

**MEASURE C** 2026



**TRANSPORTATION  
FOR ALL**

# Ground Rules

- No elected officials/agency staff members.
- Steering Committee members are encouraged to attend in person but may attend by Zoom upon request.
- Meetings will be conducted following an established agenda each week with specific topics.
- All meetings will be recorded and made available for the public to review.

# Ground Rules

- Committee members are encouraged to talk with other community members from their areas to “vet” issues/options that come before the committee.
- All materials presented to the committee will be prepared by staff and the consultant team to ensure accuracy.
- Committee members agree to refrain from posting negative comments via social media or news during the development process.

# Ground Rules

- We encourage and expect respectful discussion.
- Any member who misses more than two meetings may be replaced.
- Steering Committee Focus:
  - *Vision and Priorities*
  - *Length of the Measure*
  - *Revenue Allocation by Category*
  - *Revenue Allocation by Agency*
  - *Implementation Guidelines*

# Proposed Schedule

- Wednesday, July 30: Allocation by Categories
- Thursday, August 14: Allocation by Agency
- Wednesday August 27: Implementation Guidelines
- Thursday, September 11: Draft Plan Part One
- Thursday, September 18: Draft Plan Part Two
- Saturday, September 27: Big Tent Event

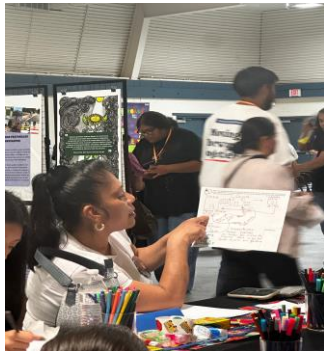
**One Vision**

# PHASE ONE: Outreach Efforts

**7 At-Large Meetings**

**Engaged more than 1,000 residents**

**2,966 data points collected and analyzed**



**25 Community Events and Pop Ups**

**7 Community Meetings**

**Community Canvassing of more than than 2,000 residents**

**15 City Council and Board Presentations**

**12 Small Group Meetings/Presentations**

**25,000 Website Visits and 5,100 Active Users**

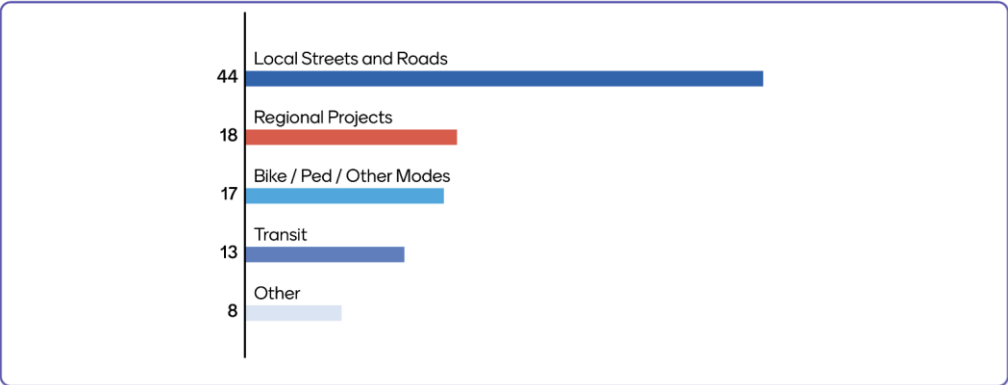
**7 Focus Groups**



# Example:

# Roads & Streets: Data for July 30

How would you allocate Measure C Funds?



Which transportation improvements would help the most in your community? Select UP TO TWO options

Fix potholes and repair damaged streets and roads	36%
Add and repair sidewalks, crosswalks, and walking paths in neighborhoods that don't have them	17%
Upgrade bus stops (shelters, seating, lighting, accessibility)	16%

50.01 pts



Local Streets & Roads

28.25 pts



Bicycles & Pedestrians

21.74 pts



Transit



# Vision & Priorities

Our mutual goal in Phase One was to hear directly from residents about what makes their communities strong, where transportation improvements are needed, and what a better transportation future could look like.

# Vision & Priorities

Our objective today is to collaboratively develop a single shared vision and a set of priorities to guide the development of the Measure C Expenditure Plan.

We have a shared set of data that will be presented in a unified way for your consideration.

# Top Priorities for Our Region

- Roads and Streets (Local and Connecting Communities)
- Public Transit (Bus, Shuttles, Point to Point)
- Safety (Roads, Buses and Bike/Ped)
- Walkable Cities
- Biking
- Connectivity – All Modes

# Roads & Streets

*Residents shared the need to repair roads and streets from potholes, cracks, damage and heavy-duty trucks*

They expressed a need for streetlights, more signage and reflectors on signage in rural areas, and need wider roads in some rural areas.

