



File #: 17-657, **Version:** 1

Consideration of Measure M Identity Enhancements

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.

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