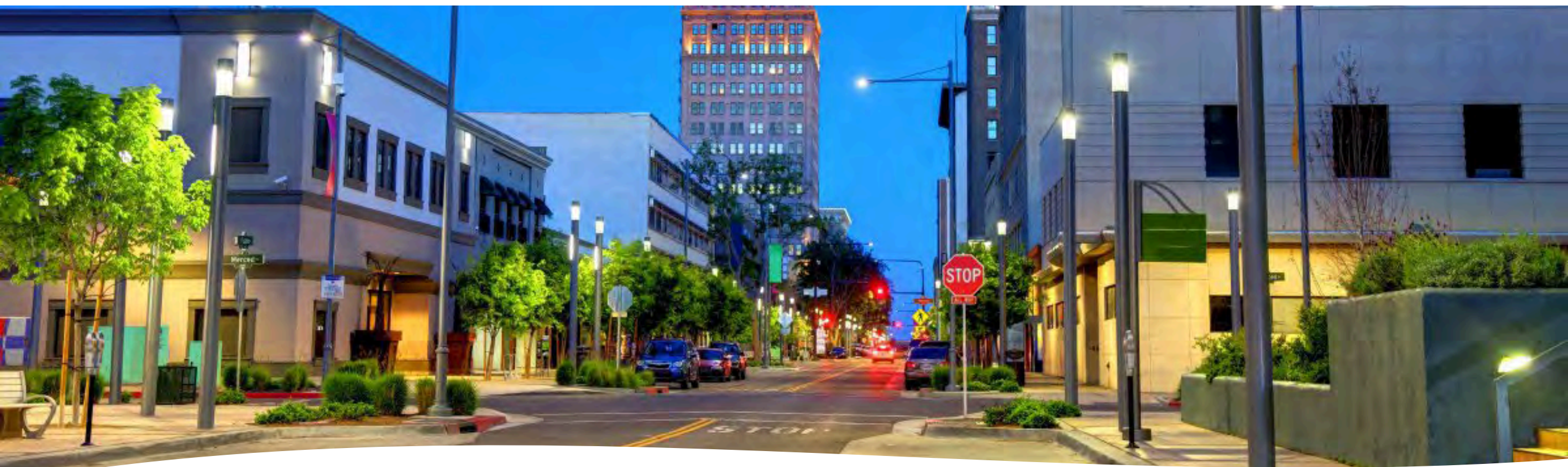




2022 Measure C Extension Expenditure Plan
EXECUTIVE COMMITTEE
Kick-Off Meeting | February 4, 2021



Welcome

- FCTA & FCOG Directors Introduction & Meeting Protocol
- Co-Chair Introductions
 - Lynne Ashbeck, Vice Chair FCTA Board, Councilmember City of Clovis
 - David Cardenas, Fresno COG Board Chair, Mayor City of Fowler
- Self Introductions
 - Name, Agency/Company & Title



Our Mission

- Transportation and Mobility are Vital to our Economy and Quality of Life
- Measure C has Invested in Fresno County Transportation for Over 34 Years; Leveraging Billions of Dollars in State and Federal Funding & Providing Vital Mobility Projects & Services
- Strategic Opportunity to Guide the Future of Transportation in Fresno County for 20 Years or More
 - Should we Continue to Invest in Our Transportation Future?
 - What Should that Investment Look Like?
 - How Long Should that Investment Continue?
- Executive Committee Will Answer These & Other questions



Committee Expectations

- Executive Committee Responsibilities
 - Build Off Current Measure C Successes
 - Review Initial Polling, Discuss Mobility Needs & Funding Options
 - Define the MC3 Programs
 - Prepare the Plan & Poll Voters
 - Finalize Draft Plan for Consideration by FCOG & FCTA Boards
- Final Steps
 - Approval of the Plan by FCOG & FCTA Boards
 - Ballot Approved by Board of Supervisors
 - Privately Funded Campaign – Led by Fresno Chamber of Commerce
 - Vote on November 8, 2022 Ballot

Build off

Develop

Place



Background -- Why was Measure C Needed?

- In the 1970s & 1980s Fresno County had limited infrastructure funding to address:
 - An Incomplete Freeway System
 - Congested Roads and Highways
 - Potholes & Other Infrastructure
 - Unsafe Transportation Facilities
 - Isolated Communities
 - Deficient Structures



History of Measure C

- California Pledges to Match Local County Funding
- Business and Government Leaders Recognized the Opportunity & Developed the 1st Measure C Expenditure Plan for the 1986 Ballot
- Measure C Passes for the 1st Time in 1986; One of the 1st in the State, Approving a Half-Cent Sales Tax for Transportation Improvements
- Delivered More than \$4 Billion in Transportation Improvements in Fresno County
- 20-year Program; 2006 Expiration Date

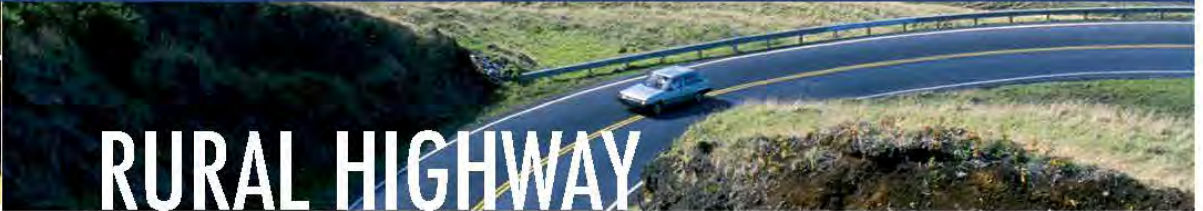


Promises Made. Promises Kept.

