

An aerial photograph of a coastal city, likely San Diego, showing a large stadium under construction in the center. The stadium has a distinctive, multi-tiered, rectangular structure. The city is densely packed with residential and commercial buildings. In the background, there is a large body of water, possibly San Diego Bay, and distant mountains under a clear sky.

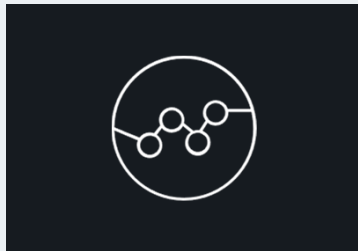
FY2022-2026 Measure M Strategic Plan

Draft Program Recommendations

April 2021

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

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

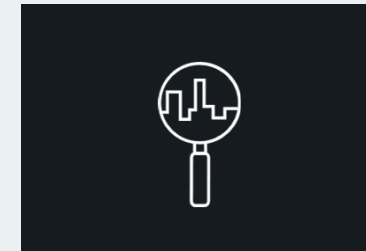
Oct – Dec 2020



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

Measure M Vision

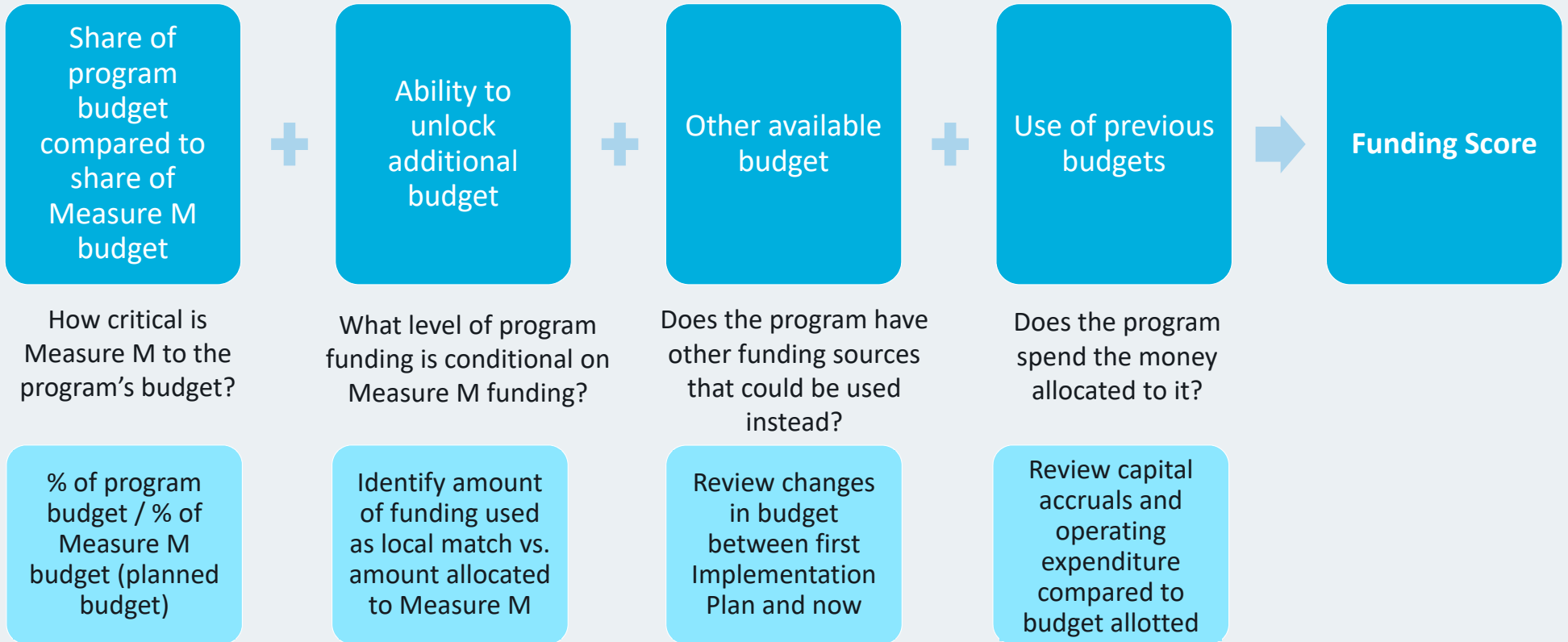
Modernizing Measure M: to improve mobility and reduce water pollution in San Mateo County through flexible, innovative, efficient, insight-driven and accountable program delivery.



