Measure M Strategic Plan Update:
Performance Assessment and Vision

November 2020

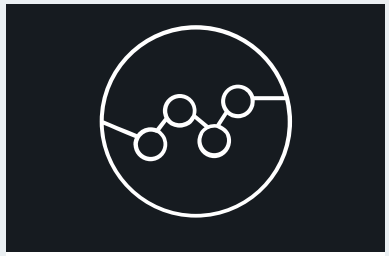
C/CAG City/County Association of Governments of San Mateo County

steer

Agenda

1. **Project Review**
2. **Performance Assessment Overview**
   - Stakeholder Outreach
   - Local Streets and Roads survey
   - Logic Framework introduction
   - Key Themes
3. **Draft Working Vision Statement**
4. **Next Steps**

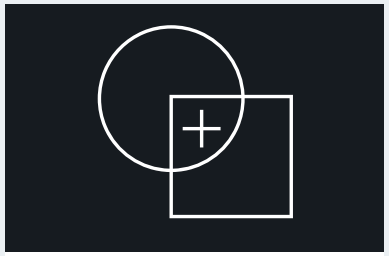
Measure M Strategy Project Overview



Program performance assessment

- Funding use questionnaire
- Stakeholder conversations
- Gap and challenge identification
- Logic framework

Aug – Nov 2020



Program visioning, goal setting, performance measures

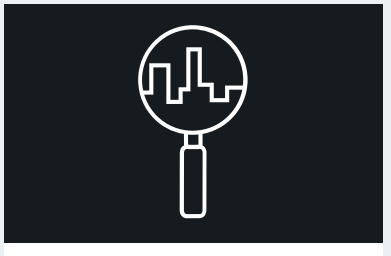
- Follow up with stakeholders
- Visioning exercise
- Policy review

Oct – Nov 2020

Development of strategies

- Recommended strategies that are action-oriented
- Expected timescales and cost to complete

Nov 2020 – Mar 2021



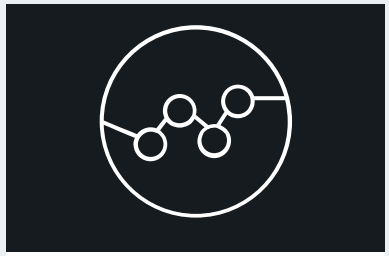
Documentation of 5-Year Plan

- Formal 5 Year Plan
- Implementation budget and schedule

Mar – Jun 2021

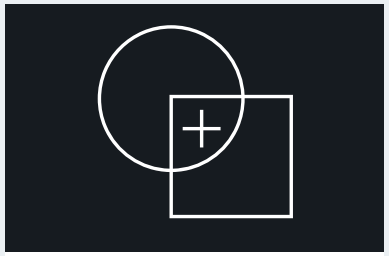
Measure M Strategy Project Overview

We are here:



Program performance assessment

- Funding use questionnaire
- Stakeholder conversations
- Gap and challenge identification
- Logic framework

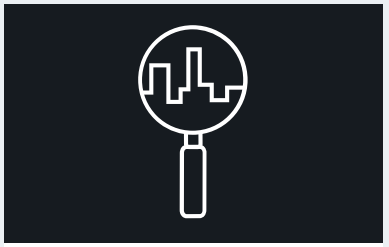


Program visioning, goal setting, performance measures

- Follow up with stakeholders
- Visioning exercise
- Policy review

Development of strategies

- Recommended strategies that are action-oriented
- Expected timescales and cost to complete



Documentation of 5-Year Plan

- Formal 5 Year Plan
- Implementation budget and schedule

Performance Assessment

Stakeholder Outreach

Local Streets and Roads Survey and follow up interviews

Collected input from all 21 jurisdictions on current usage:

- Types of projects and programs funded
- Metrics collected
- Experience and suggestions related to admin. processes
- Value of Countywide Transportation Programs

