

# Measure M Strategic Plan Update: Performance Assessment and Vision

November 2020

**C/CAG** **steer**  
California Association of Governments  
of San Mateo County

# Agenda

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## 1. Measure M Overview

## 2. Project Overview

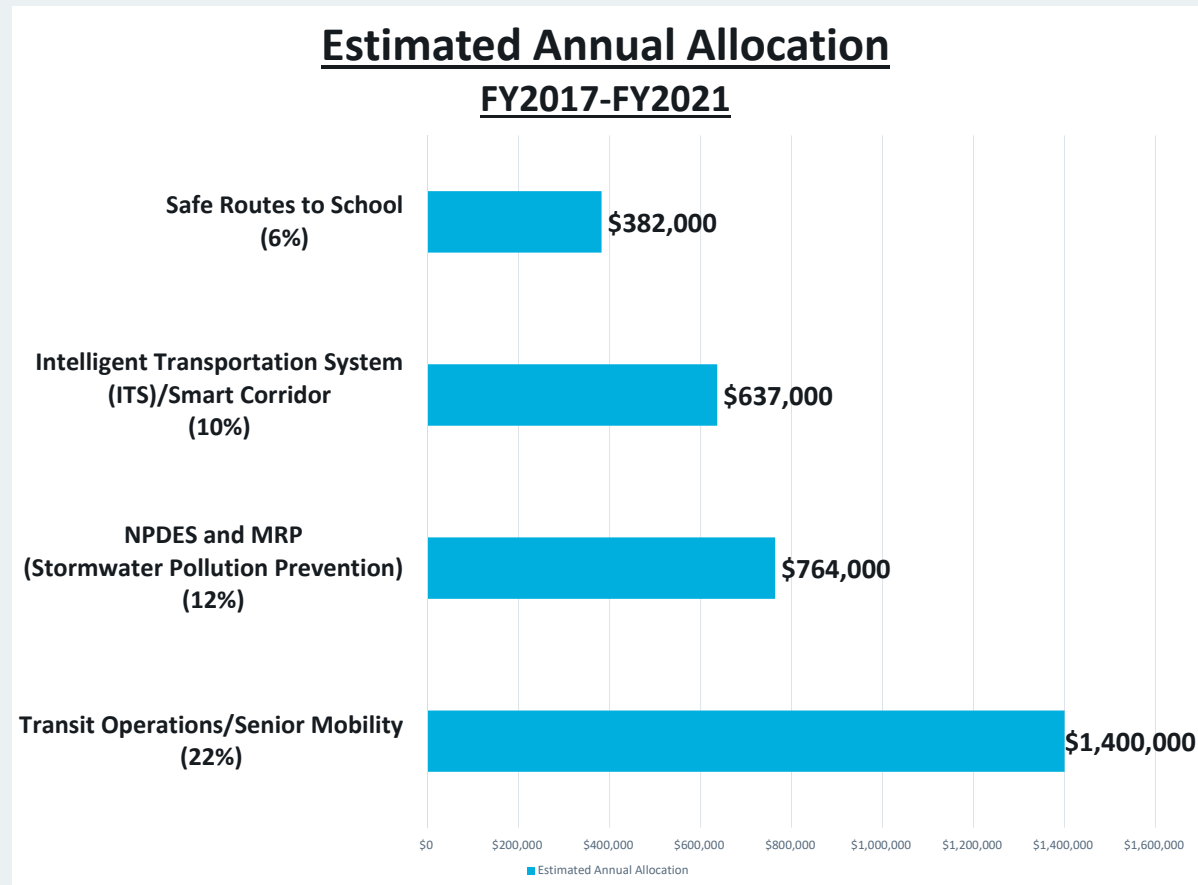
## 3. Performance Assessment Strategy

- Introducing the Logic Framework
- Performance Assessment Key Themes
- Strategic Roadmap
- Program Outcomes

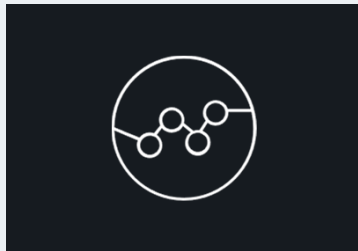
## 4. Next Steps

## Measure M Overview

- \$10 Vehicle Registration Fee
- Estimated Annual Revenue: \$6.7 million annually
  - Program Administration (5%): \$335,000
  - Net Revenue after 5% for Admin: \$6,365,000
  - Local Streets and Roads (50%): \$3,182,500
  - Countywide Programs (50%): \$3,182,500
- Implementation Plan is updated every 5 years



