

Measure C Steering Committee

April 26, 2025



MeasureC2026.com

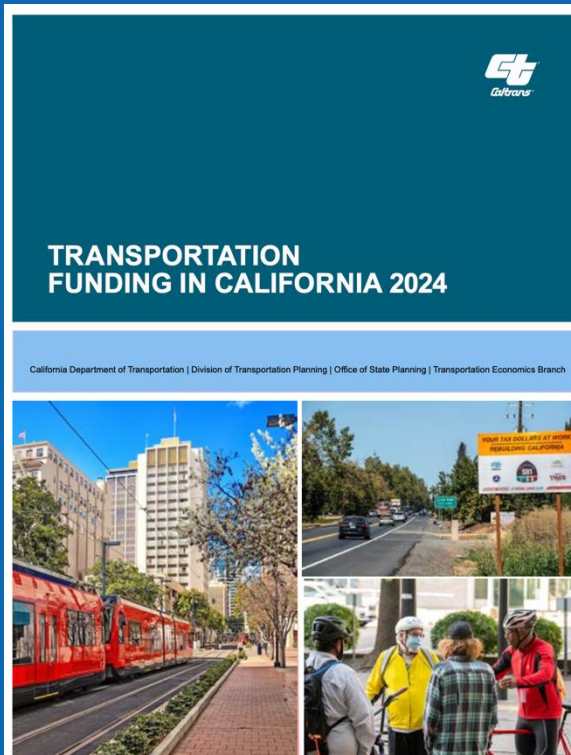


Welcome!

MEASURE 



Transportation Funding in California



Note: SB 1 established new revenue mechanisms and rate increases (see narrative on pages 10 and 12 and Chart 3). This portion of the diagram only signifies newly created fees based on the passage of SB 1 (2017). Revenues from these fees are allocated to state entities and programs.

* This document includes some but not all budget and accounting information. For more information on budget or accounting see <https://dot.ca.gov/programs/budgets> and <http://www.ebudget.ca.gov>.

** State base excise tax also pays for the Aeronautics Account.

What is Measure C?



Measure C 101

- **Measure C** is a local sales tax initiative approved by voters in Fresno County, California, designed to fund transportation improvements. The authority for Fresno County to impose this type of tax originates from **California state legislation**, particularly under:

Public Utilities Code §180000 et seq. – Local Transportation Authority and Improvement Act

The PUC Code:

- Establish a local transportation authority (LTA).
- Propose a transportation expenditure plan.
- Place a measure on the ballot for a special sales tax, typically up to one cent, in increments (e.g., half-cent).
- Collect and allocate these funds for transportation projects, if approved by a two-thirds vote of county residents.

Measure C 101

- Originally passed in 1986 and renewed in 2006, the measure authorized a 0.5% sales tax in Fresno County.
- The funds support a range of transportation investments, including street maintenance, highway improvements, public transit, and alternative transportation.
- The Fresno County Transportation Authority (FCTA) is the agency responsible for implementing Measure C and managing the tax revenues in accordance with the adopted expenditure plan.

Measure C 101

- The original Measure C (1986) was for 20 years.
- The renewed Measure C (2006) was extended for another 20 years, expiring in 2027.
- Future renewal efforts may propose a similar or longer duration, up to 30 years.

Measure C = Up to \$10 Billion

- Measure C has raised over \$2.1 billion in local funds, which was leveraged to bring in an additional \$8 billion from state and federal sources.
- These funds have supported road repairs, airport upgrades, public transit, and highway expansions.

Measure C Costs the Average Household About \$8 Per Month

- Fresno County households contribute about \$8 a month to Measure C through everyday shopping on taxable items.
- This pays for local road maintenance.
- If Measure C is not renewed, the cost of fixing roads and transportation issues will be higher.
- Almost 25% comes from people visiting our county.

Measure C 101

- The **Fresno County Transportation Authority (FCTA)** was formed under the **California Public Utilities Code §§180000–180264**, known as the **Local Transportation Authority and Improvement Act**.



