



ORANGE COUNTY TRANSPORTATION AUTHORITY

**Taxable Sales Forecast – MuniServices – Doug Jensen,
Senior Vice President, Client Services**

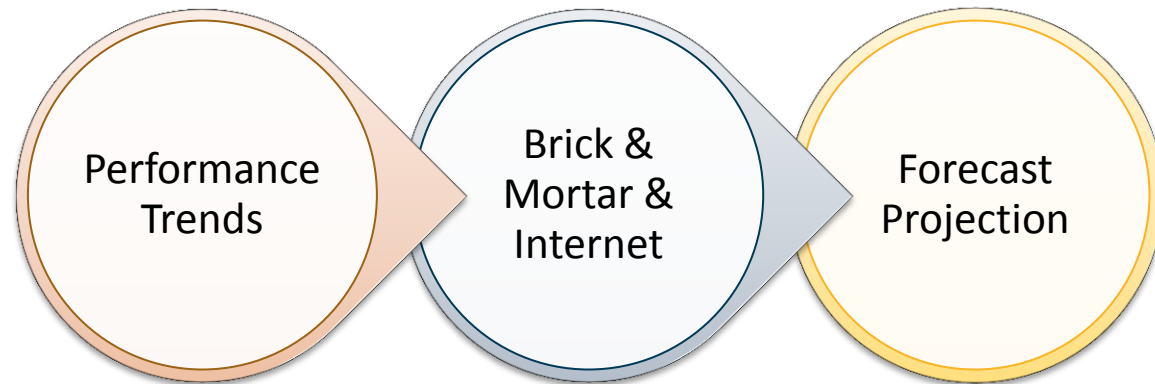