- NEW Freeway and Highway Construction (SR-33, 41, 43, 168, 180, 201, & 204)
- Local Streets and Roads Improvements
- Bicycle and Pedestrian Facilities & Programs
- Airport Improvements
- Public Transportation Services



THE PROMISES OF MEASURE C, DELIVERED | 1987-2007

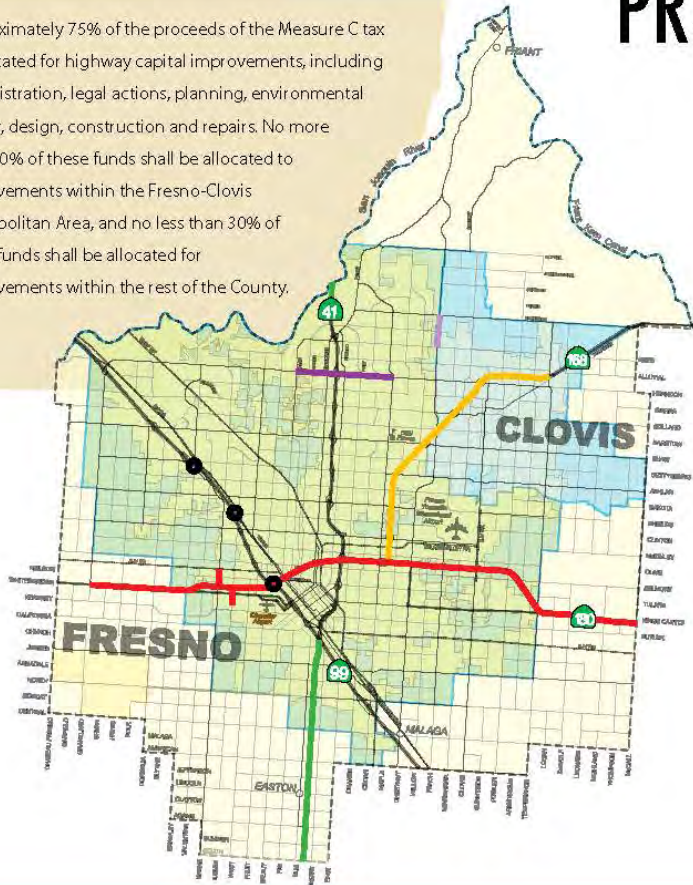


URBAN HIGHWAY CONSTRUCTION PROGRAM

RURAL HIGHWAY CONSTRUCTION PROGRAM

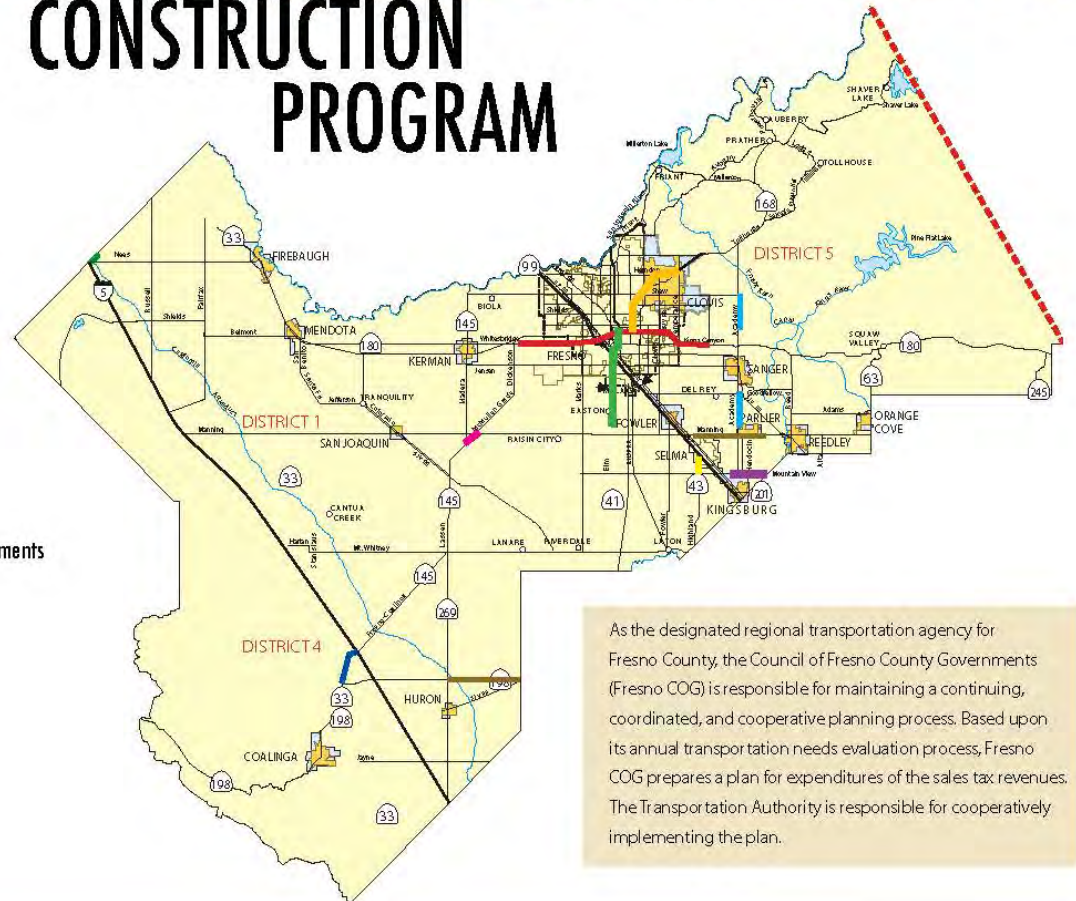
Approximately 75% of the proceeds of the Measure C tax is allocated for highway capital improvements, including administration, legal actions, planning, environmental review, design, construction and repairs. No more than 70% of these funds shall be allocated to improvements within the Fresno-Clovis Metropolitan Area, and no less than 30% of these funds shall be allocated for improvements within the rest of the County.

PROGRAM



LEGEND:

- Academy Ave: 23 Miles
- Manning Avenue: 20 Miles
- Herndon Avenue: 4 Miles
- Willow Avenue: 4 Miles
- SR-33: 13 Miles
- SR-41: 18 Miles
- SR-43: 10 Miles
- SR-99: Interchange Improvements
- SR-145: 4.5 Miles
- SR-168: 12 Miles
- SR-198: 15 Miles
- SR-180: 47 Miles
- SR-201: 2 Miles



As the designated regional transportation agency for Fresno County, the Council of Fresno County Governments (Fresno COG) is responsible for maintaining a continuing, coordinated, and cooperative planning process. Based upon its annual transportation needs evaluation process, Fresno COG prepares a plan for expenditures of the sales tax revenues. The Transportation Authority is responsible for cooperatively implementing the plan.

