Measure T Renewal Tracking Survey

Conducted for the Madera County Transportation Authority

Presented By
Timothy McLarney Ph.D.

5/12/2022

TrueNorth Research

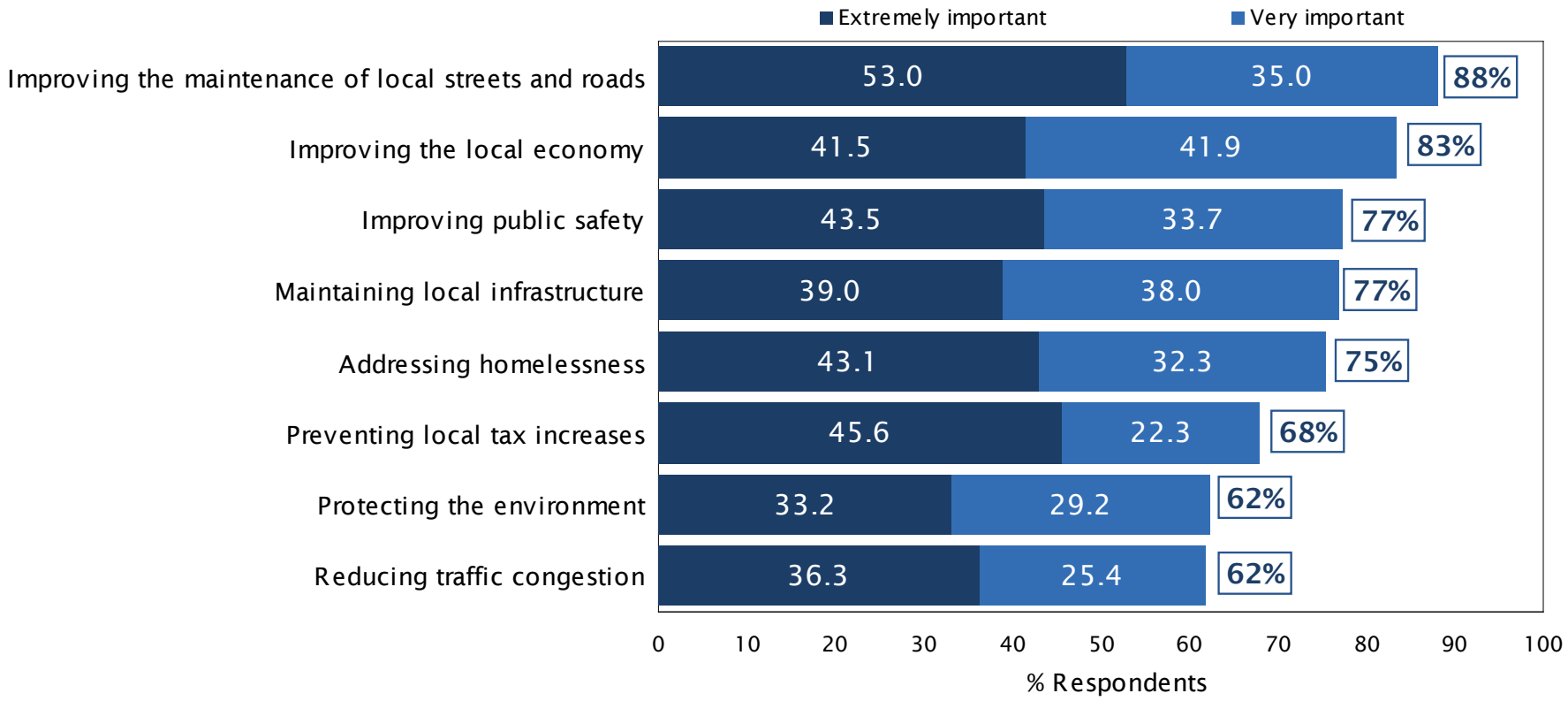
PURPOSE OF STUDY

- Gauge the feasibility of renewing Measure T sales tax in the *current* environment
- Confirm voters' priorities for projects/services to be funded by Measure T renewal
- Gather information needed for communications & outreach

