



Measure T Renewal Investment Plan Steering Committee September 23, 2021

Safer, Quicker, Better Transportation for Madera County

Your Sales Tax
Dollars At Work



Item #	Description	Action/Presenter
I.	Introductions	
	MCTC/MCTA Director Introduction &	
a.	Meeting Protocol	Informational - P. Taylor, MCTA
b.	Co-Chair Introductions	Informational - P. Taylor, MCTA
c.	Staff and Consultant Introductions	Informational - Co-Chairs
d.	Committee - Self-Introductions	Informational - Co-Chairs
e.	Public - Self Introductions	Informational - Co-Chairs
II.	Steering Committee Goals/Purpose	Informational - Co-Chairs
III.	Measure A & T Overview	Informational - T. McNeil, MCTA
a.	Original Measure A (1990)	
b.	2006 Measure T	
c.	2022 Measure T Renewal	
IV.	Presentation - Initial Opinion Poll Results	Informational - T. McLarney Ph.D., True North Research
V.	Ballot Measure Requirements/Procedures	Informational - C. Heath & A. Wara-Macapinlac, Props & Measures
VI.	Agency/Steering Committee Overview & Roles & Responsibilities	Informational - G. Vivian, VRPA Technologies
a.	MCTC/MCTA	
b.	MT3 Steering Committee	
VII.	Steering Committee Ground Rules	Informational - G. Vivian, VRPA Technologies
VIII.	Next Steps:	
a.	Renewal Schedule	Informational - P. Taylor, MCTA
b.	Preferred Meeting Day & Time	Informational - Co-Chairs
c.	Next Meeting Date	Informational - Co-Chairs
IX.	Public Comment	Informational - Co-Chairs

Steering Committee Agenda – Sept. 23, 2021



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Item I: Introductions

- a. MCTC/MCTA Director & Meeting Protocol
- b. Co-Chair Introductions
- c. Staff and Consultant Introductions
- d. Committee – Self Introductions
- e. Public – Self Introductions



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Item II: Measure T Renewal Goals/Purpose

Measure T Renewal – Preliminary Goals

- Maintain a strong economy
- Improve existing streets and roads
- Improve other modes of transportation
- *Address system continuity and enhanced mobility for all residents*
- Support enhanced public safety programs
- *Promote a balanced use of funds across the County*
- Improve air quality
- Leverage other funds



Measure T Renewal - Purpose

Growing Trends

- **Need to address travel trends in:**
 - Vehicle trip growth
 - Vehicle Miles Traveled (VMT) growth
 - Travel delay
 - Commute patterns
 - Jobs/Housing Balance changes
- **Need to address demographic growth trends in:**
 - Population, housing, and job growth
 - Distribution of population, housing, and jobs
 - Community characteristics
(Cultural, Environmental Justice Issues)



Moving Measure T Beyond 2027

Keeping Local Funds Delivering Local Projects

How renewal of Measure T will benefit the region:

- Continue to **FIX EXISTING INFRASTRUCTURE** versus building new
- Address transportation program **FUNDING CONSTRAINTS**
- **LEVERAGE** additional funding through State and Federal programs
- Allow for **EARLY DELIVERY OF PLANNED PROJECTS**



Why Measure T Renewal is Critical

Measure T

- Has and will **CONTINUE TO LEVERAGE ADDITIONAL** State and Federal funding for current and future transportation programs
- State and Federal agencies are now **EXPECTING LOCAL MATCH** for regional projects
- Without a sales tax measure, it will be **DIFFICULT TO PROVIDE ENHANCED MOBILITY OR OTHER MAJOR PROJECTS** (*most other State and Federal funds received are allocated to road maintenance projects and basic public transit operations*)
- **TOURISTS CONTRIBUTE TO MEASURE T PROCEEDS** through their hotel/cabin/camping stays, restaurant visits, and other recreational services and visitor purchases



Why Measure T Renewal is Critical

Measure T

- The Extension would continue an **EXISTING TAX** and allows for a continuous revenue stream beyond 2027
- Placing the Extension on the November 2022 Ballot would provide **3 OPPORTUNITIES** to pass the Measure Extension (2022, 2024, and 2026) before the current Measure T program expires – **VOTERS DECIDE!**
- **OTHER COUNTIES ARE MOVING FORWARD** with extension processes in 2022; the 2022 ballot will be less crowded than the 2024 ballot
- The **SONOMA COUNTY MEASURE EXTENSION JUST PASSED** under COVID conditions by 71% - voters trusted their Transportation Authority
- **BENEFITS OF HAVING FRESNO & MADERA COUNTY MEASURE EXTENSIONS ON THE SAME SCHEDULE** given the potential overlap of media and outreach



Why Measure T Renewal is Critical

MCTA

Measure T

- Mathew Treber, Chief of Development Services, Madera County RMA - “Measure T is *imperative to the economic viability of Madera County* and the logical expansion of our transportation network”
- Keith Helmuth P.E., City Engineer, City of Madera – “The City has benefitted immeasurably through the current Measure T program. It has provided funds that would *not ordinarily be available for construction of vitally needed transportation facilities* as well as the maintenance of existing and new ones. We anticipate that extension of the current program will result in the *same ability to successfully advance the priorities of the City’s residents.*”
- Jason Rogers P.E., Public Works Director, City of Chowchilla - “Since the start of Measure T, the City of Chowchilla has been *able to leverage and bring in millions of dollars* of state and federal money that we likely would otherwise not have received. As a result, major improvements to our infrastructure have been completed, but *our work isn’t done*, because we still need to maintain our transportation system and continue to improve upon it to the benefit of everyone.”

Safer, Quicker, Better Roads for Madera County everyone.”





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Item III: Measure A & Measure T Overview



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Measure A Program

Measure A

Between 1990 and 2005,
the Madera County
region benefitted from
Measure A revenues

- Measure A “sunset” in September 2005
- Raised over **\$65 million** for local projects
- Leveraged an additional **\$50 million** in State and Federal funds
- Provided a total of **\$115 million** in transportation funding for Madera County

Measure A

Completed Projects by Jurisdiction

Madera County	City of Madera	City of Chowchilla
<ul style="list-style-type: none">• \$6.5 million to State Route (SR) 41 freeway improvements – San Joaquin River to Avenue 12<ul style="list-style-type: none">▪ Leveraged an additional \$30 million in State and Federal funding	<ul style="list-style-type: none">• Schnoor Bridge in Madera	<ul style="list-style-type: none">• Chowchilla Boulevard
<ul style="list-style-type: none">• Road 26 between city limits and Avenue 17	<ul style="list-style-type: none">• Cleveland at SR 99 Overcrossing	<ul style="list-style-type: none">• 3rd, 5th, 15th, and Ventura in Chowchilla
<ul style="list-style-type: none">• Avenue 12 between Road 24 and SR 99	<ul style="list-style-type: none">• Cleveland at Gateway and the Madera Fairgrounds	<ul style="list-style-type: none">• Robertson Boulevard
<ul style="list-style-type: none">• Road 426 between the Fresno River and Road 427	<ul style="list-style-type: none">• Howard between City limits and Granada	
<ul style="list-style-type: none">• Road 222 (Cheppo Saddle)	<ul style="list-style-type: none">• Gateway Drive at Fresno River Bridge	
<ul style="list-style-type: none">• Avenue 7 between SR 99 and SR 145		
<ul style="list-style-type: none">• Road 415 between SR 41 and Jennifer Way		
<ul style="list-style-type: none">• Road 200 between Spring Valley and Fine Gold Creek		



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Current Measure T Program

Differences from Previous Measure A

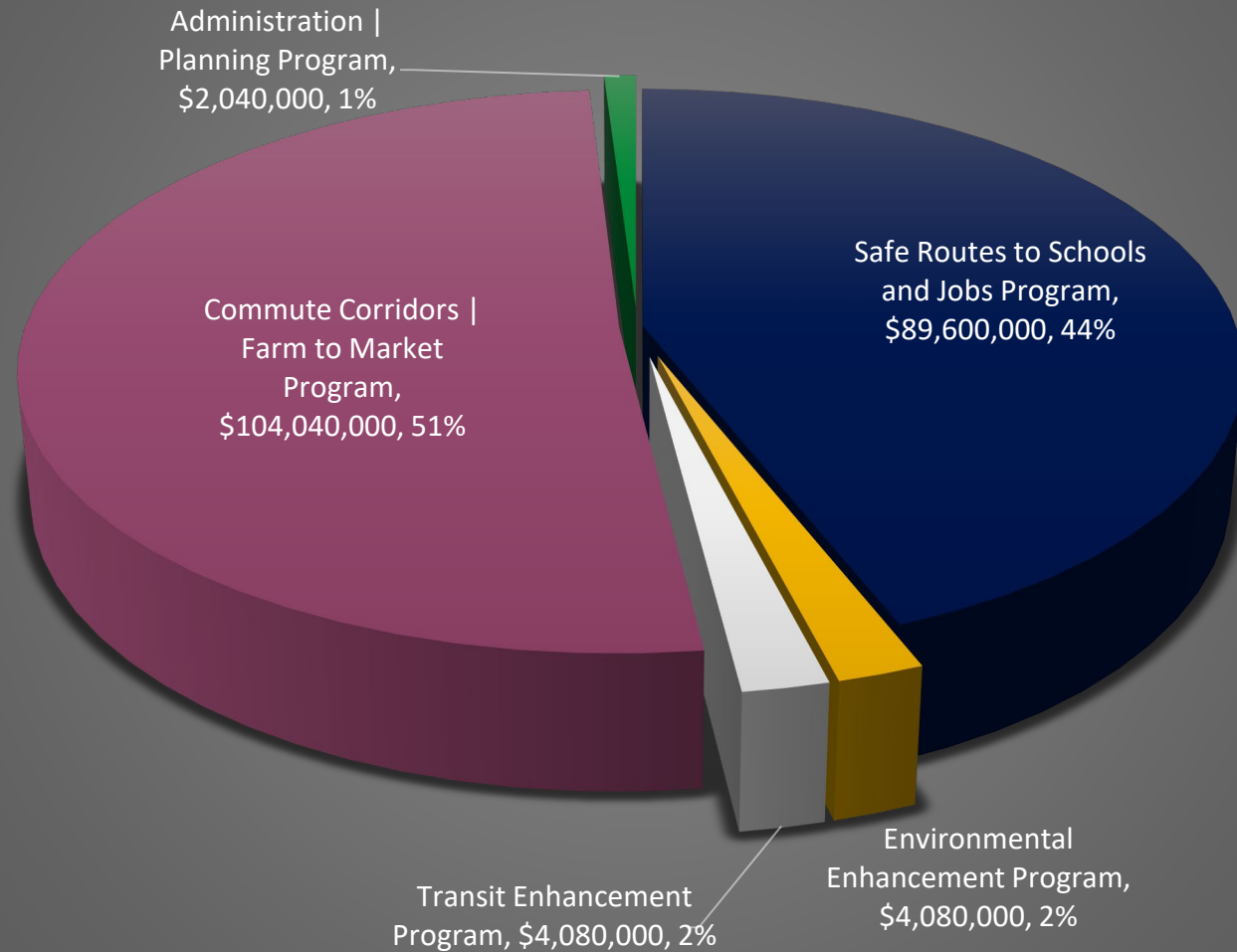
Responding to the Core Values of the Voters