Measure C Extension

- 2002 1st Effort to Renew Measure C – Unsuccessful:
 - Lack of Support by Some Interest Groups
 - Too Heavily Focused on Streets & Highways
 - Not Enough Public Accountability
- Measure C Renewal Committee Established to Guide 2006 Renewal Effort & Overcome the 2002 Shortcomings
- Extensive Public Outreach
- Voter Polling to Determine Public Priorities & Gauge Public Support



2006 Voter Polling Results



2006 Polling Indicated Support for:

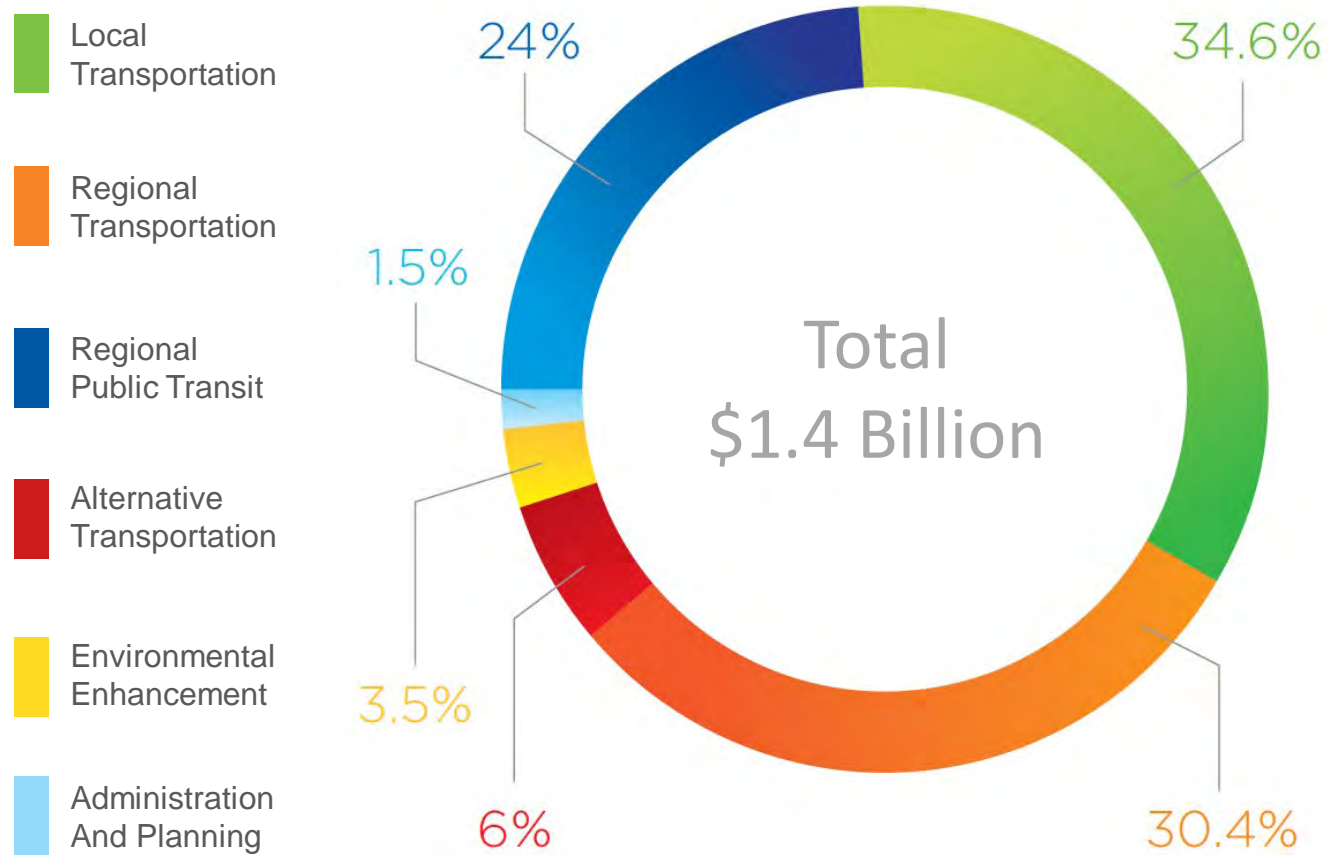
- A Flexible 20-year Plan
- A Variety of Transportation Projects & Programs
- Greater Public Accountability



2006 Expenditure Plan

- Focused on Mobility; Provided for More Transportation Choices
- Citizens Oversight Committee Established
- Expanded FCTA Board from 7 to 9 to include 2 Public Members At Large

2006 20-Year Measure C Extension Passes



Voters Approved the Measure C Extension with a 78% “YES” Vote

Generates \$1.4 Billion in Measure C Proceeds

July 1, 2007 – June 30, 2027

Generates over \$922 Million in Matching Funds

As of 6/30/20





Local Transportation Program

- Street Maintenance & Pothole Repair
- Flexible Funding for Local Priorities
- ADA Improvements
- Pedestrian Trails
- Bicycle Facilities

Regional Transportation Program

- Urban & Rural Transportation System Projects including Major Highways, Streets & Roads
- Provide Connectivity Between Urban & Rural Communities as well as the Rest of California
- Improvements to Fresno Airports
- Improve Mobility through the Addition of Travel Lanes, Passing Lanes, Interchanges, & Other Major Improvements



