
**CONSIDERATION OF MEASURE M
IDENTITY ENHANCEMENTS**

September 21, 2017



**Your
tax dollars
at work.**

RESEARCH

Market research that guided the renaming effort.

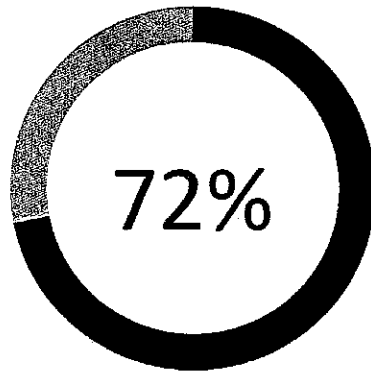
REASONS

What are the benefits and opportunities?

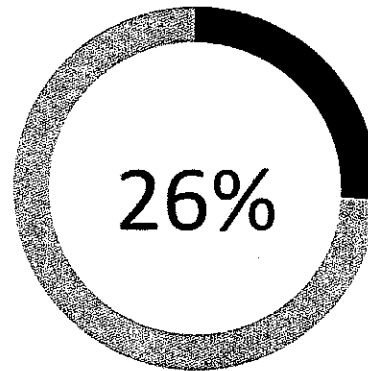
RESULTS

Unveiling the new name.

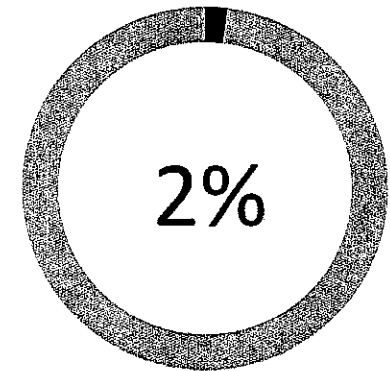
MARKET RESEARCH | AWARENESS



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:

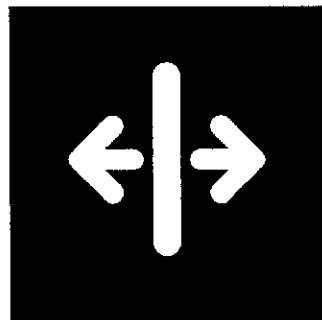
After being informed about Measure M, the majority of participants indicated they valued knowing local funds help deliver Orange County projects.



Transportation:

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

WHY RENAME?



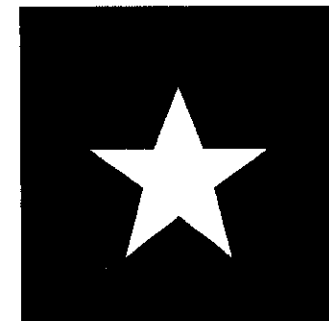
Differentiation

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

OCBUS

OCBIKE

OCVANPOOL

OCSTREETCAR

OCMETROLINK

introducing a new family member



OCGO

Your Tax Dollars at Work

Local Focus / Family Element

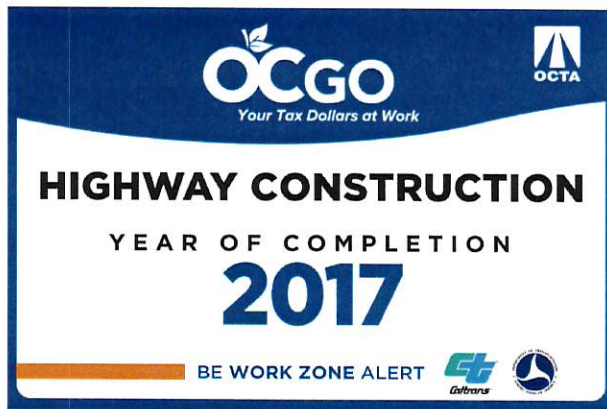
Transportation



OCCGO

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"




OCGO
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

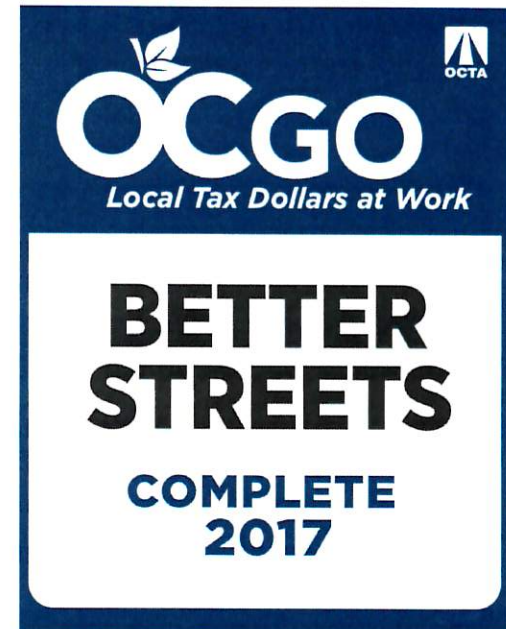


ROADSIDE WORK
YEAR OF COMPLETION: 2018

BE WORK ZONE ALERT



Freeway Sign



Street Sign

RESEARCH

Market research that guided the renaming effort.

REASONS

What are the benefits and opportunities?

RESULTS

Unveiling the new name.

NEXT STEPS

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



THANK YOU