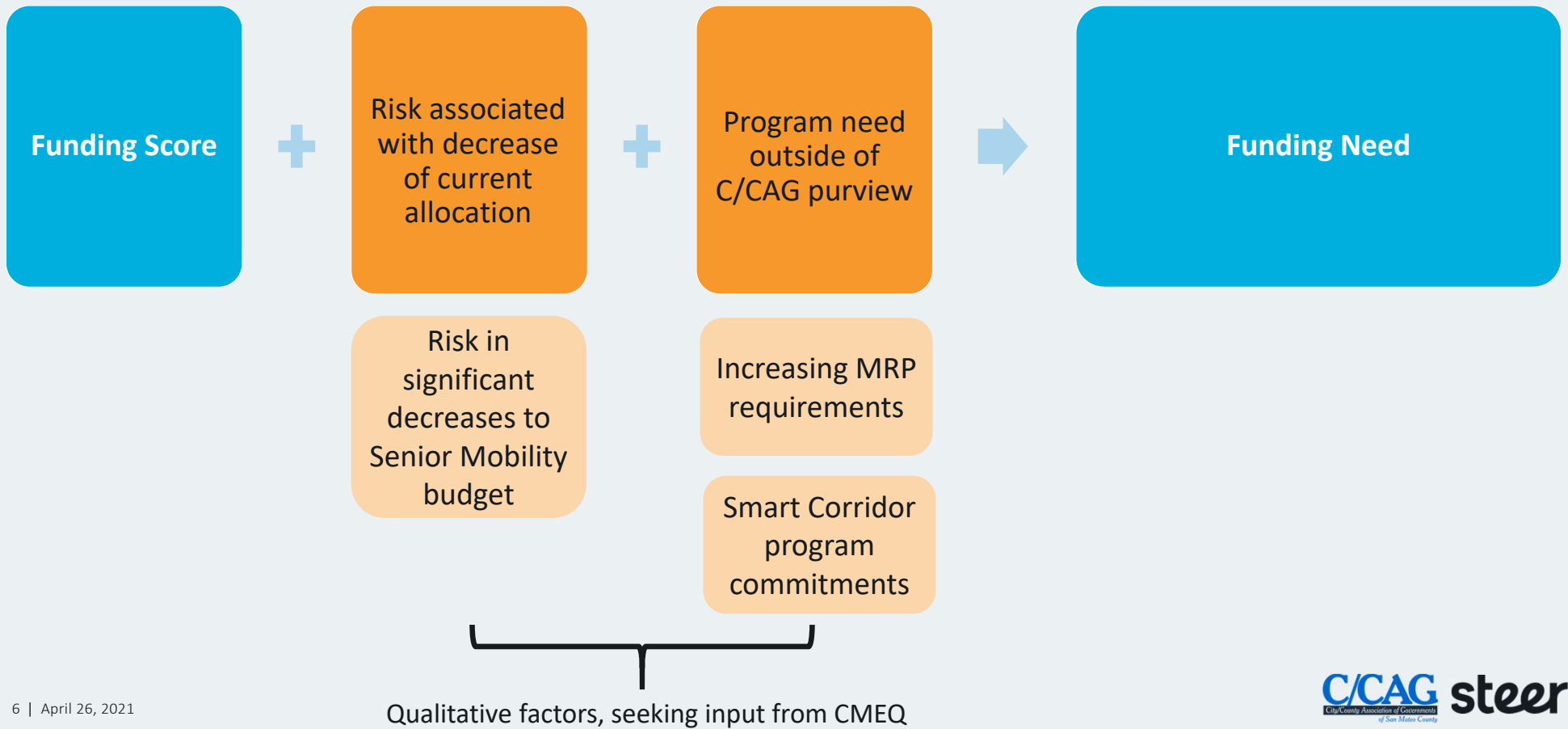
Measure M program recommendations

Guiding Principle	Recommendations
Flexible Planning	<ul style="list-style-type: none"> • Continued flexible use of funds • Expand fund usage guidance for Local Streets and Roads recipients
Innovative Programming	<ul style="list-style-type: none"> • Repurpose unused admin funds for innovative Countywide Program pilots • Encourage innovation among Countywide Program operators • Support knowledge sharing across funding recipients
Efficient Operation	<ul style="list-style-type: none"> • Move reporting online • Streamline back-end budget systems
Accountable Monitoring and Evaluation	<ul style="list-style-type: none"> • Require annual reporting through streamlined template • Publish online dashboard for public (non-immediate)
Insight-driven Planning	<ul style="list-style-type: none"> • Standardize evaluation framework for each funding recipient • Review countywide program allocation based on updated need • Develop longer term structure that considers impact in allocation decisions

