

**MIKE LEONARDO**  
Executive Director

**MEMORANDUM**

**TO:** Fresno County Transportation Authority  
**FROM:** Mike Leonardo, Executive Director  
**DATE:** February 5, 2020  
**SUBJECT:** Measure C Renewal

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**RECOMMENDATION:** No Action Required – Informational Item

**DISCUSSION:** Measure C Renewal Update

At the August 7, 2019 meeting, the FCTA Board authorized staff to proceed with efforts to place the renewal of Measure C on the 2022 ballot. The purpose of this item is to update the Board on renewal efforts to date, and additional efforts anticipated during the next few months.

On October 30, 2019 the Board approved a contract with VRPA Technologies to assist in the renewal effort. Since that time VRPA has been assembling materials related to the 2006 renewal in an effort to establish the building blocks of the 2022 renewal. VRPA has facilitated meetings with FCTA and Fresno Council of Governments (FCOG) staff to discuss various strategies for moving forward in 2022, and has outreached to other Self-Help Counties that have pursued or are pursuing measure renewals.

Key features of the successful 2006 renewal effort include the establishment of a Measure C Renewal Steering Committee made up of various agency and special interest representatives. Some, but not all, modes of transportation were represented on this 24-member steering committee. Concurrently, ten modal subcommittees were also organized:

1. ADA /Advanced Transportation
2. Local Allocation
3. Regional Allocation
4. Transit Oriented Development
5. Transit
6. Bicycle and Trails
7. Alternative Rail Consolidation
8. School Bus Replacement
9. Citizen Oversight
10. Administration

These subcommittees provided modal needs and funding information to the Steering Committee who ultimately determined which programs and subprograms would be included in the 2006 Expenditure Plan, and what percentage of funding each program would receive. The subcommittees also provided the Steering Committee with recommendations for Administration and Citizen Oversight Committee responsibilities.

This effort was designed and implemented in order to ensure that all agencies and stakeholders had a voice in the process, and that in the end, would support Measure C renewal. The Measure did pass, but some stakeholder steering committee members ended up not supporting it.

Staff believes that the circumstances in 2022 are considerably different than they were in 2006 and that some adjustments to the process are desirable and beneficial. In addition, VRPA and FCTA staff have discussed recent renewal efforts with other Self-Help County agencies. While each agency is different, there were common themes that emerged from these discussions.

- Steering Committees were not comprised of special interest representatives or modal advocates but rather of community leaders of various public and private backgrounds. Community leaders are in a better position to have an overarching vision for the county and its communities, and would have significant credibility county-wide with the public.
- Results of prior measures demonstrated the validity of the modal programs contained in the expenditure plans; therefore, no major changes were proposed. Instead the Steering Committee focused on how much each program would receive.
- Special interests and modal advocates were represented in the process through the County's RTP and/or various subcommittee processes.
- Advocates for each mode had the opportunity to be heard and to present their needs and funding shortfalls.
- The Steering Committees made the final call on recommended funding allocations to be included in final draft expenditure plans to be considered for adoption by the Authority Boards and then the voters.

These commonalities mirror the circumstances here in Fresno County. FCTA has a proven Expenditure Plan that addresses transportation solutions as diverse as new freeways to transit oriented development. There is no need to rehash the overall program included in the Expenditure Plan. What is needed is a critical look at the funding allocations for the various programs that will be needed in the future. There may be some tweaking of the programs required, but not a full-scale revision.

Another difference between now and 2006 is that beginning in 2014, FCOG developed Fresno County's first Regional Transportation Plan & Sustainable Community Strategies (RTP/SCS). This plan is updated every 4 years and has a robust outreach and stakeholder involvement process. It integrates all modes of transportation along with land use and housing, environmental issues, reduction of vehicle miles travelled, and other related issues. This RTP/SCS is one of the critical building blocks that will help guide the 2022 renewal effort and identify needs and funding requirements.

FCTA and FCOG staff have had lengthy discussions on how to utilize what worked in 2006 but also reflect the current environment and strategies used successfully elsewhere in the state. Staff has settled on a model that should do just that.

At the Steering Committee level, staff is in the process of formulating a committee of community leaders. Desirable (but not necessarily mandatory) characteristics of potential members include:

- ✓ Community Leader
- ✓ Well Respected
- ✓ Positive Attitude
- ✓ Hard Working
- ✓ Consensus Builder
- ✓ Involved in Past Measure(s)

Staff has identified Public and Private sectors that should be represented on the committee. Please note that some private sectors may have more than one seat:

Public	Private
FCTA	Business
FCOG	Education
Fresno County BOS	Agriculture
City of Fresno	Construction
City of Clovis	Labor
Eastside City	Transportation/Goods Movement
Westside City	Emergency Services
	Community Based Organizations
	Health

Staff has identified potential candidates for the private industry seats but none have yet been contacted so it is premature to discuss specific candidates. Staff has recommendations for the public seats as well, but it will be up to those agencies or groups to select their representatives. In the end, staff is confident that the steering committee will represent the county well, and be reflective of our diverse population. One of the lessons of 2006 was that a 24-member steering committee was cumbersome and at times ineffective. It is staff's intention to limit the 2022 Steering Committee membership to 15 to 19 seats.

Working below the Steering Committee will be a Measure C III Working Group. This working group will be where the nuts and bolts of the Expenditure Plan are flushed out for consideration by the Steering Committee. The working group will be similar in composition to FCOG's RTP Roundtable, which consists of representatives from all local agencies, state agencies with transportation or transportation related responsibilities, modal advocates, and special interest groups. It will be this group's responsibility to identify all transportation needs (by mode), existing funding available to the various modes, and the funding shortfall for each mode. They will then match the funding shortfalls with the funding potentially available through a MC III. It goes without saying that even with Measure C III, there will be less funding than the total funding shortfall, therefore this group will need to make preliminary recommendations to the

steering committee on appropriate funding for each program, recognizing that all needs cannot be met.

At the same time the working group is gathering data, needs, and funding availability, staff will be bringing the Steering Committee up to speed on the various modal programs, funding availability, and transportation challenges. As the working group coalesces around a draft allocation plan, they will begin integrating with the Steering Committee to obtain their input and feedback.

Concurrently, polling will be initiated to gauge voter sentiment. Every Measure has the difficult task of not only identifying the needs and shortfalls, but also identifying what the voters will support. A perfect Expenditure Plan that does not have voter support will not obtain the necessary 2/3 vote. The Working Group will have access to the polling information, but integrating the polling with the funding recommendations will primarily be a Steering Committee responsibility.

The next steps are to ask the various agencies or groups to select their Steering Committee members, and to begin contacting various community leaders to find out if they are interested in serving on the committee. Staff has not yet settled on a final selection process, but anticipates conducting interviews of selected representatives to discuss the roles of the Steering Committee, to confirm their interest and availability, and to ensure they are a good fit on the committee. Staff hopes to schedule the first Steering Committee meeting in April or May of this year. At the same time, staff will be identifying the Working Group participants and initiating initial meetings of the team.

This is a dynamic process and could be subject to change. Staff will keep the FCTA Board apprised of the progress of this effort.

As mentioned previously, staff has candidates in mind for the various public seats on the Steering Committee; however, if there are people that the Board feels could be helpful in this effort, staff would very much appreciate receiving those names. It is unlikely that everyone identified will be willing or able to participate so having multiple names for each seat will help streamline the selection process.

This is an informational item so no action is required by the Board. However, the Board may wish to provide input or direction on the various items discussed in this report.