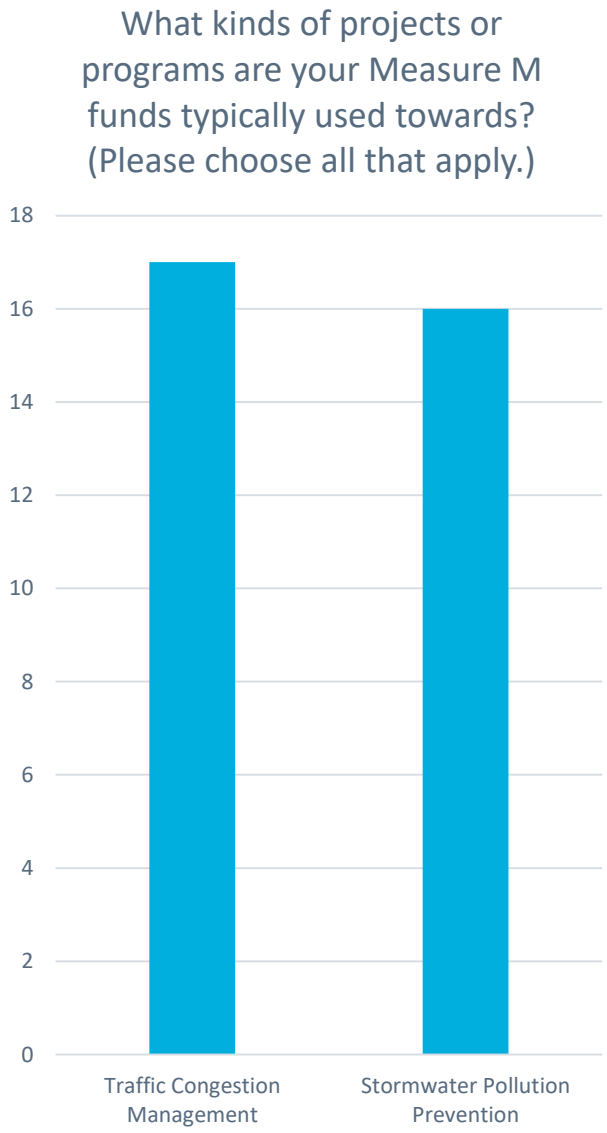
Information to plan for the future:

- Types of metrics that could be collected easily
- Additional project/program types
- Recommendation on future allocation

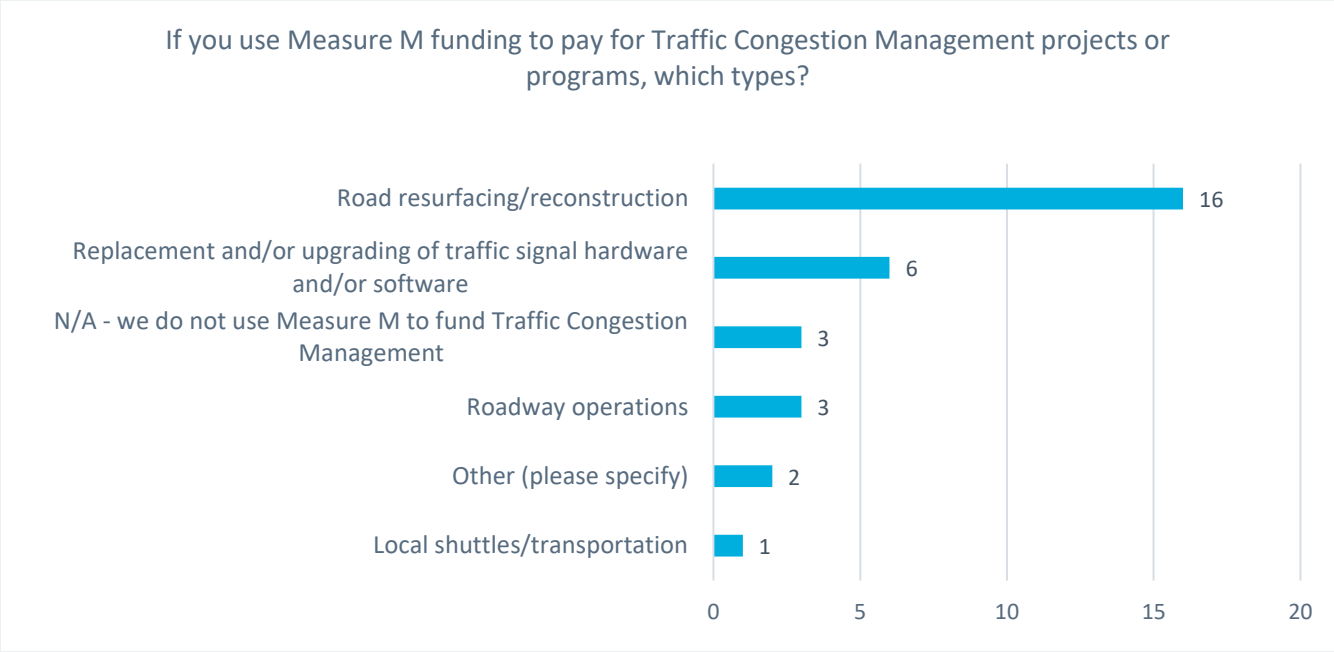
Countywide Transportation Program Interviews