PowerPoint



Orange County Transportation Authority

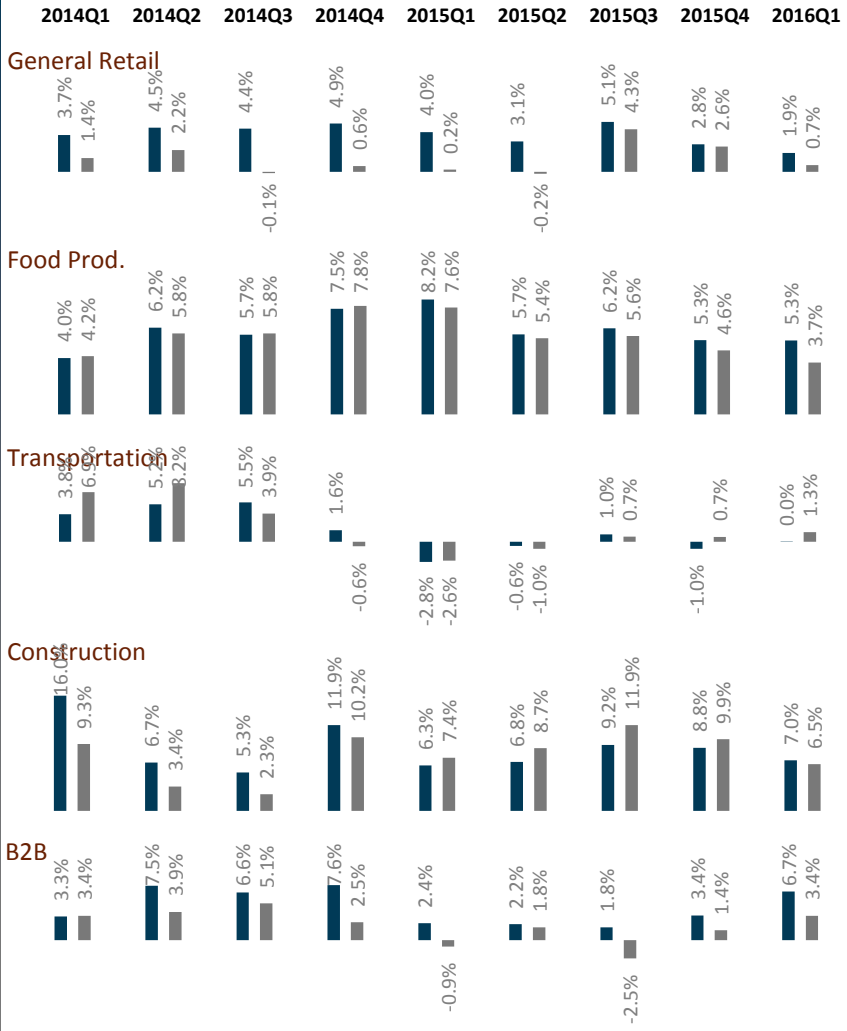
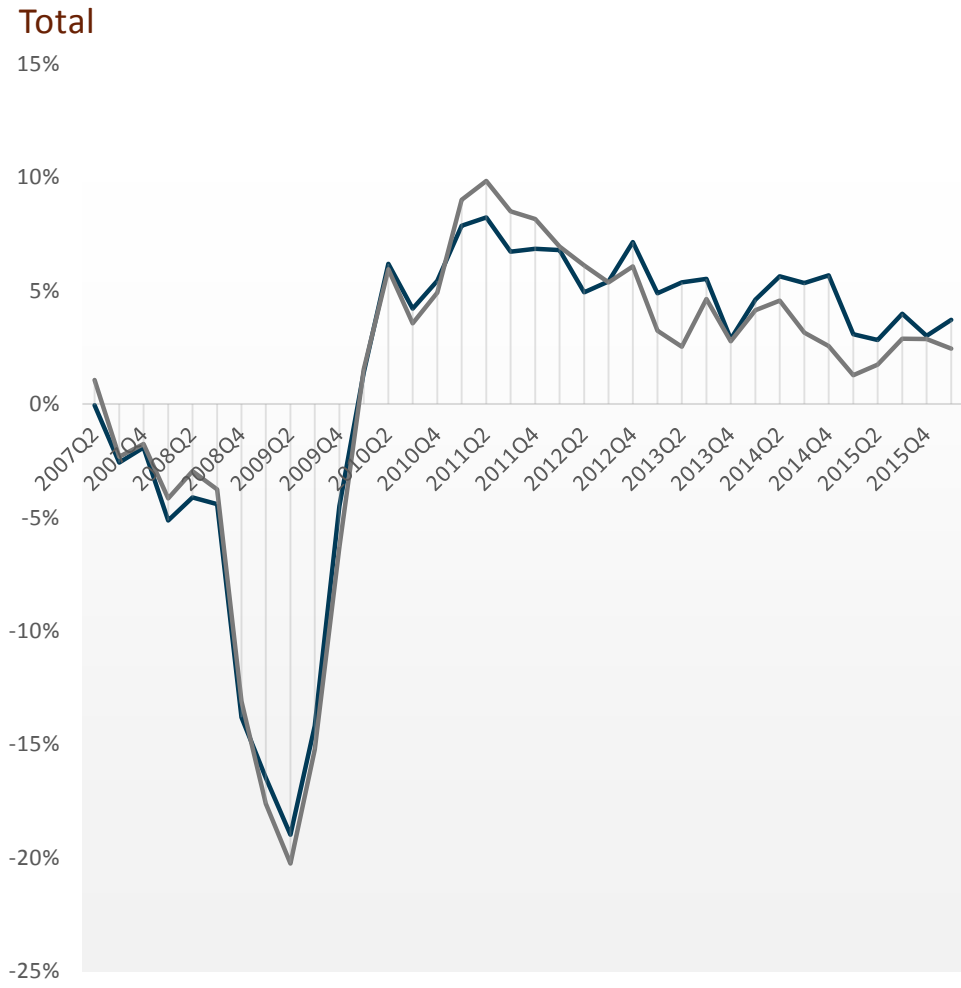
Economic Overview