# 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

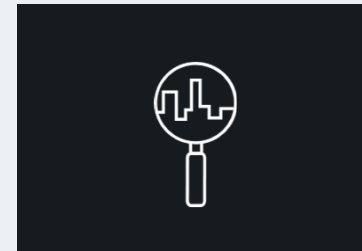
*Oct – Nov 2020*



## 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:



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*Aug – Nov 2020*



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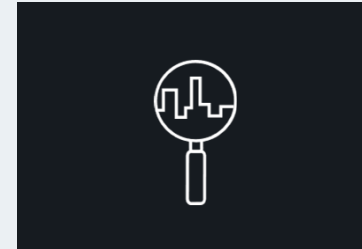
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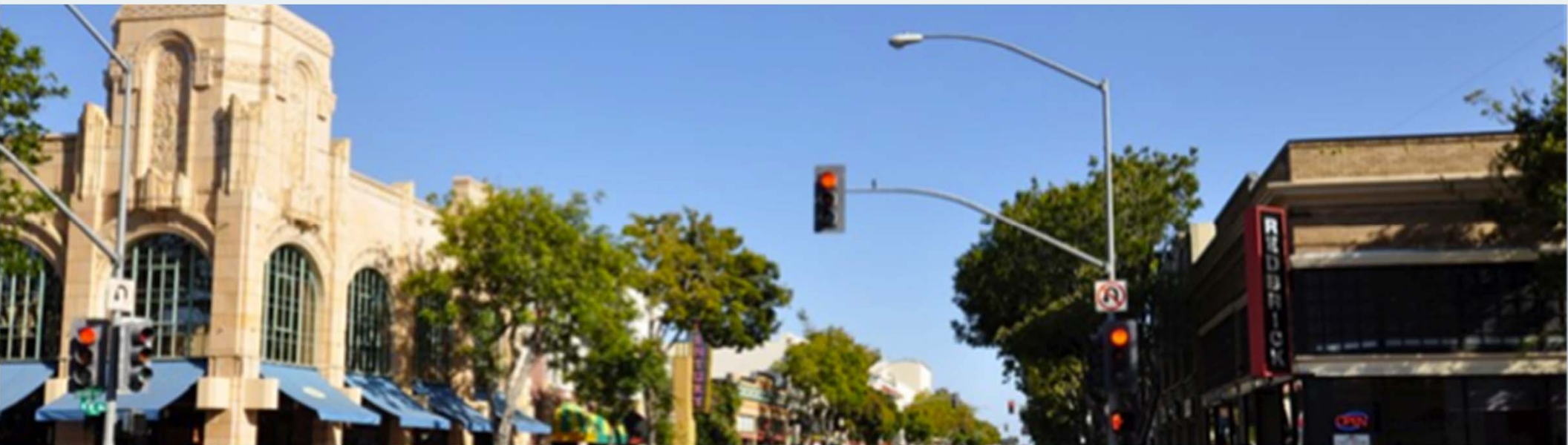
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*Mar – Jun 2021*

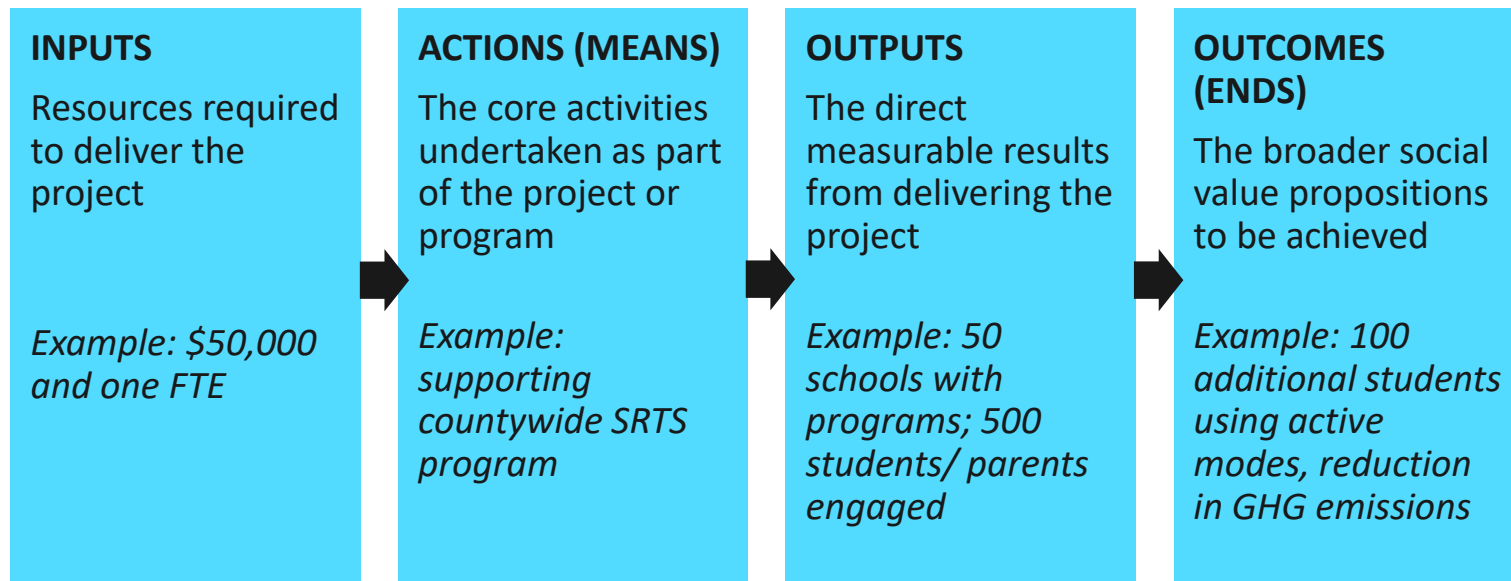
## Performance Assessment and Upcoming Strategy