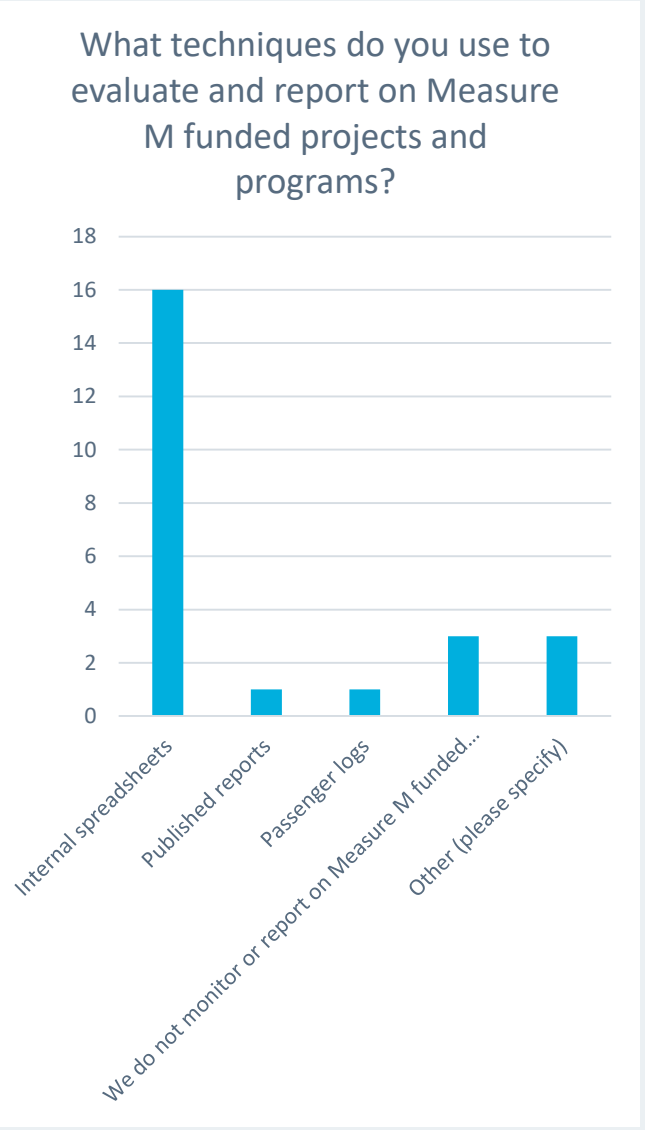
Interviewed managers/staff from each program on:

