MEASURE T RENEWAL TRACKING SURVEY

CONDUCTED FOR THE MADERA COUNTY
TRANSPORTATION
AUTHORITY

PRESENTED BY
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5/12/2022



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

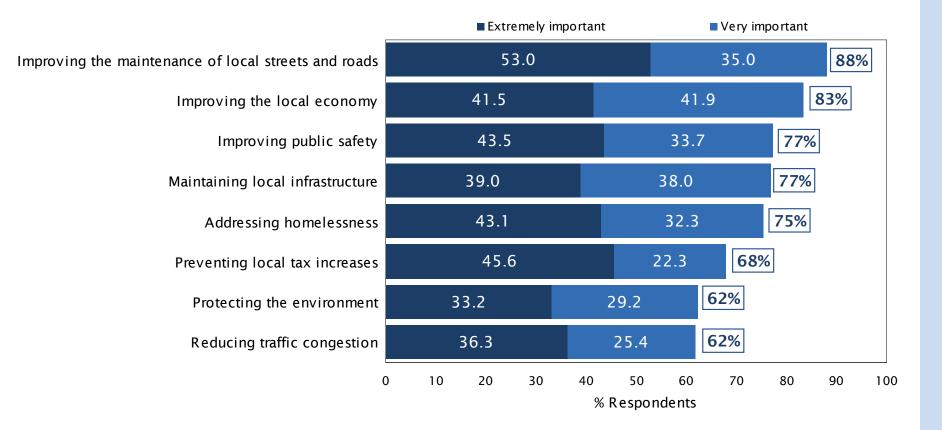


METHODOLOGY OF TRACKING STUDY

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



IMPORTANCE OF ISSUES





INITIAL BALLOT TEST

In order to:

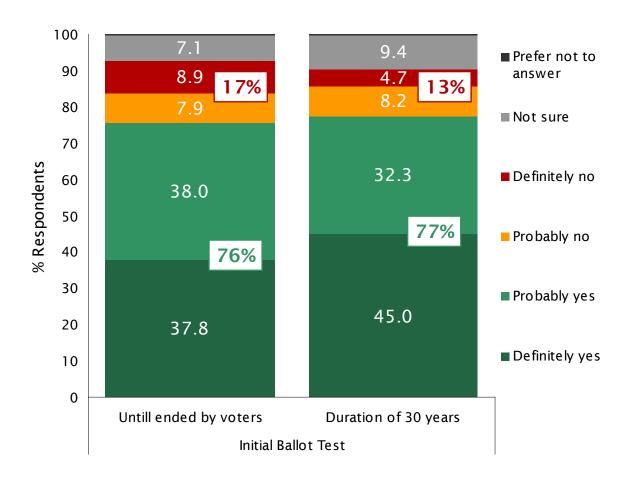
- Keep local streets, highways, and infrastructure in good repair
- o Fix potholes
- o Improve highway safety, 911 vehicle access, and safe routes to schools
- Reduce traffic congestion
- Complete other transportation projects
- And qualify for 600 million dollars in State and Federal matching funds

Shall an ordinance be adopted to continue Madera County's voterapproved 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?



