

# Taxable Sales Forecast

# MuniServices

Doug Jensen, Senior Vice President  
Client Services

# Orange County Transportation Authority

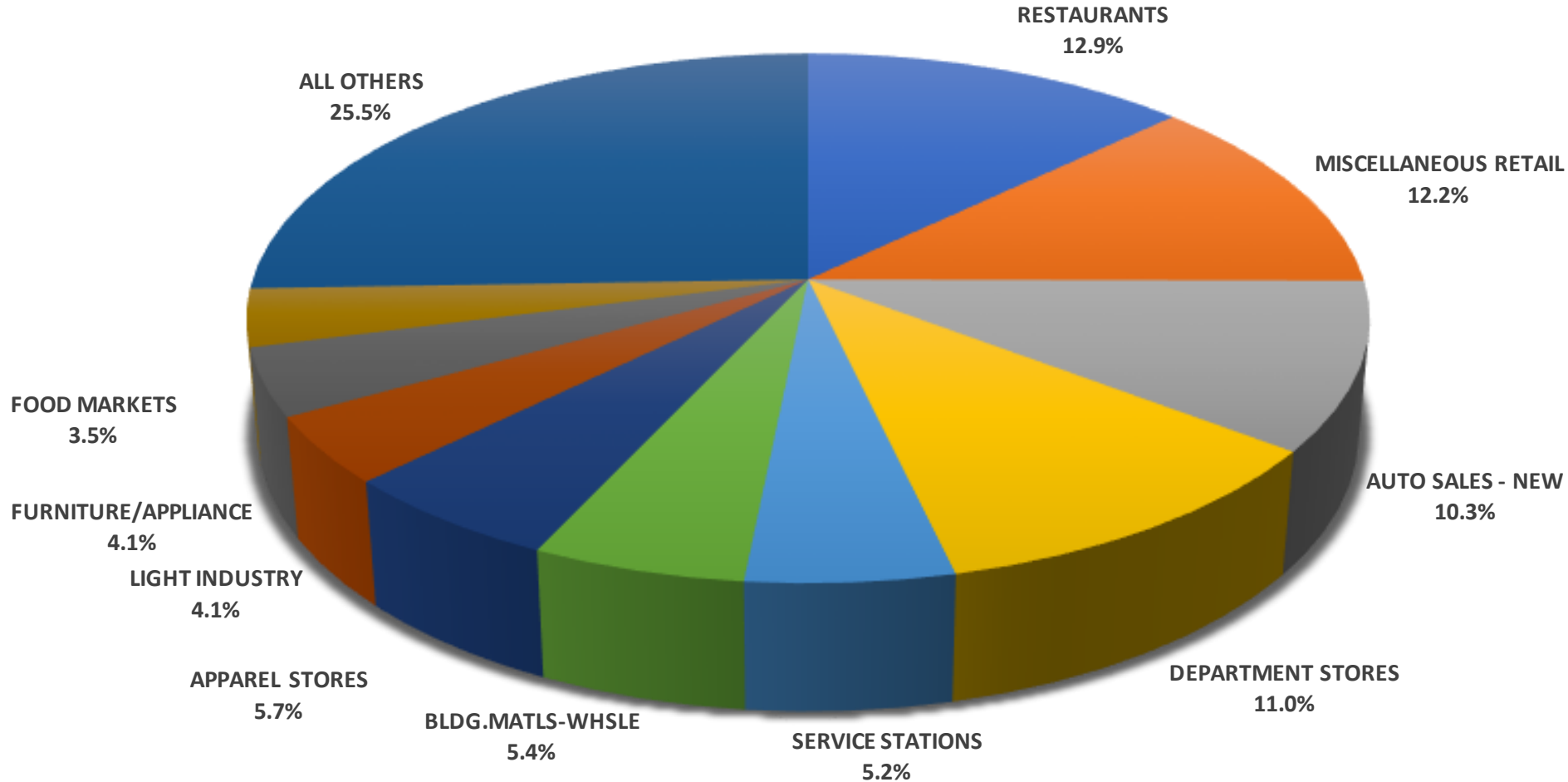
Measure M2 and TDA Forecast Review  
May 2019