July 2016



Historical and Recent Trends in Total and by Category

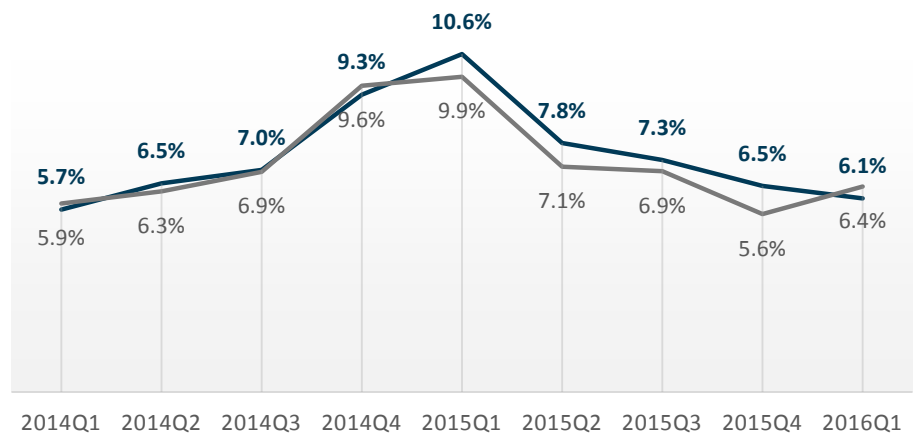
Change from Prior Year Same Quarter



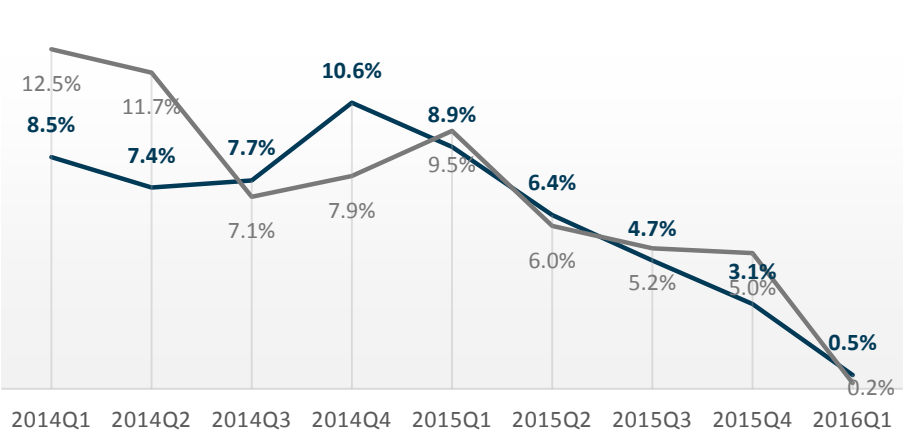
Historical and Recent Trends of Top Segments

