STAFF REPORT
Board Meeting of November 29, 2023

AGENDA ITEM: 10-A

PREPARED BY: Troy McNeil, Deputy Director/Fiscal Supervisor

SUBJECT:

Measure T Renewal Update – Polling Survey Results

Enclosure: Yes

Action: Information and Discussion Only. Direction may be provided.

SUMMARY:

Measure T was approved by voters in November 2006. It established the Madera County Transportation Authority (MCTA) and authorized a ½ cent retail transaction and use tax for 20 years (between April 1, 2007, thru March 31, 2027) specifically to fund transportation projects and programs in the County. Measure T failed to be renewed by the voters in November 2022, earning 52.41 percent of the vote, falling short of the 2/3 majority required.

In August 2023, the MCTA Board of Directors authorized DKS Associates to manage an education outreach program to determine whether Madera County residents are interested in considering a revised extension measure for the November 2024 ballot. As part of the effort, DKS' subconsultant, FM3 Research, conducted a statistically valid survey between September 19 and 25, 2023 to gauge opinions based on current County conditions. FM3 reached out to 648 voters representing a cross section of demographically diverse potential voters.

The survey results indicate that there is potential support for the measure, provided one can be crafted to meet the expectations and parameters supported by the voters. FM3 will provide the Board of Directors with a summary of the survey results which presents valid information within a +/-4% range. A summary is attached to this agenda item.

A follow up survey testing a potential expenditure plan created by the Measure T Renewal Steering Committee is expected to be conducted in March of 2024 with results presented to the Committee and the MCTA Board of Directors for consideration in April.

FISCAL IMPACT:

No fiscal impact to the approved 2023-24 Overall Work Program and Budget.