- Established a Citizens' Oversight Committee
- Maintained local control with MCTA and MCTC managing the delivery of projects
- Focuses on maintaining:
 - A strong economy
 - Existing street and roads
 - Enhancing public safety
- Recognizes the importance of:
 - Leveraging other funding
 - Farming
 - Improving air quality
 - Improved access to schools and jobs



2006 Measure T Investment Plan Funding Expenditures by Program

Expenditures to Transportation Programs



2006 Measure T Investment Plan Multi-Modal Funding Program with Local Agency Allocation

TABLE 1
NEW MEASURE 1/2% SALES TAX FOR TRANSPORTATION - 20 YEARS - MADERA COUNTY
Multi-Modal Funding Program

Approved by the Steering Committee on March 16, 2006/Amended by MCTC Staff June 1, 2006 & June 14, 2006

NEW MEASURE "C" SALES TAX REVENUE	% OF TOTAL	20 YEAR FUNDING TOTAL ^{*1}	FUNDS ALLOCATED TO MADERA COUNTY ^{*2}	FUNDS ALLOCATED TO CITY OF CHOWCHILLA ^{*2}	FUNDS ALLOCATED TO CITY OF MADERA ^{*2}	AVERAGE ANNUAL FUNDING TOTAL ^{*3}
<i>Allocations rounded to nearest \$100,000</i>	100.00%	\$212,900,000	57.77%	6.17%	36.06%	\$10,645,000
FUNDING PROGRAMS (Reference Program Definitions and Details)						
1. Commute Corridors/Farm to Market Program (Regional Transportation Program)^{*4 *5 *6}	51.00%	\$108,579,000	\$62,726,088	\$6,699,324	\$39,153,587	\$5,428,950
Regional Streets and Highways Program ^{*7}	26.00%	\$55,354,000	Projects are prioritized on a "regional" basis			\$2,767,700
Regional Rehabilitation/Reconstruction/Maintenance Program ^{*8}	25.00%	\$53,225,000	\$30,748,083	\$1,897,157	\$19,192,935	\$2,661,250
2. Safe Routes to School & Jobs Program (Local Transportation Program)^{*6}	44.00%	\$93,676,000	\$54,116,625	\$5,779,809	\$33,779,566	\$4,683,800
<i>Local Allocation</i>						
Street Maintenance ^{*9}	21.75%	\$46,305,750	\$26,750,832	\$2,857,065	\$16,697,853	\$2,315,288
County Maintenance District Area Funding Program ^{**10}	5.00%	\$10,645,000	\$10,645,000	N/A	N/A	\$532,250
Total Street Maintenance Program	21.75%	\$46,305,750	\$26,750,832	\$2,857,065	\$16,697,853	\$2,315,288
Flexible	21.75%	\$46,305,750	\$26,750,832	\$2,857,065	\$16,697,853	\$2,315,288
ADA Compliance	0.50%	\$1,064,500	\$614,962	\$65,680	\$383,859	\$53,225
3. Transit Enhancement Program	2.00%	\$4,258,000	\$2,459,847	\$262,719	\$1,535,435	\$212,900
Madera County	1.06%	\$2,254,859	\$2,254,859	\$0	\$0	\$112,743
City of Madera	0.66%	\$1,407,482	\$0	\$0	\$1,407,482	\$70,374
City of Chowchilla	0.11%	\$240,825	\$0	\$240,825	\$0	\$12,041
Subtotal (Transit Agencies)	1.83%	\$3,903,167	\$2,254,859	\$240,825	\$1,407,482	\$195,158
ADA / Seniors / Paratransit	0.17%	\$354,833	\$204,987	\$21,893	\$127,953	\$17,742
4. Environmental Enhancement Program^{**11}	2.00%	\$4,258,000	\$2,459,847	\$262,719	\$1,535,435	\$212,900
<i>Environmental Mitigation, Air Quality, Bicycle/Pedestrian Facilities & Car/Van Pools Programs</i>						
5. Administration/Planning Program	1.00%	\$2,129,000	N/A	N/A	N/A	\$106,450
MCTA	1.00%	\$2,129,000	N/A	N/A	N/A	\$106,450
TOTAL:	100.00%	\$212,900,000	\$121,762,407	\$13,004,571	\$76,004,023	\$10,645,000
Total Funding available for street & highway rehabilitation/reconstruction/maintenance:	68.50%	\$145,836,500	\$84,249,746	\$8,998,112	\$52,588,642	\$7,291,825
Local Agency Allocation			57.77%	6.17%	36.06%	

Current Measure T Program Benefits

- **ENHANCE MOBILITY PROJECTS** & made safety & access improvements to:
 - Improve connections between each of the cities & communities
 - Relieve congestion
 - Safely transport our local goods, commuters, students & tourists
- **SUPPORTED PUBLIC TRANSIT SERVICES** through:
 - Expanded bus routes and service
 - Additional transit stops & shelters
- **EXPANDED THE BIKE AND PEDESTRIAN SYSTEMS** through:
 - Additional or extended bikeways
 - Bike lane Improvements
 - New & improved sidewalks



Current Measure T Program Benefits

- **CITIZENS OVERSIGHT COMMITTEE TO REMAIN IN PLACE** to review and comment on the implementation of Measure T Improvement Programs
- Multi-modal programs **SUPPORT ALL MODES** of transportation
- Allocates funding for pothole repair and other needed ongoing maintenance helping to **ADDRESS EXISTING MAINTENANCE FUNDING SHORTFALLS**
- To date Measure T has secured an **ADDITIONAL \$226.3 MILLION IN STATE AND FEDERAL FUNDING** resulting in a **\$1.82 RETURN** on your local investment from 2007 – 2027

**These are additional leveraged funds for the
Madera County transportation system**

Safer, Quicker, Better Roads for Madera County



Current Measure T Programs

½ Cent Transportation Sales Tax Program

- Voter approved ½ cent retail transaction and use tax for the period April 1, 2007 through March 31, 2027
- Revenue projects estimate **\$204 million** for transportation improvements through 2027
- Proceeds principally reserved for regional projects, local transportation, public transportation, and environmental enhancement
- Program administered by the Madera County Transportation Authority (MCTA)
- Administered in accordance with plans and programs outlined in the Program's Strategic (2017) and Investment Plans (2006)



Measure T Transportation Funding Programs

Regional Transportation Program

Commute Corridors | Farm to Market Program - \$104.04 million or 51%

These projects provide for the movement of goods, services, and people throughout the County

- \$53.04 million (approximately 26%) is directed to fund capacity increasing projects and leverage federal and State funding
- \$51.0 million (approximately 25%) is available for rehabilitation, reconstruction, and maintenance of sections of regional streets and highways

Authorizes major new projects to:

- Improve freeway interchanges
- Add additional lanes
- Increase safety as determined by local jurisdictions
- Improve and reconstruct major commute corridors

Regional & Local Capacity Increasing and Rehabilitation Projects

Completed Projects by Jurisdiction

Madera County	City of Madera	City of Chowchilla
Oakhurst Midtown Connector	Ellis Overcrossing	Howell Road and Gill Way
SR 41 Passing Lanes	4 th Street Widening from K Street to Lake Street	Washington Road
Avenue 12/SR 99 Interchange	Schnoor/Howard Intersection	Robertson Boulevard and 11 th
Avenue 9 – SR 99 to Road 29 1/2	Sherwood, D and Lake Street	5 th Street/Road 16 Curve Project
Avenue 9 – Road 33 to Road 36	Pine/4 th /Howard to K	Presidential Streets Project
Avenue 15 – Road 35 to Road 36	Overlay/Rehab at Various Locations	
Road 36 – Ave 9 to SR 145	SR 99 – Ave 12 to Ave 17	
Road 23 – Ave 12 to Ave 14		
Road 222 – SR 41 to Road 274		
Road 23 Bridge		
Road 400 – Road 415 to Yosemite Springs Parkway		