- Funding usage
- Data Collection
- Future program plans

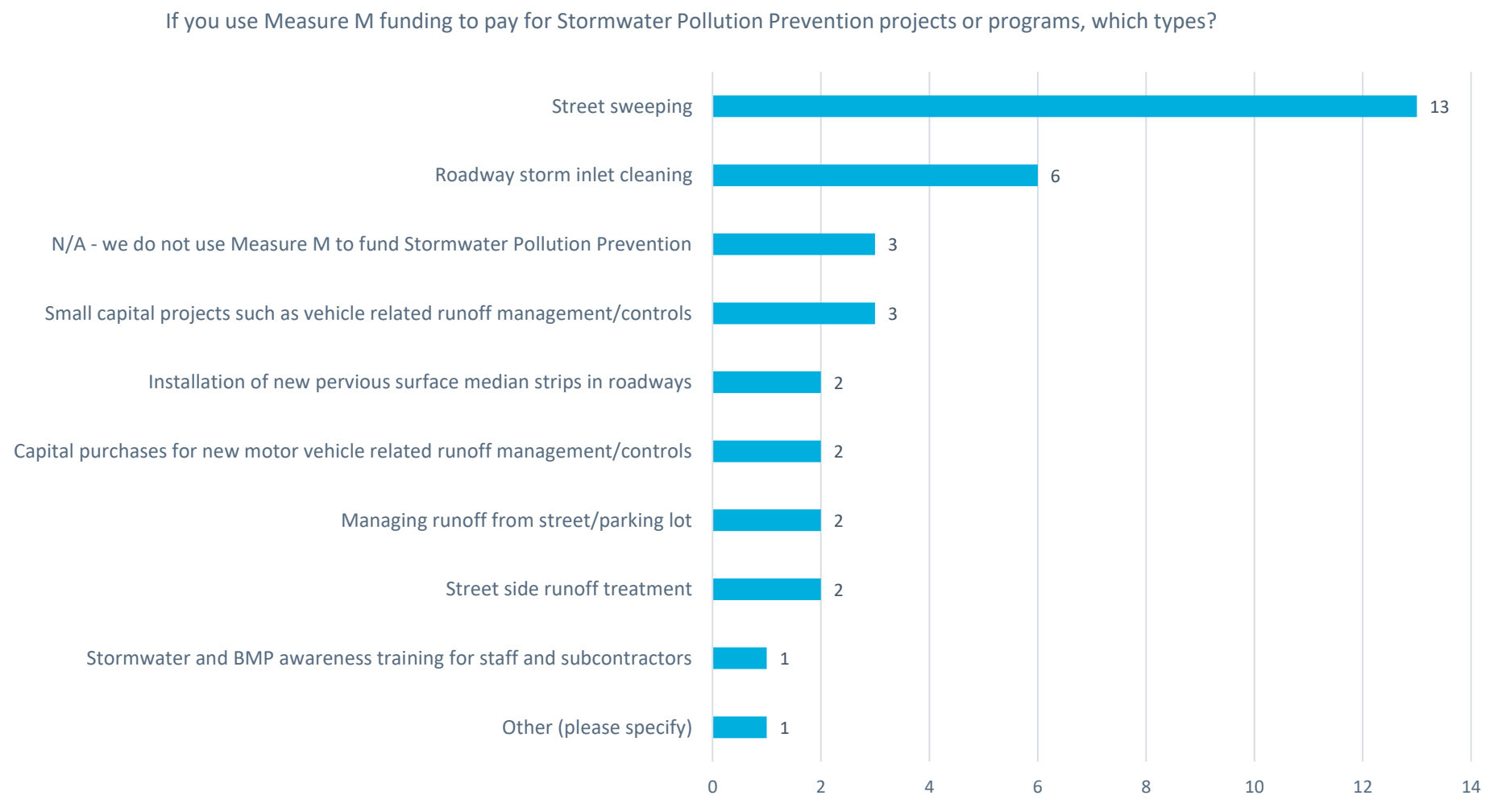


Local Streets and Roads Survey





Local Streets and Roads Survey



Logic Framework

INPUTS

Resources required to deliver the project

Example: $50,000 and one FTE

ACTIONS (MEANS)

The core activities undertaken as part of the project or program

Example: supporting countywide SRTS program

OUTPUTS

The direct measurable results from delivering the project

Example: 50 schools with programs; 500 students/ parents engaged

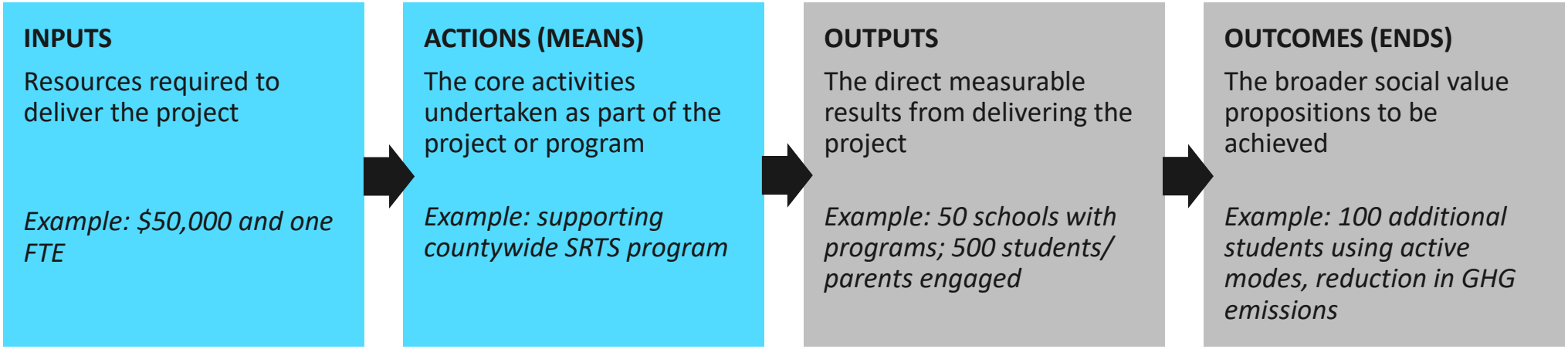
OUTCOMES (ENDS)