# Performance Comparison

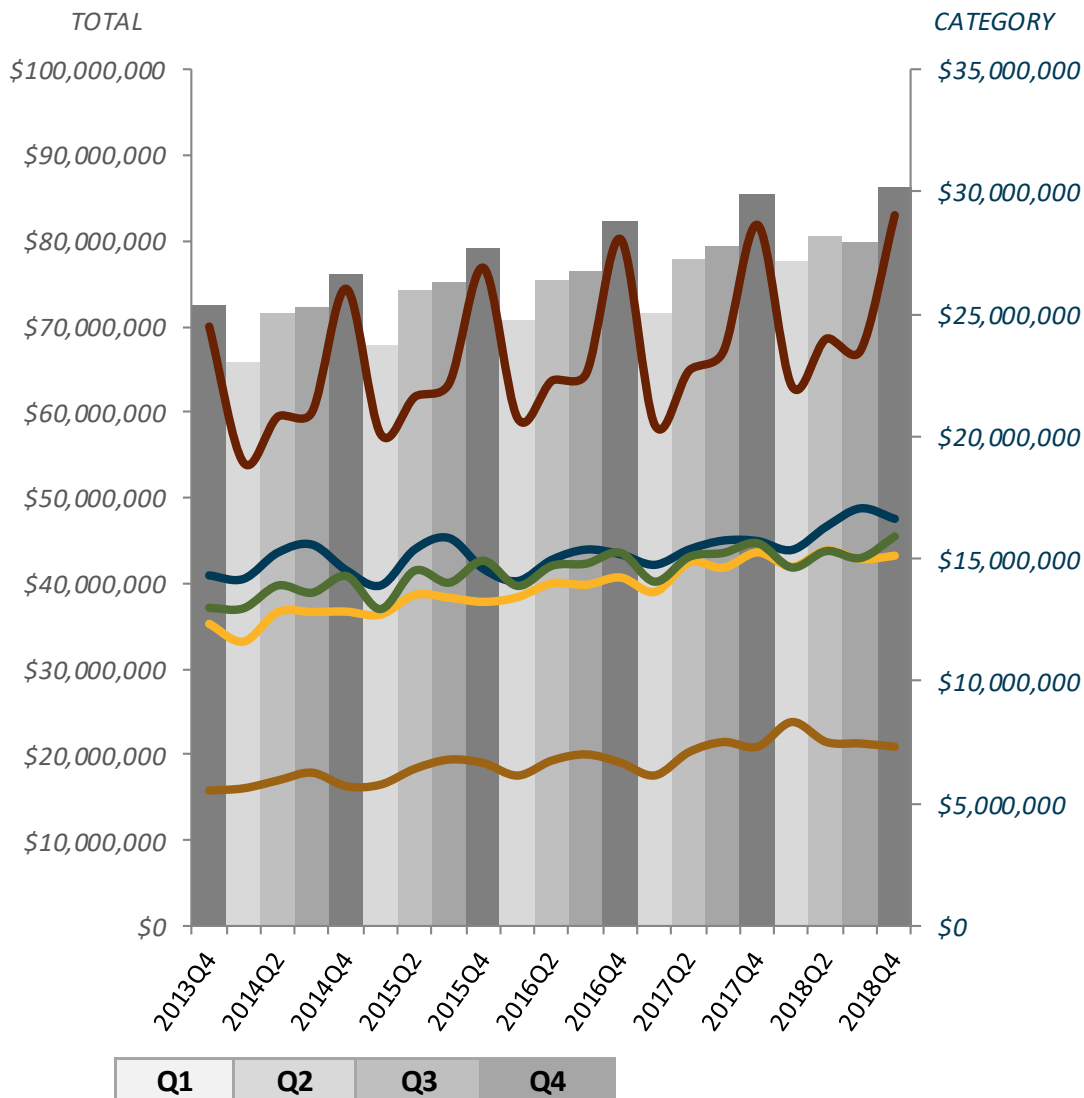
	Quarter over Quarter			Year over Year		
	OCTA	LAMTA	SANDAG	OCTA	LAMTA	SANDAG
<b>TOTAL</b>	<b>0.8%</b>	2.2%	-1.3%	<b>3.2%</b>	3.9%	3.3%
GENERAL RETAIL	<b>1.6%</b>	3.3%	0.6%	<b>3.3%</b>	3.6%	3.1%
FOOD PRODUCTS	<b>-0.9%</b>	-0.5%	-2.6%	<b>3.0%</b>	3.6%	2.8%
TRANSPORTATION	<b>5.9%</b>	7.1%	2.7%	<b>6.2%</b>	5.9%	4.2%
CONSTRUCTION	<b>0.0%</b>	3.5%	-1.3%	<b>9.2%</b>	11.7%	10.3%
BUSINESS TO BUSINESS	<b>1.8%</b>	2.3%	-1.6%	<b>1.5%</b>	3.2%	4.2%