Measure T Transportation Funding Programs

Local Transportation Program

Safe Routes to Schools and Jobs Program- \$89.76 million or 44%

The goal is to improve each City's and the County's local transportation systems

- \$44.37 million (approximately 21.75%) has been guaranteed to each city and the County to meet scheduled maintenance needs and to rehabilitate the aging transportation system
- \$44.37 million (approximately 21.75%) of "flexible" funding is provide to the local agencies for any transportation project they feel is warranted including:
 - Fill potholes
 - Repave Streets
 - County Maintenance District Area Improvements
 - Add additional lanes to existing streets and roads
 - Improve sidewalks
 - Traffic control devices to enhance student and public safety
 - Enhance public transit
 - Construct bicycle and pedestrian projects and improvements
 - Separate street traffic from rail traffic
- \$1,020,000 (approximately 0.5%) provided to fund local agencies for the ADA Compliance Program

Safe Routes to School Projects

Completed Projects by Jurisdiction

Local Agency Pavement Management Systems – Allows local agencies to make objective decisions regarding the most needed maintenance and rehabilitation projects

Madera County	City of Madera	City of Chowchilla
<ul style="list-style-type: none"> • Pedestrian Sidewalks (Avenue 12 – Madera Ranchos) 	<ul style="list-style-type: none"> • Completion of the Fresno River Trail Project 	<ul style="list-style-type: none"> • Overlay of SR 233 and ADA improvements
<ul style="list-style-type: none"> • School Crossing Enhancements (4 elementary schools) 	<ul style="list-style-type: none"> • Sidewalk and ADA improvements 	<ul style="list-style-type: none"> • Street and sidewalk improvements at Fuller Elementary School, Wilson Jr. High School, and Chowchilla High School
<ul style="list-style-type: none"> • Street and road maintenance programs 	<ul style="list-style-type: none"> • Street and road maintenance programs 	<ul style="list-style-type: none"> • Street and road maintenance programs
		<ul style="list-style-type: none"> • Multi-modal project in progress



Measure T Transportation Funding Programs

Public Transportation Program

Transit Enhancement Program- \$4.08 million or 2%

The goal is to expand or enhance public transit programs and to address the transit dependent population and have a demonstrated ability to get people out of their cars and improve air quality

- \$3.73 million (approximately 1.83%) is provided to the three (3) transit agencies within the County based on population
- Remaining \$346,800 (approximately .17%) is directed to ADA, Seniors, and Paratransit Programs to improve mobility for seniors and people with disabilities

- Transit agencies would use funds to address major new expansions of the express, local, and feeder bus services including:
 - Routes
 - Buses (including low emission)
 - Night and weekend service
 - Bus shelters and other capital improvements
 - Safer access to public transit services
 - Carpools

Transit Projects

Completed Projects by Jurisdiction

Madera County	City of Madera	City of Chowchilla
<ul style="list-style-type: none"> County Road Yard Transit Facility Renovation 	<ul style="list-style-type: none"> Bus shelters 	<ul style="list-style-type: none"> Bus purchases
<ul style="list-style-type: none"> Transit System Bus Barn 	<ul style="list-style-type: none"> Security and passenger enhancements 	<ul style="list-style-type: none"> Transit operations
	<ul style="list-style-type: none"> New transit facility 	
	<ul style="list-style-type: none"> CNG fueling facility 	
	<ul style="list-style-type: none"> Fuel CNG transit vehicles at the new facility 	



01/03/202

Measure T Transportation Funding Programs

Environmental Enhancement Program

Environmental Enhancement Program- \$4.08 million or 2%

The goal is to improve air quality and the environment through four (4) important programs:

- Environmental mitigation
- Air quality (including road paving to limit PM₁₀ and PM₂₅ emissions)
- Bicycle and pedestrian facilities
- Car and van pools



Environmental Enhancement Projects

Completed Projects by Jurisdiction

Madera County	City of Madera	City of Chowchilla
<ul style="list-style-type: none">• North Fork Roundabout	<ul style="list-style-type: none">• Alley paving projects	<ul style="list-style-type: none">• CNG facility and repairs
<ul style="list-style-type: none">• Avenue 12 ½ and Road 36 Signal	<ul style="list-style-type: none">• Sidewalk projects	<ul style="list-style-type: none">• Street sweeper

Measure T Funds at Work

Improving our local transportation system with local funds

- City of Chowchilla Humboldt Storm Drainage and Road Rehabilitation Design
- County of Madera Ongoing Road Maintenance
- City of Madera George Washington Elementary School Sidewalk Improvement Project



Measure T Renewal - Purpose

Funding Shortfall

Regional Funding Shortfall

Mode	Funding Shortfall (Millions)		
	2018 Regional Transportation Plan/Sustainable Communities Strategy Funding Shortfall	Additional Shortfall Without Measure T Extension	Total Funding Shortfall Without Measure T Extension
Streets and Highways	\$1,057	\$224	\$1,281
Active Transportation	\$531	\$59	\$590
Public Transit	\$0	\$24	\$24
Total:	\$1,588	\$307	\$1,895



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Item IV: Initial Opinion Poll Results

MEASURE T RENEWAL SURVEY

CONDUCTED FOR THE
MADERA COUNTY
TRANSPORTATION
AUTHORITY

PRESENTED BY
TIMOTHY McLARNEY PH.D.

10/22/2021





PURPOSE OF STUDY

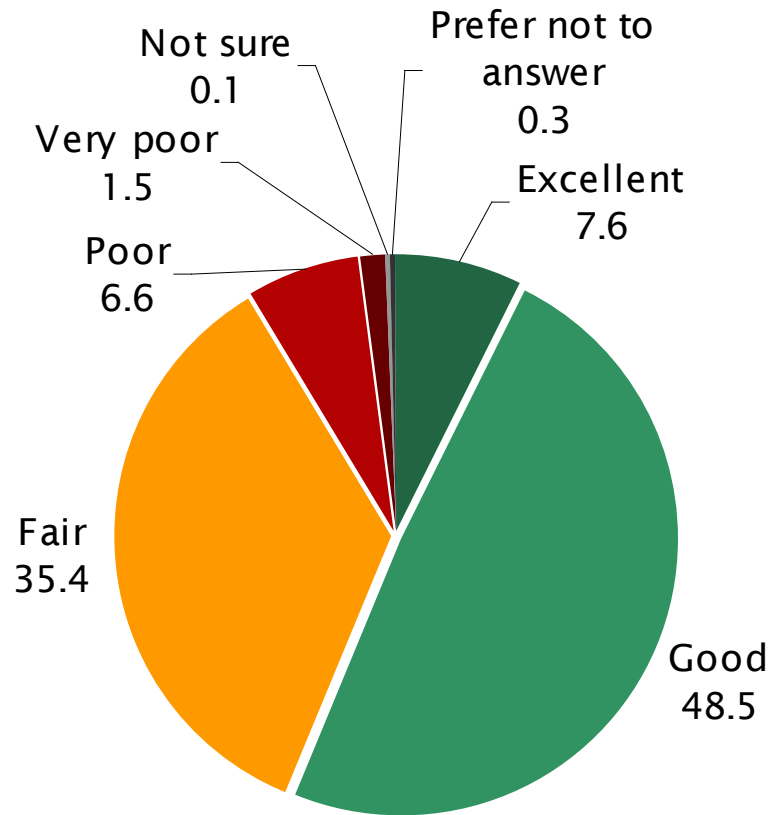
- Gauge the feasibility of renewing the Measure T sales tax measure in the current environment
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach



