

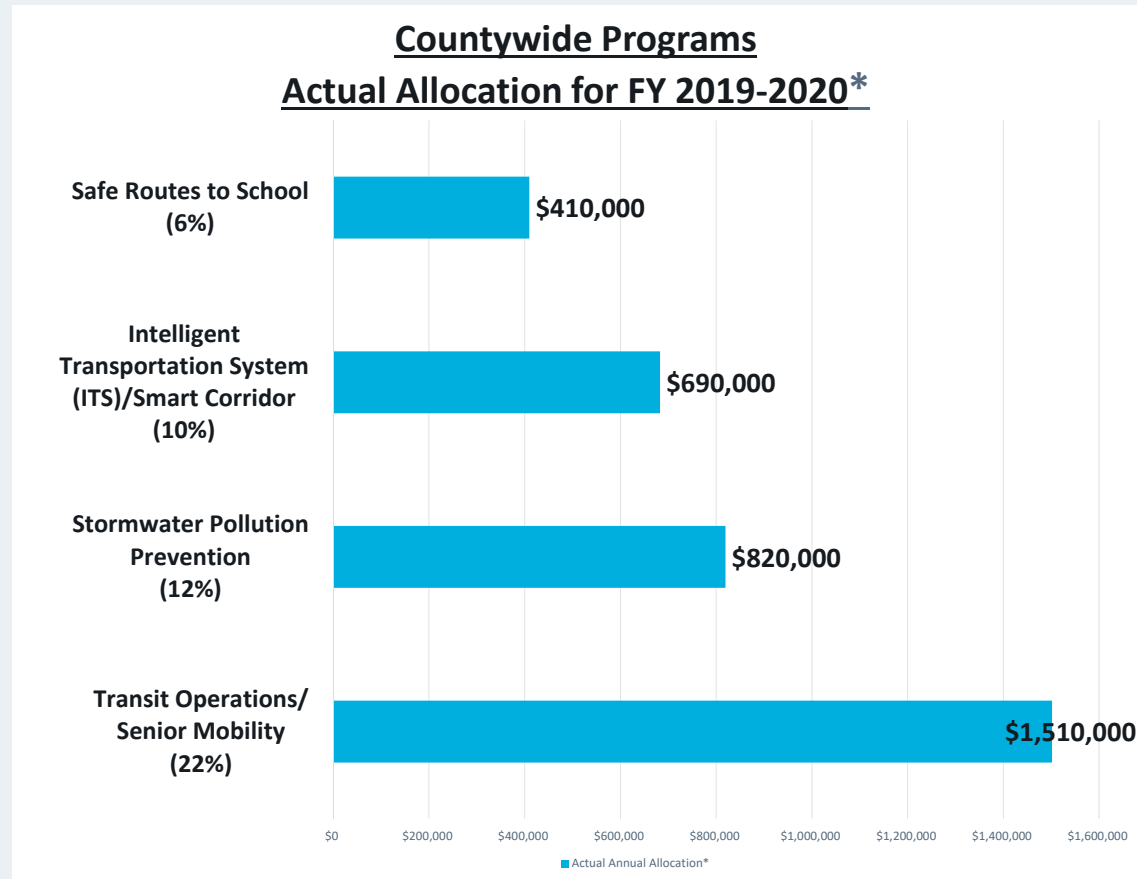
Measure M Strategic Plan Development



Measure M Overview

- 2010: \$10 Vehicle Registration Fee approved
 - Estimated Annual Revenue: \$6.7 million
- Implementation Plan is updated every 5 years
- Current Plan covers FY 2018 – FY 2021
 - FY 2019/20 Actual Revenue*: \$7.19 million

Program Administration (5%)	\$360,000
Net Revenue after Admin	\$6,830,000
Local Streets and Roads (50%)	\$3,410,000
Countywide Programs (50%)	\$3,410,000



*Actual Revenue and Allocation was rounded up to the nearest \$10,000.

Measure M Program Successes: Local Streets and Roads

Over 29 million square feet of slurry seal applied

Over 500 miles of roads repaired or repaved



Over 380,000 miles swept by jurisdictions since 2010

Over 24,000 catch basins cleaned



Measure M Program Successes: Smart Corridor and Transit Operation

Over **33 miles**
of **fiber**
communication
installed

At least **10%**
time savings
reported in first
activations of
Smart Corridor
system