METHODOLOGY OF TRACKING STUDY

- Conducted April 8th to April 14th, 2022
- Stratified & clustered random sample: 572 District voters likely to participate in November 2022 election
- Mixed-Method approach
  - Recruited via email, text and phone
  - Data collection via phone and online
  - 15-minute average interview length
  - English & Spanish
- Overall margin of error is ± 4.1%

IMPORTANCE OF ISSUES



TRUENORTH RESEARCH

INITIAL BALLOT TEST

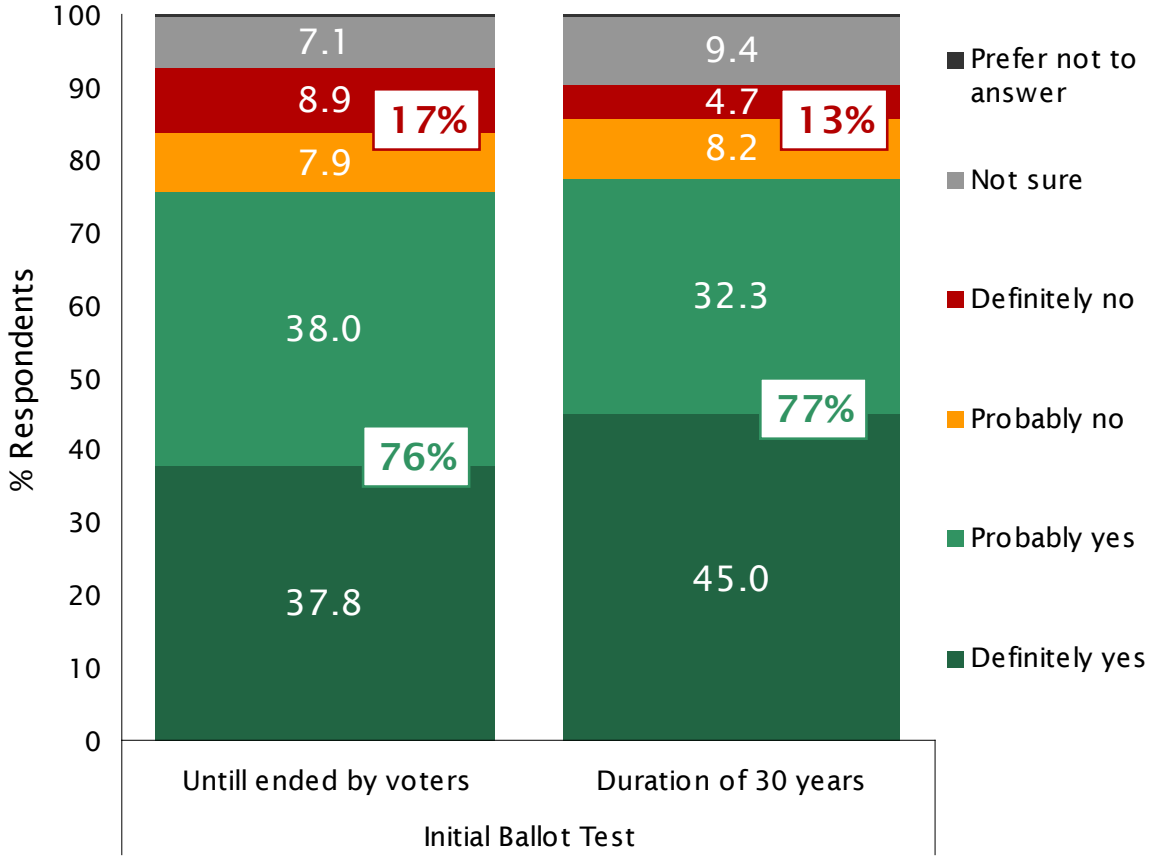
In order to:

- Keep local streets, highways, and infrastructure in good repair
- Fix potholes
- Improve highway safety, 911 vehicle access, and safe routes to schools
- Reduce traffic congestion
- Complete other transportation projects
- 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 30 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?