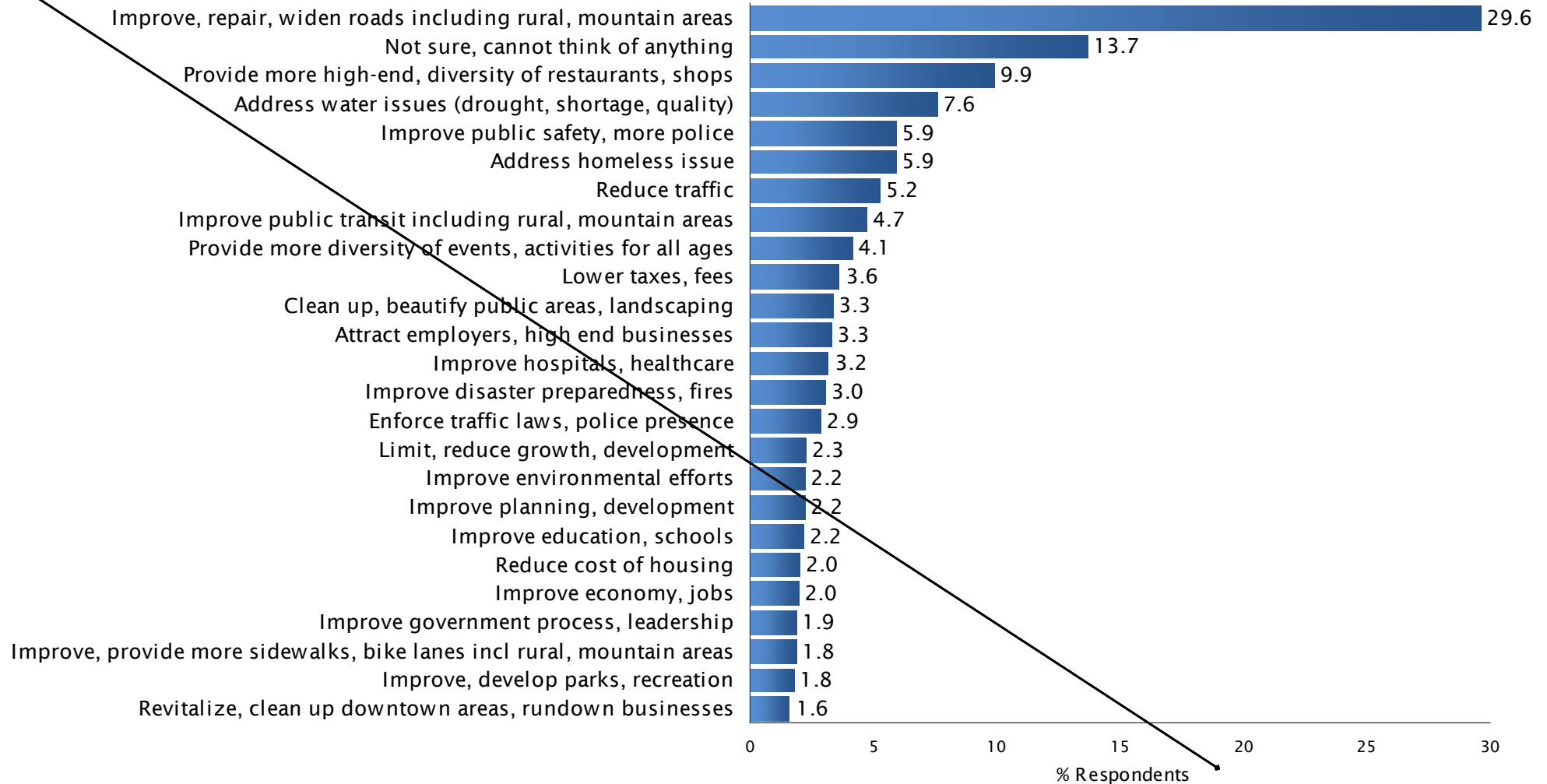
METHODOLOGY OF STUDY

- Conducted July 30th to August 16th, 2021
- Stratified & clustered random sample: 563 District voters likely to participate in November 2022 election
- Mixed-Method approach
 - Recruited via email, text and phone
 - Data collection via phone and online
 - 18-minute average interview length
 - English & Spanish
- Overall margin of error is $\pm 4.1\%$

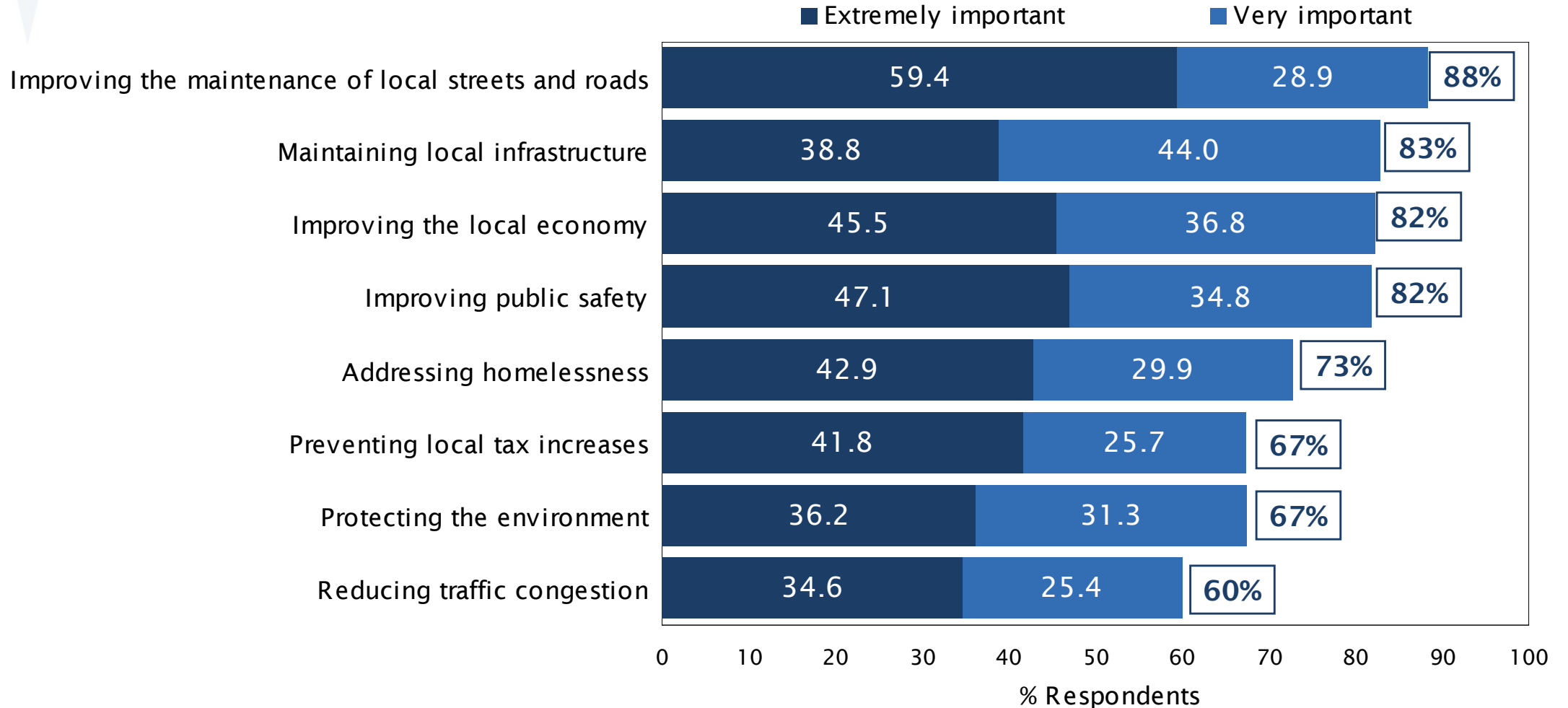
QUALITY OF LIFE



CHANGES TO IMPROVE COUNTY



IMPORTANT ISSUES





INITIAL BALLOT TEST

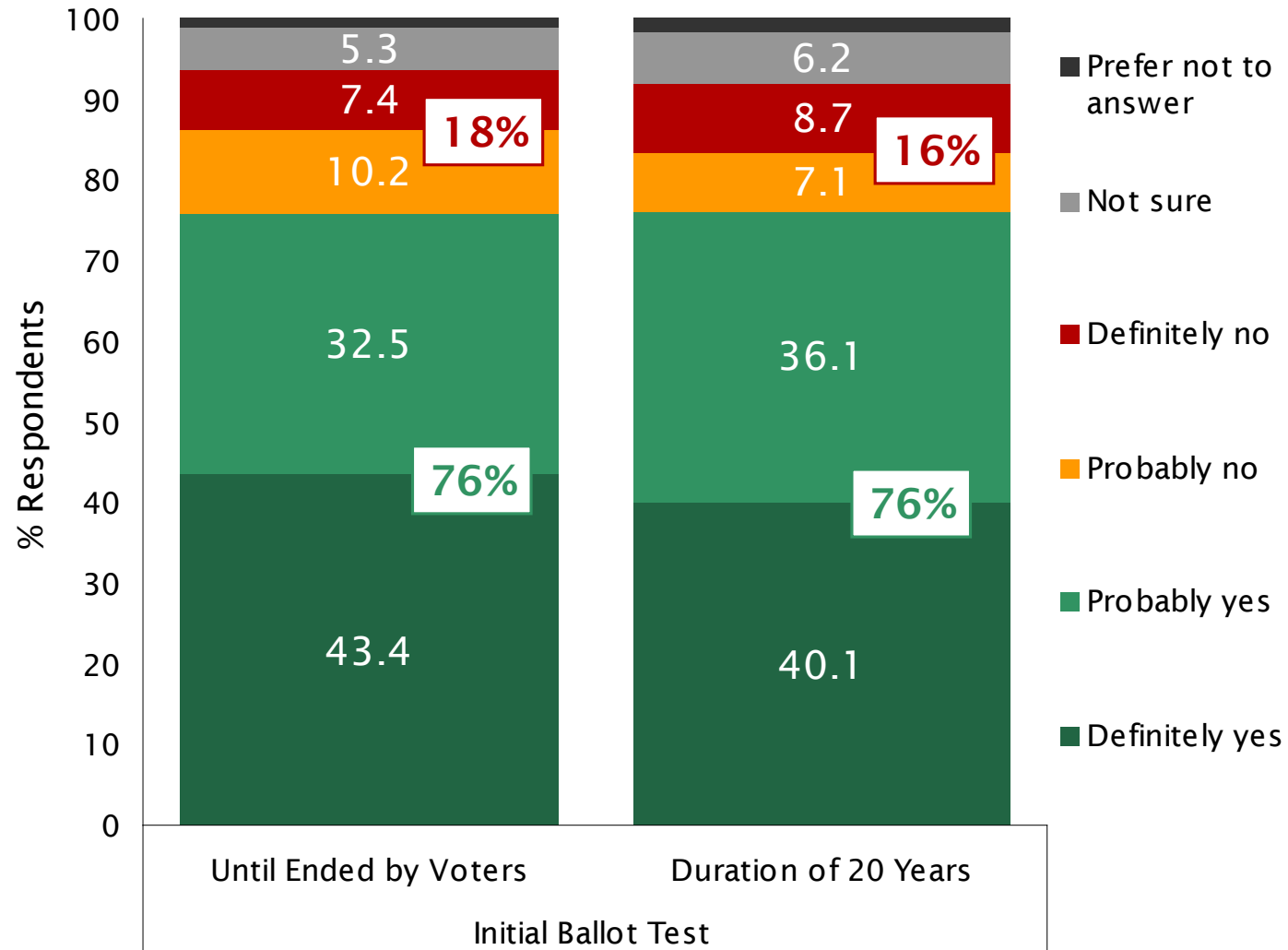
In order to:

