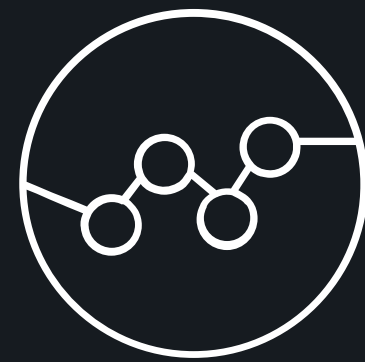


Measure M Strategic Plan FY2021/22 – 2025/26

May 2021



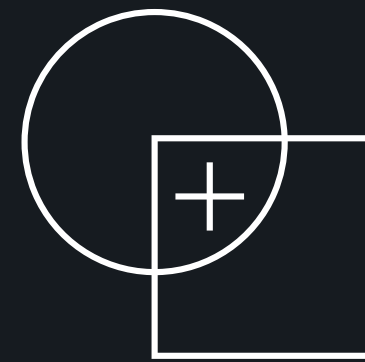
Measure M Strategy Project Overview



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

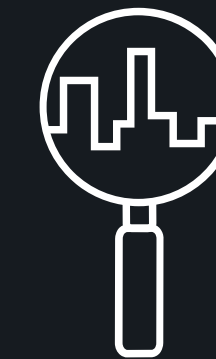
Oct – Dec 2020



Development of strategies

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

Nov 2020 – Mar 2021

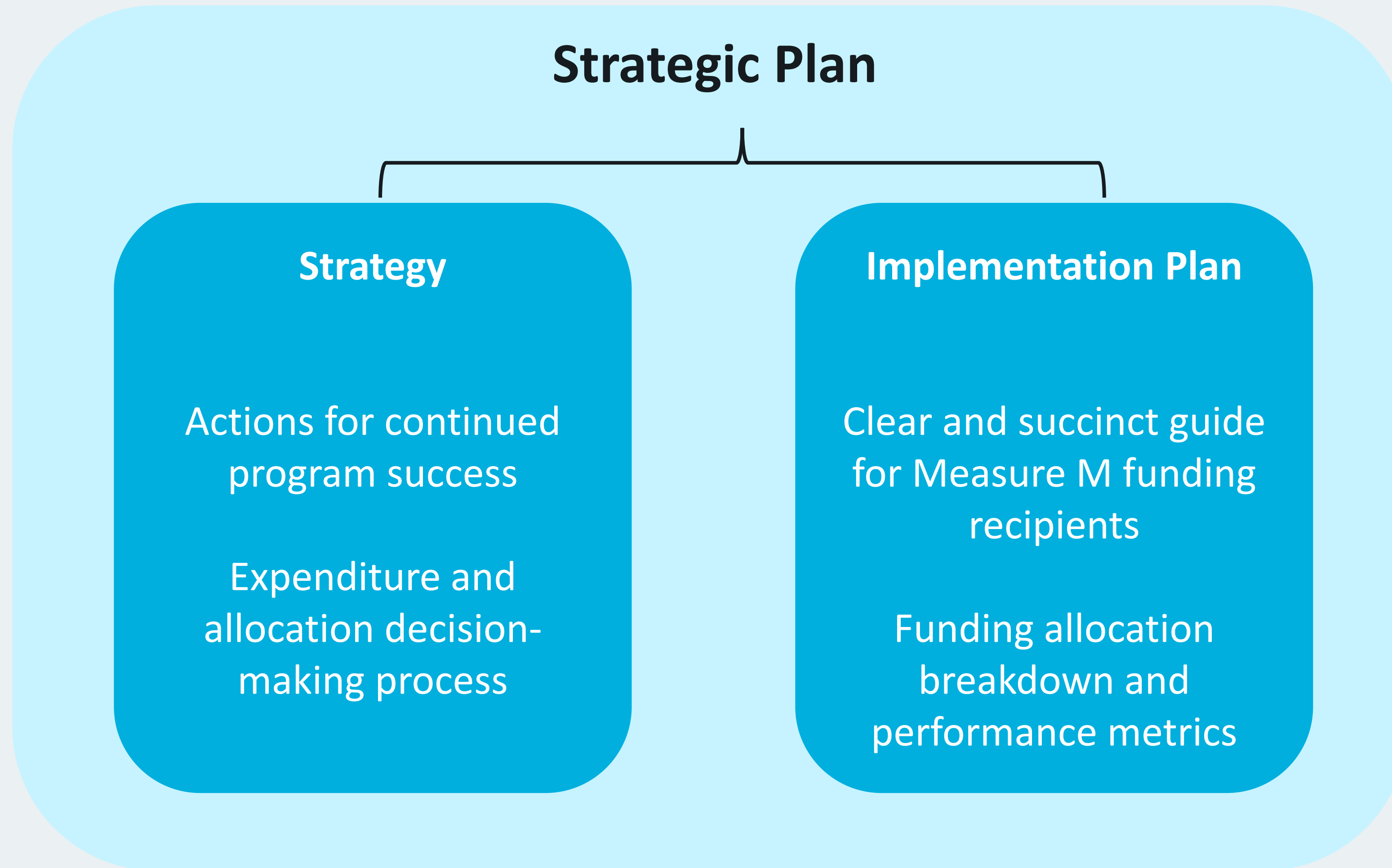


Documentation of 5-Year Plan

- Formal 5 Year Plan
- Implementation budget and schedule

Mar – Jun 2021

Measure M – Strategic Plan Components



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.



Recommended Allocation Changes

Local Streets and Roads

No funding allocation changes

Countywide Programs

2021-2026 Plan

Needs-based

Examining change in programmatic “need” since 2010 with historic revenue data and qualitative inferences