Ernest "Buddy" Mendes
Chairperson

Rural Supervisor Representative,
County of Fresno
Term Expires 01/2025



Lynne Ashbeck
Vice Chairperson for the FCTA
Board

Council Member, City of Clovis
Representative
Term Expires 01/2025



Alma Beltran
Board Member East-Side City
Representative

Mayor, City of Parlier
Term Expires 06/2026



Paul Sihota
Member at Large-Rural
Representative

Rural Public Member at Large
Term Expires 06/2025



Victor Martinez
Board Member, West-Side City
Representative

Mayor, City of Mendota
Term Expires 06/2025



Jerry Dyer
Board Member

Mayor, City of Fresno



Garry Bredefeld
Board Member

Urban Supervisor Representative,
County of Fresno
Term Expires 01/2027



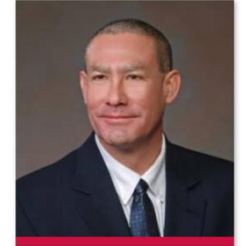
Mike Karbassi
Board Member

Council Representative, City of
Fresno
Term Expires 01/2027



Sarah Harris
Member at Large-Urban
Representative

Urban Public Member at Large
Term Expires 10/2026



Terry Ogle
Executive Director, Fresno County
Transportation Authority

Term Starts 2024

Measure C 101

- **Managing revenue collection** in coordination with the California Department of Tax and Fee Administration (CDTFA).
- **Allocating funds** according to the transportation expenditure plan adopted as part of the Measure C ordinance.
- **Monitoring project implementation**, ensuring compliance with legal and financial guidelines.

Measure C 101

- Develop long-range transportation investment strategies.
- Prioritize and fund infrastructure projects.
- Ensure regional coordination and public accountability.
- **Public reporting requirements.**
- **Annual independent audits.**
- **Citizen oversight committee**, which provide transparency and ensure that spending aligns with the promises made to voters.