- ◇ Keep local streets, highways, and infrastructure in good repair
- ◇ Fix potholes
- ◇ Reduce traffic congestion
- ◇ Improve highway safety and 911 vehicle access
- ◇ Provide safe routes to schools
- ◇ And qualify for 600 million dollars in State and Federal matching funds

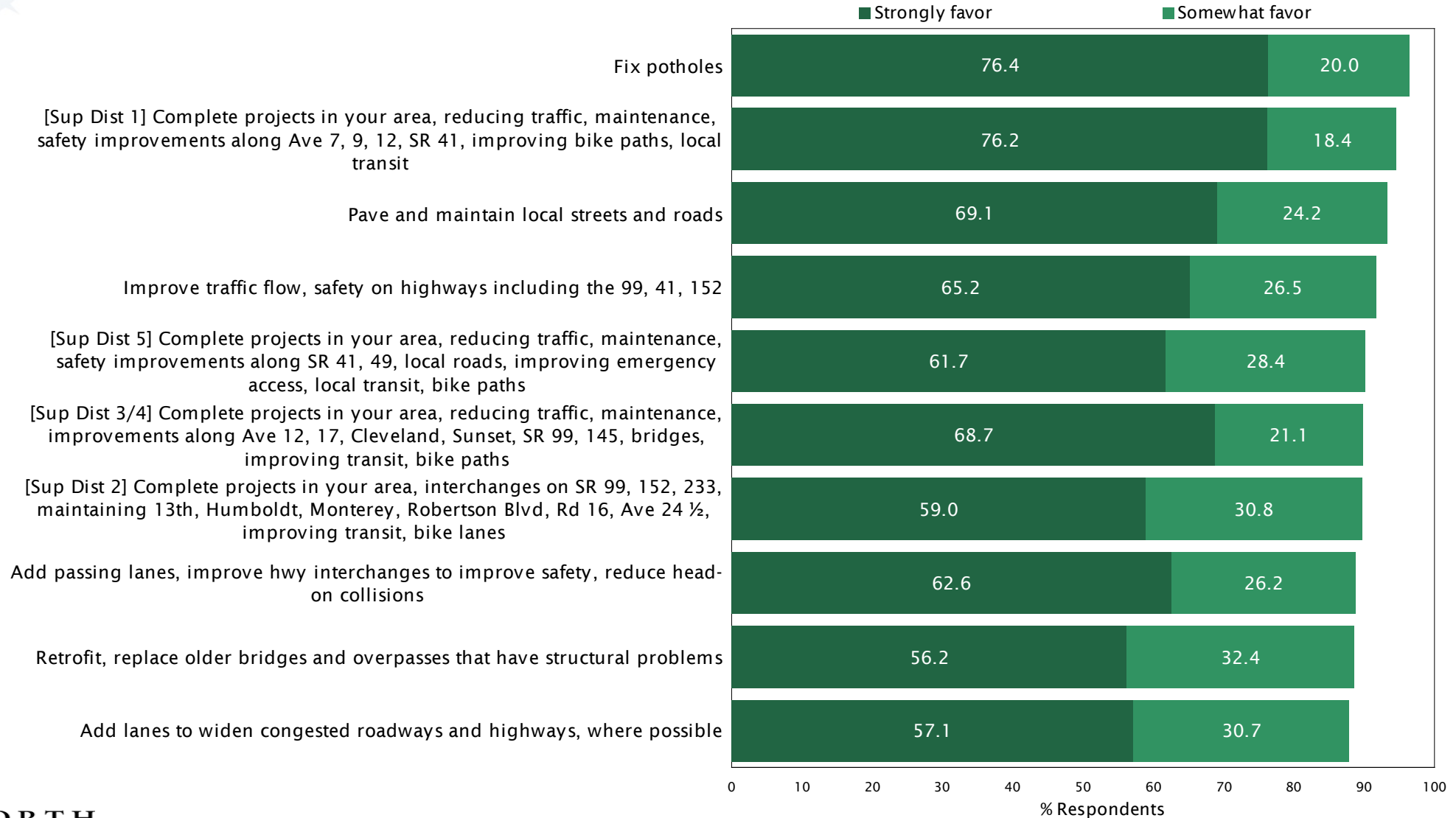
Shall an ordinance be adopted to continue Madera County's voter-approved half cent sales tax without increasing the tax rate, providing approximately 20 million dollars annually <<until ended by voters | for 20 years>>, with citizen oversight, independent audits, and all money staying local? If the election were held today, would you vote yes or no on this measure?

INITIAL BALLOT TEST

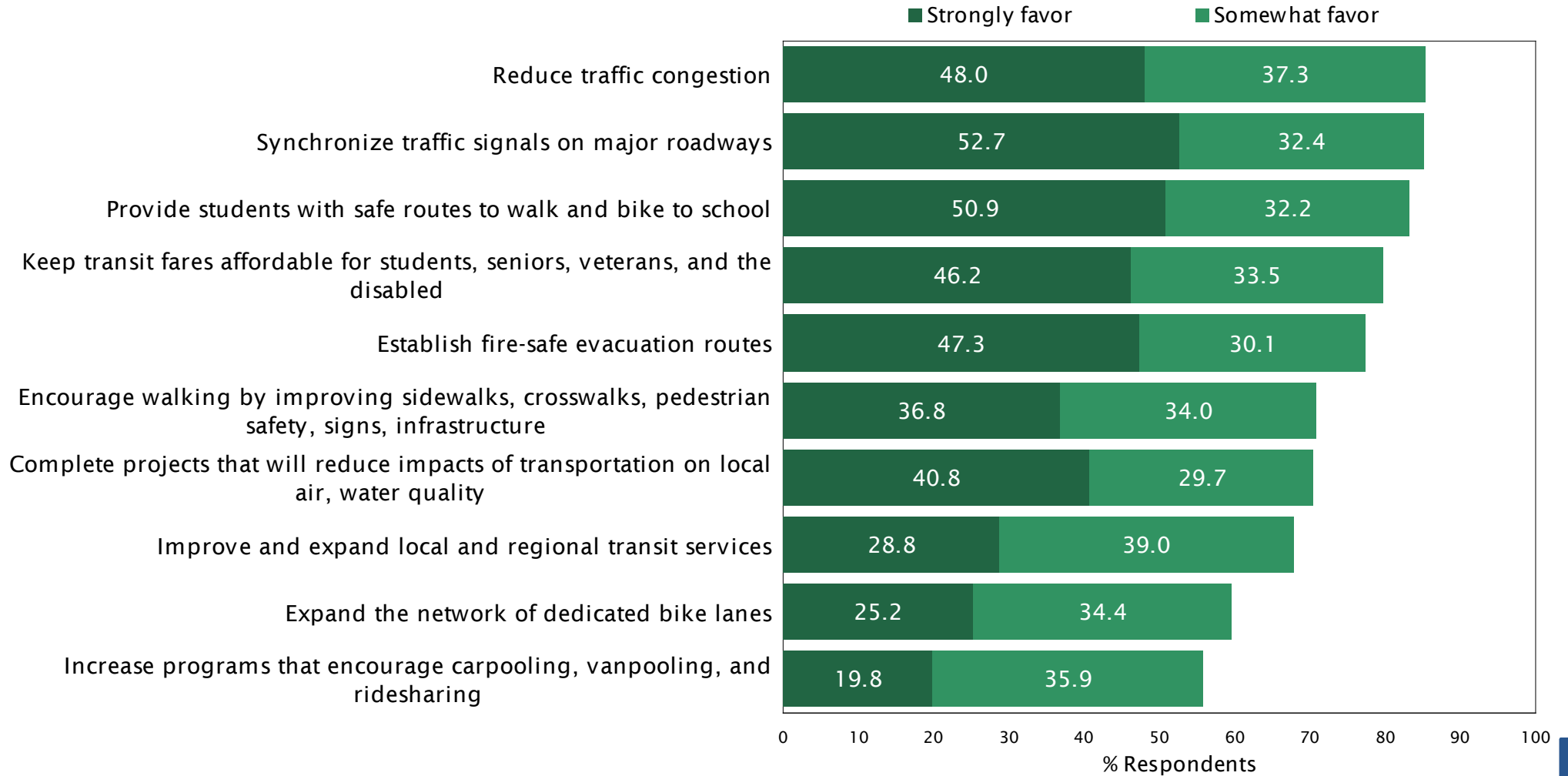
BY DURATION OF MEASURE



PROJECTS & SERVICES TIER 1



PROJECTS & SERVICES TIER 2



POSITIVE ARGUMENTS TIER 1

County pop doubled in past 30 yrs, forecasted to continue to grow; need to improve hwys, interchanges, streets to keep up w/growth, avoid gridlock, protect quality of life

