



**STAFF REPORT**  
Board Meeting of November 23, 2022

**AGENDA ITEM:** 10-B

**PREPARED BY:** Patricia Taylor, Executive Director

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**SUBJECT:**

Measure T Election Results – November 8, 2022

**Enclosure:** No

**Action:** Information and Discussion Only

**SUMMARY:**

**Election Results**

As of the writing of this staff report, November 11, 2022, the final election results have yet to be tabulated. The preliminary Measure T Renewal election results as of Thursday, November 10<sup>th</sup> are as follows:

**24,360 Vote Cast (34.95 voter turnout):**

- YES: 54.21% (13,206 votes)
- NO: 45.79% (11,154 votes)

The next update to vote totals will be released on Wednesday, November 16, 2022. Therefore, the results above will change when finalized by the Madera County Elections Division.

The Ordinance (Measure T Renewal), included on the ballot, required a two-thirds (66.67%) majority vote of the electors to become operative.

**Background/Highlights of the development of the Measure T Renewal Investment Plan:**

**January 20, 2021:**

The Madera County Transportation Authority (MCTA) Board of Directors authorized efforts to renew and extend Measure T and approved the release of a Request for Proposals to retain a consultant to provide services for the Measure T Renewal Investment Plan.

**May 19, 2021:**

The MCTA Board of Directors authorized staff to enter a contract with VRPA Technologies and TBWBH to provide services for the Measure T Renewal Investment Plan.

August - September 2021:

The Measure T Renewal effort kicked off in August 2021. The Madera County Transportation Commission (MCTC) staff and its team members, VRPA Technologies and TBWBH (Props & Measures), conducted stakeholder interviews. The stakeholder interviews were completed during the months of August and September.

Truth North Research, Inc. conducted the first public opinion polling, and the results were presented to the Authority Board at its September 2021 meeting.

The MCTC Policy Board and MCTA Board of Directors, at its September 22, 2021 meeting, appointed Supervisor Poythress, representing MCTC, and Supervisor Frazier, representing MCTA as co-chairs of the Measure T Renewal Steering Committee. Commissioner Ahmed was appointed alternate to represent MCTC and Commissioner Gallegos was appointed alternate to represent MCTA.

September 23, 2021 – May 2022:

The first Measure T Renewal Steering Committee (SC) meeting occurred on Thursday, September 23, 2021. The Measure T Renewal Steering Committee (SC) was formed to assist the MCTC/MCTA with development of the 2022 Measure T ½ Percent Sales Tax for Transportation Renewal Plan, to be placed on the November 2022 General Election ballot for approval by voters, if approved by the local jurisdictions and the Authority Board.

The SC was comprised of community leaders of various public and private backgrounds and elected officials. The Committee was responsible for review of related information and to make recommendations to the MCTC/MCTA Boards regarding Renewal Programs/Subprograms and the Final Measure T Renewal Investment Plan. The SC met 13 times over a nine-month period.

February 23, 2022

The MCTA Board approve the Measure T Renewal Steering Committee recommendation to allow for the duration of the Measure T Renewal Sales Tax, if approved by voters, as “Until Ended by Voters.” Included in the Board package was a summary that included issues related to the “Until Ended by Voters” and 20- & 30-year sales tax duration alternatives.

May 18, 2022

The MCTA Board received a summary report on the Measure T Renewal Tracking Survey, conducted by True North Research, Inc. in April 2022. 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. The overall findings indicated there was sufficient support for the renewal measure to move forward, which included the finalization of the Renewal Investment Plan by the Measure T Renewal Steering Committee.

#### June 22, 2022

Included in the MCTA Board package was a copy of the Draft Measure T Investment Plan and Draft Implementing Guidelines for review and authorization to circulate.

The MCTA Board provided direction to staff to (1) Circulate and request the local jurisdictions to consider approval of the Draft Measure T Investment Plan and Draft Implementing Guidelines; and (2) Request the Madera County Board of Supervisors to consider by resolution designating the Madera County Transportation Commission to continue serving as the Authority, per PUC 180050; therefore, MCTC would sit as the "Madera County 2027 Transportation Authority" for the purposes of the sales tax measure

#### July 2022

The City of Chowchilla, City of Madera, and County of Madera adopted by resolution, Support and Approval for the proposed final Measure T Renewal Investment Plan and Implementing Guidelines, as the continued countywide imposition of a one half of one percent sales tax to fund transportation improvements in Madera County until ended by voters, as proposed in the Draft Measure T Renewal Investment Plan and Implementing Guidelines. All jurisdictions acted and approved on the following dates: City of Madera – July 6th; City of Chowchilla – July 12th, and County of Madera – July 12th.