Over **2**
thousand
individuals
riding Redi-
Wheels
program in
2019

Over **2 million**
trips provided
to seniors in
San Mateo
County



Measure M Program Successes: SRTS and Stormwater Programs

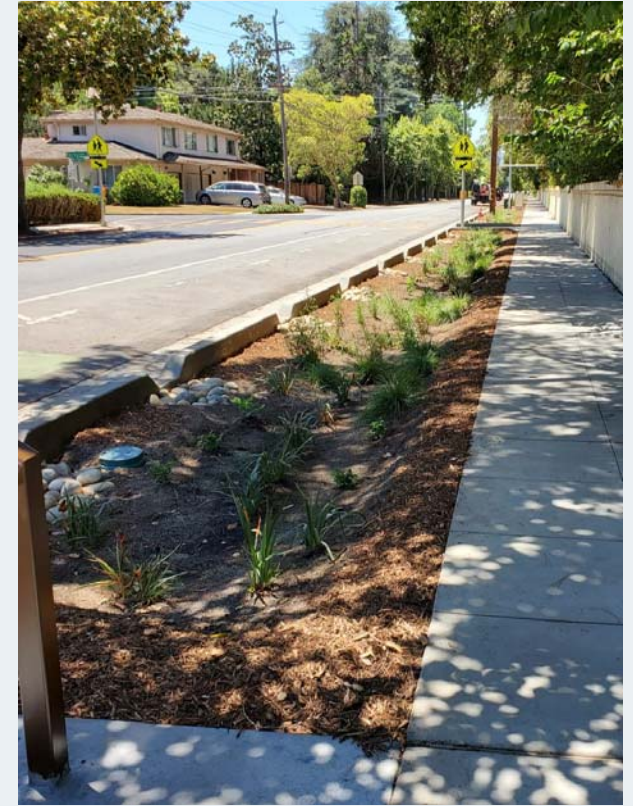
4% increase in active mode-share among SRTS participants in 2019

10 green infrastructure projects funded with SRTS program



Support local jurisdictions with MRP requirements; all achieving compliance

670 on-land visual assessments completed in 2019

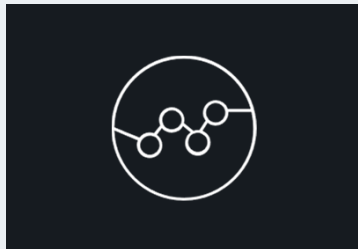


Measure M Strategic Plan Project

C/CAG envisioned that the Measure M funding allocations be re-evaluated every five years:

1. Review current Measure M program successes, gaps, and future opportunities
2. Establish program vision, goals and performance measures
3. Determine funding allocation across countywide programs
4. Develop a Measure M 5-Year Implementation Plan for FY 2022-2026

Measure M Strategy Project Overview



Program performance assessment

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

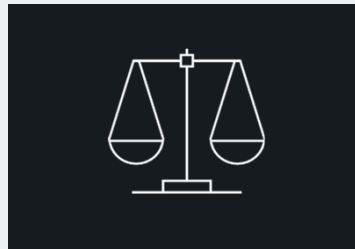
Aug – Nov 2020



Program visioning, goal setting, performance measures

- Follow up with stakeholders
- Visioning exercise
- Policy review

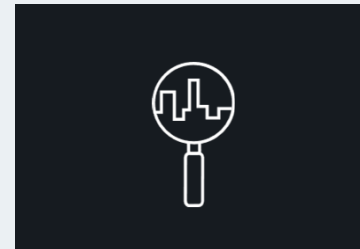
Oct – Dec 2020



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

Performance Assessment: Key Findings

 Measure M supports intended outcomes/goals with opportunities to expand impact

 Program flexibility supports successful investment of Measure M funds

 Measure M funding provides the ability to unlock additional funding sources

 Standardizing performance indicators would more comprehensively demonstrate value

 Improved tracking would highlight Measure M impact within projects with multiple funding streams

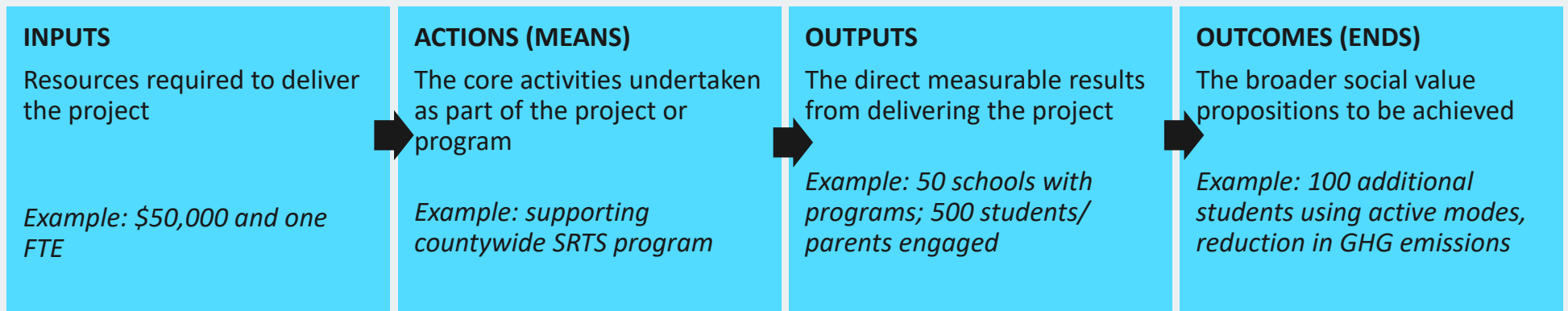
 Reporting and invoicing processes could be augmented to support timely data collection

