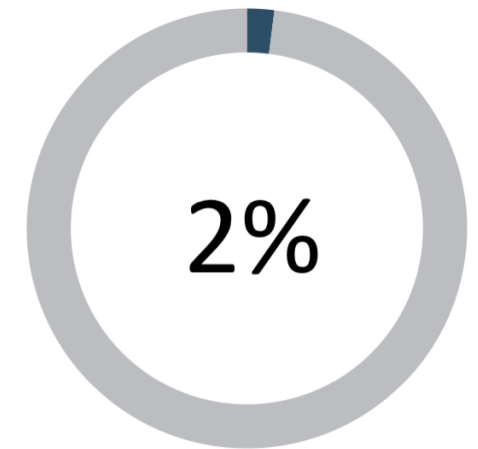
MARKET RESEARCH | AWARENESS



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

 **CBUS**

 **BIKE**

 **VANPOOL**

 **STREETCAR**

 **METROLINK**



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



Initial Observations

- OC Go and OCTA logos should be larger
- Year is too dominant
- Swoosh distracting (adds visual noise)

Committee Observations

- Emphasize "local" tax dollars
- Don't state the obvious
- Use Caltrans's "Be Work Zone Alert"



Local Tax Dollars at Work


IMPROVEMENTS

COMPLETE 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

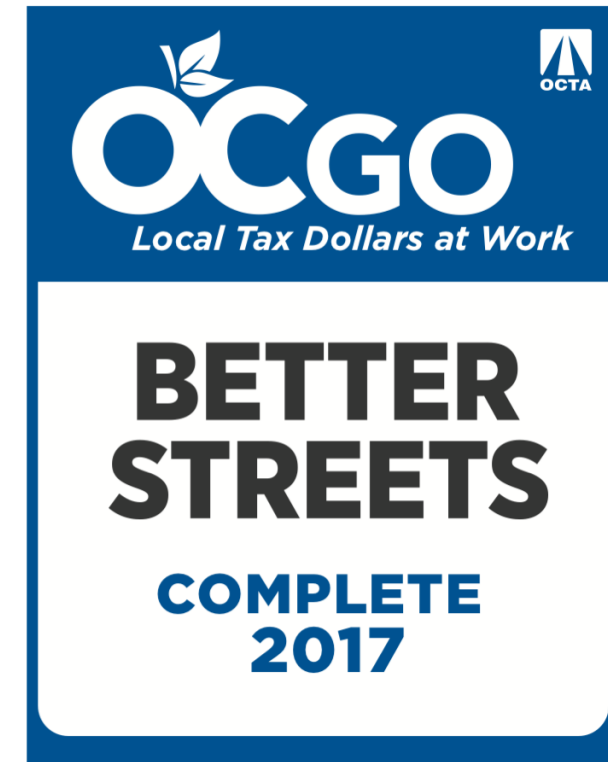


BE WORK ZONE ALERT





Freeway Sign



Street Sign

RESEARCH

Market research that guided the renaming effort.

REASONS

What are the benefits and opportunities?

RESULTS

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NEXT STEPS

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



THANK YOU