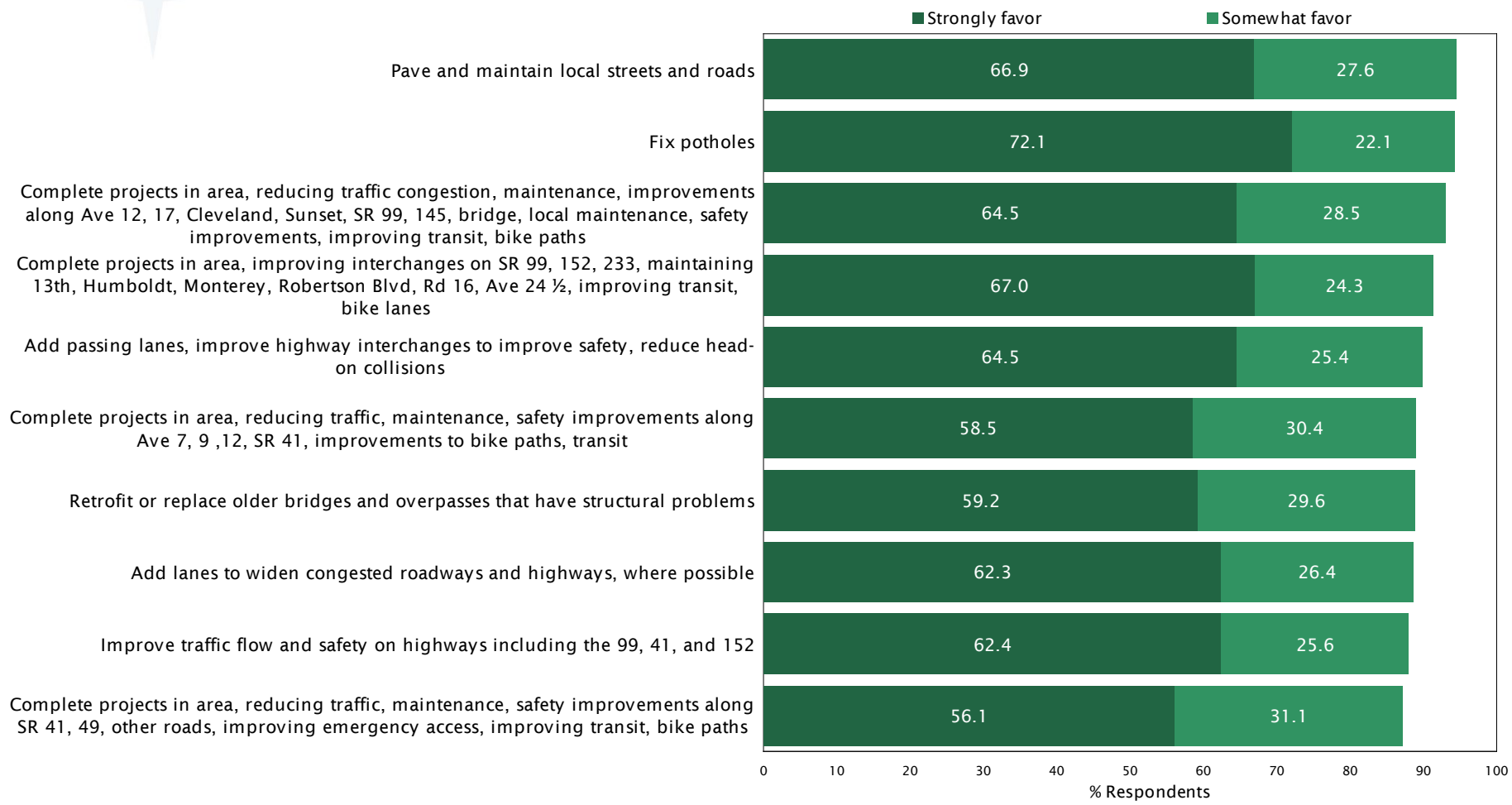
INITIAL BALLOT TEST

BY DURATION OF MEASURE



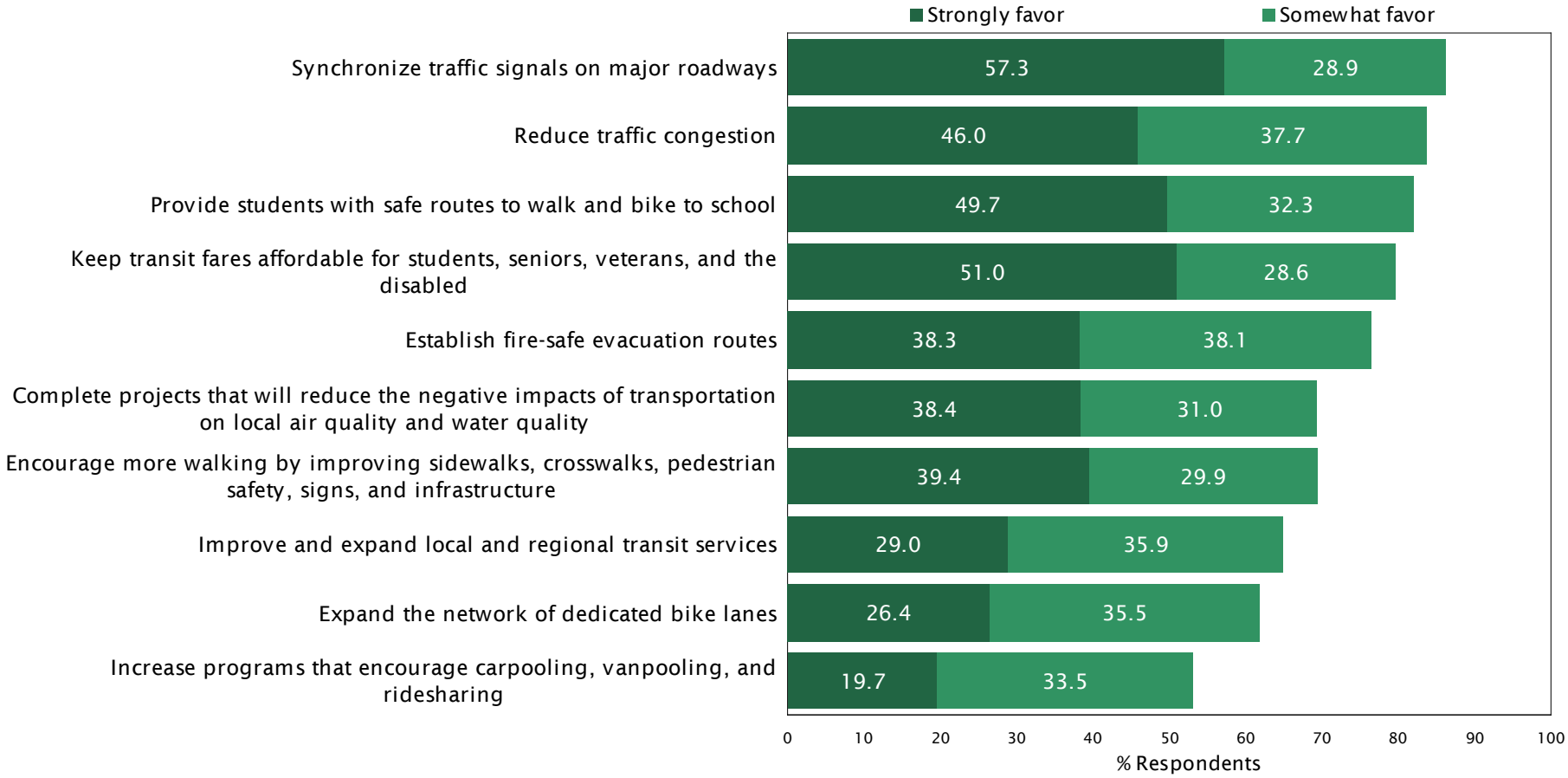
TRUENORTH RESEARCH

PROJECTS & SERVICES TIER 1