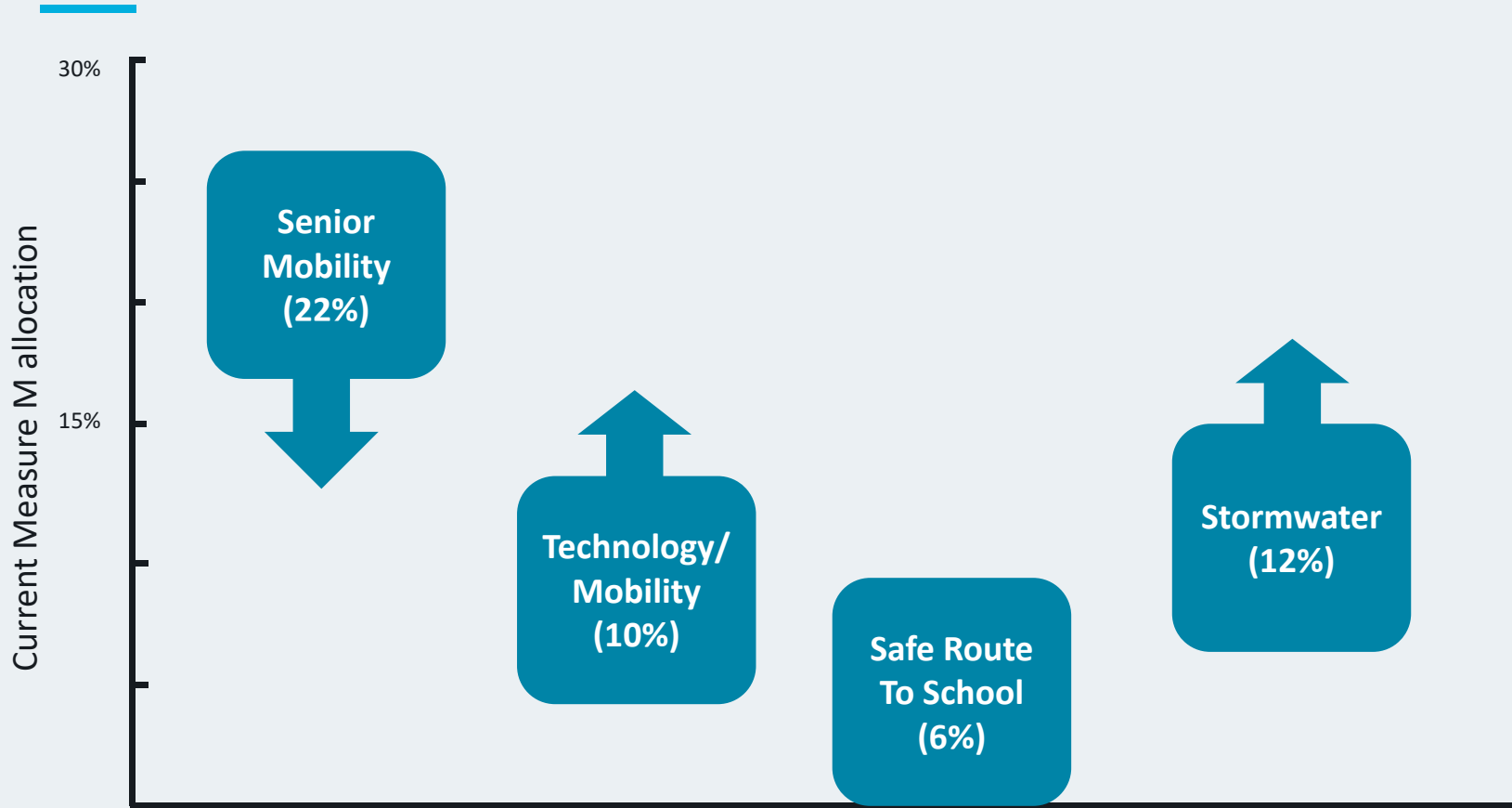
Needs Based Allocation Model



Needs Based Allocation Model



Needs Based Allocation Model



Recap and Next Steps

Where are we now?

- Recommendations and Implementation Plan drafts submitted to C/CAG

What comes next?

- Presentation and feedback from CMEQ (today)
- Provision of full draft Strategy/Implementation Plan (May)
- Board approval (June)



Thank You

Julia Wean

Julia.wean@steergroup.com

Kim Wever

kwever@smcgov.org

Kaki Cheung

kcheung1@smcgov.org

DISCLAIMER: This work may only be used within the context and scope of work for which Steer was commissioned and may not be relied upon in part or whole by any third party or be used for any other purpose. Any person choosing to use any part of this work without the express and written permission of Steer shall be deemed to confirm their agreement to indemnify Steer for all loss or damage resulting therefrom.