



STAFF REPORT
Board Meeting of May 18, 2022

AGENDA ITEM: 5-A

PREPARED BY: Patricia Taylor, Executive Director

SUBJECT:

Measure T Renewal Tracking Survey – Summary Report

Enclosure: Yes

Action: Accept the Measure T Renewal Tracking Survey – Summary Report

SUMMARY:

Included in your package is a copy of the Summary Report of the Measure T Renewal Tracking Survey, conducted by True North Research.

The MCTA commissioned a baseline survey of voters in August 2021 to measure transportation priorities and support for renewing Measure T. The recommendations of the baseline survey were presented to the Authority board at its September 2021 meeting. Recognizing economic and political conditions have change significantly since summer 2021, the primary purpose of this tracking survey was to produce an up-to-date, statistically reliable evaluation of voters’ interest in renewing the existing Measure T half-cent transportation sales tax in the current environment. In addition, should the Authority decide to move forward with placing a renewal measure on the ballot, the data can guide how best to structure the measure, so it is consistent with voters’ priorities and expressed needs.

As noted in the report, the study was designed to do the following:

- Gauge current, baseline support for renewing the existing half-cent transportation sales tax (Measure T) for transportation projects and improvements;
- Identify the types of projects and improvements that voters are most interested in funding should the measure be renewed;
- Expose voters to arguments in favor of, and against, the proposed tax measure to assess how information affects support for the measure; and
- Estimate support for the measure once voters are presented with the types of information, they would likely be exposed to during an election cycle.

Timothy McLarney, Ph.D., President, True North Research, Inc. will present the findings of the study. The conclusions can be found on pages 5-7 of the report. The conclusions address the following questions:

1. Is it feasible to renew the Measure T transportation sales tax measure in 2022?
2. What projects do voters identify as priorities for a future measure?
3. Does the duration of the measure strongly shape voter support?
4. How might a public information/education affect support for the proposed measure?
5. How might changes to the economic or political climate alter support for the measure?

The overall findings indicate there is sufficient support for the renewal measure to move forward, which includes the finalization of the Renewal Investment Plan currently under development by the Measure T Renewal Steering Committee.

The following are significant tasks to be completed:

- Steering Committee finalizes Measure T Investment Plan for approval by MCTA Board of Directors
- Develop Implementing Guidelines (May/June/July)
- Draft Ballot Language (July)
- MCTA Policy Board requests Board of Supervisors to place the Measure T Investment Plan on the November 2022 ballot (July)

FISCAL IMPACT:

No fiscal impact to the approved 2021-22 Overall Work Program and Budget.