2006 Expenditure Plan

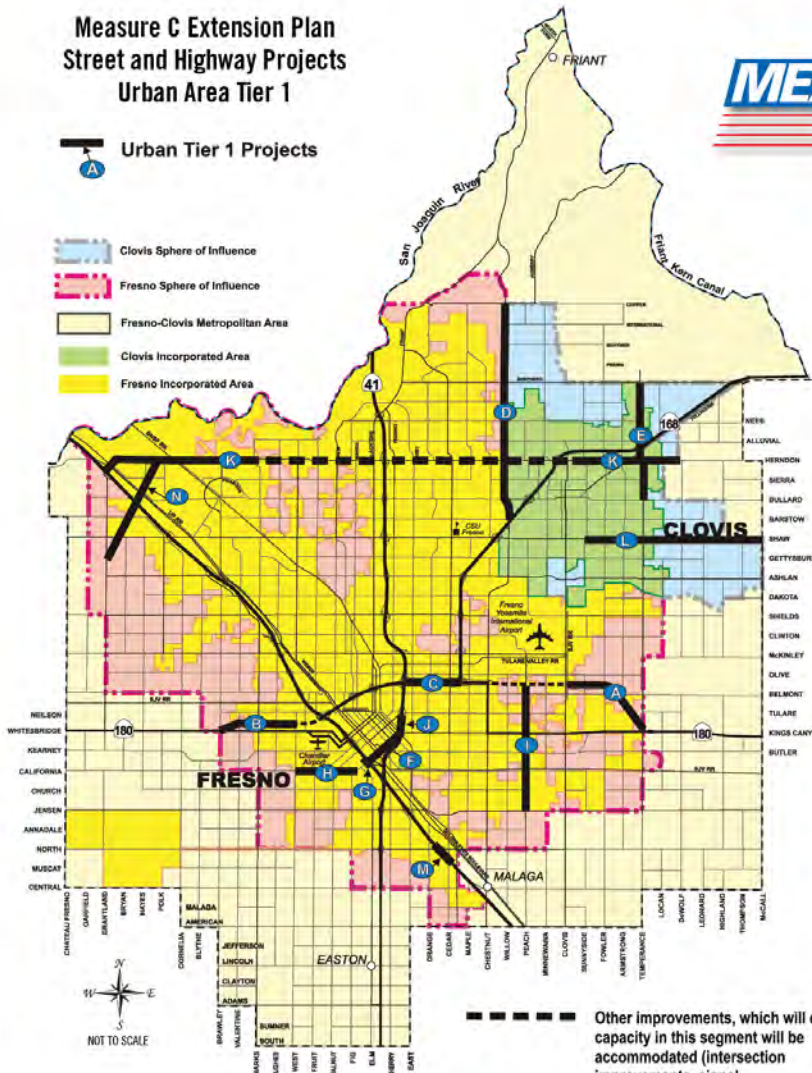


Urban Tier 1 Projects

- A** \$107.7 million to construct a new 4-lane freeway within a 6-lane right-of-way on **State Route 180 East** from **Clovis** to **Temperance Avenues**.
- B** \$82.7 million to complete the improvements on **State Route 180 West** from **Brawley Avenue** to **Hughes/West**.
- C** \$64.6 million to construct new braided ramps that provide for added capacity and safe connection between **State Routes 41, 168 and 180**.
- D** \$39.4 million to complete the 6-lane divided street and retrofit bike paths on **Willow Avenue** from **Barstow** to **Copper Avenues**.
- E** \$6.1 million to widen **Temperance Avenue** to a 4-lane divided expressway from **Bullard** to **Shepherd Avenues**.
- F** \$3.4 million to widen **Ventura Avenue** to a 4-lane divided roadway from **State Route 41** to **State Route 99**.
- G** \$1.6 million to construct bridge improvements at **Monterey Avenue** and provide improved access to Downtown Fresno from **West Fresno** and **State Route 99**.
- H** \$11.3 million to widen **California Avenue** to a 4-lane divided street from **Ventura** to **West Avenues**.
- I** \$22.3 million to widen **Peach Avenue** to a 4-lane divided roadway from **State Route 180** to **Jensen Avenue**.
- J** \$4.9 million to widen auxiliary lanes and improve on and off ramps on **State Route 41** at the southbound auxiliary lane from **Tulare Boulevard** to "D" Street.
- K** \$137.3 million to complete the widening of **Herndon Avenue** to a 6-lane divided expressway and to retrofit bike paths from **State Route 99** to **DeWolf Avenue**.
- L** \$18 million to complete improvements on **Shaw Avenue** including a 6-lane divided roadway, traffic signal upgrades, and a grade crossing from **Sunnyside** to **McCall Avenues**.
- M** \$110.2 million to improve the **State Route 99** interchange at **North** and **Cedar Avenues**.
- N** \$114.2 million to construct a connection and grade separation along **Veteran's Boulevard** from **Herndon** to **Grantland Avenues**.

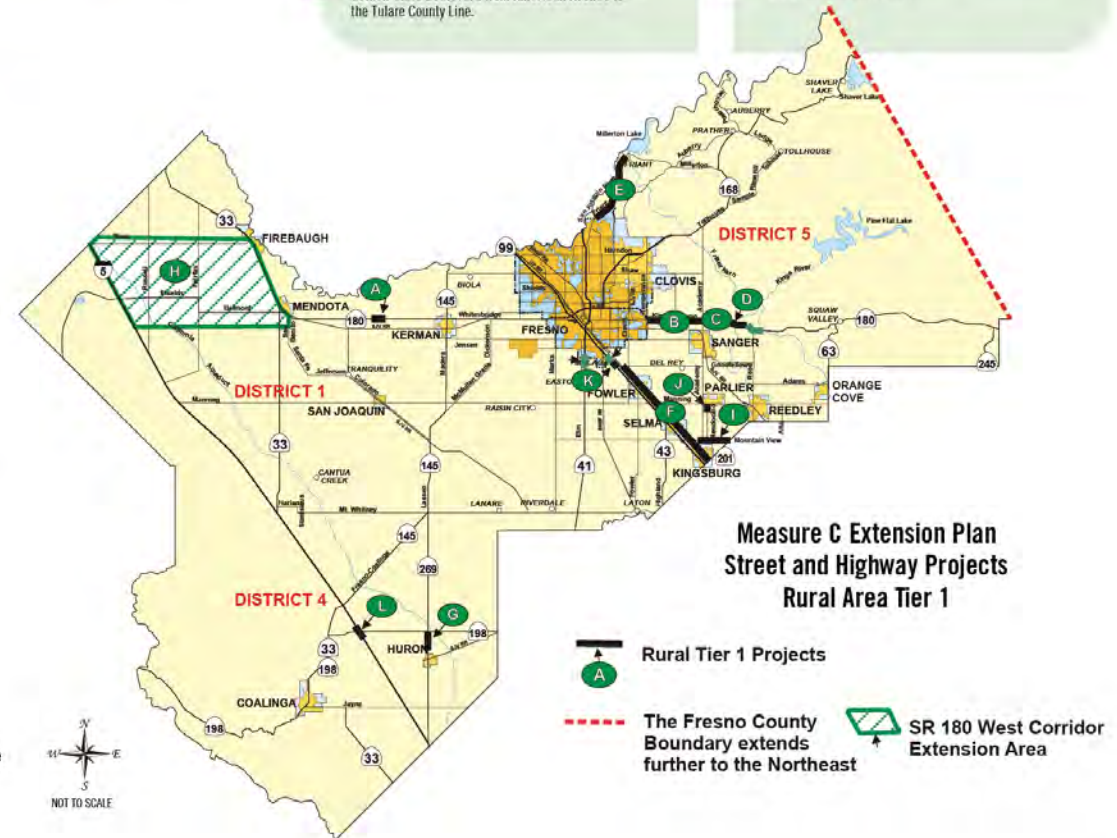
Measure C Extension Plan Street and Highway Projects Urban Area Tier 1