Change from Prior Year Same Quarter

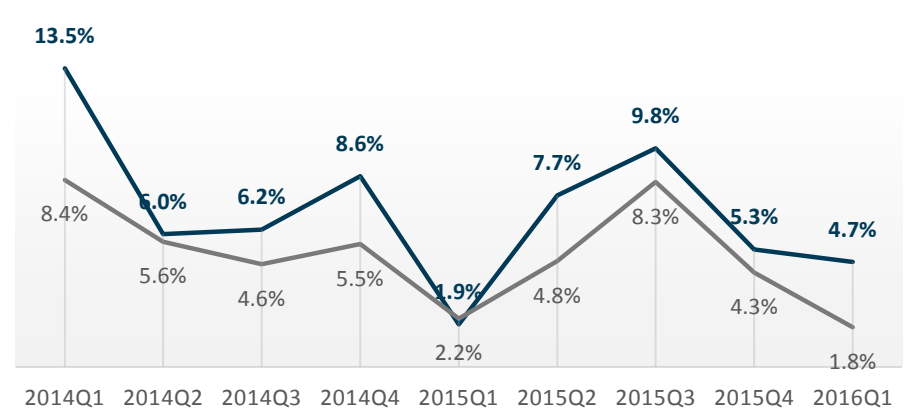
#1 Restaurants



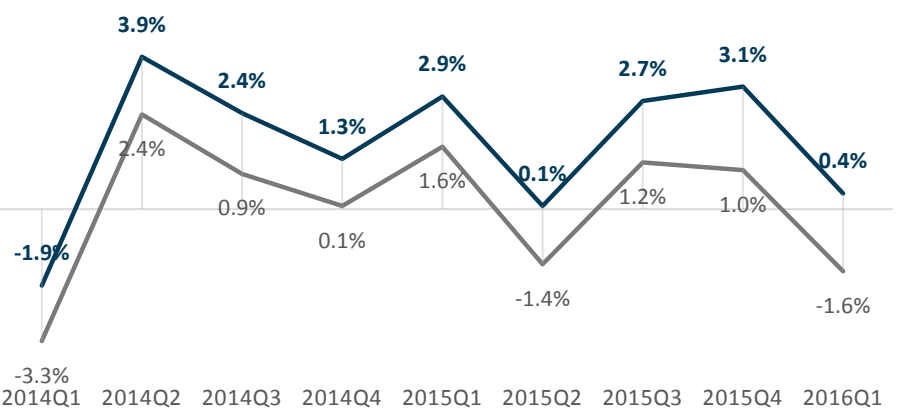
#2 New Auto Sales



#3 Miscellaneous Retail

