



**STAFF REPORT**  
Board Meeting of April 19, 2023

**AGENDA ITEM:** 10-A

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

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**SUBJECT:**

Measure T Update

**Enclosure:** Yes

**Action:** Explore a 2024 General Election Measure T renewal effort by directing staff to circulate a Request for Proposal to retain a consulting firm to initiate the process moving forward

**SUMMARY:**

1. *Measure T Mailer:* Included in your package is a PowerPoint Presentation, dated March 9, 2023. The presentation includes the results of Measure T Survey Responses.
2. *Measure T Round Table Discussion – March 13, 2023:* MCTA staff organized a Round Table Discussion that included individuals, agencies, and organizations that have expressed interest in Measure T. The purpose of the meeting was to gather feedback to develop next steps. MCTA retained Eileen Goodwin, Apex Strategies, to assist in gathering feedback from those in attendance. Included in your package is a copy of the agenda and a sign-in sheet of those in attendance. The main takeaways are as follows:
  - Interest and support for 2024 General Election
  - Identify a sunset date
  - Early public outreach and engagement (in-person workshops)
  - Address accountability
3. *Measure T Next Steps: Measure T Next Steps:* Staff has identified budget capacity to develop a path forward. The funding will come from the Measure T program. The MCTA staff will prepare an RFP to retain a firm to assist in the public outreach effort. The public outreach effort will include the following:
  - Create a Public Education Team
  - Conduct First round of in-person workshops
  - Identify projects and expenditure plan categories

- Determine the length of measure
- Conduct Polling
- Establish framework for developing the investment plan and outreach

The results of the outreach effort will determine if there is support to provide a recommendation to the Authority Board for the November 2024 election cycle.

**FISCAL IMPACT:**

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