



Measure C Steering Committee Minutes

April 26, 2025

General Comments

1. Steering Committee

- Concern was expressed about the previous Measure C effort as it was highly staff-driven with the committee being used as a rubber stamp.
- The committee was reassured that this process is going led by the steering committee, which will determine what goes into the Measure C expenditure plan.
- The committee will oversee the decisions involving what goes into the expenditure plan.

2. Road Study & Road Conditions

- Comments were raised around the road study that's currently in progress and the general conditions of the roads.
- Committee members were told that all road information will be presented to the committee and members can request information which will be given before or at the next meeting.
- Comment: There is currently not enough funding to maintain every road.
- Comment: The longer repairs are delayed, the more expensive they become.
- Comment: After allocations are agreed upon, focus should shift to improving the roads.
- Comment: We should ask how much funding is needed to maintain the effort.

3. Community Engagement

- A member asked about the role of the steering committee in community meetings.
- Response: No official role at community meetings but you are encouraged to attend and learn as much as you can.
- It's important to attend community meetings due to the siloed nature of members.
- Members are encouraged to attend meetings hosted by other groups (e.g., Transportation for All).

4. External Groups

- Concern expressed about the Community Foundation potentially aligning with opposition or creating a separate plan.
- It was assured that the Community Foundation respects the governmental process and are not planning to submit a separate measure.
- The Community Foundation is supporting outreach efforts to help pass Measure C.
- Concern raised that without coordination, efforts may be wasted and could repeat past failure (when no measure resulted due to prolonged arguments).

Group Discussion:

1. What is your perspective on the priorities? (A statement from each member)

- Absolutely critical that Measure C passes this time. Roads and potholes consistently win in every survey. This could be a 20- or 30-year measure. Other transportation issues also need to be addressed.
- Passage of Measure C is absolutely critical. Not ready to give specific percentages yet, but the majority will likely go toward roads. Final decisions will be made once more information is available, and members weigh in.
- Priority is maintaining existing infrastructure. We need to focus on maintenance. Multi-modal transportation is important. Roads move goods and people. The longer-term goal (possibly a 30-year measure) is to ensure future generations benefit. Compromise is key. We must define a strategic vision: What do we want to leave our kids?
- Advocating for a 30-year measure to support larger, long-term projects. Voters need to see a strong return on investment.
- As a city manager, I saw the difficulty and trauma of trying to maintain roads with limited funding. Road maintenance is a pressing issue.
- The bottom line is that our pavement condition index must improve. We need to manage resources smartly, so we don't end up with deteriorated, unusable roads.
- Sustainability, quality of life, and roadway conditions matter. We need to improve safe routes to schools. In places like Kingsburg Unified, the need is clear. There's not enough funding to fix every road, so we must allocate resources strategically.
- California's roads were built for a bygone era—some aren't even enjoyable to drive on. Residents in places like Sanger appreciate improvements like Highway 180, but more is needed. Roads aren't safe enough, especially for students.

- We want Measure C to be a long-term solution. It must allow for future-oriented thinking, including making roads greener and expanding multi-modal transportation options.
- With social media, everyone complains about road conditions. Personally, I want nice roads for property values. Rural communities have been neglected—we're here to advocate for more equitable funding. Trails and pedestrian paths are widely used throughout the day.
- Multi-modal transportation is essential. People should see how Europe moves people efficiently. It's difficult to get Americans out of their cars, but that's part of the challenge. Community meetings will clarify what is politically viable. We must pass this measure, even if it means compromising on what we personally want.
- A 20-year measure may be more flexible. Needs evolve with each generation, and we should leave room for adaptation.
- Firebaugh: The population is mostly farmworkers and Spanish speakers. Roads are damaged by farm equipment. Many households rely on a single vehicle. Micro-busing could help. These residents don't attend council meetings—we must be their voice. They aren't focused on amenities like sidewalks; they care about essential access and mobility.
- From events like the Car Show and Dog Park opening, we heard concerns about roads, air quality, user-friendly transportation, and investments in smart technologies and infrastructure.
- The approach must be simple and focused. We're not here to make emotional decisions. From experience, when too many items are included, voters reject the measure. We need to focus messaging on what voters' care about. Potholes make people feel like they're drunk when driving. Messaging is critical—without it, all this work means nothing.
- Supporting maintenance of existing infrastructure is important. We must talk about "gap closure" using the right language to gain support. New infrastructure brings economic benefits to communities. Highway 99 is California's backbone. Multi-modal systems must provide real connectivity—not just isolated bike trails.
- Safety improvements are necessary, so people don't get hurt.

2. What was your take on the first meeting? (A statement from each member)

- Everything I expected—nice and simple. Taking baby steps into the process.
- Happy to be here. Thank you for keeping it simple. Let's collaborate and work together to streamline what's best for our communities.
- Raising your voice doesn't make your point more valid. Thank you for the opportunity to be part of this.
- I enjoyed hearing from rural communities and look forward to future discussions.

- Happy to hear from rural communities. Hoping to learn a lot more about the process.
- I had no idea what I signed up for—I just want to be a voice for Fowler, a smaller community.
- Honored to be here. Didn't fully understand what I was getting into, but we're collectively setting the foundation for the next 20 to 30 years. Proud to represent Firebaugh.
- Looking forward to future meetings.
- We're all here to pass a continuation of Measure C. We share the same goal: to ensure roads are built and maintained.
- I had no real expectations, but I'm pleased with how things are going.
- I look forward to working together. We're all trying to do something good for our communities. We should be good at listening, because everyone has different needs.
- Everyone seems positive. If we maintain a positive, collaborative approach, this will work well.
- Compliments to the way this is organized. Things will get tougher, but we need to stop blaming politicians and look in the mirror. As community leaders, it's time to step up.
- This is well put together, and I appreciate that. Thanks to everyone who's here—it's a good mix of people.
- I feel optimistic. This feels much more open. Our communities have been siloed, and I'm looking forward to seeing what others bring to the table. We can all be winners.
- Pleased to be here. It's great to see people dedicating time and effort to this measure. One caution: many citizens don't fully understand the existing Measure C. I look forward to working with everyone as we move forward.

Closing Reminders:

- Next meeting: May 8th at 3:00 PM in this room.