Orange County Transportation Authority (OCTA) Sales Tax and Economic Review

May 2014

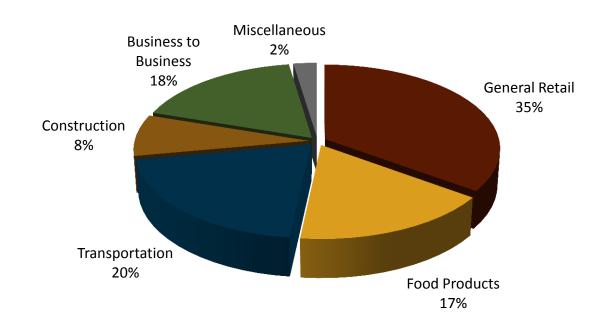




OCTA Sales Tax Composition

Economics driving sales tax

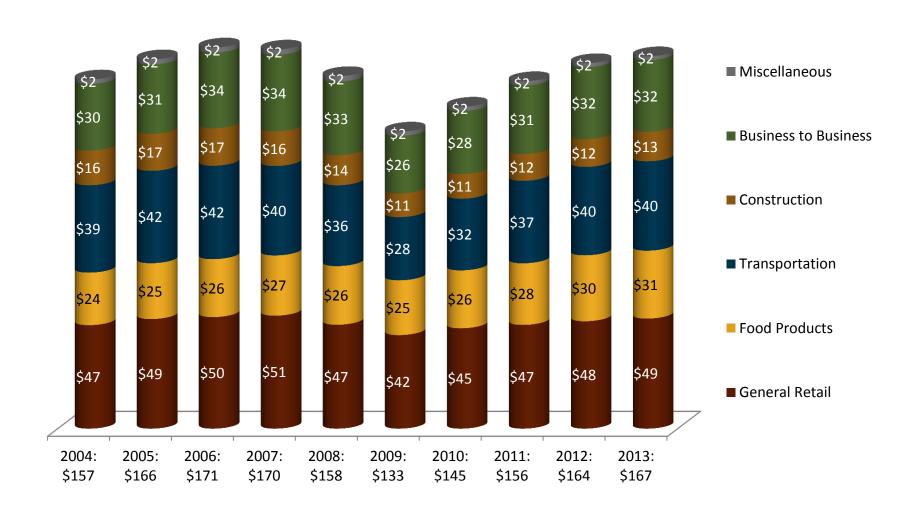
- Current Sales Tax Picture
- Auto Sales
- 3. Restaurants
- 4. Construction Boom
- Goods & Services = Outmoded Tax Structure
- 6. Personal Income & Spending Power
- 7. Internet Sales



OCTA's Sales Tax Composition

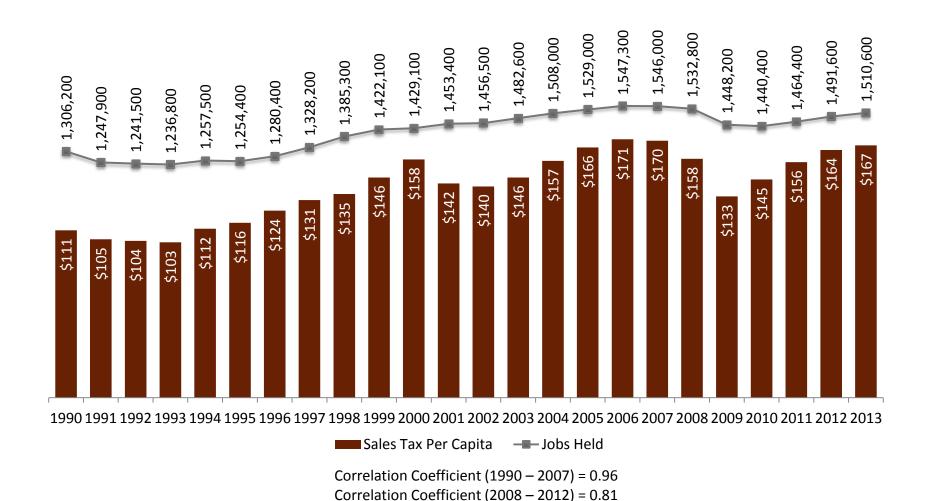
Orange Countywide Sales Tax Per Capita

(adjusted for anomalies)