#### July 20, 2022

The MCTA Board conducted a Public Hearing on the 2022 Measure T Renewal Investment Plan and Implementing Guidelines.

The MCTA Board approved Resolution 2022-03, requesting a call for a special election by the Board of Supervisors on a retail transaction and use tax ordinance, consolidation of the election with statewide general election to be held on November 8, 2022, approving the 2022 Measure T Renewal Investment Plan and Implementing Guidelines, and requesting the extension of the Authority's term and certain related matters.

The MCTA Board took action to waive reading and Approve Ordinance No. 2022-01, as introduced

#### August 5, 2022 (Special Meeting)

The MCTA Board took action to waive reading and Adopt Ordinance No. 2022-01.

The MCTA Board Approved Resolution 2022-04 confirming and reiterating a call for a special election by the Board of Supervisors on a retail transaction and use tax ordinance, consolidation of the election with a statewide general election to be held on November 8, 2022, approving the 2022 Measure T Renewal Investment Plan and Implementing Guidelines, and requesting the extension of the Authority's term and certain related matters.

August 9, 2022 (Board of Supervisors)

The Madera County Board of Supervisors approved Resolution 2022-115, a revised and updated resolution calling for special election on retail transactions and use tax ordinance.

August 31, 2022

The MCTA Board Approve Resolution 2022-05 confirming board authority to terminate, and commitment to review Measure T.

**Highlights of Public Engagement Strategies:**

- 13 Steering Committee Meetings (September 2021-May 2022)
- Two Public Opinion Polls (August/September 2021 and April 2022)
- Stakeholder Presentations (June 2022 – November 2022)
- Communitywide Survey – Released November 2021
- RTP/SCS Workshops and Community Meetings
- Countywide Mailers to Every Household
- Virtual Meetings/Interviews
- Social Media Noticing
- Community Events (Fair, October Festival, Community College, Booths in the Park)

**Arguments Against Measure T Renewal:**

1. The current Measure T sales tax does not expire until March 2027. The opposition claims that the Steering Committee “got it wrong” and there is time to “get it right.”
2. A FOREVER tax leaves bureaucrats in control – politicians had almost 20 years to put Measure T to work and failed our communities.
3. Voters have not yet been able to enjoy the transportation benefits that will arise from the promised improvements. Opposition claims that they have not seen any benefits from Measure T. Depending on the location of where the opposition resides, comments were specific to location. For example, the mountain community claims they have not seen any benefits and that the funds have gone to improvements in the flatlands. The disadvantaged communities claim the funds went to expand capacity to induce development, and Measure T funds developer projects.
4. No Public Input. The opposition claims that they were not included as part of the public input process and that the Investment Plan was government driven.

5. Bait and Switch. The opposition claims that they were promised projects that have yet to be delivered.

**Unforeseen Challenges and Factors:**

- Political Climate Fighting Against the Measure
- Financial Pressures of Growing Inflation – We have economic problems
- War in Ukraine
- Voters Tired of Taxes (even if renewal) – not a political atmosphere that is conducive to tax increases
- Lack of Trust in the Government
- Sales Tax Measure – victim of political rhetoric

**Moving Forward:**

When the final election results become available, staff will analyze the results, prepare a strengths and weaknesses assessment, and develop process options to discuss moving forward.

Some of the issues to consider moving forward include, but not limited to:

1. What is the desire on behalf of the MCTA/MCTC Boards to initiate a new or revised Investment Plan development process for placement on the 2024 or 2026 ballots?
2. Should the Steering Committee process be used again to develop the Plan? Should the Committee be expanded beyond 30 members to include other willing participants regardless of affiliation. If not, what process should replace the Committee?
3. How much public engagement will be required to address opposition concerns and acquire further understanding of resident/business transportation needs?
4. What are the budget considerations to prepare/revise a new Investment Plan and expanded public engagement process?
5. Has there been too much misinformation provided to the public about the Renewal effort that would never achieve a 2/3rds approval for a new Measure? Polling might be necessary to determine why voters voted no and if they would ever be open to a renewal tax.

**FISCAL IMPACT:**

No fiscal impact to the approved 2022-23 Overall Work Program and Budget.