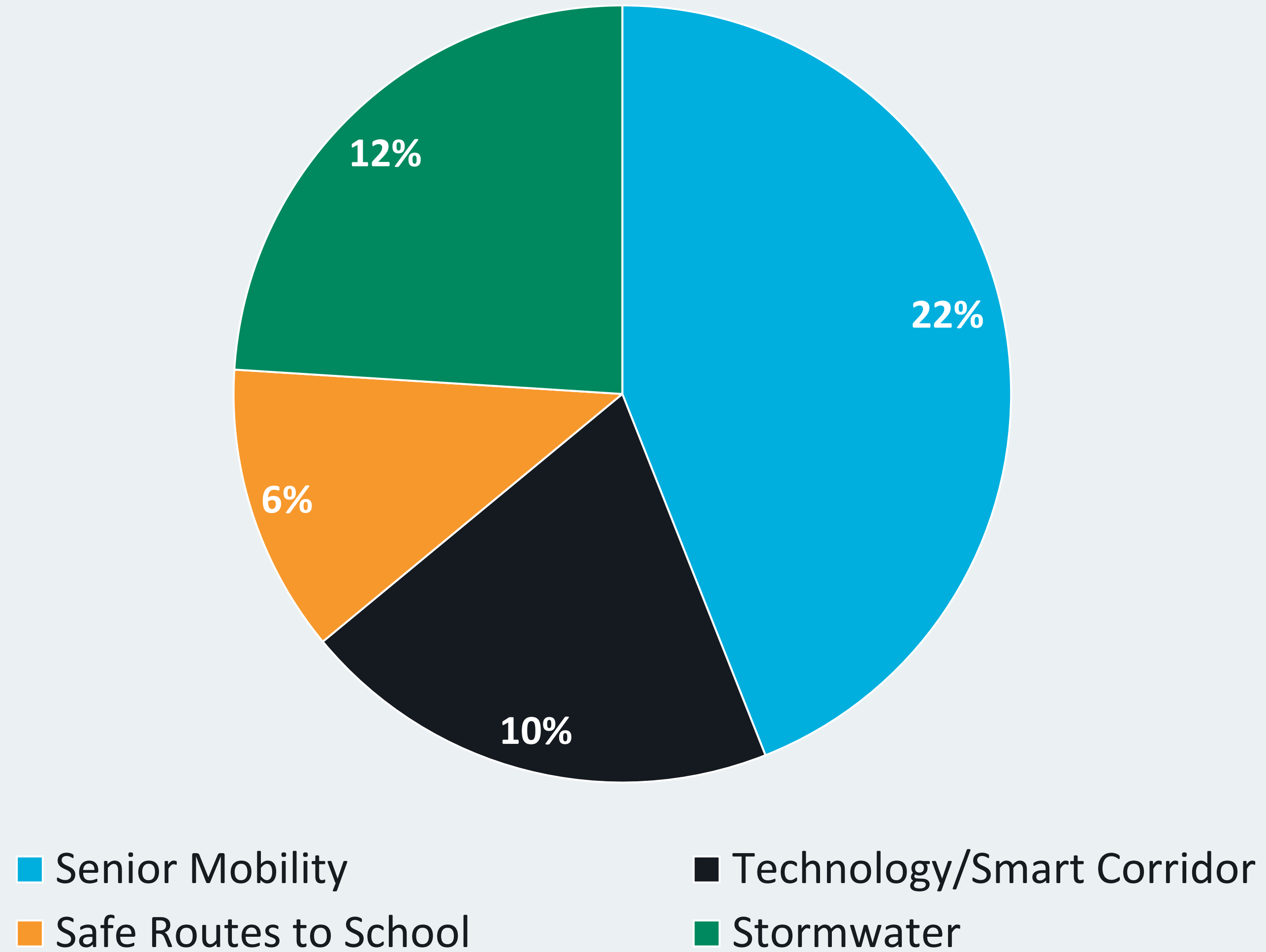
2027-2031 Plan

Need and Impact-based

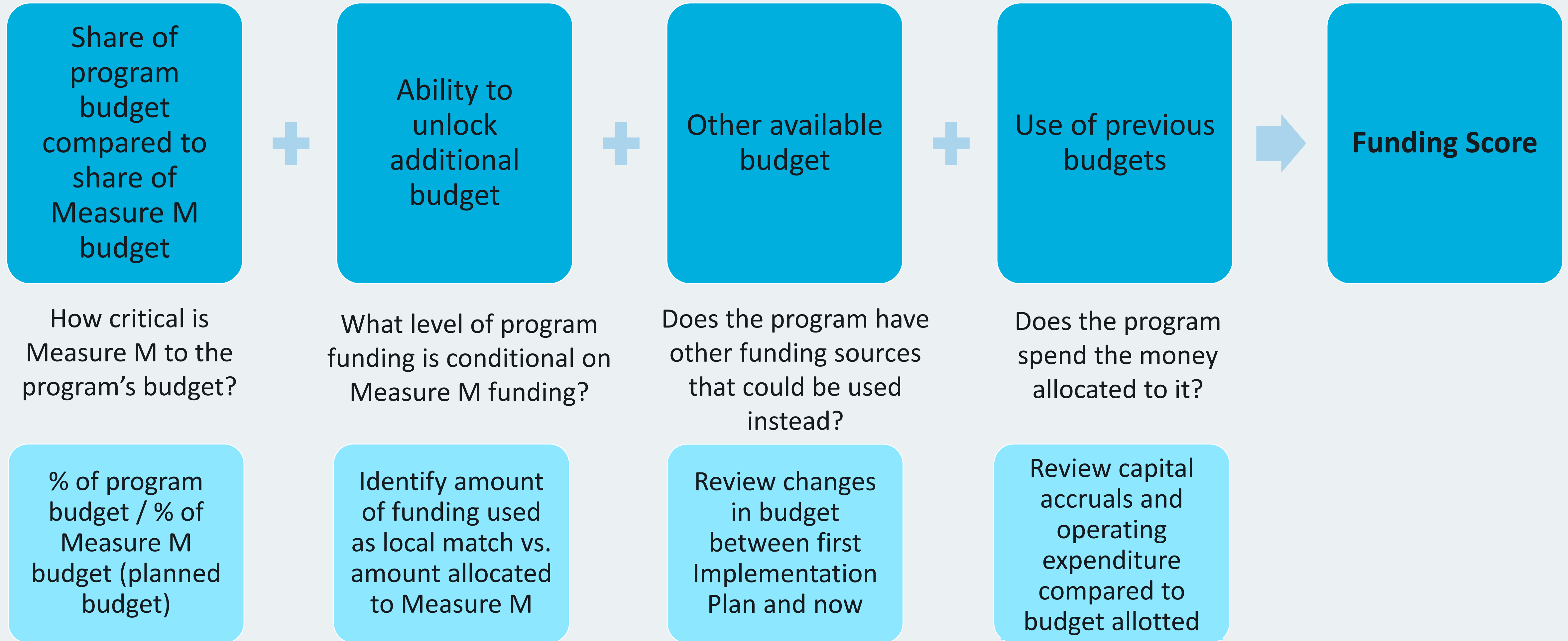
Including “impact” measurement that demonstrates community benefit and programmatic success