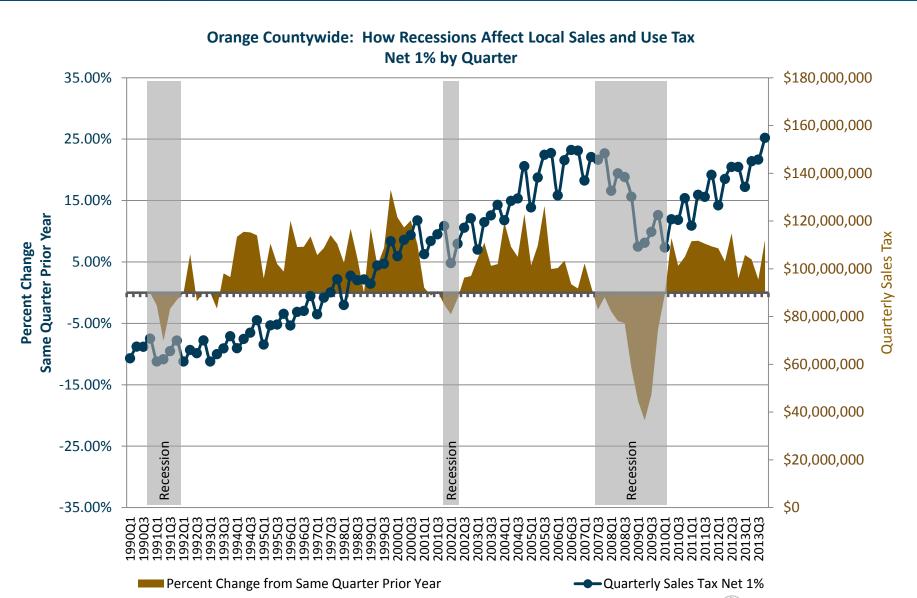
Orange Countywide Jobs Held and Sales Tax Per Capita

(not adjusted for anomalies)