<b>Economic Segments</b>	<b>OCTA</b>	LAMTA	SANDAG	<b>OCTA</b>	LAMTA	SANDAG
RESTAURANTS	<b>1.8%</b>	2.0%	0.1%	<b>2.9%</b>	3.2%	3.1%
MISCELLANEOUS RETAIL	<b>2.3%</b>	3.3%	-2.4%	<b>3.7%</b>	3.4%	2.6%
AUTO SALES - NEW	<b>8.7%</b>	7.0%	2.5%	<b>6.5%</b>	3.8%	0.9%
DEPARTMENT STORES	<b>2.8%</b>	4.2%	4.0%	<b>2.7%</b>	3.3%	3.2%
SERVICE STATIONS	<b>4.7%</b>	10.9%	6.8%	<b>11.1%</b>	13.5%	13.5%
BLDG.MATLS-WHSLE	<b>-2.0%</b>	2.0%	-2.3%	<b>4.6%</b>	6.9%	4.7%
APPAREL STORES	<b>3.8%</b>	4.7%	2.0%	<b>5.0%</b>	4.6%	4.5%
LIGHT INDUSTRY	<b>1.3%</b>	-0.5%	-0.5%	<b>0.6%</b>	-3.0%	1.9%
FURNITURE/APPLIANCE	<b>-2.2%</b>	-0.4%	-1.2%	<b>4.4%</b>	3.1%	2.8%
FOOD MARKETS	<b>-10.1%</b>	-9.7%	-12.7%	<b>3.2%</b>	5.6%	1.5%
BLDG.MATLS-RETAIL	<b>3.6%</b>	6.0%	0.0%	<b>16.9%</b>	18.9%	17.7%
OFFICE EQUIPMENT	<b>-0.5%</b>	-3.9%	2.1%	<b>-2.4%</b>	-4.8%	3.5%
HEAVY INDUSTRY	<b>-2.6%</b>	7.8%	0.7%	<b>0.1%</b>	8.3%	8.1%
LEASING	<b>2.6%</b>	2.4%	0.5%	<b>4.8%</b>	6.4%	8.4%

# Top 10 Segments



# Quarterly Performance



TOTAL				
2018Q4	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$86,128,421	0.8%	\$683,489	3.2%	\$9,932,293
GENERAL RETAIL				
2018Q4	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$29,068,878	1.4%	\$398,899	3.5%	\$3,315,278
% of 2018Q4 Total:		33.8%		
FOOD PRODUCTS				
2018Q4	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$15,138,581	-0.9%	-\$138,735	3.0%	\$1,744,761
% of Total:		17.6%		
TRANSPORTATION				
2018Q4	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$16,645,729	5.9%	\$922,630	6.2%	\$3,823,696
% of Total:		19.3%		
CONSTRUCTION				
2018Q4	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$7,326,597	0.0%	\$872	9.2%	\$2,578,138
% of Total:		8.5%		
BUSINESS TO BUSINESS				
2018Q4	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$15,906,491	1.8%	\$276,831	1.5%	\$880,889
% of Total:		18.5%		