Urban Tier 1 Projects



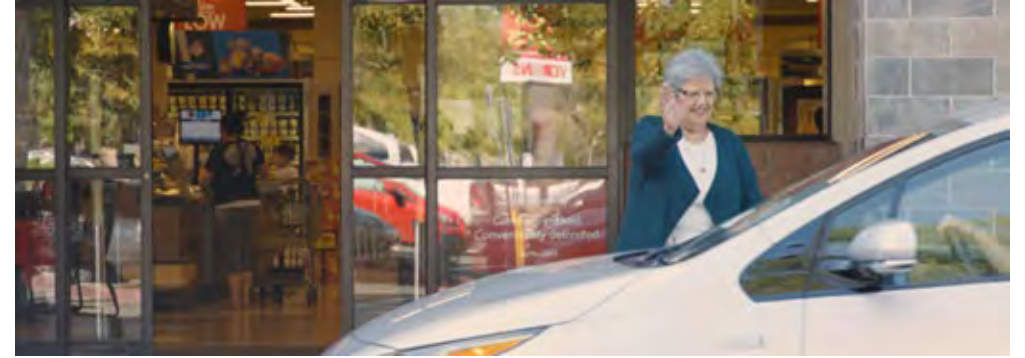
Rural Tier 1 Projects

- A** \$12.1 million to construct passing lanes on **State Route 180 West** from **Yuba** to **James Avenues**.
- B** \$68.4 million to widen **State Route 180 East** to a 4-lane divided expressway from **Temperance** to **Academy Avenues**.
- C** \$36 million to widen **State Route 180 East** to a 2-lane expressway within a 4-lane right-of-way from **Academy Avenue** to **Trimmer Springs Road**.
- D** \$102.14 million to widen **State Route 180 East** to a 2-lane expressway within a 4-lane right-of-way from **Trimmer Springs Road** to **Frankwood Avenue**.
- E** \$4.1 million to widen **Friant Road** to a 4-lane divided roadway between **Copper Avenue** and **Millerton Road**.
- F** \$48.2 million to construct corridor improvements along **Golden State Boulevard** from **American Avenue** to the **Tulare County Line**.
- G** \$30.3 million to construct a new bridge and drainage channel to address seasonal road closures due to flooding along **State Route 269** between **State Route 198** and the **City of Huron**.
- H** \$305.1 million to extend **State Route 180 West** to **Interstate 5 (I-5)** as a 2-lane undivided highway.
- I** \$24.8 million to widen **Mountain View Avenue** to a 4-lane divided roadway from **Bethel Avenue** to the **Tulare County Line**.
- J** \$3.5 million to widen **Mendocino Avenue** to a 4-lane divided roadway from **Manning Avenue** to the **Kingsburg Industrial Park**.
- K** \$56.9 million to construct interchange improvements at **State Route 99** and **American Avenue**.
- L** \$18.2 million to construct interchange improvements at **I-5** and **State Route 198**.



Regional Transit Program

- Pass-through Funding for FAX, Clovis Transit & FCRTA
- Car & Vanpool Programs
- Senior Taxi Script
- New Technologies
 - Electric Aviation
 - CSUF Transportation Institute
 - FCC Electric Vehicle Mechanics Training Program



Plan. Promise. Deliver.

Rail Consolidation - Grade Separation Program

- Intended to Provide Seed Money to Consolidate Burlington Northern Santa Fe and Union Pacific Railroad Lines
- Estimated Cost of More than \$1 Billion
- No Other Funding Identified - Converted to a Grade Separation Program
- Blackstone & McKinley Crossings Funded



Plan. Promise. Deliver.