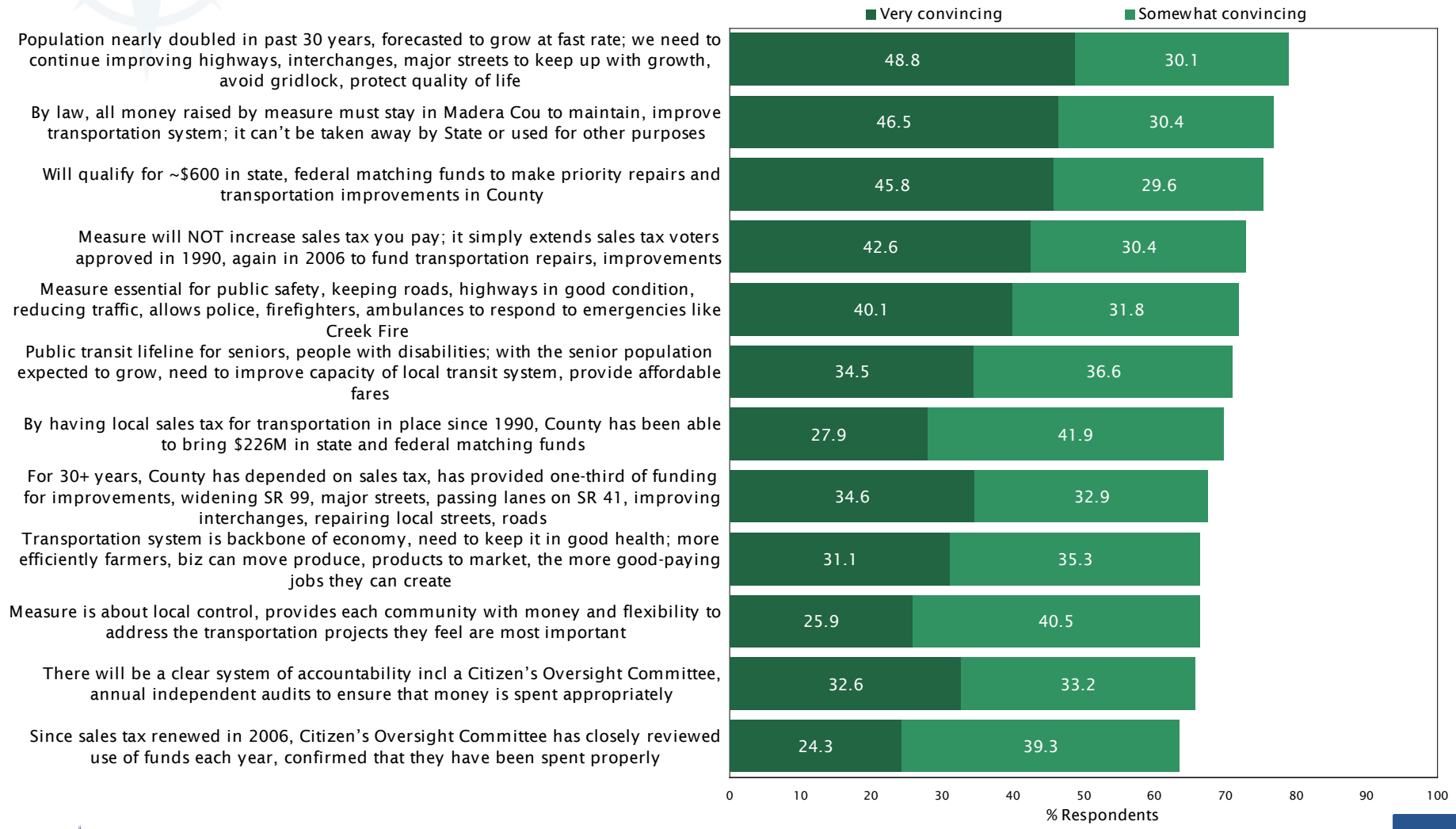
TRUENORTH RESEARCH

PROJECTS & SERVICES TIER 2



TRUENORTH RESEARCH

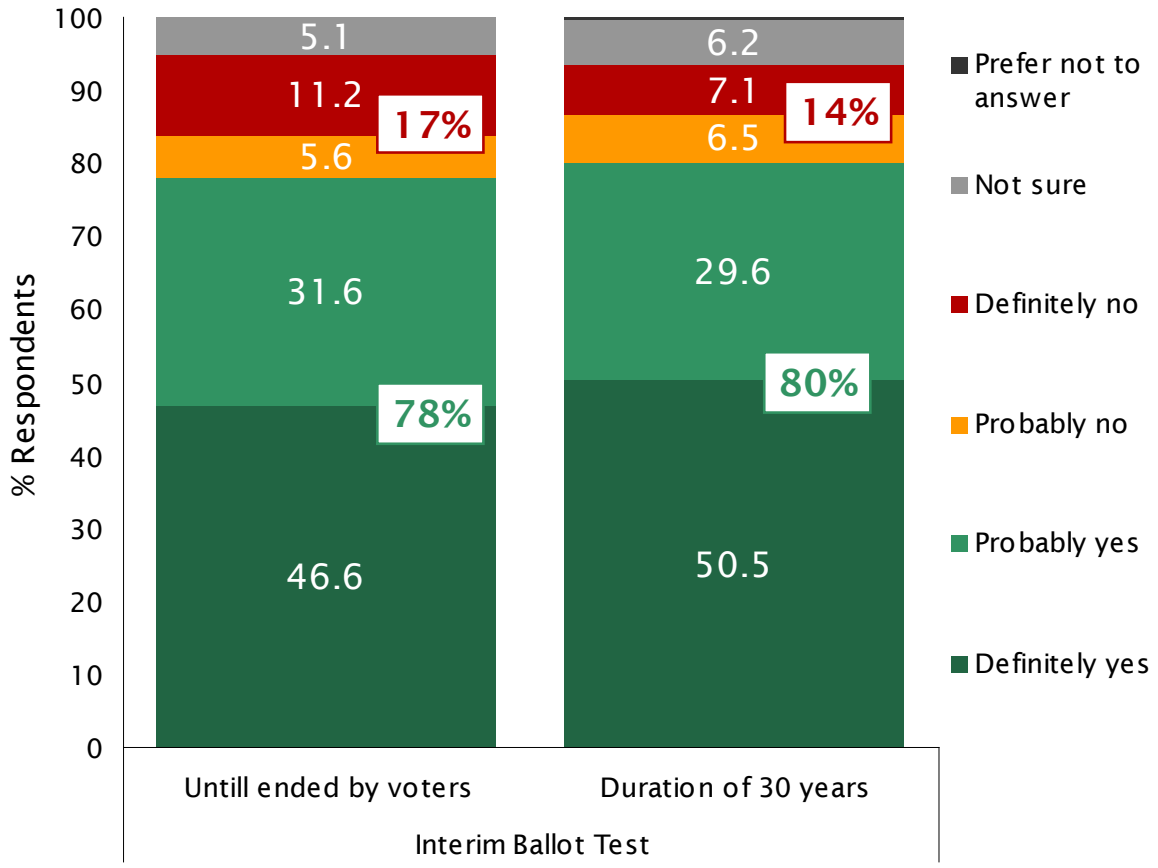
POSITIVE ARGUMENTS



TRUENORTH RESEARCH