QoQ = 18Q4 / 17Q4

YoY = YE 18Q4 / YE 17Q4

# Top 25 Sales Tax Generators (Alpha Order)

AMAZON.COM

APPLE STORES

ARCO AM/PM STORES

BEST BUY STORES

CARMAX AUTO SUPERSTORES

CHEVRON SERVICE STATIONS

CIRCLE K FOOD STORES

COSTCO WHOLESALE

CVS PHARMACY

DAIMLER TRUST

DISNEYLAND

ENTERPRISE RENT-A-CAR

G&M OIL CO

GANHAL LUMBER COMPANY

HOME DEPOT

LOWE'S HOME CENTERS

MACY'S DEPARTMENT STORES

MCDONALD'S RESTAURANTS

NORDSTROM DEPARTMENT STORE

RALPH'S GROCERY COMPANY

ROSS STORES

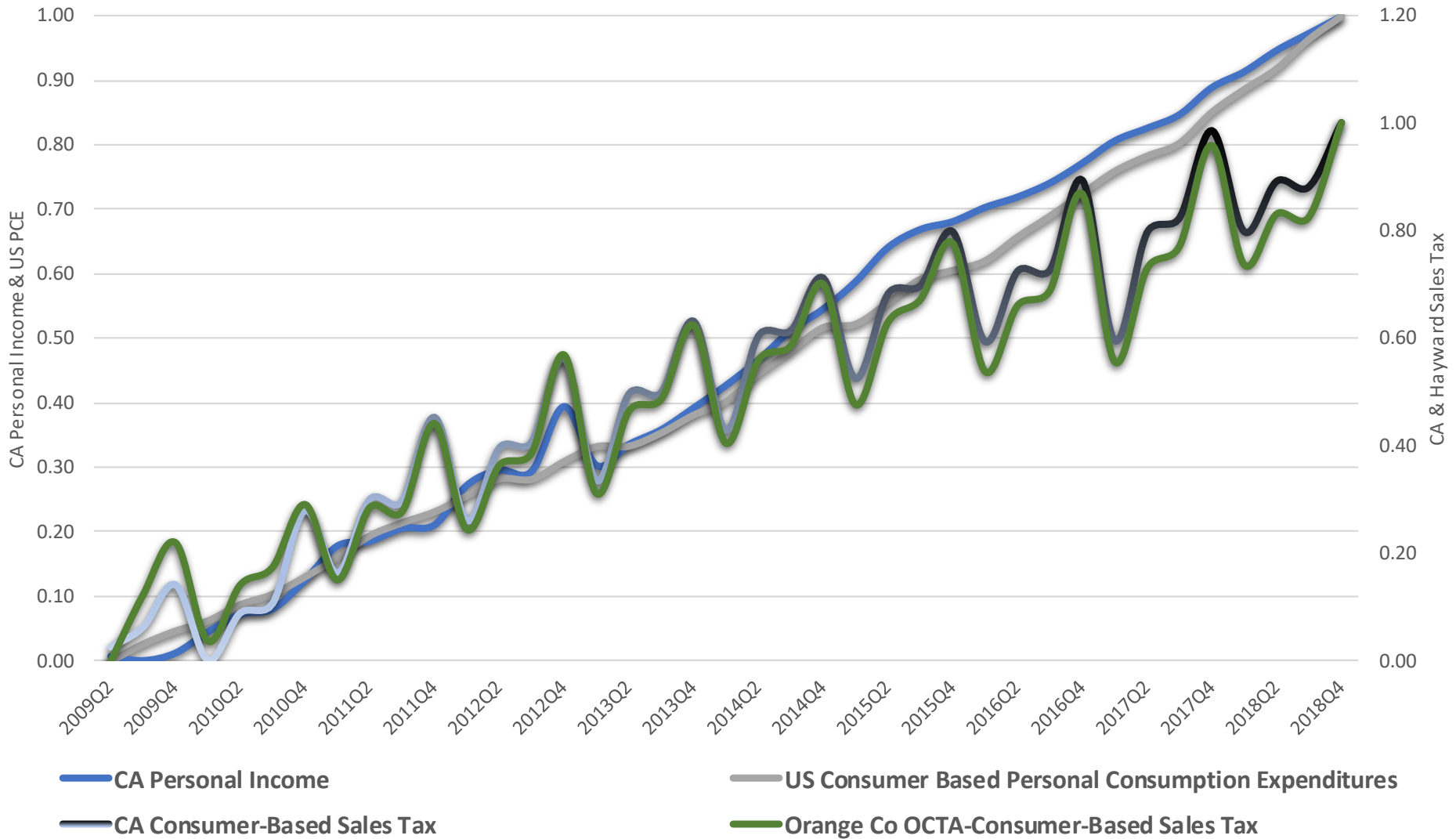
SHELL SERVICE STATIONS

TARGET STORES

TESLA

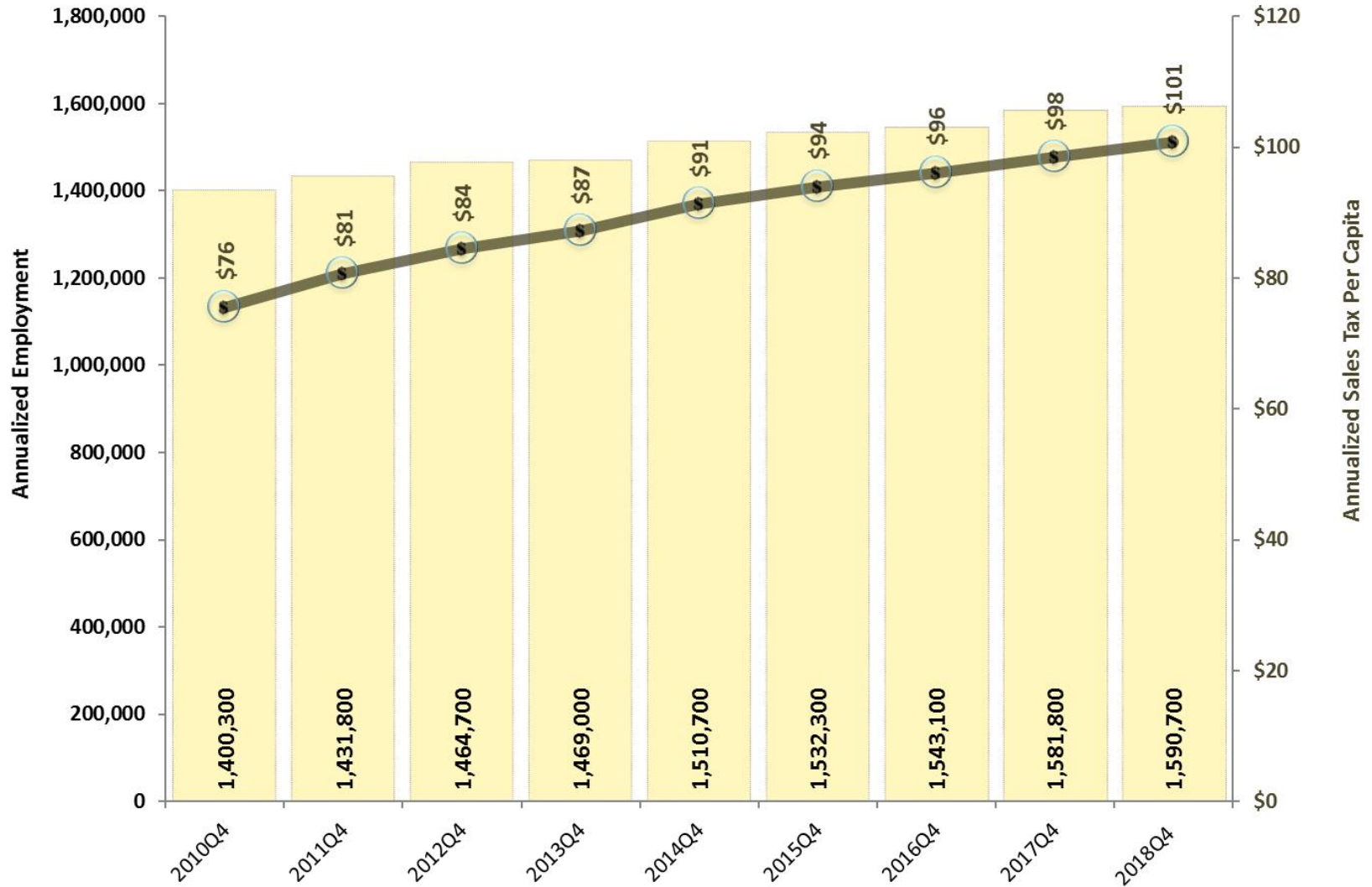
WAL MART STORES