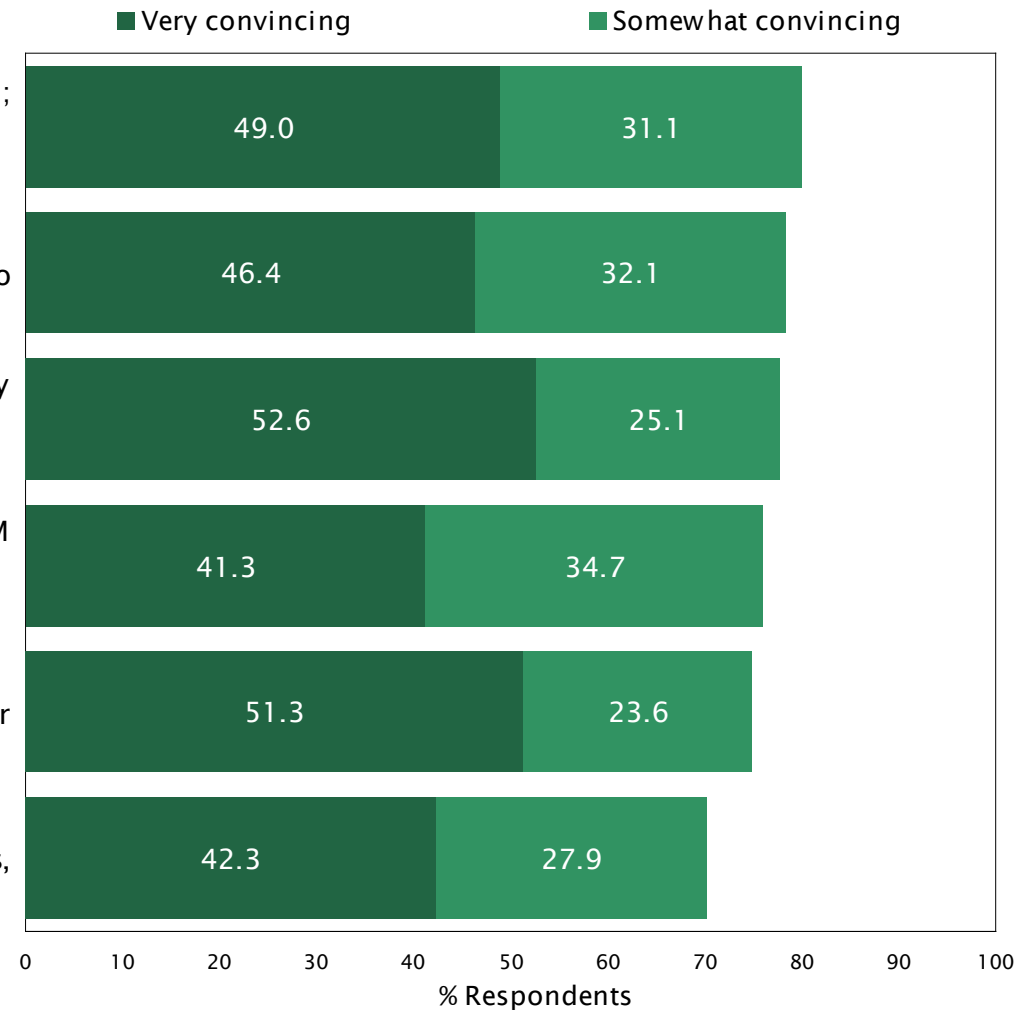
Measure essential for public safety; keeping roads, hwys in good condition, reducing traffic, allows police, firefighters, ambulances to respond quickly to emergencies

Will qualify for ~\$600M in State, Fed matching funds to make priority repairs, transportation improvements; without measure, we will not get our fair share

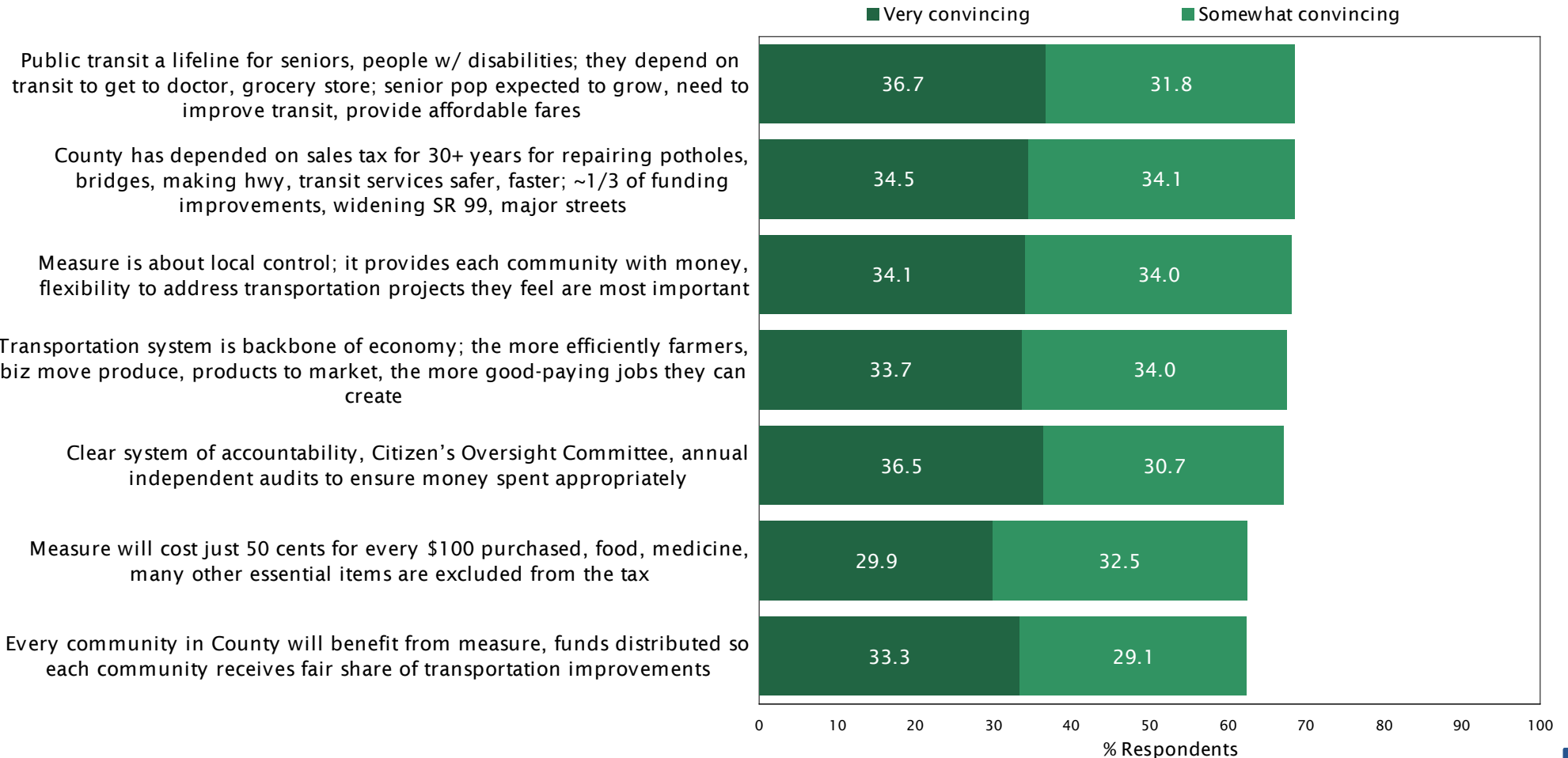
Measure will provide matching money for County to receive ~\$600M in State, Fed transportation funds; without measure, we will not get our fair share

By law, all money must stay in County to maintain, improve transportation system; can't be taken away by State, used for other purposes

Measure will NOT increase sales tax; extends sales tax voters approved in 1990; again in 2006 to fund transportation repairs, improvements

