

**CONSIDERATION OF MEASURE M
IDENTITY ENHANCEMENTS**







MARKET RESEARCH | AWARENESS



MARKET RESEARCH | FOCUS GROUPS



WHY RENAME?



| A FAMILY AFFAIR

introducing a new family member





OCGO

Your Tax Dollars at Work

OCGO
Your Tax Dollars at Work

HIGHWAY CONSTRUCTION
YEAR OF COMPLETION
2017

BE WORK ZONE ALERT



OCGO
Your Tax Dollars at Work

HIGHWAY CONSTRUCTION
YEAR OF COMPLETION
2017

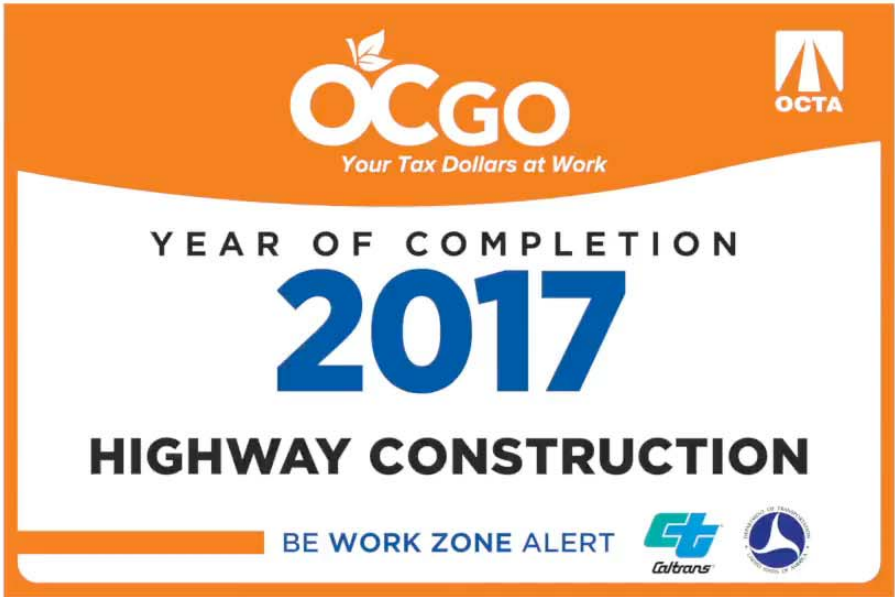
BE WORK ZONE ALERT



Real-World Visibility Test

Orange Sign





HIGHWAY CONSTRUCTION

YEAR OF COMPLETION

2017

 BE WORK ZONE ALERT



OCGO
Your Tax Dollars at Work

HIGHWAY CONSTRUCTION
YEAR OF COMPLETION
2017

BE WORK ZONE ALERT



OCGO
Your Tax Dollars at Work

HIGHWAY IMPROVEMENTS
YEAR OF COMPLETION: **2017**

BE WORK ZONE ALERT



Real-World Visibility Test

Second Test (April 2017)