Based on objectives set out in ‘21-’26 Plan

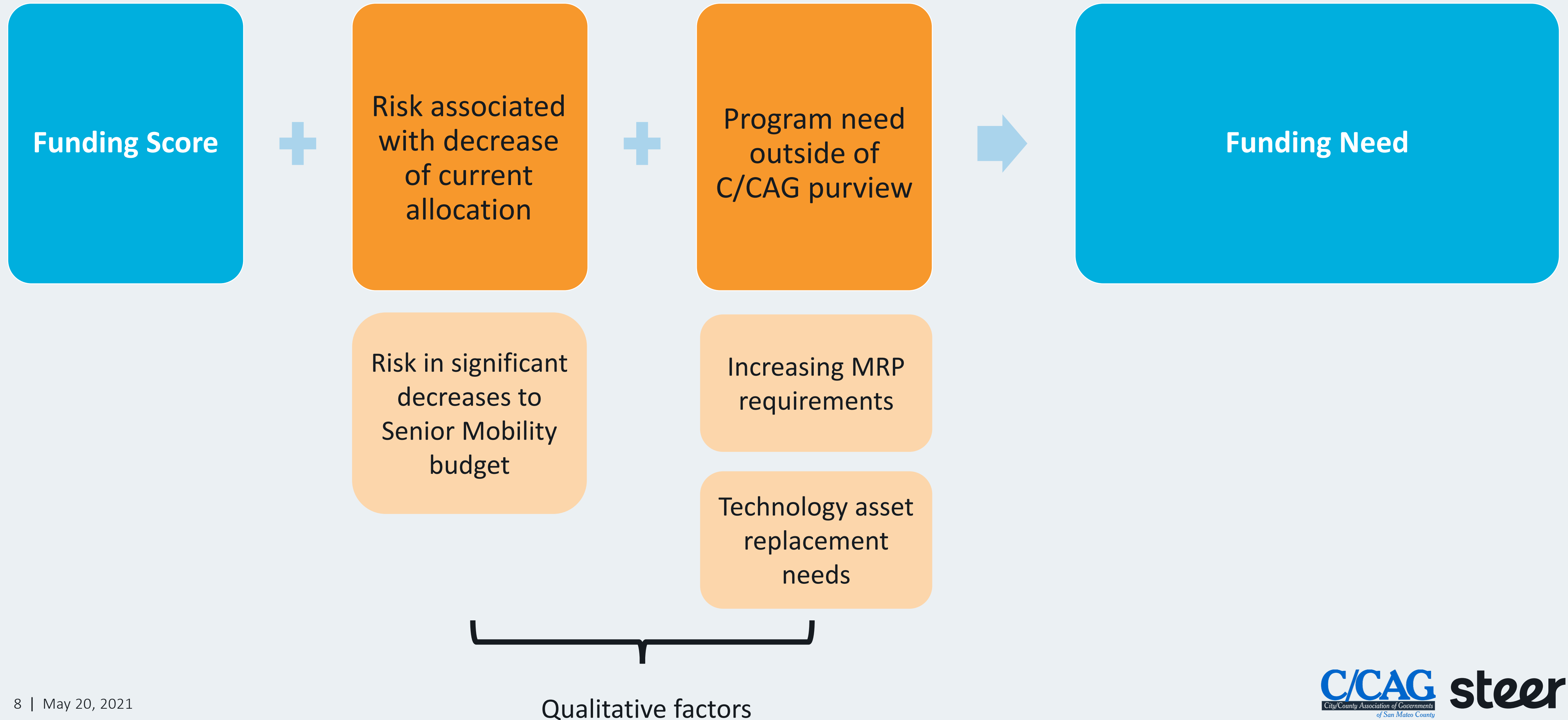
Current Countywide Programs Allocation



Funding Needs Estimation Model



Funding Needs Estimation Model



Allocation Recommendation

Program	Current Allocation	Recommendation	Est. Annual Change
Senior Mobility	22%	18%	(\$250,000)
Technology/Smart Corridor	10%	11%	\$60,000
Safe Routes to School	6%	6%	-
Stormwater	12%	15%	\$190,000

Recap and Next Steps

Today's Action: seeking approval of recommended funding allocations for Countywide Programs

Next Steps: Plan approval from CMEQ – June Meeting



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.