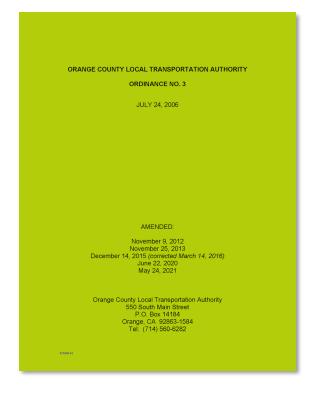
## Measure M2 Ten-Year Review Update



### **Promise to Voters**

### **Implementing Ordinance**



Attachment A – Renewed Measure M (M2)

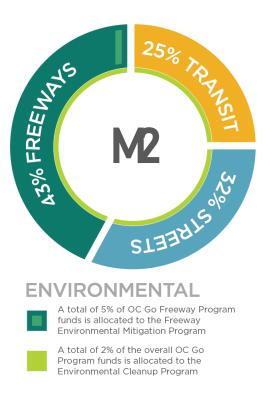
Attachment B - Allocation of Net Revenues

Attachment C – Taxpayer Oversight Committee

Transportation Investment Plan (Plan)

M2 Ordinance:

### **Funding Strategy**



1.5 percent - California Department of Tax and Fee Administration1 percent - Administrative Costs

### **\$14 Billion Expenditure Plan**

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## Ordinance No. 3 – Section 11

24	SECTION 11. TEN-YEAR COMPREHENSIVE PROGRAM REVIEW	
25	At least every ten years the Authority shall conduct a comprehensive review of all	
26	projects and programs implemented under the Plan to evaluate the performance of the	
27	overall program and may revise the Plan to improve its performance. The review shall	



Research and identify changes in external policy and/or regulation as well as in land use, travel, and growth projections



Evaluate current project and program cost estimates and the financial capacity through 2041



Review Plan to determine if there are performance issues or constraints



Assess public and stakeholder support for the Plan and OCTA's approach



Identify OCTA's and local jurisdictions' progress in implementing the Plan

Authority – Orange County Local Transportation Authority Plan - Transportation Investment Plan

OCTA - Orange County Transportation Authority

# First Ten-Year Review (2015)

- First ten-year review covered 2006-2015
  - Outreach confirmed continued public support for the Plan and progress in delivering promises
  - Analysis identified a need for a funding shift between transit programs
- Board approved an amendment to the M2 Ordinance and Plan in December 2015
  - Closed out completed rail gateways project and transferred balance to Fare Stabilization Program and Metrolink operations



#### Renewed Measure M Comprehensive Ten-Year Review

Presented to the Board of Directors on

October 12, 2015

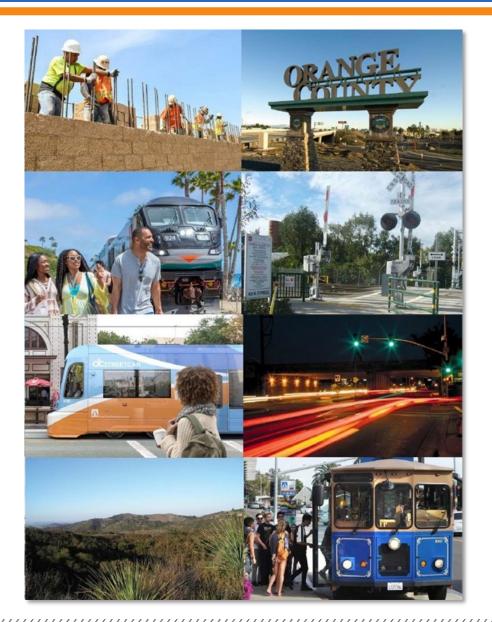


### **Activities to Date**

Activity	Timeline
Mobilized Ten-Year Review efforts	January - June 2024
Analyses of Plan progress and performance	August 2024 - Ongoing
Conducted M2 workshop with the Board	September 2024
Presented Ten-Year Review framework to the Board	October 2024
Presented Ten-Year Review look ahead to the Board	March 2025
Developed and launched outreach campaign	January 2025 - Ongoing

## **Outreach Overview**

- Purpose
  - Measure awareness, inform, educate
  - Assess support, gather feedback
- Target Audiences
  - Large employers/business leaders
  - Health and education leaders
  - Small business owners
  - Government officials
  - OCTA committees
  - Interest groups
  - Industry experts
  - General public



# **Outreach Engagement**

- Strategies & Tactics
  - Project webpage: octa.net/M2Review
  - Focus groups
  - Surveys
  - Public meetings
  - Pop-up events
  - Fact sheet, FAQs, flyers
  - Organic social posts
  - Paid social ads
  - Newspaper ads
  - E-blasts
  - OC Bus interior cards
  - Digital toolkit







Tell Us What You Think Scan the QR code to share your thoughts on which transportation improvements matter most to you.

Comparta sus opiniones Escanee el código QR para compartir sus opiniones sobre qué mejoras de transporte son las más importantes para usted.

Cho Chúng Tôi Biết Ý Kiến Quét thẻ QR để chia sẻ ý kiến về những cải thiện giao thông mang tầm quan trọng nhất đối với quý vị.



octa.net/M2Review



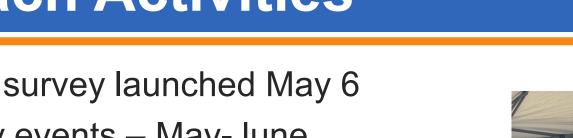
Help Shape Transportation in OC! Take the survey and participate in an upcoming meeting.

Measure M2 TEN-YEAR REVIEW

#### FAQ – Frequently asked questions

# **Outreach Activities**

- Qualitative survey launched May 6
- Community events May-June
  - LSTV's Commemoration of Asian American Pacific Islander Month, City of Westminster
  - Health and Wellness Expo, City of Brea
  - Juneteenth Celebration, City of Santa Ana
  - O.C. Philippines Independence Day Celebration, City of Irvine
  - Mission Viejo Pride's Second Annual Pride Event, City of Mission Viejo
- Community webinar June 5
- Stakeholder briefings June-July
- Roundtable discussions with elected officials June 5, July 16





### Look Ahead

Activity	Timeline
Analyses of Plan progress and performance	Ongoing
Present updates via regular M2 quarterly reports and specific reports at key milestones	Ongoing
Conduct outreach and seek public feedback	January - September 2025
Complete analysis, prepare report and recommendations	October - December 2025
Present the Ten-Year Review report and recommendations to the Board	Early 2026