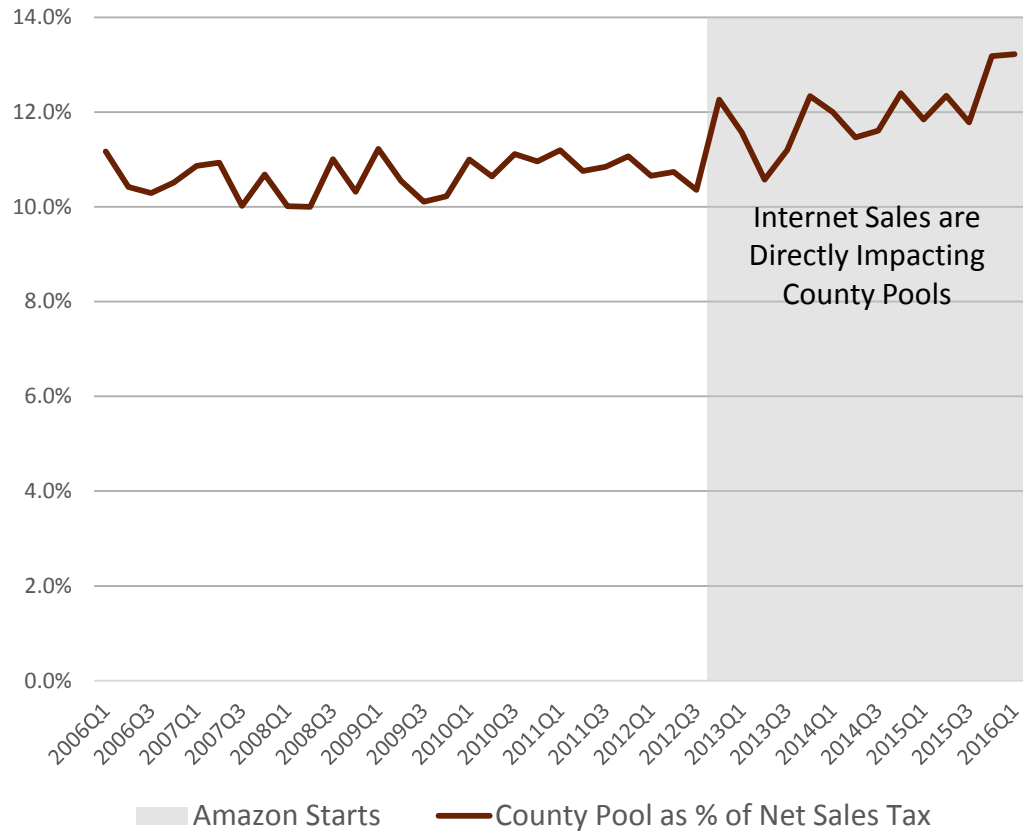


#4 Department Stores



Brick & Mortar & Internet

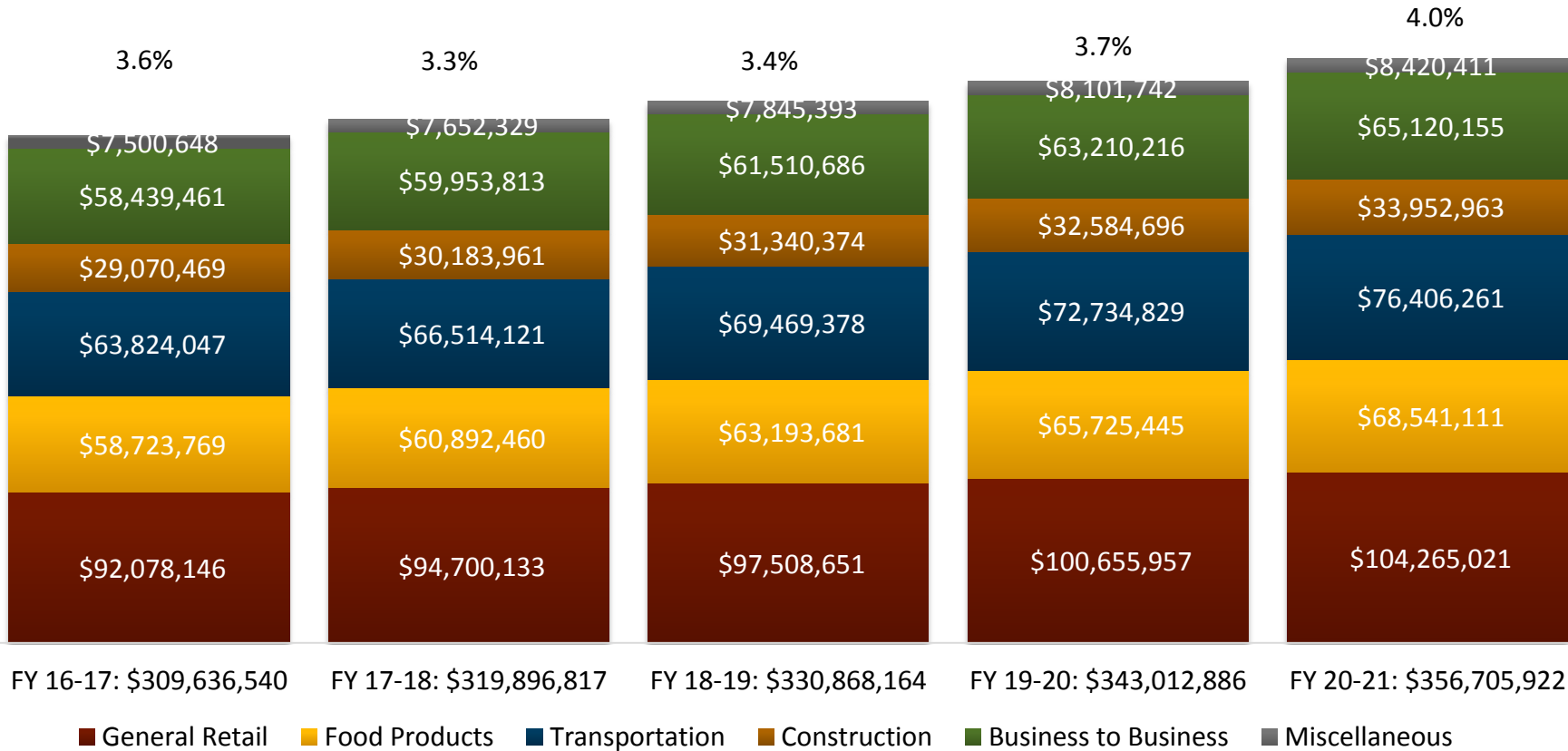
Quarterly Allocations to All Countywide Pools as a Percent of Total Net Sales Tax