# Sales Tax Revenues Compared to Income



Orange Co OCTA's sales tax trend compares well with California statewide, but neither one's revenue has kept up with the trends in consumer income and spending.  
\*\*Data is normalized to show trend.

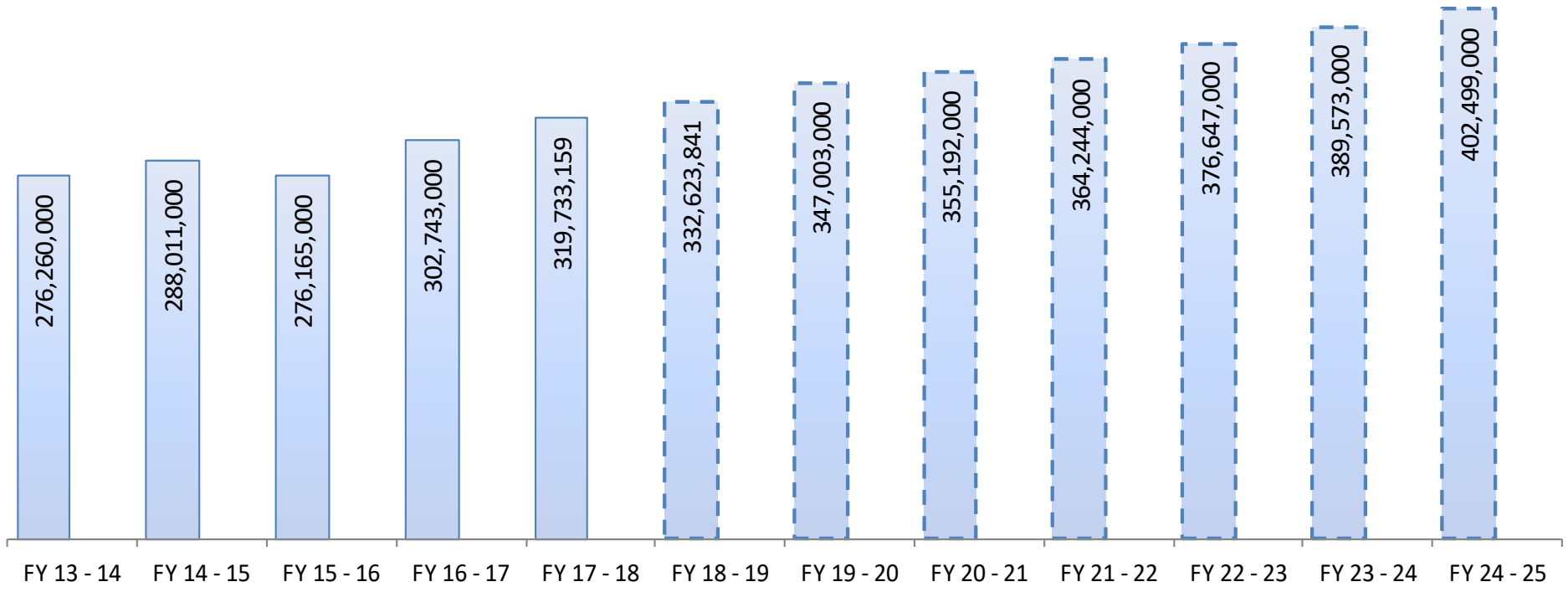
# Employment Compared to Sales Tax Per Capita