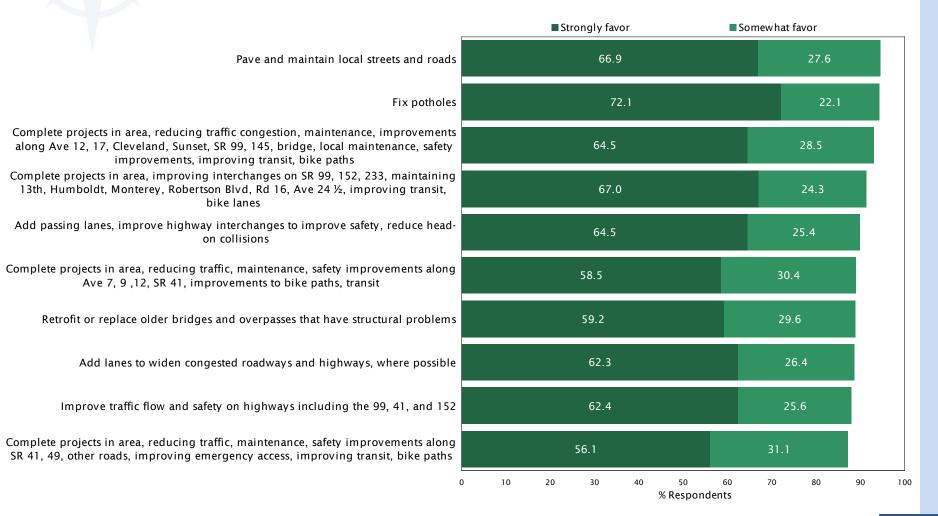
INITIAL BALLOT TEST

BY DURATION OF MEASURE



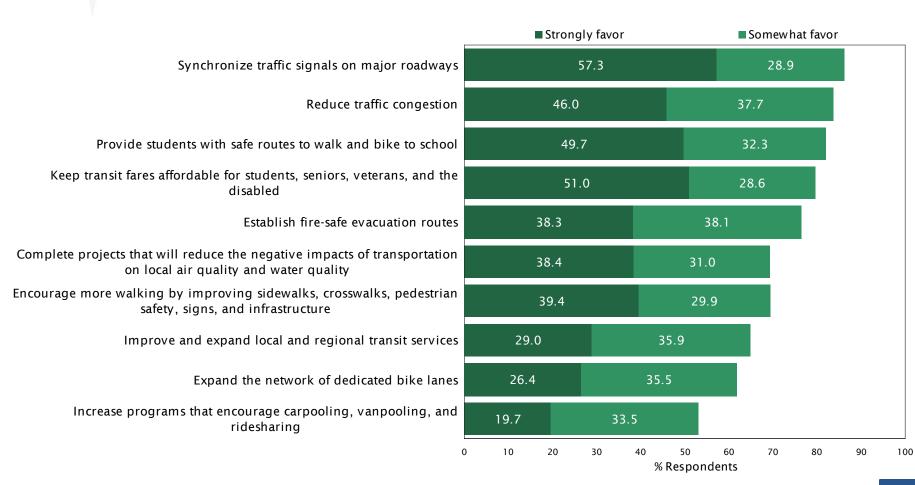


PROJECTS & SERVICES TIER 1





PROJECTS & SERVICES TIER 2





POSITIVE ARGUMENTS

Population nearly doubled in past 30 years, forecasted to grow at fast rate; we need to continue improving highways, interchanges, major streets to keep up with growth, avoid gridlock, protect quality of life

By law, all money raised by measure must stay in Madera Cou to maintain, improve transportation system; it can't be taken away by State or used for other purposes

Will qualify for ~\$600 in state, federal matching funds to make priority repairs and transportation improvements in County

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

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

Creek Fire

Public transit lifeline for seniors, people with disabilities; with the senior population expected to grow, need to improve capacity of local transit system, provide affordable fares

By having local sales tax for transportation in place since 1990, County has been able to bring \$226M in state and federal matching funds

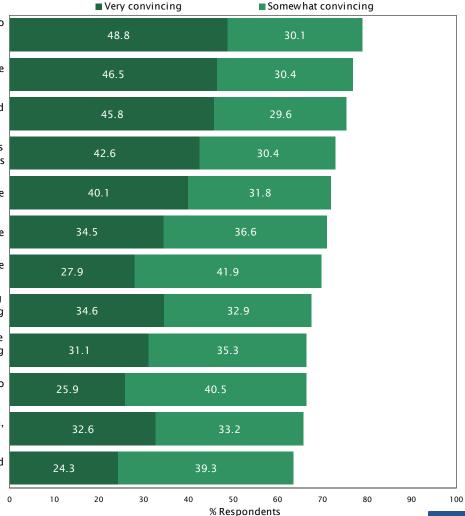
For 30+ years, County has depended on sales tax, has provided one-third of funding for improvements, widening SR 99, major streets, passing lanes on SR 41, improving interchanges, repairing local streets, roads

Transportation system is backbone of economy, need to keep it in good health; more efficiently farmers, biz can move produce, products to market, the more good-paying jobs they can create

Measure is about local control, provides each community with money and flexibility to address the transportation projects they feel are most important