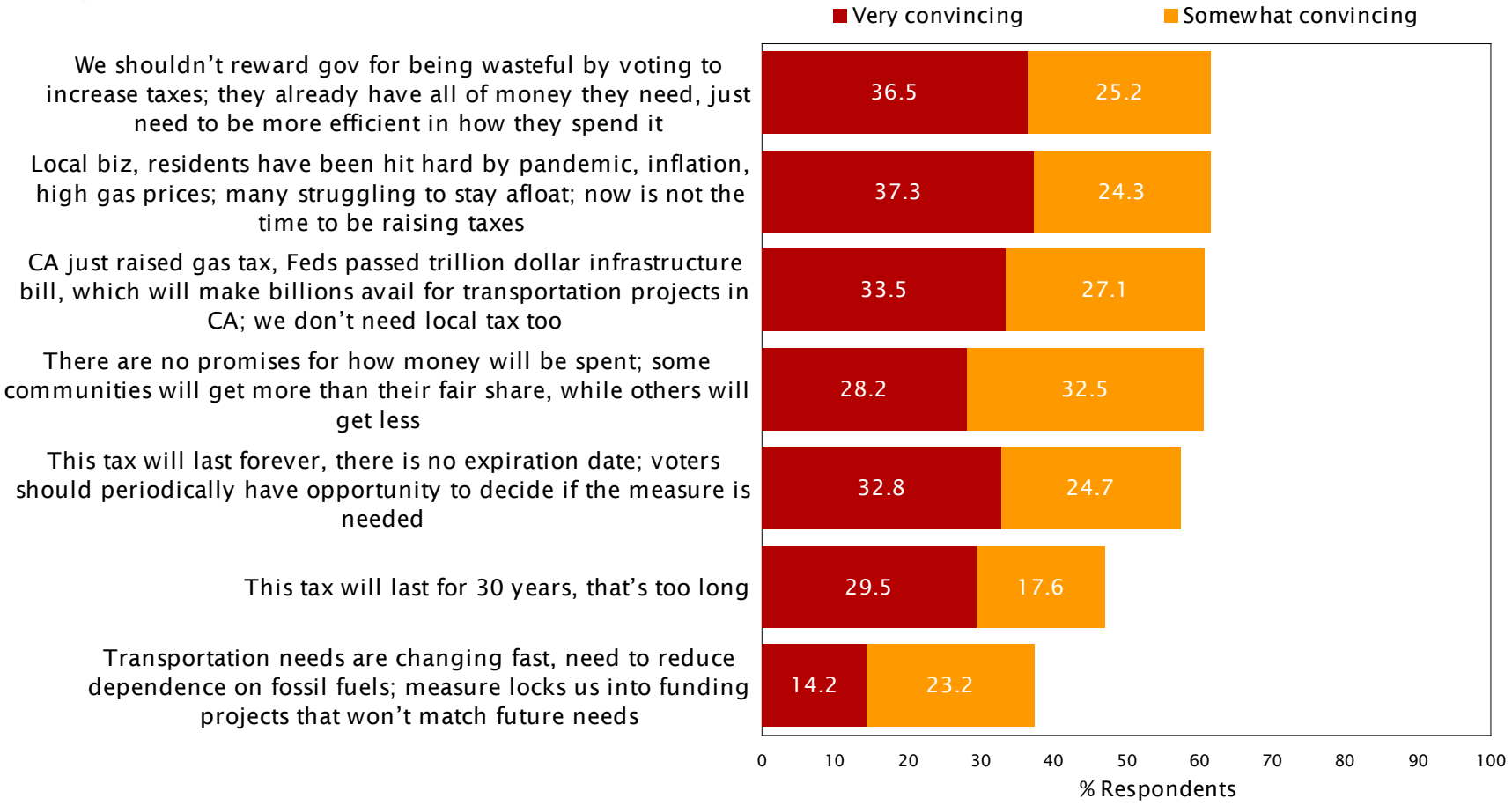
INTERIM BALLOT TEST

BY DURATION OF MEASURE



TRUENORTH RESEARCH

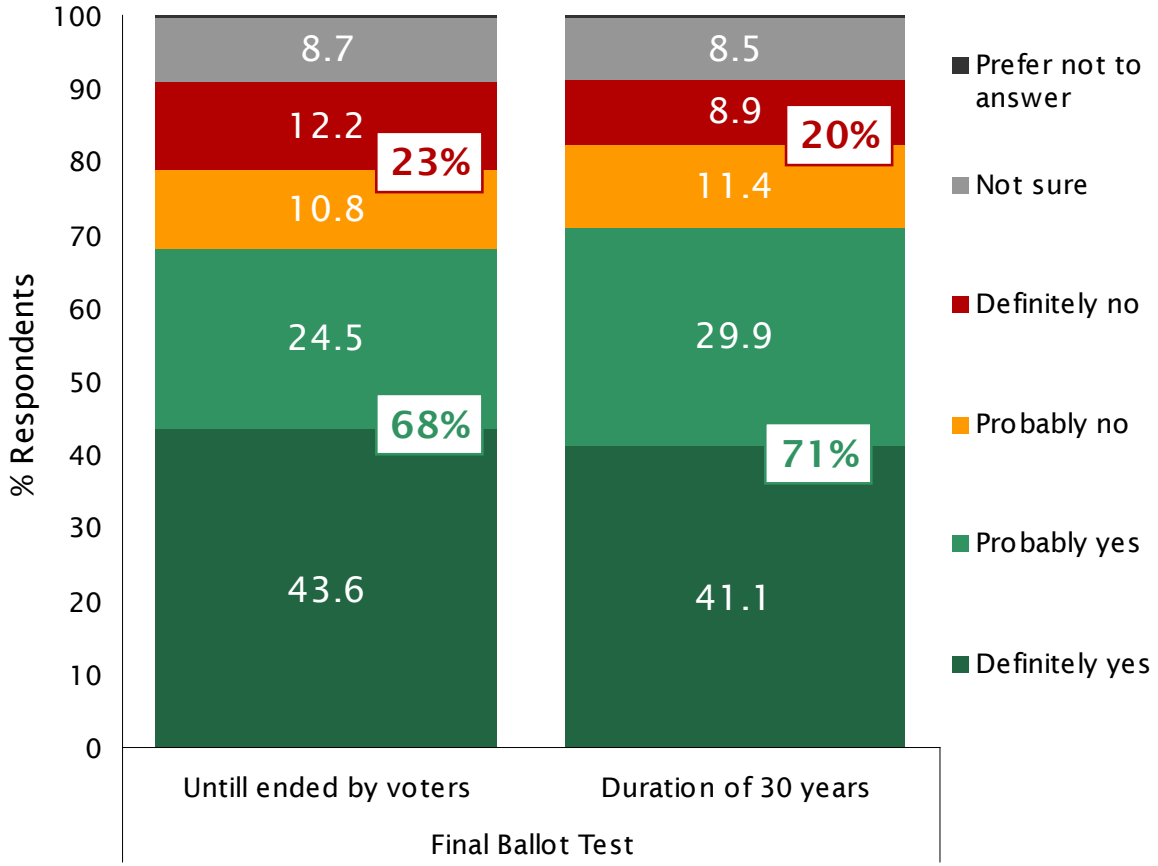
NEGATIVE ARGUMENTS



TRUENORTH RESEARCH

FINAL BALLOT TEST

BY DURATION OF MEASURE



TRUENORTH RESEARCH

KEY CONCLUSIONS

- Is it still feasible to move forward with a Measure T sales tax renewal measure in November 2022? ***Yes***.
  - Voters continue to rank transportation improvements as being among the *most* important issues facing the County.
  - Solid natural support for a renewal measure (76%/77%)
  - 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**: Both options are feasible and they test similarly
- **Expenditure Priorities**: Pave/maintain local streets, fix potholes, 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.