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FRESNO COUNTY'S TRANSPORTATION PARTNER **SINCE**
1986

The Renewal Process

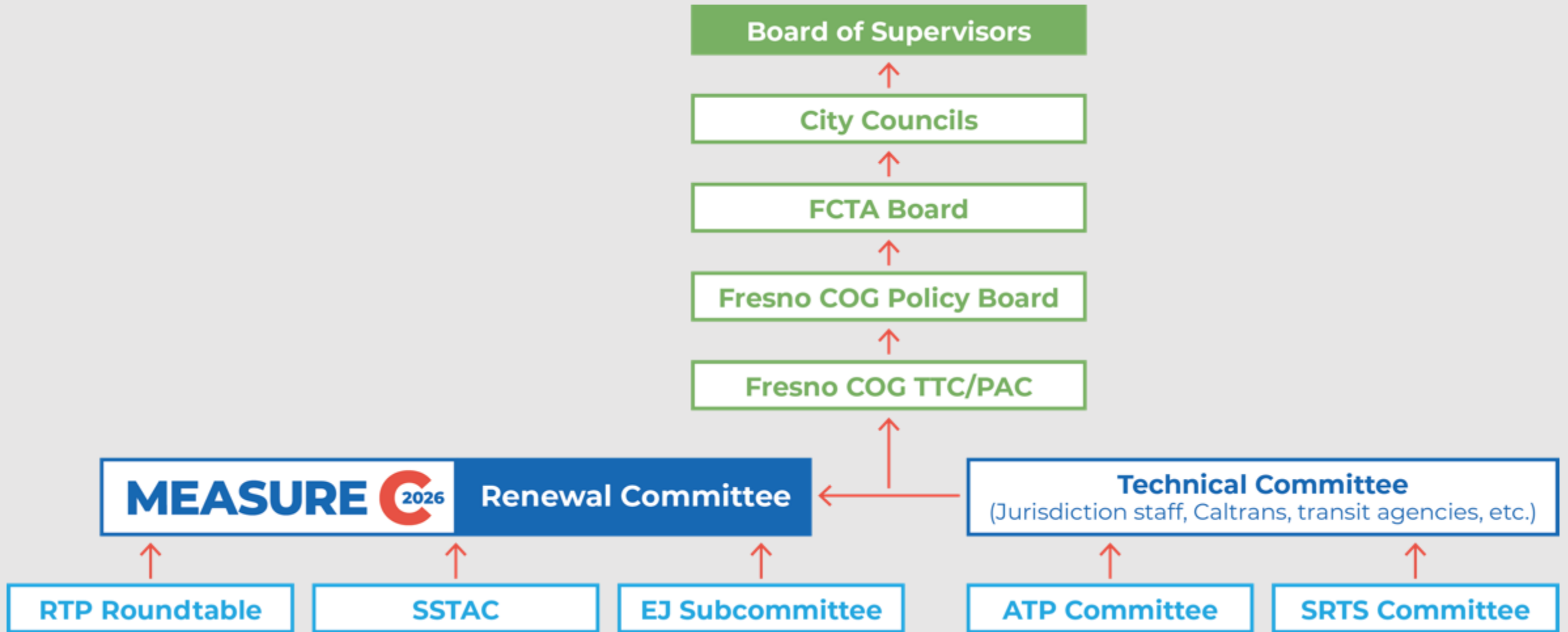
MEASURE



Renewing Measure C

- Renewing Measure C **does not create a new tax**—it simply continues a half-cent sales tax that has funded billions of transportation improvements since 1986.
- This funding is to maintain our roads, public transit, and infrastructure.
- Without it, road maintenance and transportation projects could be delayed or cut, making travel less safe and efficient.

Measure C Renewal Process



Steering Committee Focus

- Length of Measure C Renewal
- Revenue Allocation by Category
 - Limited to Transportation Only
 - Compliant with CA State Law
- Revenue Allocation by Agency
- Oversight Committee/
Reporting Requirements

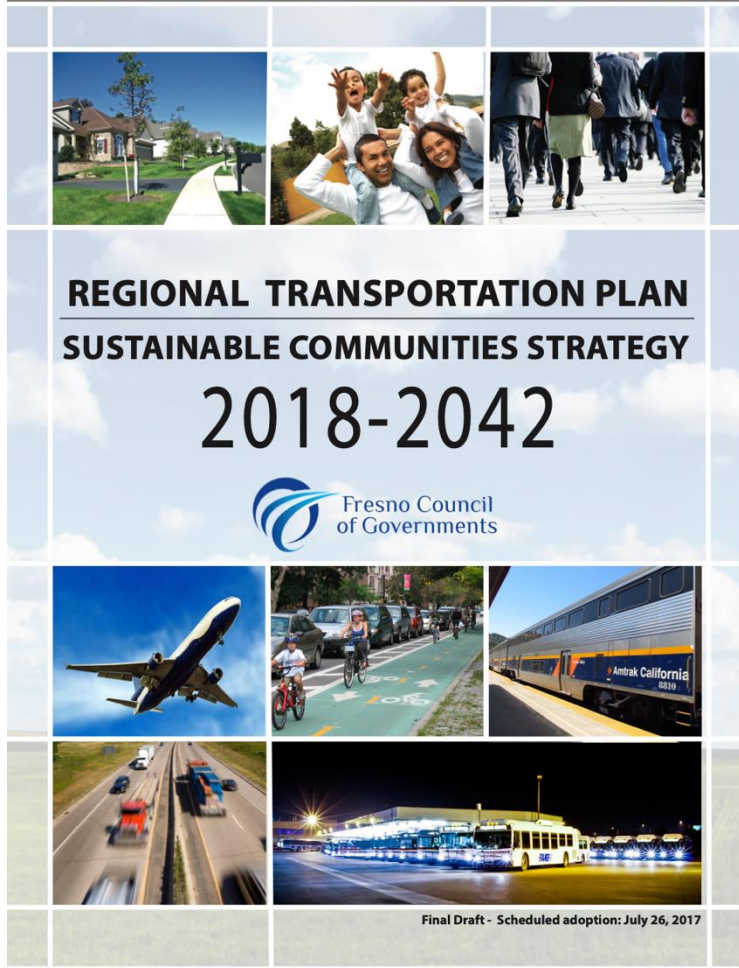


The Renewal Plan


MEASURE 



Regional Transportation Plan



REGIONAL TRANSPORTATION PLAN
SUSTAINABLE COMMUNITIES STRATEGY
2018-2042

 Fresno Council
of Governments

Final Draft - Scheduled adoption: July 26, 2017

FRESNO COUNCIL OF GOVERNMENTS
2018 REGIONAL TRANSPORTATION PLAN
FINANCIALLY CONSTRAINED PROJECT LISTING (in \$1,000)