The broader social value propositions to be achieved

Example: 100 additional students using active modes, reduction in GHG emissions

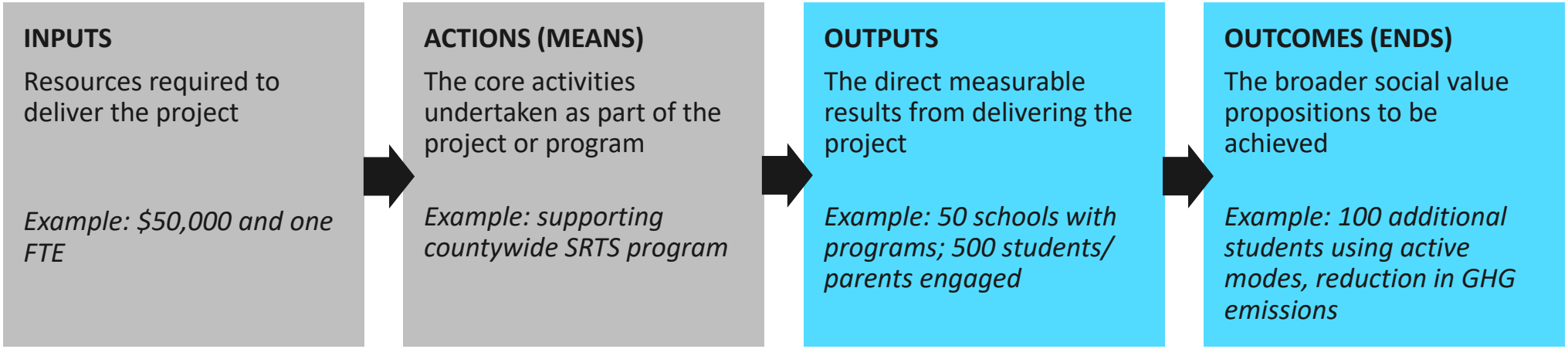
Logic Framework

Typically program evaluation focuses on measuring inputs and actions with minimal focus on the broader benefits of investment.

