



# Meeting Minutes

## 2022 Measure T Renewal Investment Plan

### Steering Committee

Date: September 23, 2021

Time: 2:00 – 4:00 P.M.

Place: Zoom Meeting

#### IN ATTENDANCE:

**Steering Committee Members:** Supervisor Robert Poythress (Co-Chair), Madera County Board of Supervisors; Supervisor Brett Frazier (Co-Chair), Madera County Board of Supervisors; Geoffrey Wheeler, Active Transportation Advocate; Michael Prandini, Building Industry Association (BIA) of Fresno and Madera Counties; Matt Watson, Cal Fire; Michael Navarro, California Department of Transportation (Caltrans); Mike Lopez, Central California Labor Council; Derek Robinson, Community Advocate; Donald Holley, Community Advocate; Mayor Diana Palmer, City of Chowchilla; Jason Rogers, City of Chowchilla; Ellen Bitter, City of Madera; Keith Helmuth, City of Madera; Sara Bosse, County of Madera; Jared Carter, County of Madera; Matt Treber, County of Madera; Jay Varney, County of Madera; Madeline Harris, Leadership Counsel for Justice and Accountability; Debi Bray, Madera Chamber of Commerce; Bobby Kahn, Madera County Economic Development Commission (EDC), Christina Beckstead; Madera County Farm Bureau; Patricia Taylor, Madera County Transportation Commission/Madera County Transportation Authority (MCTC/MCTA); Paul Herman, San Joaquin Regional Rail Commission; Tim Curley, Valley Children’s Hospital; Rhonda Salisbury, Yosemite Sierra Visitors Bureau

**Members of the Public:** Conrad Gaunt, Unidentified telephone attendee

**Madera County Transportation Commission/Madera County Transportation Authority Staff and Consultants:** Troy McNeil, MCTC/MCTA; Jeff Findley, MCTC/MCTA; Dylan Stone, MCTC/MCTA; Sandy Technologies, Inc. Ebersole, MCTC/MCTA; Nicholas Dybas, MCTC/MCTA; Georgiena Vivian, VRPA Technologies, Inc. (VRPA); Rose Willems, VRPA; Richard Lee, VRPA Technologies, Inc.; Dena Graham, VRPA Technologies, Inc.; Hector Guerra, VRPA Technologies, Inc.; Charles Heath, TBWBH Props & Measures; Alex Wara-Macapinlac, TBWBH Props & Measures; Tim McLarney, True North Research, Inc.; Ellen Moy, Moy & Associates

#### I. Introductions

Georgiena Vivian, VRPA Technologies, Inc. (VRPA), started the meeting and introduced Dena Graham, VRPA, to take roll call and go over the meeting protocols.

Patricia Taylor, MCTC/MCTA, explained that the Steering Committee will meet on a monthly basis over the next nine (9) to ten (10) months, and that a discussion on the preferred meeting day and time for future Steering Committee meetings will occur towards the end of the meeting.



Ms. Taylor then introduced the Steering Committee Co-Chairs, Supervisor Robert Poythress, and Supervisor Brett Frazier, who provided an introduction of themselves and discussed their interests in the renewal of Measure T. Mr. Poythress then asked that members of the public introduce themselves.

## **II. Measure T Renewal Goals/Purpose**

Mr. Frazier reviewed Measure T Renewal goals and purpose with the Steering Committee. Mr. Poythress then discussed why the Measure T Renewal is critical to the region.

Madeline Harris, Leadership Counsel for Justice and Accountability, commented that it would be important for the Steering Committee to add specific goals related to climate change, and improving air quality.

Rhonda Salisbury, Yosemite Sierra Visitors Bureau, asked if easy to understand information about Measure T could be provided to the Steering Committee, since everyone may not be familiar with all the specifics of Measure T. Ms. Vivian said that the following presentation (Item III) would provide an overview of the original Measure A, current Measure T programs, and how Measure T funds are collected and disbursed to local agencies.

Tim Curley, Valley Children's Hospital, asked if Measure T funds could be used to support and enhance public transportation. Ms. Vivian stated that the current Measure T includes allocations to public transportation.

## **III. Measure A and Measure T Overview**

Troy McNeil, MCTC/MCTA, provided an overview of Madera County's first transportation sales tax measure (Measure A), and the current Measure T program. Mr. McNeil then reviewed current regional funding shortfalls, as well as additional shortfalls that will exist should Measure T no longer be in place.

Ms. Harris commented that it would be important to significantly increase the percentage of Measure T funding allocated for the Public Transportation Program, and the Environmental Enhancement Program. Ms. Harris added that it would be crucial that both programs prioritize equity, particularly when serving disadvantaged communities.