AGENCY	PROJECT ID	PROJECT TITLE	PROJECT DESCRIPTION	PROJECT TYPE	ESTIMATED OPEN TO TRAFFIC	ESTIMATED TOTAL COST (\$1,000)
Clovis	0	Alluvial-Armstrong to Temperance: Bike Lane	Bike Lane	Bike & Pedestrian	2022	\$20
Clovis	FRES00208	Alluvial-Fowler to Armstrong: Bike Lane	Bike Lane	Bike & Pedestrian	2022	\$20
Clovis	FRES00032	Alluvial-Sunnyside to East of Fowler: Bike Lane	Bike Lane	Bike & Pedestrian	2022	\$20
Clovis	FRES00034	Armstrong-Gettysburg to Ashlan: Bike Lane	Bike Lane	Bike & Pedestrian	2020	\$20
Clovis	FRES00033	Armstrong-Herndon to South of Nees: Bike Lane	Bike Lane	Bike & Pedestrian	2022	\$25
Clovis	FRES00035	Ashlan-Locan to DeWolf: Bike Lane	Bike Lane	Bike & Pedestrian	2022	\$25
Clovis	0	AUBERRY-INTERNATIONAL TO COPPER: BIKE LANE	BIKE LANE	Bike & Pedestrian	2028	\$100
Clovis	FRES00212	Barstow-Locan to DeWolf: Bike Lane	Bike Lane	Bike & Pedestrian	2022	\$15
Clovis	FRES00353	Dog Creek-Ashlan to Gettysburg: Trail	Construct Class I Trail	Bike & Pedestrian	2025	\$2,000
Clovis	0	Dog Creek-Shaw to Enterprise Canal: Trail	Construct Class I Trail	Bike & Pedestrian	2025	\$200
Clovis	FRES00354	Dry Creek Trail-Willow to Old Town Trail	Construct Class I Trail	Bike & Pedestrian	2025	\$3,000
Clovis	FRES00977	Enterprise Canal Trail - SR 168 Crossing	Construct Class I Trail Crossing Over SR 168	Bike & Pedestrian	2020	\$10,000
Clovis	FRES00290	Enterprise Canal-Fowler to Sunnyside: Trail	Trail	Bike & Pedestrian	2020	\$700
Clovis	FRES00352	Enterprise Canal-Nees to Alluvial: Trail	Trail	Bike & Pedestrian	2022	\$1,000
Clovis	FRES00355	Enterprise Canal-Shepherd to International: Trail	Construct Class I Trail	Bike & Pedestrian	2028	\$5,000
Clovis	FRES00002	Fowler-Bullard to Barstow: Bike Lane	Bike Lane	Bike & Pedestrian	2022	\$10
Clovis	FRES00356	Jefferson-Locan to Enterprise: Trail	Trail	Bike & Pedestrian	2020	\$2,500
Clovis	FRES00008	Leonard-Bullard to Ashlan: Bike Lane	Bike Lane	Bike & Pedestrian	2020	\$25
Clovis	FRES00045	Locan-South of Shepherd to Alluvial Alignment: Bike Lane	Bike Lane	Bike & Pedestrian	2022	\$18
Clovis	FRES00258	Minnewawa-Alluvial to Old Town Trail: Bike Lane	Bike Lane	Bike & Pedestrian	2022	\$5
Clovis	0	Minnewawa-North of Barstow to DeWitt	Trail	Bike & Pedestrian	2022	\$20
Clovis	FRES00029	Minnewawa-South of Teague to Nees: Bike Lane	Bike Lane	Bike & Pedestrian	2025	\$8
Clovis	FRES00005	Nees-Armstrong to Enterprise Canal: Bike Lane	Bike Lane	Bike & Pedestrian	2022	\$8
Clovis	FRES00256	Nees-Minnewawa to Clovis: Bike Lane	Bike Lane	Bike & Pedestrian	2020	\$8
Clovis	FRES00030	Nees-Minnewawa to Peach: Bike Lane	Bike Lane	Bike & Pedestrian	2025	\$8
Clovis	FRES00278	Nees-Peach to Old Town Trail: Bike Lane	Bike Lane	Bike & Pedestrian	2022	\$5
Clovis	0	Pug Creek-Clovis to Music	Trail	Bike & Pedestrian	2022	\$40
Clovis	FRES00357	R&T Park-West of Temperance & North of Alluvial: Trail	Trail	Bike & Pedestrian	2020	\$820
Clovis	FRES00046	Shaw-DeWolf to Leonard: Bike Lane	Bike Lane	Bike & Pedestrian	2020	\$25
Clovis	FRES00266	Shaw-Locan to West of DeWolf: Bike Lane	Bike Lane	Bike & Pedestrian	2020	\$8
Clovis	FRES00291	Shepherd-Fowler to Sunnyside: Bike Lane	Bike Lane	Bike & Pedestrian	2020	\$8
Clovis	FRES00041	Sunnyside-Alluvial 168: Bike Lane	Bike Lane	Bike & Pedestrian	2020	\$8
Clovis	0	Sunnyside-Alluvial to Nees: Bike Lane	Bike Lane	Bike & Pedestrian	2020	\$15
Clovis	0	Third-Clovis to Sunnyside: Bike Lane	Bike Lane	Bike & Pedestrian	2022	\$10