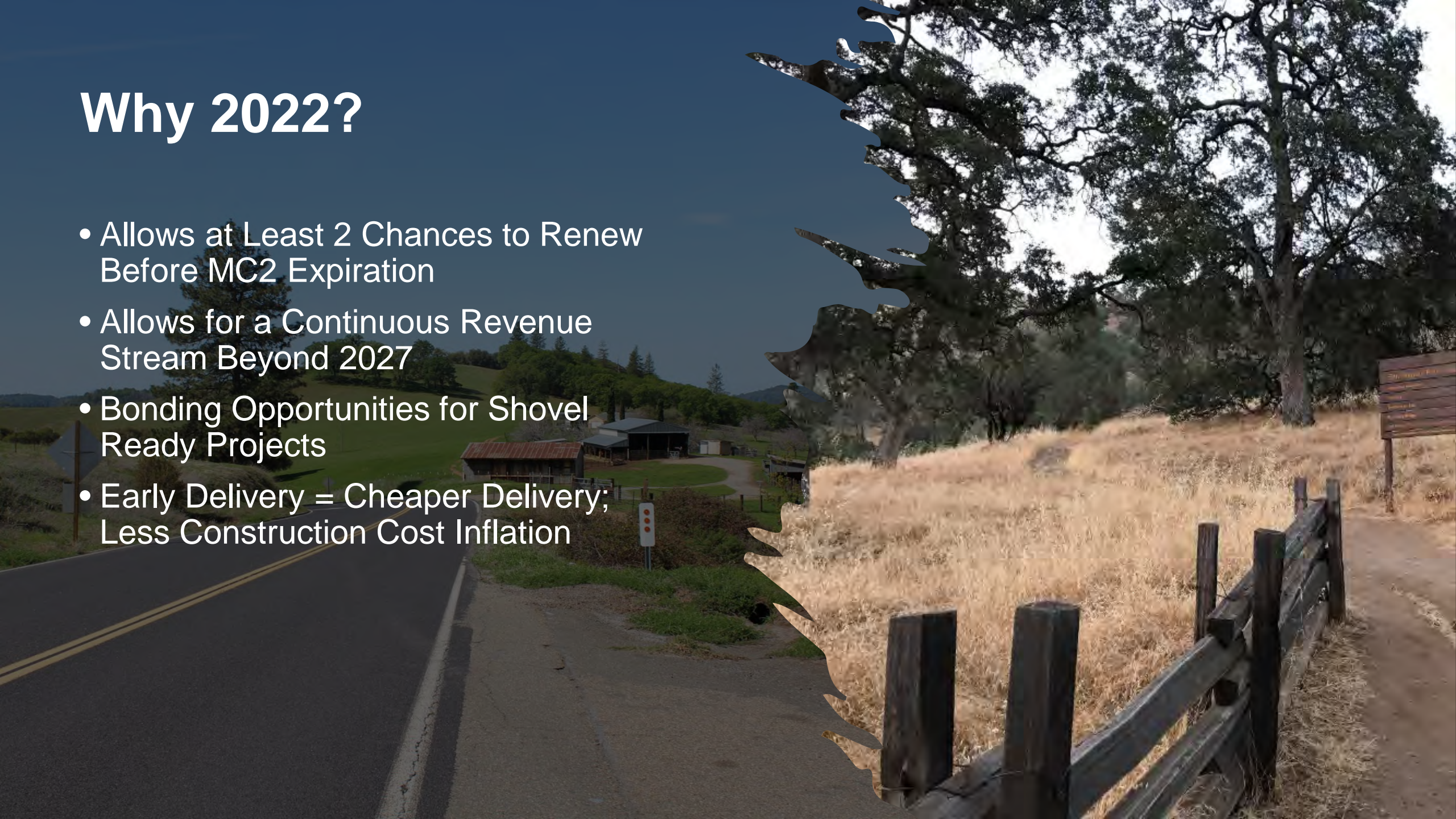
Environmental Enhancement Program

- Transit Oriented Development Incentive Funding
- Air Quality Improvements – Replace School Buses Countywide with Clean Burning Vehicles



Why 2022?

- Allows at Least 2 Chances to Renew Before MC2 Expiration
- Allows for a Continuous Revenue Stream Beyond 2027
- Bonding Opportunities for Shovel Ready Projects
- Early Delivery = Cheaper Delivery; Less Construction Cost Inflation



2022 MC3 – Potential Programs

Highly Successful 2006 Measure should be the Starting Point for Developing 2022 Expenditure Plan

Potential 2022 Programs Could Include but are not Limited to:

- Maintain Local Roads
- Upgrade & Maintain Highway & Freeways
- Improve & Widen On & Off Ramps
- Improve Traffic Flow on Freeways, Highways, & Local Streets
- Support Public Transit Services
- Upgrade & Maintain Walking, Hiking, & Biking Trails/Facilities
- Provide ADA Improvements
- Incentivize Car/Van Pool Programs
- Improve the Appearance of the Transportation System
- Enhance & Maintain the Aviation System
- Improve Air Quality
- Incentivize Infill & Transit Oriented Development



Agency/Committee Overview & Responsibilities

Executive Committee Responsibilities

- ✓ Understand Current & Future Transportation Needs
- ✓ Review Polling & Develop Funding Recommendations
- ✓ Provide Information & Feedback to Other Related Stakeholders/Community Leaders
- ✓ Assist with Preparation of the Draft & Final Measure C Extension Expenditure Plan that best meets Mobility Needs and will have Voter Support
- ✓ Assist with Presentation of Measure C Extension Program Information



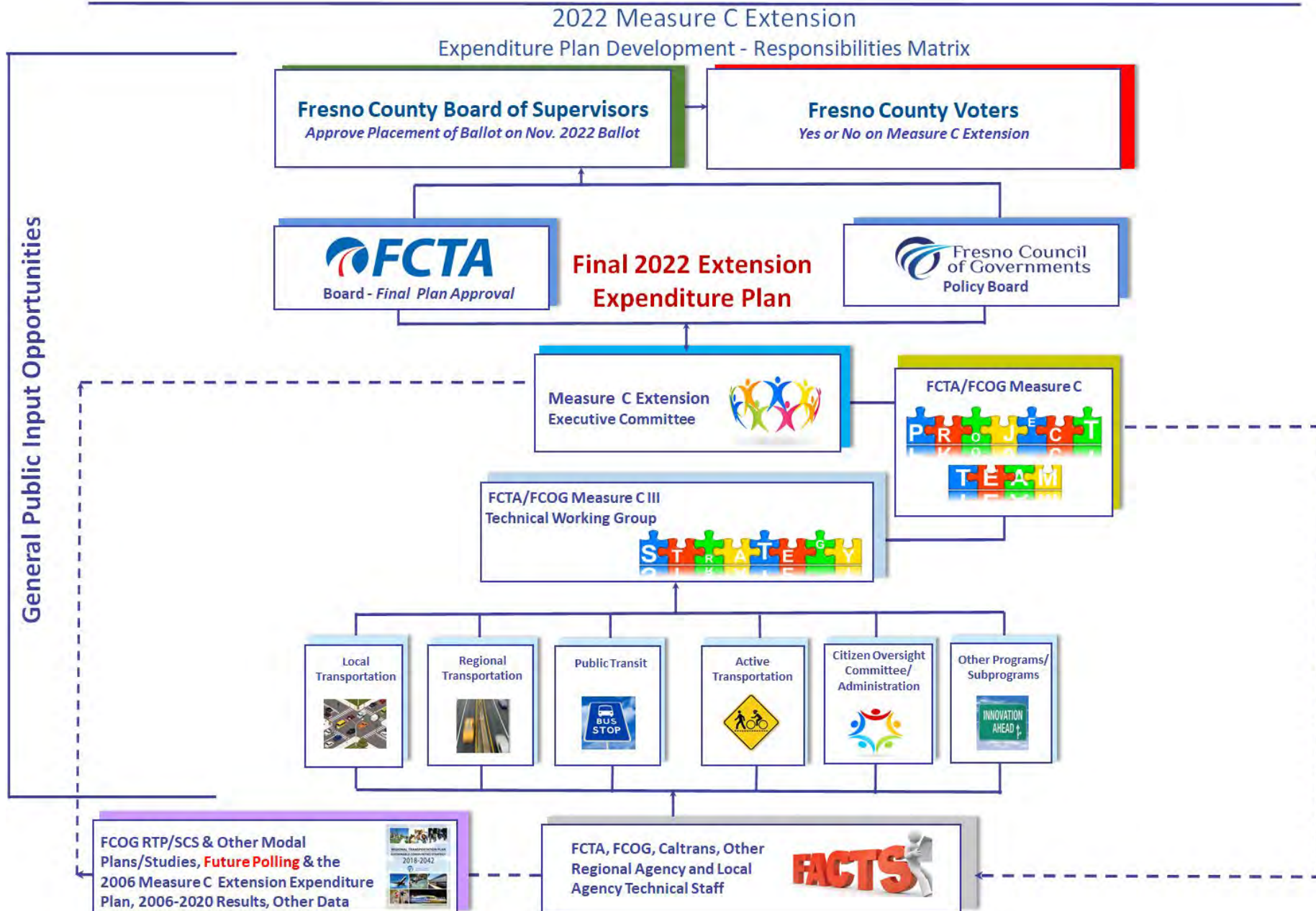
Agency/Committee Overview & Responsibilities