Working Vision Statement

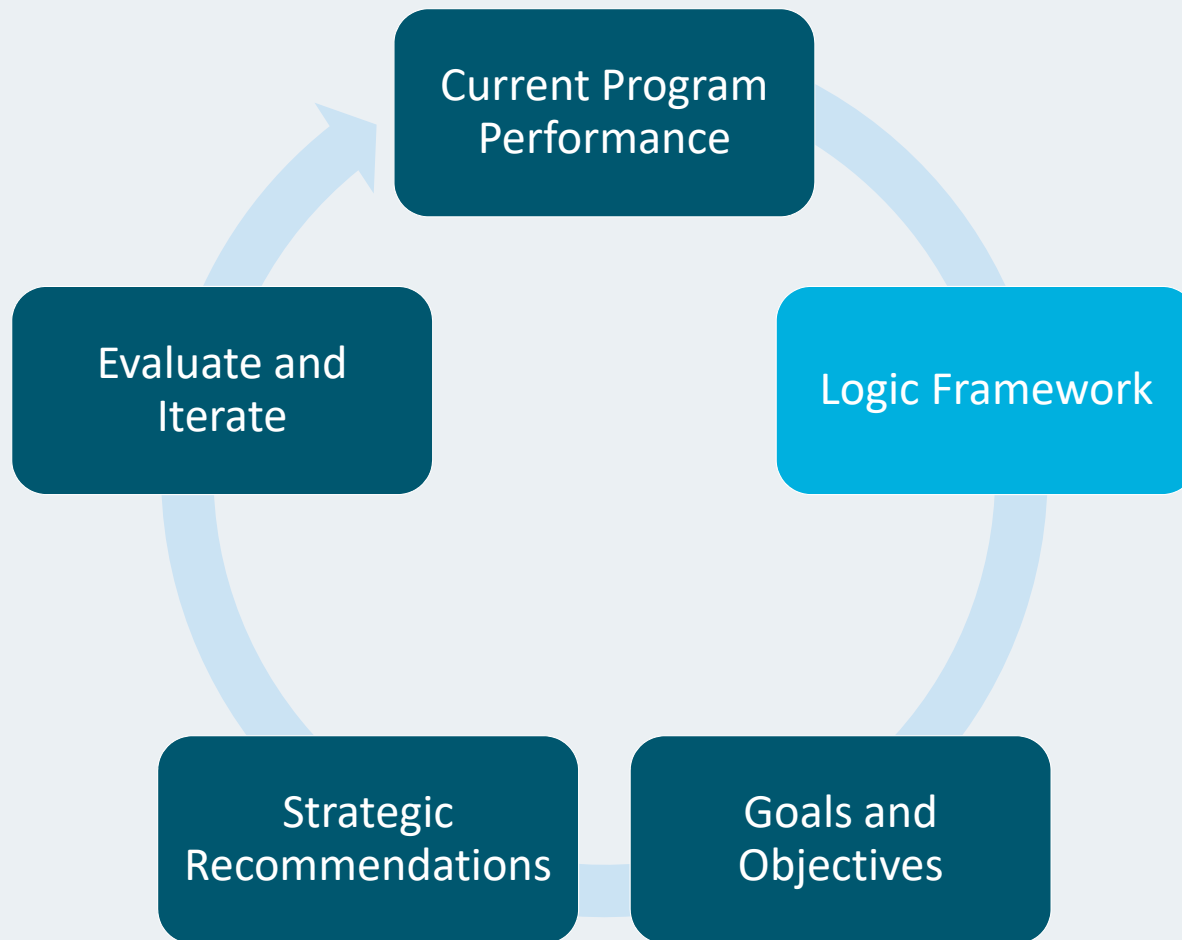
Modernizing Measure M

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

Logic Framework



Logic Framework



Looking Forward: Program Goals

Improve and maintain local streets and roads

Reduce congestion and improve operational efficiency

Increase access to mobility options for seniors

Diversify travel mode share among students

Reduce countywide stormwater pollution



Recap and Next Steps

Where are we now?

- Working with TAC and CMEQ
- Finalizing Goals, Objectives and Performance Measures
- Producing desktop-research memo on Best Practices

What comes next?

- Development of Measure M Recommendations
- Delivery of draft Strategic Plan for comment (May)
- Approval of Final Strategic Plan (June)



Thank You

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