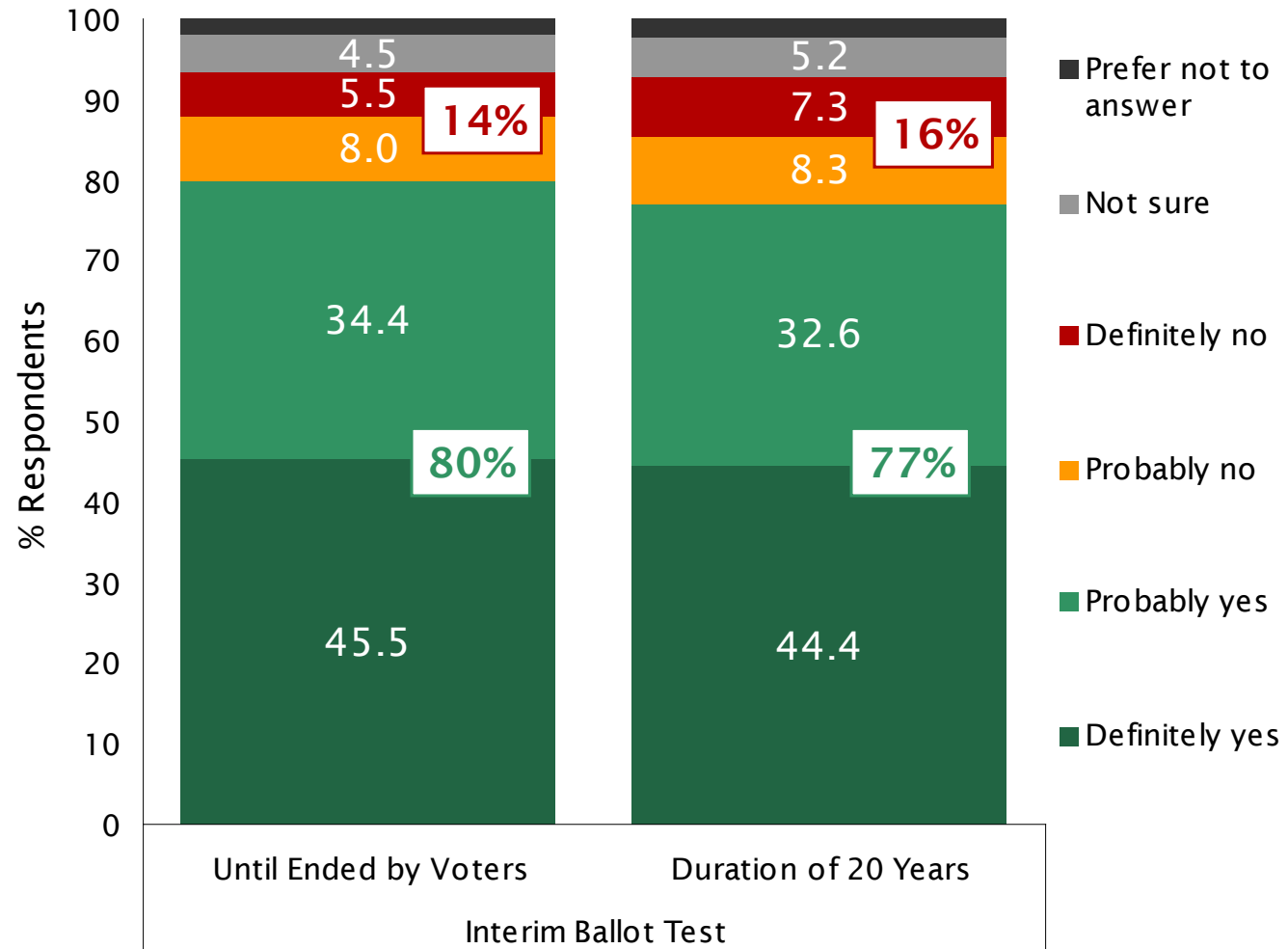


POSITIVE ARGUMENTS TIER 2



INTERIM BALLOT TEST

BY DURATION OF MEASURE



NEGATIVE MESSAGES

California just raised gas tax; it will generate an extra \$5B each year for transportation projects; we don't need to have a local tax too

There are no promises for how money will be spent; some communities will get more than their fair share, while others will get less

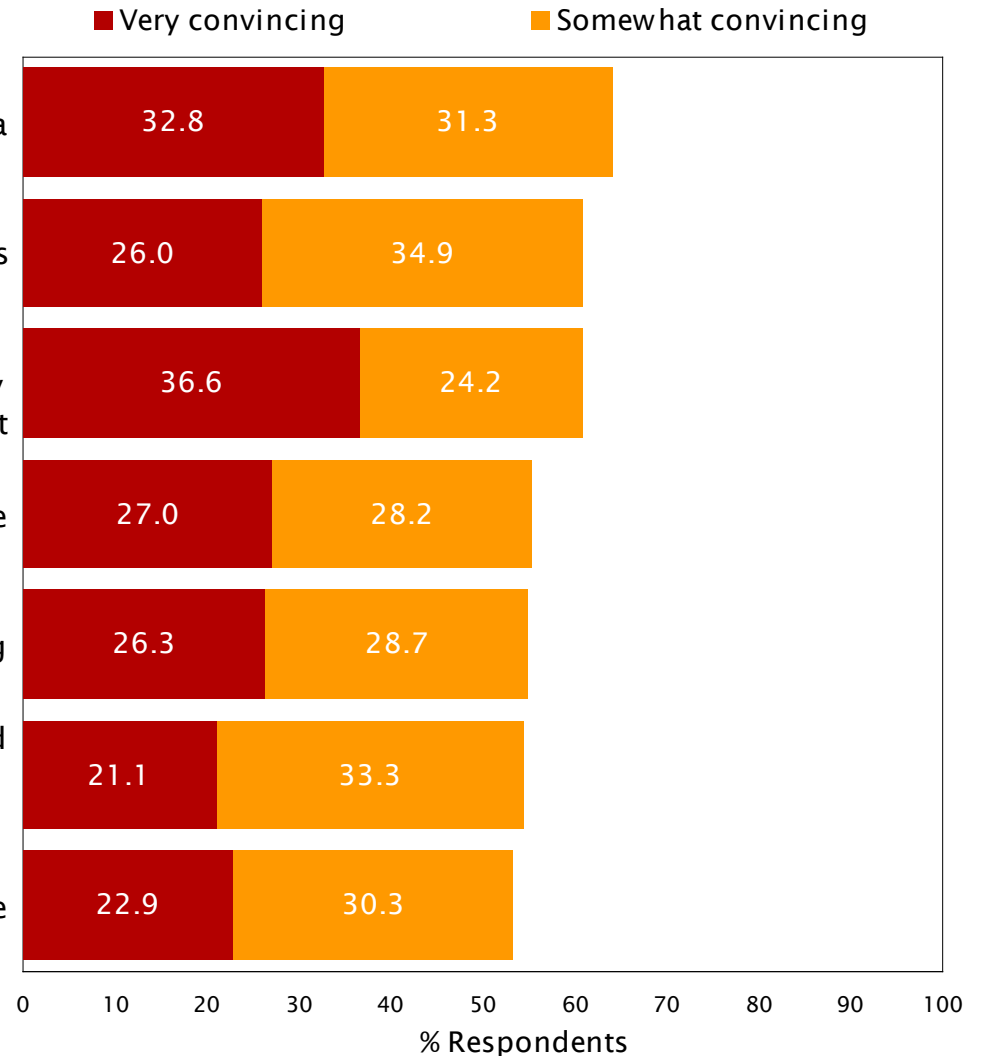
We shouldn't reward government for being wasteful by voting to increase taxes; they already have all of money they need-they just need to be more efficient in how they spend it

Local businesses, residents have been hit hard by pandemic; many are struggling to stay afloat; raising sales tax will make it harder for them to recover

This tax will last for 20 years - that's too long

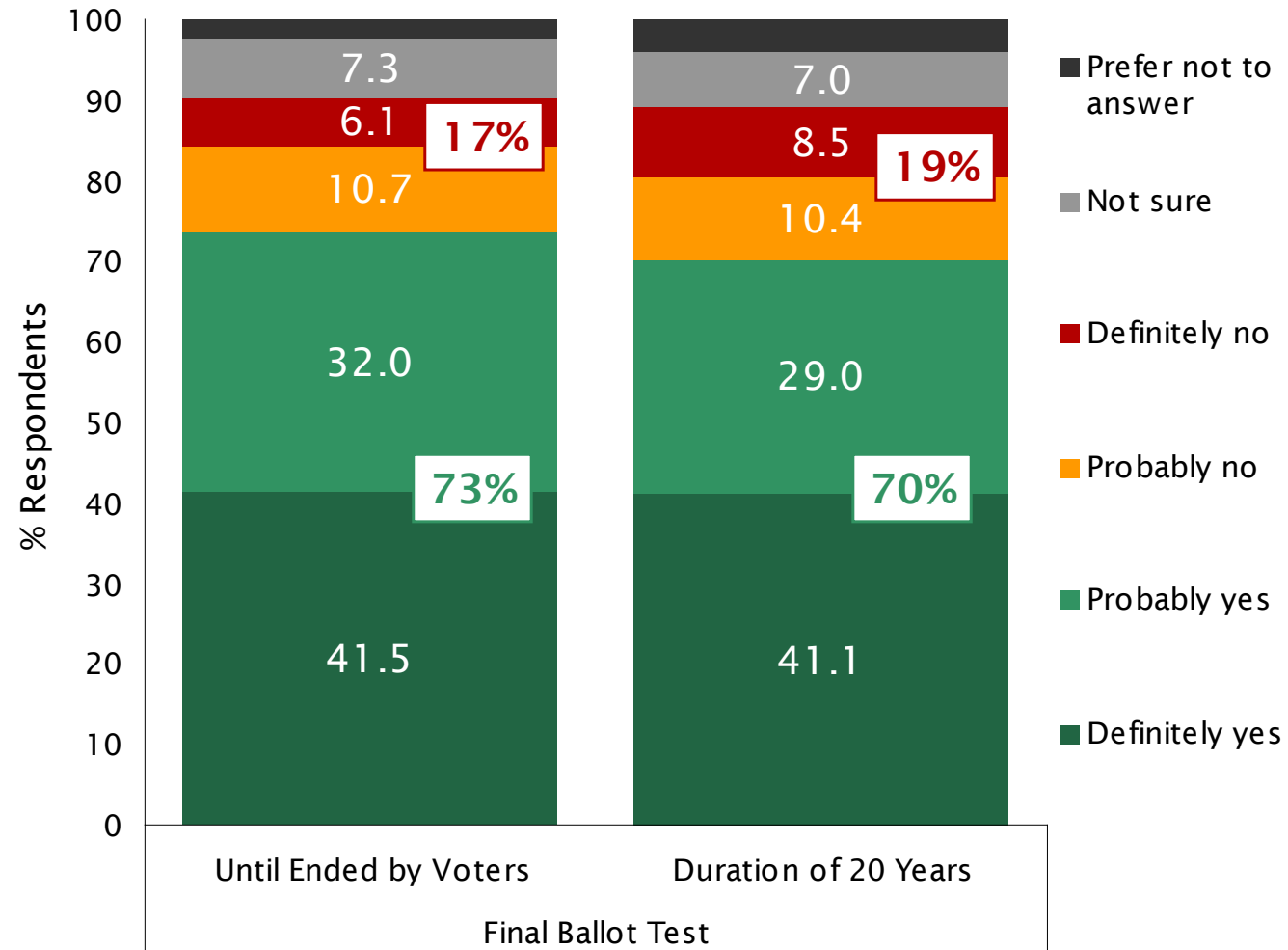
Measure won't solve traffic problems; the construction needed to build these projects will be messy, will drag out for years, will just make traffic congestion worse

This tax will last forever; there is no expiration date



FINAL BALLOT TEST

BY DURATION OF MEASURE





KEY CONCLUSIONS

- Is it feasible to move forward with a sales tax renewal measure in 2022? **Yes.**
 - Voters rank transportation improvements as being among the *most* important issues facing the County.
 - Solid natural support for a renewal measure (76%)
 - Popular projects and services
 - Strong positive arguments – effectively raise support to 79%
 - All ballot tests are above the two-thirds majority required for passage of special tax, even after testing arguments against the proposal.