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# Logic Framework

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# Key Performance Assessment Findings

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



## Working Vision Statement

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### Modernizing Measure M

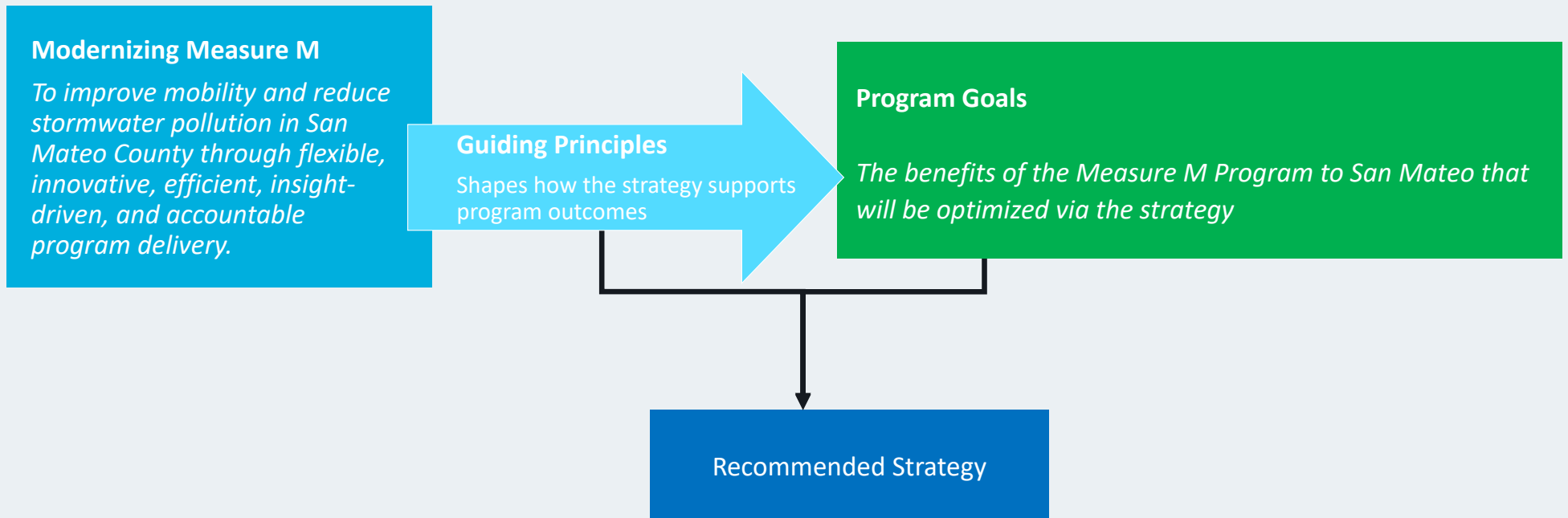
*To improve mobility and reduce stormwater pollution in San Mateo County through flexible, innovative, efficient, insight-driven, and accountable program delivery.*



### Guiding Principles

- **Flexible** planning
- **Innovative** programming
- **Efficient** delivery
- **insightful** monitoring\evaluation
- **accountable** engagement

# Strategic Road Map



## Program Goals

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*Measure M will achieve the following goals:*

1. **Provide** transit service and mobility options for seniors and the disabled to increase access and reduce private vehicle travel
2. **Provide** education and supportive infrastructure to encourage diversification of travel mode share and reduction of private car travel among students
3. **Improve** and maintain local streets and roads
4. **Reduce** traffic congestion/delays and improve countywide traffic circulation
5. **Reduce** stormwater pollution from oil and gas runoff
6. **Reduce** the impact of transportation on the environment



## Next Steps

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## Next Steps

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- Goals, objectives and performance measure development
- Best practices research
- Strategy identification
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# Thank You

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