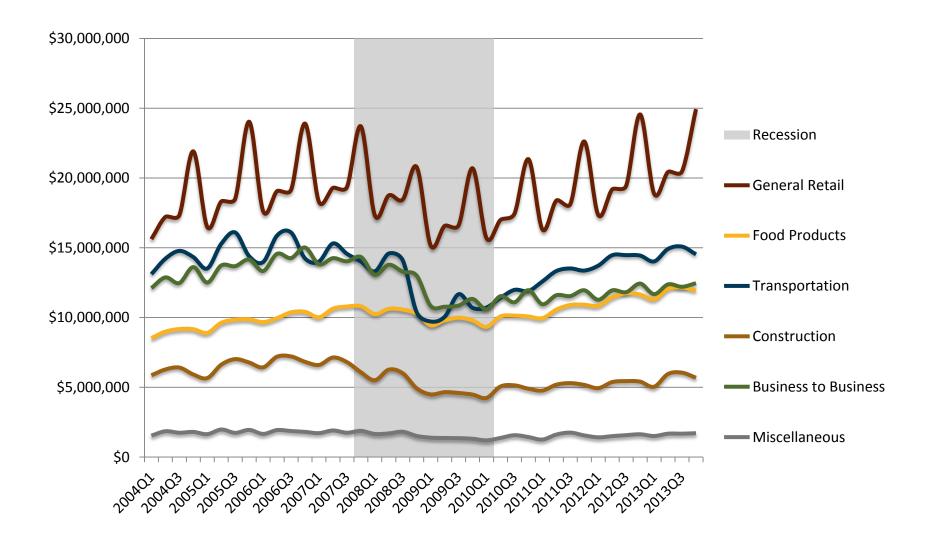


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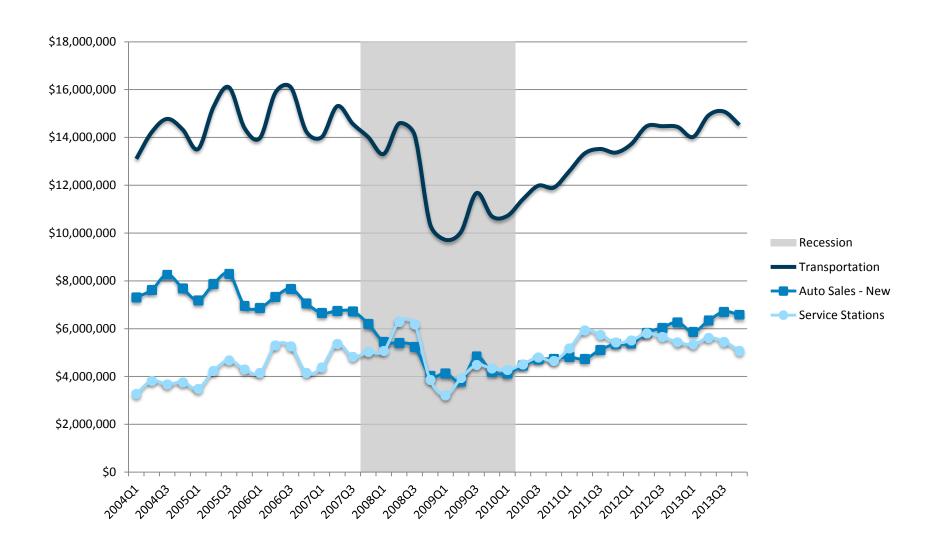
Before, During, and After



Category Overview



Transportation



Transportation

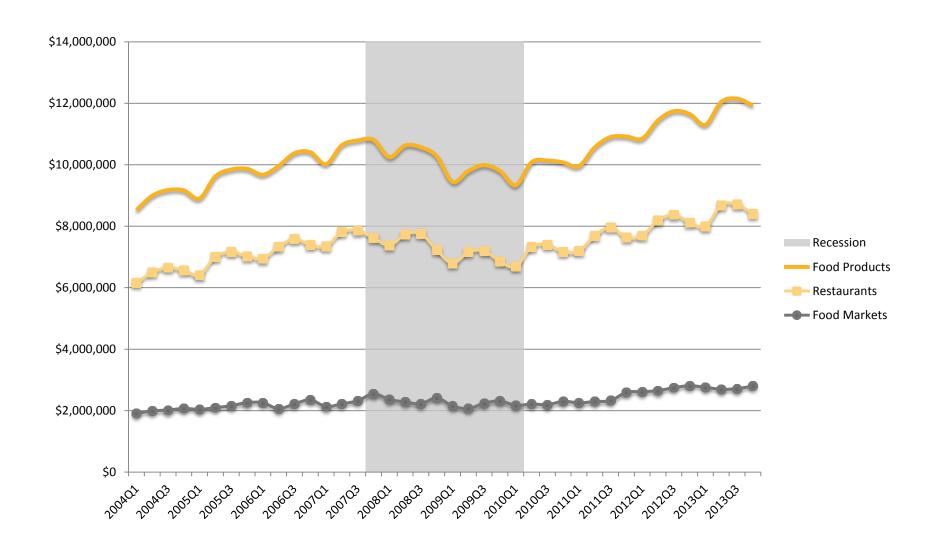
Auto Sales Recover to '08 Prerecession Levels



Auto & Light Trucks sold in millions of units. Source: U.S. Department of Commerce: Bureau of Economic Analysis

- Forecast 16.4M units in 2014
- 300,000 additional lease returns in 2014
- New truck sales = 52% of all sales
- Luxury manufacturers introducing compact models
- 59% of Gen Y (80M pop.) expect to drive alternative engine vehicles in next 5 years

Food Products



Construction