Examples of Brick & Mortar (B&M) versus Online Sales

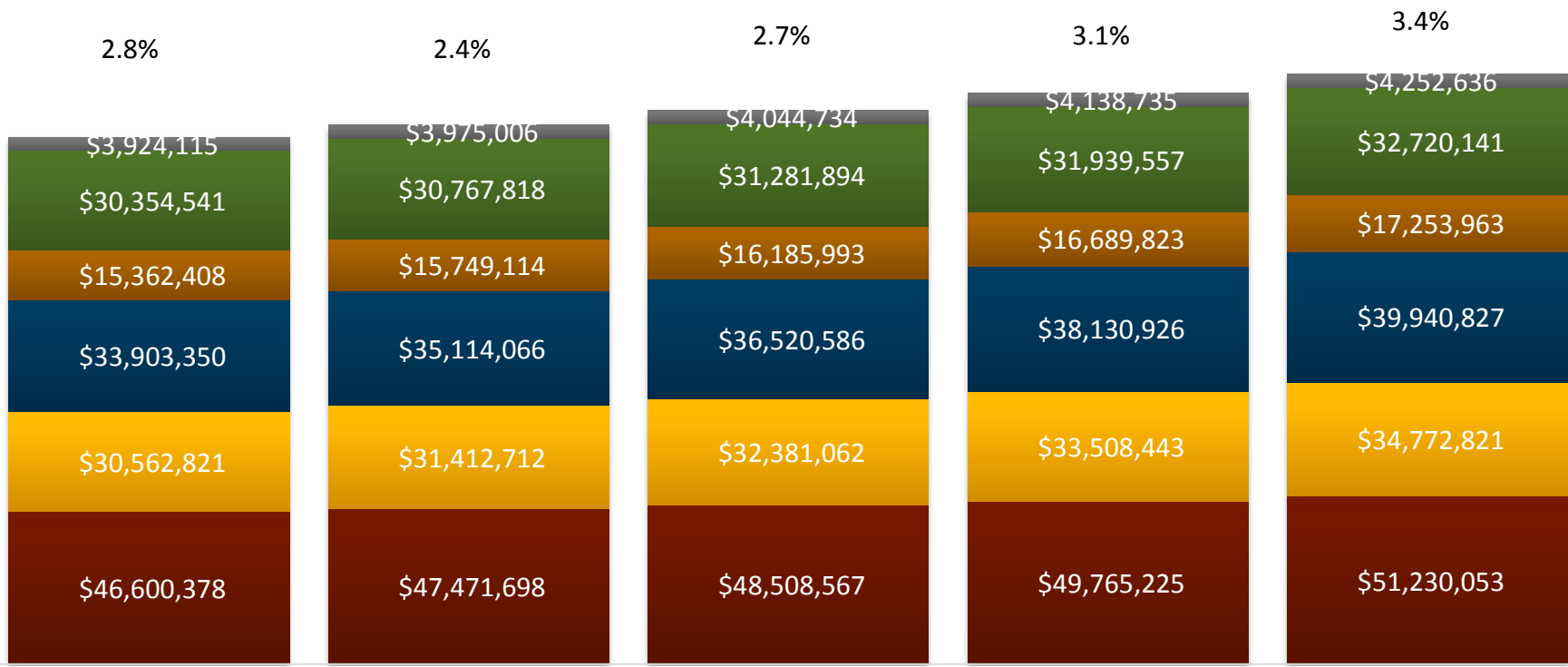
Growth YE 2014 to YE 2015	B&M	Online
Amazon		28.6%
Macy's	-1.7%	30.0%
Nordstrom	9.4%	19.3%
Target	2.2%	55.2%

Measure M



Forecast Projection (TDA)

TDA



FY 16-17: \$160,707,612 FY 17-18: \$164,490,415 FY 18-19: \$168,922,835 FY 19-20: \$174,172,708 FY 20-21: \$180,170,442

■ General Retail ■ Food Products ■ Transportation ■ Construction ■ Business to Business ■ Miscellaneous



Doug.Jensen@MuniServices.com

