

Iger & Associates

Orange County Register

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Mention of Christine Diemer Iger and the Centerline Project

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Centerline name dead? Had lunch last week at Antonello with political guru **Christine Diemer Iger**, who that very morning had been at a meeting of O.C. transportation-planning types, where a main topic was how to get voters to extend the extra half-cent sales tax we O.C. folks pay for transportation projects. The tax, commonly known as Measure M, is due to end in 2011, and there's an effort to get an extension put on next year's ballot. It will be tougher to pass this time because state law now requires a two-thirds majority approval of such taxes.

One of the biggest hurdles is how to deal with the controversial Centerline proposal, which some see as a political pariah that few taxpayers want to continue funding. Presumably, it would be one of the recipients of the tax money and that fact would have to be disclosed. There's serious talk about getting rid of the "Centerline" name and the baggage that goes with it and coming up with a new name before the campaign. Will voters really buy that?