There will be a clear system of accountability incl a Citizen's Oversight Committee, annual independent audits to ensure that money is spent appropriately

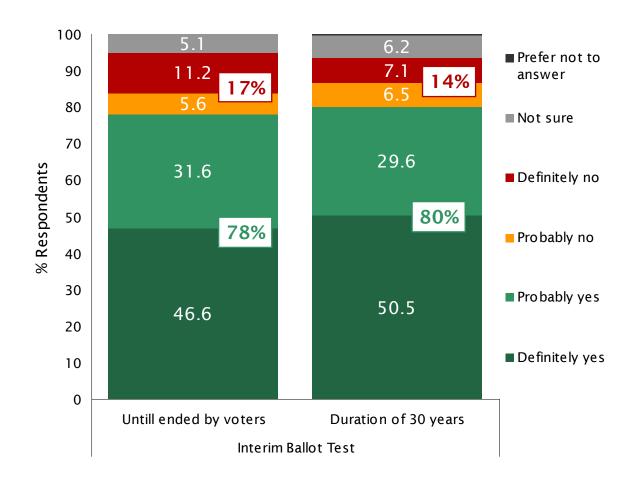
Since sales tax renewed in 2006, Citizen's Oversight Committee has closely reviewed use of funds each year, confirmed that they have been spent properly





INTERIM BALLOT TEST

BY DURATION OF MEASURE





NEGATIVE ARGUMENTS

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

Local biz, residents have been hit hard by pandemic, inflation, high gas prices; many struggling to stay afloat; now is not the time to be raising taxes

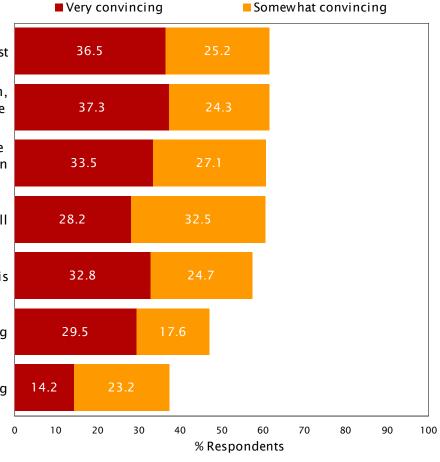
CA just raised gas tax, Feds passed trillion dollar infrastructure bill, which will make billions avail for transportation projects in CA: we don't need local tax too

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

This tax will last forever, there is no expiration date; voters should periodically have opportunity to decide if the measure is needed

This tax will last for 30 years, that's too long

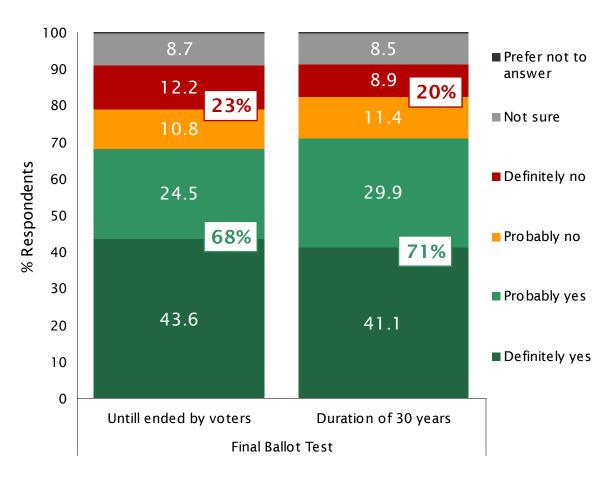
Transportation needs are changing fast, need to reduce dependence on fossil fuels; measure locks us into funding projects that won't match future needs





FINAL BALLOT TEST

BY DURATION OF MEASURE





KEY CONCLUSIONS

- ols it still feasible to move forward with a Measure T sales tax renewal measure in November 2022? *Yes*.
 - Ovoters 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%
 - OAll ballot tests are above the two-thirds majority required for passage of special tax, even after testing arguments against the proposal.



CAVEATS & RECOMMENDATIONS

- o Poll is a snapshot in time, not a crystal ball
- Price Tag: Solid support for 1/2 cent renewal measure (no tax increase).
- o 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 'antitax' initiatives. Need to bring A-Game communications and effort.