”

**Just fix the  
damn roads!**

# Public Transit

*Residents want more public transportation options such as trains, light rail, and electric car and bike rentals to move away from cars.*

Transit that connects people. Transportation system for elders, disabled, and students. Public transport in rural areas, more and free, bus transportation to the airport and train station.

Faster transit, transit for greater independence. Buses in areas where they don't exist yet, green public transit, accessible transit.

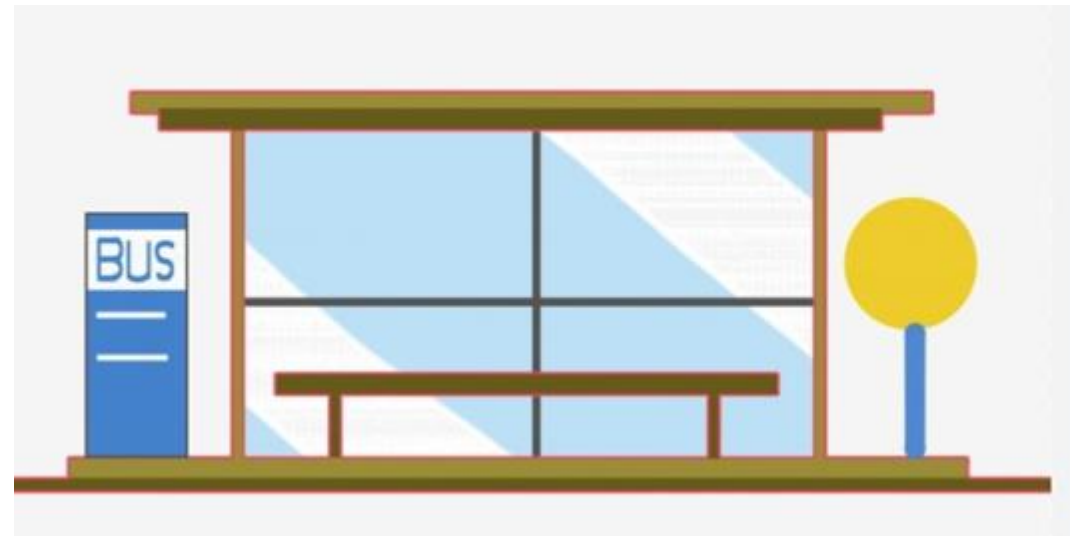


” My **biggest dream** for the future  
of transportation is for **buses to**  
**get added to my city**

# Safety

*Residents want to feel safe, secure and welcome while walking, rolling and riding.*

Need neighborhood crossing safety, safe routes for pedestrians and bikers, safe bus stops, safe transportation, safe roads, safe streets, safe infrastructure and separation from walking/riding and cars. This is especially true for seniors and mobility challenged residents.



# Walkable Cities

*Residents want to live in a walkable, rideable city with dedicated protected bike lanes and well-maintained sidewalks.*

Residents want walkable cities with sidewalks, walking trails, trees and shade, paths that connect to services and other transit options.





“

**My house is not near any safe or fun place.  
I have to walk on dirt and roads that have  
no sidewalks. I also have no bike lanes to  
use my bike and it is very unsafe.**

”

# Biking

*Residents want bike paths, dedicated bike lanes and safety protections*



***I'm scared to ride  
my bike  
because people don't  
pay attention.***

# Connectivity

Residents want affordable options to connect to all cities, with services that run frequently throughout the day and night, especially in rural areas.



**Discussion/Action**

# Upcoming Meetings

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# Upcoming Events

- Firebaugh Community Workshop: Saturday, July 19 @ 3:00 pm in San Joaquin
- Reedley Community Workshop: Tuesday, July 22 @ 5:30 pm
- Virtual Workshop: Wednesday, July 23 at 5 pm via Zoom  
Link: <http://MeasureC2026.com/Webinar>
- Fresno/Clovis Workshop: Thursday, July 24 @ 5:30 pm
- Huron Community Workshop: Monday, July 28 @ 5:30 pm
- West Fresno County (Kerman) Community Workshop: Tuesday, July 29 @ 6 pm
- Selma Community Workshop: Saturday, August 2 @ 3:00 pm
- Yokuts Valley Community Workshop: Thursday, August 7 @ 5:30 pm
- Auberry Community Workshop: Friday, August 8 @ 5:30 pm



# How Should We Use Measure C Funds?

MEASURE C 2026



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

Submit your input

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

# Adjournment