County Measure	Local Projects/ Roads	Regional Projects	Transit/ Alt Modes	Other
Stanislaus Measure L	65%	28%	7%	
Merced Measure V	44%	44%	5%	6% for Alt Travel Modes and Programs
Madera Measure T	50%/80%			
Tulare Measure R	35%	50%	14%	
Fresno Measure C	30.60%	30.40%	24%	16% Trails, Grade Separation, Environmental

How Should We Use Measure C Funds?

MEASURE

C

2026



Q Search...

Measure C ▾


Meetings & Events


Build A Plan

Steering Committee

FAQs


Share Your Input





Measure C is Not a New Tax – It's a New Plan to Keep Fresno County Moving

Renewing Measure C does not create a new tax—it continues an existing half-cent sales tax that has funded transportation improvements since 1986, generating \$4 million per year. This funding helps maintain our roads and public transit and keeps infrastructure in good shape.



How would you divide up the Measure C funds?

Open


Decide how you want to divide the money by choosing a percentage for each category. The total must add up to 100%, and you can't spend more or less than that. For example, 100 points equals 100%. You can spend as much or as little as you want on each category—or nothing at all. If you change your mind after selecting a project, click the "Reset" button below the slider to start over. When you're done, click the "Submit" button at the bottom to finalize your choices.

Your remaining points:

100 pts

100 pts

Sort by ▾




Local Streets & Roads

These funds would be used for... [Read More](#)

0 pts

1 pts100 pts




Transit

Transit includes... [Read More](#)

0 pts

1 pts100 pts




Bicycles & Pedestrians

Connecting communities and neighborhoods through... [Read More](#)

0 pts

1 pts100 pts




Regional Projects

Measure C funds are not sufficient to fund an entire project, but... [Read More](#)

0 pts

1 pts100 pts



Other

Do you have another category you would like the Steering Committee to... [Read More](#)

0 pts

1 pts100 pts

Overall Schedule

MEASURE 



Steering Committee Schedule

- May 8: Transit (FAX, Clovis Transit, FCRTA)
- June 12: Bike/Ped/Programs (FCOG/Agency)
- July 10: Local Roads (Cities/Tech Committee)
- August 14: Regional Needs (Caltrans/County/City)
- September 11: Citizens Oversight/Allocations
- October 9: Draft Plan Part 1
- November 13: Draft Plan Part 2

Scroll to view the Community Outreach Meetings, Council & Committee Meetings and a monthly calendar:

Community Outreach Meetings

16 MAY

📍 Orange Cove

FRIDAY

**Orange Cove
Measure C
Renewal
Community
Meeting**

22 MAY

📍 Caruthers

THURSDAY

**Caruthers Measure
C Renewal
Community
Meeting**

23 MAY

📍 Tarpey Village

FRIDAY

**Tarpey Village
Measure C
Renewal
Community
Meeting**

27 MAY

📍 Reedley

TUESDAY

**Reedley Measure
C Renewal
Community
Meeting**

2025

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Steering Committee Meetings



Public Outreach - Discovery

Polling

2026

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Steering Committee Meetings



Public Outreach - Education

**Next
Meeting:
May 8, 2024
3:00 PM**



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