OCGO
Your Tax Dollars at Work

**HIGHWAY
IMPROVEMENTS**

YEAR OF COMPLETION: **2017**



BE WORK ZONE ALERT 




OCGO
Your Tax Dollars at Work

HIGHWAY IMPROVEMENTS

YEAR OF COMPLETION: **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



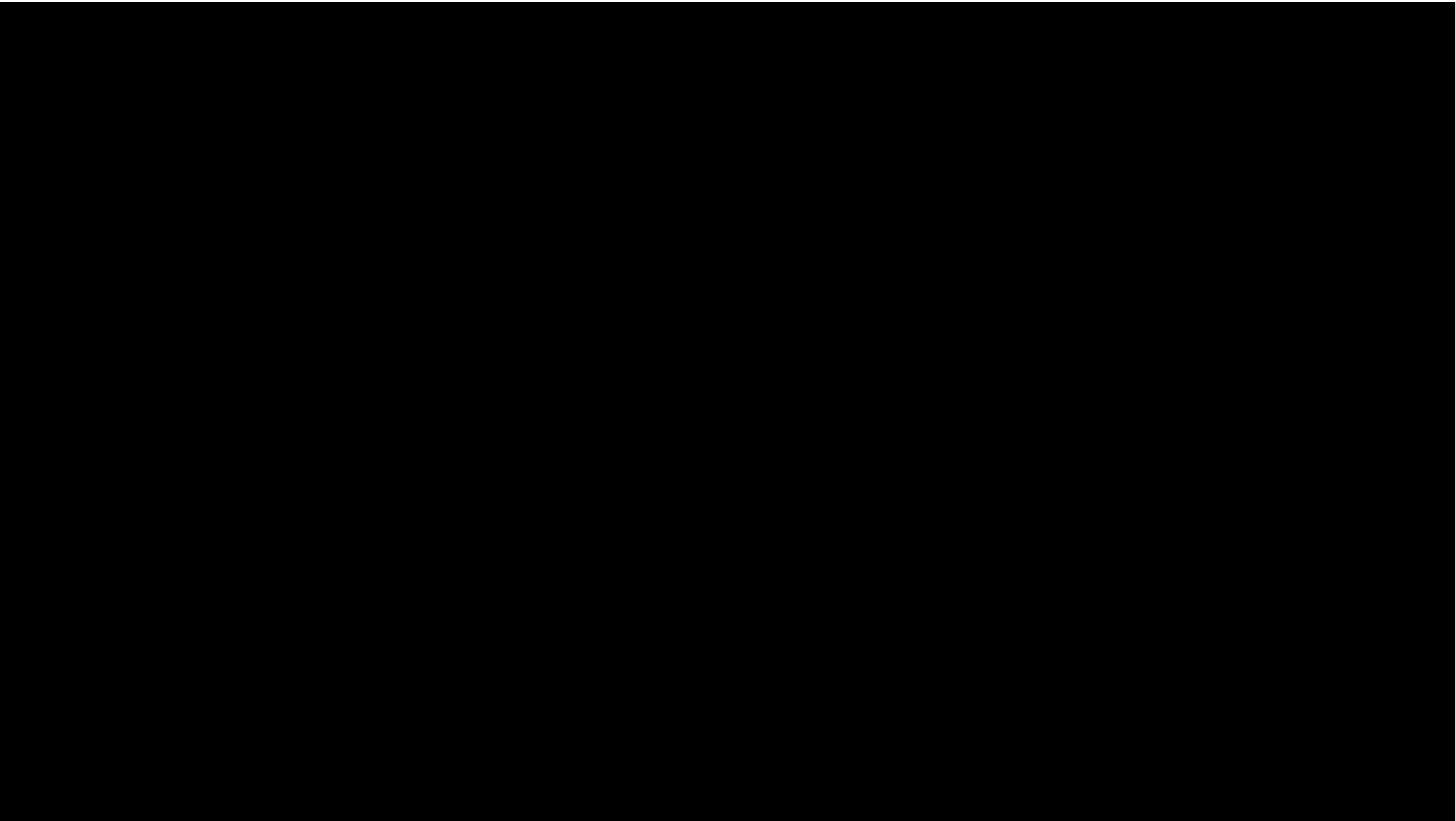
BE WORK ZONE ALERT

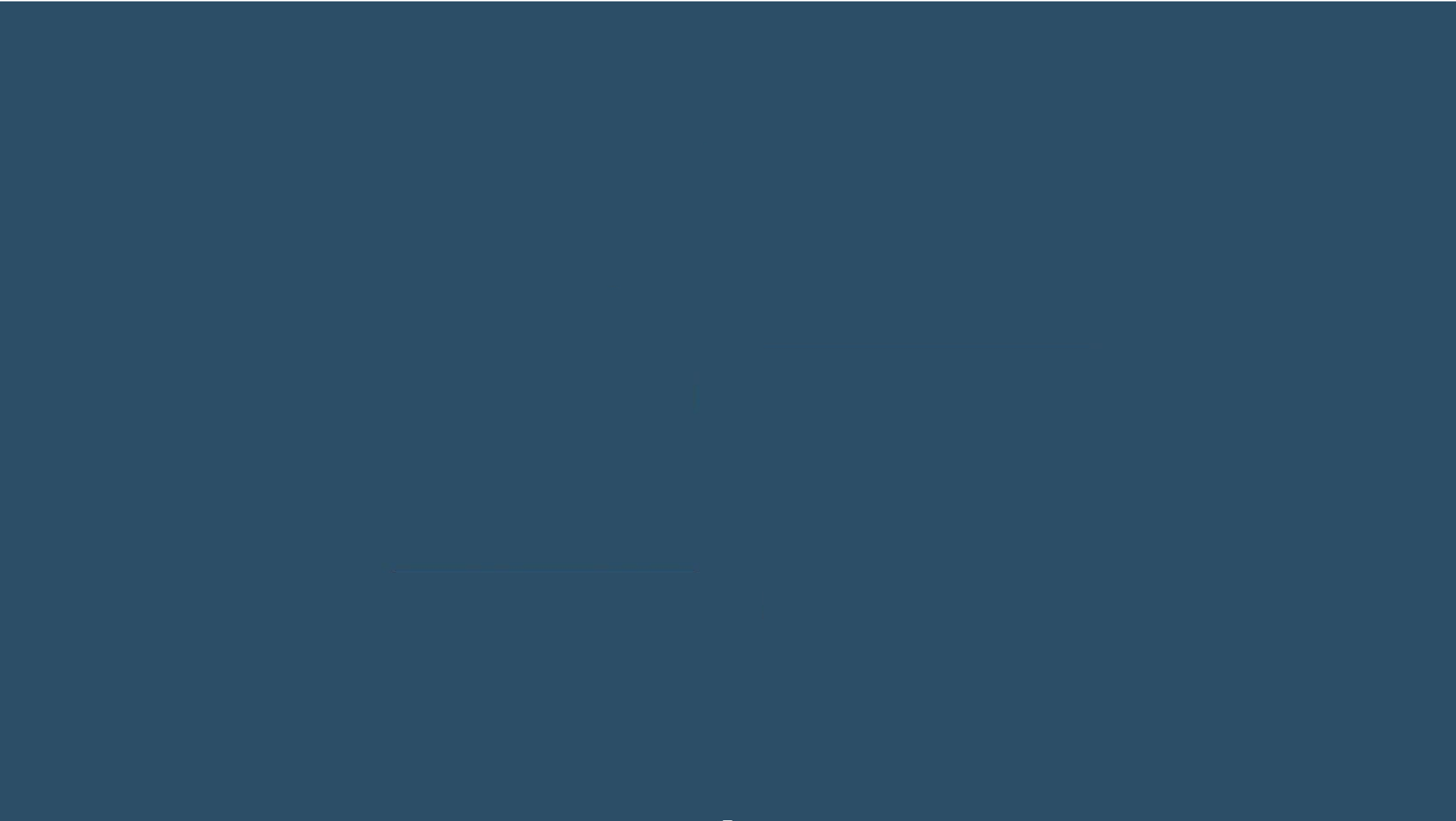


Freeway Sign



Street Sign





NEXT STEPS

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



THANK YOU