Technical Working Group Responsibilities

- Identify Funding Needs, Available Funding, and Funding Gaps by transportation mode
- Help develop preliminary recommendations to the Executive Committee
- Forward draft Working Group products to Executive Committee for review and feedback
- Provide information and feedback to other related stakeholders
- Assist Executive Committee with preparation of the Draft Expenditure Plan
- Project Identification and Prioritization Recommendations



Agency/Committee Overview & Responsibilities



A hand is shown from the right side of the frame, holding a white ballot paper and placing it into a white ballot box. The background is a blurred outdoor scene with green foliage and a bright light source, possibly the sun, creating a bokeh effect. The overall tone is professional and civic.

Ballot Measure Requirements/Procedure

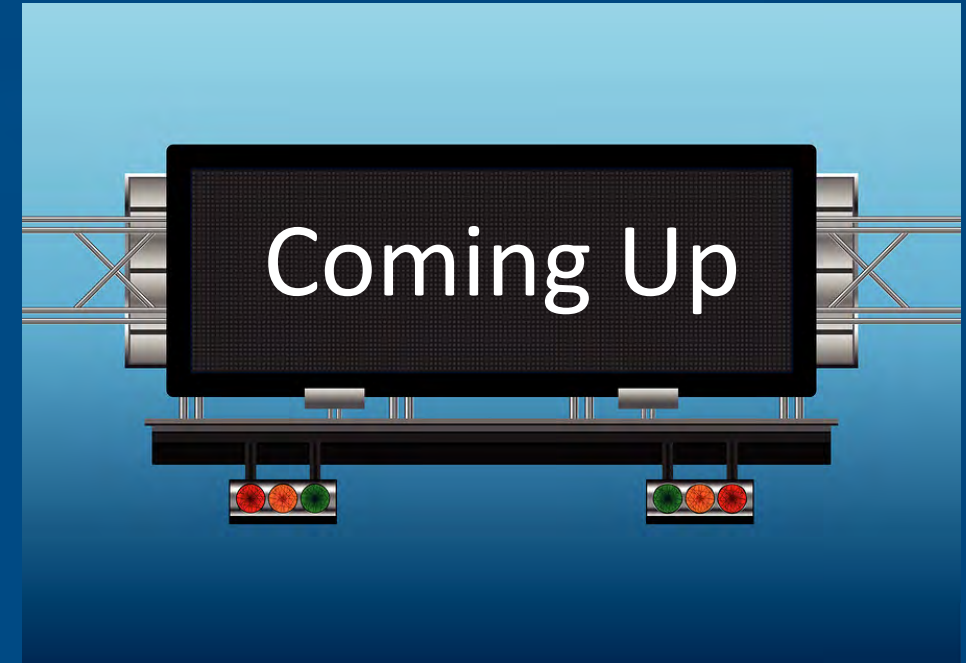
- Special Taxes Imposed by Local Governments Require a **2/3rds (66.67 percent) Supermajority Vote**
- California Cannabis Coalition v. City of Upland – Allows a Simple Majority Vote for Special Taxes (Transportation) Proposed Through Citizen Initiatives
- The MC3 Plan and Ballot Measure **Must be Approved for Placement on the General Election Ballot**

Executive Committee Ground Rules



Next Steps

- Conduct 1st Voter Opinion Poll
- Set the Preferred Executive Committee Meeting Dates & Time
- Set Next Meeting Date & Time
- Next Meetings Expectations; March - May 2021:
 - Review the Poll Results
 - Understand the Transportation Planning and Financing Process
 - Identify Existing and Future Transportation and Mobility Needs & Funding





Thank You!

Fresno Council of Governments
2035 Tulare Street, Suite 201, Fresno, CA 93721
559.233.4148
Tony Boren, Executive Director

fresnocog.org

Fresno County Transportation Authority
2220 Tulare Street, Suite 2101, Fresno, CA 93721
559.600.3282
Mike Leonardo, Executive Director