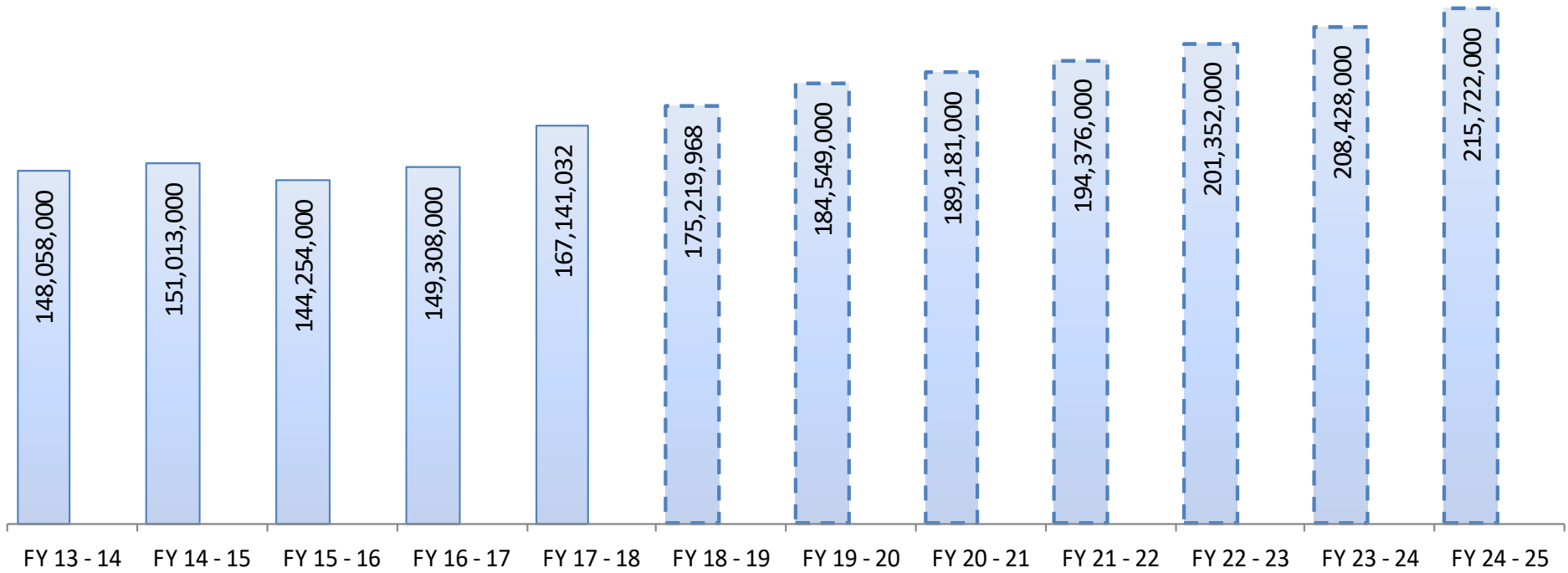
# Measure M2 Forecast Projections

M - 2	FY 17 - 18	FY 18 - 19	FY 19 - 20	FY 20 - 21	FY 21 - 22	FY 22 - 23	FY 23 - 24	FY 24 - 25
	319,733,159	332,623,841	347,003,000	355,192,000	364,244,000	376,647,000	389,573,000	402,499,000
	4.7%	4.0%	4.3%	2.4%	2.5%	3.4%	3.4%	3.3%



# TDA (LTF) Forecast Projection

County Transportation	FY 17 - 18	FY 18 - 19	FY 19 - 20	FY 20 - 21	FY 21 - 22	FY 22 - 23	FY 23 - 24	FY 24 - 25
	167,141,032	175,219,968	184,549,000	189,181,000	194,376,000	201,352,000	208,428,000	215,722,000
	5.2%	4.8%	5.3%	2.5%	2.7%	3.6%	3.5%	3.5%



- **Wayfair – effective April 1, 2019**
  - [\$3.5M TDA & \$5.3M for M2] added 1.6% to growth in FY 19-20
- **AB 147 – effective October 1, 2019**
  - Increases out-of-state threshold reporting requirements from \$100K to \$500K
  - Applies to ‘marketplace facilitators’
- **CDTFA implementation of Wayfair**