



Orange County Transportation Authority

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Sponsors: Ryan Armstrong, Lance M. Larson

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Consideration of Measure M Identity Enhancements

In an effort to increase awareness of Orange County's local transportation sales tax measure and avoid confusion with Los Angeles County's Measure M, it is recommended to enhance the Measure M identity by incorporating a new name and logo into signage and communications materials. The Legislative and Communications Committee reviewed the proposed identity modification to OC Go and offered suggestions on the signage design, which since has been updated for review.

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