measurec.com

Agency Partners



Local Agencies



San Joaquin Valley
Air Pollution
Control District

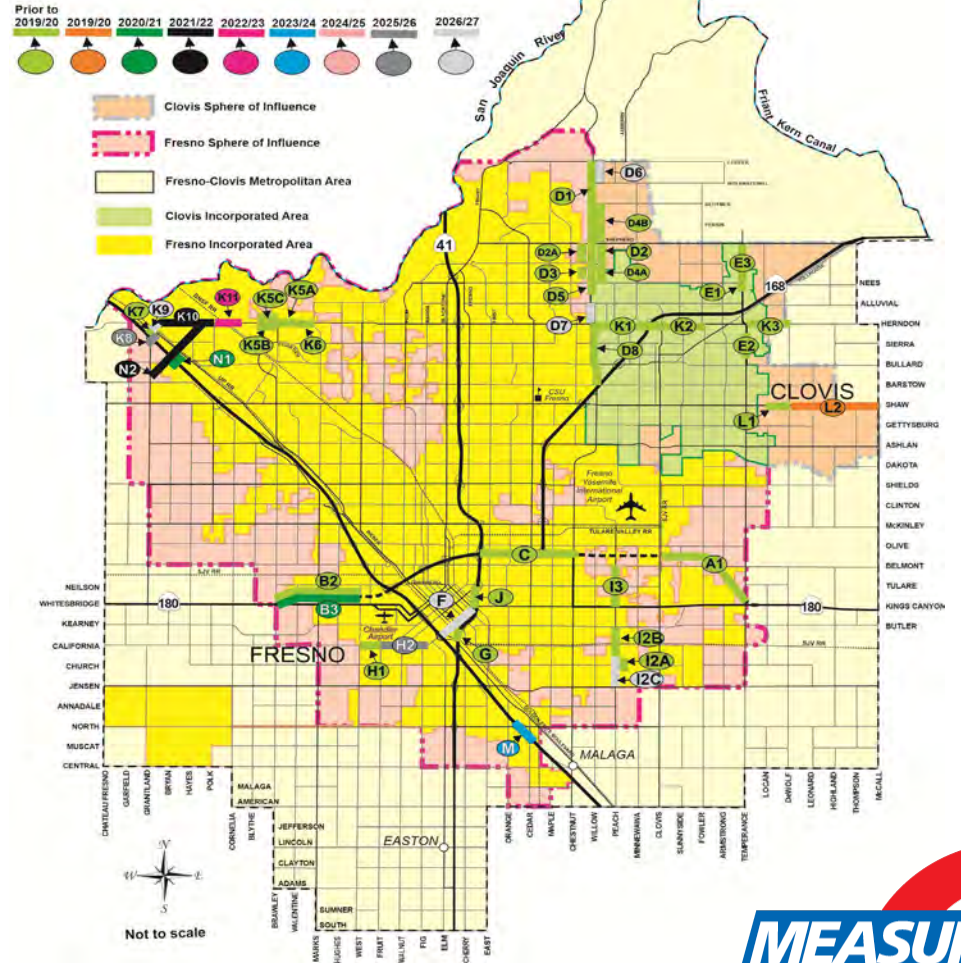


Urban Projects

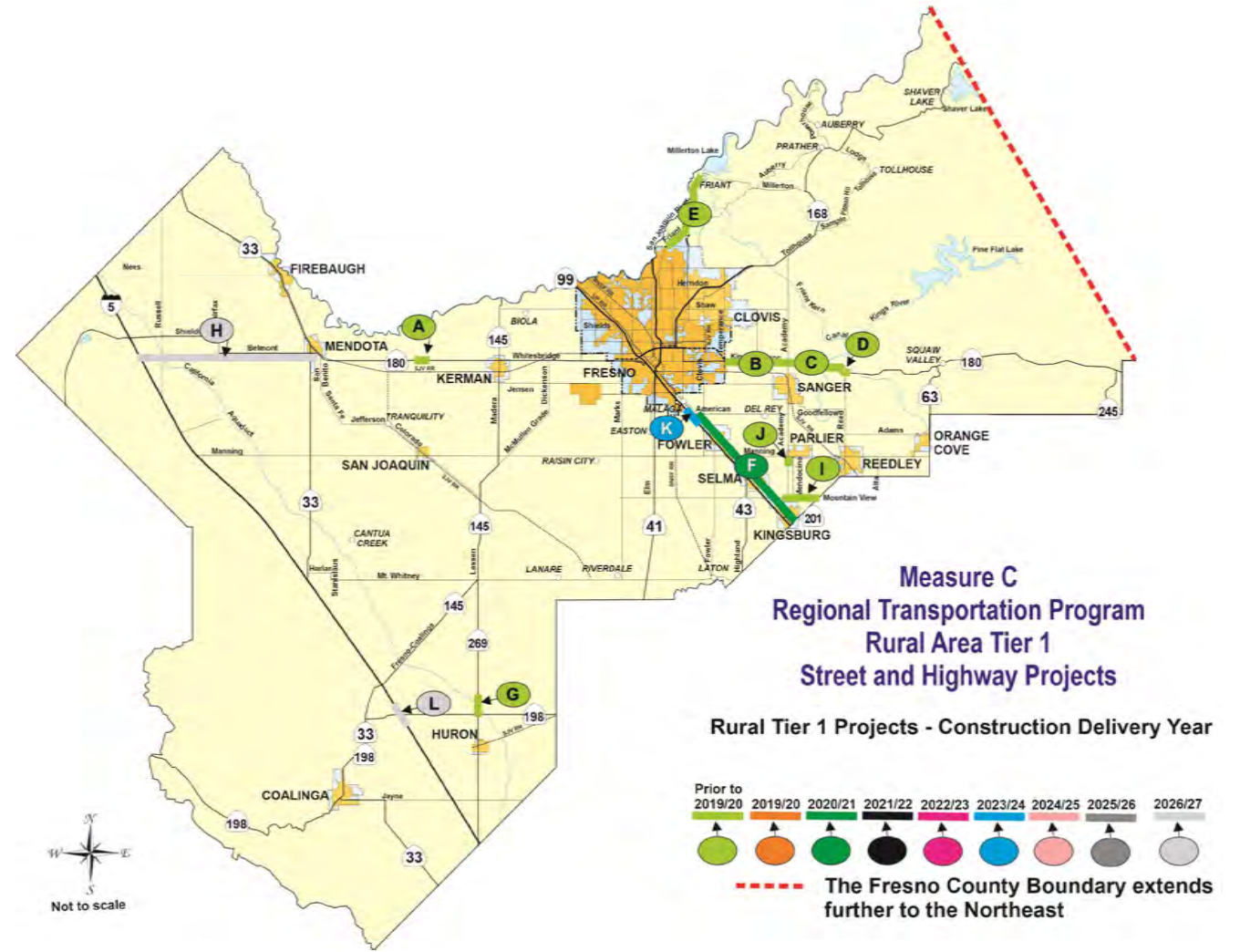


Measure C Regional Transportation Program Urban Area Tier 1 Street and Highway Projects

Urban Tier 1 Projects - Construction Delivery Year



Rural Projects



Measure C Outreach Program

- **Messaging:** Highlight Measure C's Greatest Success Projects & Programs Targeted Toward Key Audiences in Rural & Urban Areas
- **Paid Media Plan:** TV, Radio, Social Media, Digital & Streaming in Multiple Languages throughout Fresno County
- **Earned Media Strategy:** Engage Local Media with News Opportunities, Provide Access to Officials & Measure C Partners for Third-Party Endorsement
- **Owned Media Elements:** Utilize Measure C's Existing Platforms (Social Media, Eblast Lists & Website) to Share Outreach Messaging
- **On-Going Community Events:** Conduct Community Outreach & Increase Awareness as Appropriate (*Subject to ongoing pandemic restrictions and conditions*)
- **Annual Report:** Continue Distribution of Annual Report through Fresno County News Publication & Online through the Measure C Website (2020 distribution = 155,961)