## **IV. Presentation – Initial Opinion Poll Results**

Timothy McLarney, Ph.D., True North Research, Inc., discussed results and key conclusions from the initial Measure T Renewal poll, which sampled 563 voters from July 30, 2021 to August 16, 2021. Dr. McLarney explained that the purpose of the poll was to gauge the feasibility of renewing Measure T in the current environment, identify how to create a measure consistent with community priorities, and gather information needed for communications and outreach.

Ms. Harris explained that there are some significant demographic and community differences among the eastern and western region of Supervisorial District 1. Ms. Harris wanted to know if the poll was able to capture a critical mass of voters in both regions, and if responses differed among those in these two regions. Dr. McLarney said that the poll lumped voters according to their supervisorial district.

Geoffrey Wheeler, Active Transportation advocate, asked if information was available to determine how much of the funds generated by Measure T were the result of locals making purchases versus tourist spending. Ms. Vivian said that the Project Team will look into this item but that it is very difficult to separate the source of the sales tax proceeds between those who reside in the County and those who are tourists. Ms. Vivian indicated that she would get back to the Steering Committee with State derived information. Mr. Wheeler asked if Measure T generates revenue from online purchases, such as Amazon transactions. Mr. Frazier said that there is new legislation that allows localities to capture these types of purchases. Mr. Wheeler also asked if Measure T funds were allocated to Caltrans for operation of the State highways. Mr. McNeil said that Measure T funds are not allocated directly to Caltrans.

Ms. Harris asked if the poll conducted pressure testing to participants regarding the difference between a permanent versus 20-year measure. Dr. McLarney said that the poll tested the two different ways (permanent measure or 20-year measure) the measure would appear on the ballot, but didn't further educate participants on the particulars of a permanent versus 20-year measure.

**V. Ballot Measure Requirements/Procedures and Information Outline**

Charles Heath, TBWBH Props & Measures, reviewed the Measure T Renewal planning timeline, and the information outreach process for the Measure T Renewal. Critical informational outreach activities include conducting interviews and a survey among key community stakeholders, development of information content for the MCTC website and social media platforms, informational presentations to community groups and organizations, development of social media toolkits for community stakeholder groups to share with their constituencies, preparation of direct mail and advertising, and creating opportunities for the public to provide their input and feedback.

Bobby Kahn, Madera County EDC, referenced the section of the Measure T Renewal planning timeline that noted that the board calls for an election by August 12, 2022. Mr. Kahn noted that if private fundraising begins that close to a November election it would be hard to build enough momentum and raise enough funds to conduct a good campaign. Mr. Poythress said that the August 12, 2022 date is the latest date that the board can call for an election, and the plan is to call for an election and begin fundraising much earlier than this date. Mr. Heath added that there is no prohibition on how earlier funding can be raised for a campaign and building the organization and resources for the campaign should start long before the deadline to qualify for the ballot.

Ms. Harris asked what the best way would be to connect with community groups that are interested in Measure T workshop sessions in harder to reach communities. Ms. Harris also asked if the plan is to conduct as many workshops as requested, or if there will be a limitation to the number of

workshops. Mr. Frazier said that it would be important to reach out to these communities, and to also continue to provide educational information to the Steering Committee, who can disseminate this information to their constituents. Ms. Vivian added that the Regional Transportation Plan (RTP) and the Measure T Renewal will coordinate their outreach efforts, and over the next few weeks there will be discussions to determine how many workshops will take place.

Derek Robinson, Community Advocate, was interested in learning more about existing projects, and future projects that can be completed through Measure T. Ms. Vivian said that over the next few months there will be presentations made to the Steering Committee that will discuss the transportation needs in Madera County, and these presentations will examine all modes and the different types of projects that are needed.

**VI. Agency/Steering Committee Overview and Roles and Responsibilities**

Ms. Vivian provided an overview of the roles and responsibilities to the Steering Committee and indicated that the roles and responsibilities document will be posted to the Measure T Renewal webpage for further review.

**VII. Steering Committee Ground Rules**

Ms. Vivian reviewed the ground rules that will be in place for the Measure T Renewal Steering Committee and indicated that the ground rules document will be placed on the Measure T Renewal webpage for further review.

**VIII. Next Steps**

Ms. Taylor provided the Steering Committee with a review of the schedule for the Measure T Renewal planning process.

Mr. Frazier then led a discussion on the preferred meeting day and time for future Steering Committee meetings. It was decided that future meetings will take place on the third Thursday of the month, from 2:00 – 4:00 pm.

**IX. Public Comments**

There were none.