CAVEATS & RECOMMENDATIONS

- Poll is a snapshot in time, not a crystal ball
- **Price Tag:** Solid support for 1/2 cent *renewal* measure (no tax increase).
- **Duration:** Either option is feasible.
- **Expenditure Priorities:** Fix potholes, pave/maintain local streets, improve traffic flow & safety on highways, add passing lanes & improve interchanges to improve safety, local ‘bundles’ of projects/improvements.
- **MCTA Communications:** Expand the conversation with the community to educate and build consensus on a proposal.
- **Independent Campaign:** November 2022 is going to be a noisy election with crosscutting issues and potential ‘anti-tax’ initiatives. Need to bring A-Game communications and effort.



ITEM V: BALLOT MEASURE REQUIREMENTS/ PROCEDURES & INFORMATIONAL OUTREACH



2022 Sales Tax Renewal Planning Timeline



Informational Outreach for 2022 Tax Renewal (Phase I)

- ▶ Conduct interviews and a survey among key community stakeholders and opinion leaders
- ▶ Develop informational content for the MCTC website and social media platforms to educate the public about Measure T accomplishments to date and renewal planning
- ▶ Provide informational presentations to community groups and organizations
- ▶ Provide social media toolkits for community stakeholder groups to share information with their constituencies
- ▶ Prepare direct mail and advertising to educate and inform the general public about Measure T accomplishments to date and renewal planning
- ▶ Create opportunities for the public to provide input and feedback on the renewal proposal



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Item VI: Agency/Steering Committee Overview & Roles & Responsibilities

- a. MCTC/MCTA
- b. MT3 Steering Committee

MCTA/Committee Overview and Responsibilities

- Understand current and future transportation needs & challenges by mode
- Support the Steering Committee by providing facts and relevant information to help prepare the Renewal Investment Plan
- Consider public education and engagement efforts and findings
- Understand development of voter opinion poll efforts and integrating the polling with funding recommendations
- Provide information and feedback to other related stakeholders/community leaders
- Assist with preparation of the Draft and Final Measure T Renewal Plan
- Attend all meetings of the Steering Committee
- Participate to your fullest extent understanding that Steering Committee members are representing others in their same sector



Steering Committee Overview and Responsibilities

Steering Committee Responsibilities

Forward

Forward recommendations related to development of the Renewal Investment Plan to the MCTA and MCTC Boards for discussion

Recommend

Recommend approval of the Final Investment Plan to the MCTA and MCTC Boards

Assist

Assist with the presentation of Measure T Renewal Program information at public workshops or joint agency workshops



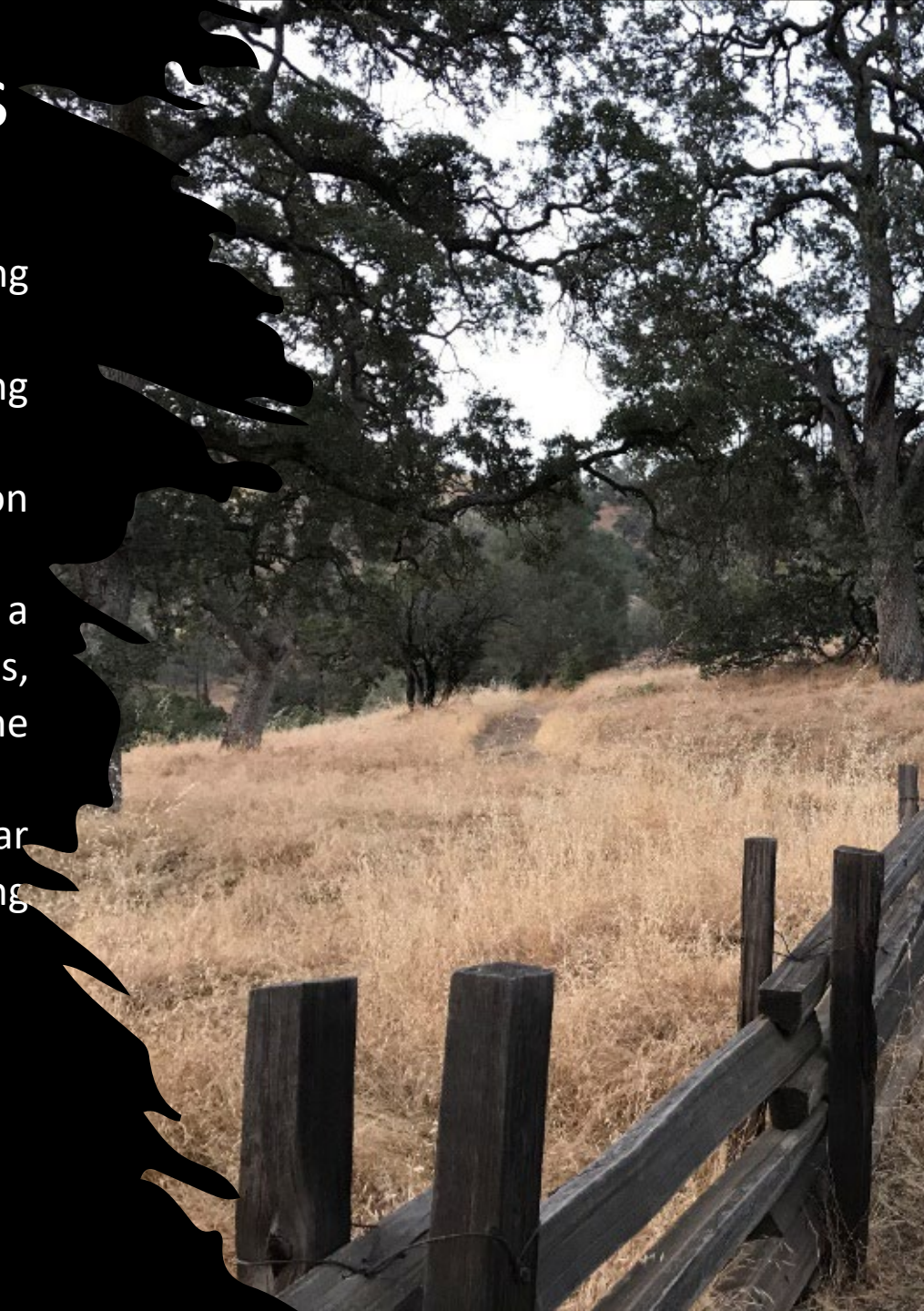
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Item VII: Steering Committee Ground Rules

Steering Committee Ground Rules

- ✓ Ground rules provide a common understanding so that Steering Committee discussions proceed effectively
- ✓ The rules help efficiently use participants' time and resources in achieving consensus
- ✓ These ground rules serve as the group's "agreement" for collaboration and consensus building
- ✓ Decisions are by consensus, unless agreement cannot be made, then a majority decides. Consensus requires discussion of potential proposals, followed by the framing of a proposal, and then modifying it until the group reaches a consensus
- ✓ If Steering Committee members speak to the public/press, it must be clear that they are stating only their views & not those of any other Steering Committee member or the Committee as a whole.



a.	Renewal Schedule
b.	Preferred Meeting Day & Time
c.	Next Meeting Date



Item VIII: Next Steps

- a. Renewal Schedule
- b. Preferred Meeting Day & Time
- c. Next Meeting Date

Extension Plan Process

Measure T

- Initiate Plan Development: *July 2021*
- Form Steering Committee: *September 2021*
- Prepare Renewal Plan: *September 2021–March 2022*
- Approve Renewal Plan: *June 2022*
- Prepare Renewal Ballot Language: *June 2022*
- Ballot Language Approval by the County Board of Supervisors: *June/July 2022*
- Approved Ballot Language and Extension Plan to the County Clerk-Recorder's Office for placement on the November 2022 Ballot: *July 2022*





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Preferred Meeting Day & Time/ Next Meeting Date



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Item IX: Public Comment



Feel free to contact MCTA Staff for additional information:

-  Patricia Taylor, Executive Director
-  Ph: (559) 675-0721, Ext. 13
-  Email: patricia@maderactc.org
-  <https://www.maderactc.org/measuret>