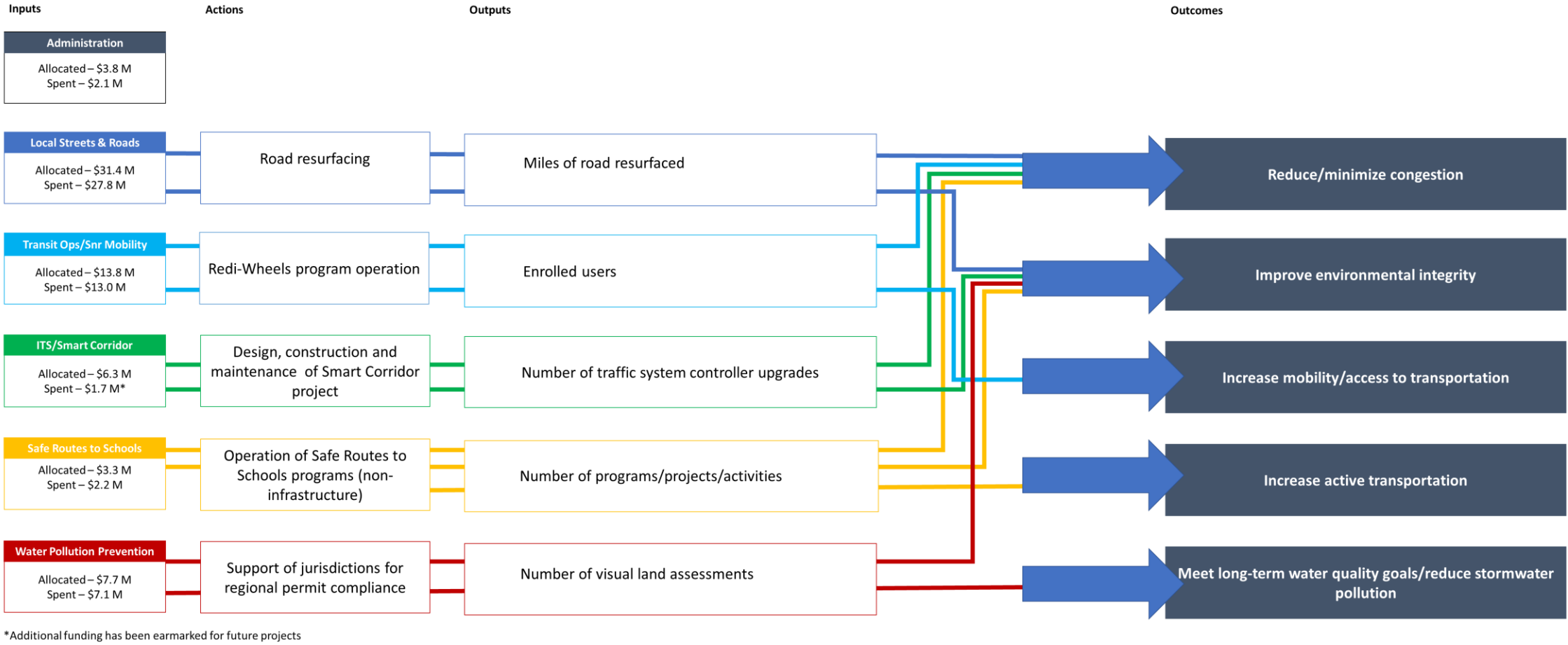


Logic Framework

Including outputs and outcomes in the evaluation strengthens the ability to understand program performance against stated objectives.

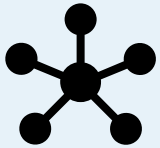
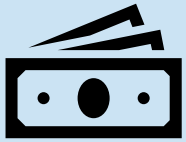


Logic Framework: Example Application



*Additional funding has been earmarked for future projects

Key Themes

	1) Measure M supports intended outcomes/goals with **opportunities to expand impact**
	2) **Program flexibility** supports successful investment of Measure M funds
	3) Measure M funding provides the ability to **unlock additional funding sources**
	4) **Standardizing performance indicators** would more comprehensively demonstrate the value of the Measure M program
	5) **Improved trackability** for Measure M Investments when they are applied to projects with multiple funding streams
	6) **Reporting and invoicing** processes could be augmented to support timely data collection and demonstration of impact.

Working Vision Statement

Visioning Workshop

Visioning Workshop on 10/29

Attendees from:

- C/CAG
- SMCTA/SamTrans
- San Mateo County
- City of Daly City
- City of Brisbane
- Town of Hillsborough

Workshop Activities

Visioning and success measuring questions

What is the outcome of a successful Measure M program?

How should success be measured?

Review Measure M is today

Strengths, Challenges, Opportunities and Risks (SCOR) Review

Discussion on how Measure M could change

Start/stop/continue exercise

Review of what outside factors Measure M may need to respond to

Head winds, Tail winds, Cross-winds exercise reviewing factors that could impede, augment or exert unknown influence over the program

Working Vision Statement

Vision Statement

- A clear, concise, and compelling statement on the direction/future state of the Measure M Program
- The end state the strategy will realize if successful

Working Vision Statement

- An initial vision statement used to guide the strategic development process
- Will be updated to the 'vision statement' during the finalization of the strategy

Working Vision Statement

Modernizing Measure M

To improve mobility and reduce water pollution in San Mateo County through flexible, innovative, efficient, insight-driven and accountable program delivery.

Next Steps

Next Steps

- **Goals, objectives and performance measure development**
- **Best practices research**
- **Strategy identification**

.

steer