

What is the Measure C Renewal Executive Committee?

The Measure C Renewal Executive Committee comprises volunteer community leaders representing a wide cross-section of agencies, businesses and interest groups. Committee members will represent their particular industries, agencies, or groups, but will also have overall insight of the transportation needs in Fresno County.

How was the Measure C Renewal Executive Committee Formed?

FCTA and Fresno COG started the Measure C Renewal process by contacting a number of self-help counties that had recently renewed a measure, and we modeled our process and Executive Committee structure after identified best practices. We went further than these Counties to ensure robust public participation by also establishing the Technical Working Group, which will be the subject of another discussion paper.

The “Seats” on the Measure C Renewal Executive Committee were proposed by Fresno COG and FCTA staff, and then presented to the Fresno COG Policy Board and the FCTA Board at their regularly scheduled public meetings. The characteristics of Measure C Renewal Executive Committee members we were seeking included:

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

FCTA and Fresno COG approached local agencies and industry-specific organizations, asking them to identify a representative to serve on the Measure C Renewal Executive Committee – individuals known to be respected leaders within their industry, agency or group.

For example, we asked Community Medical Centers to recommend an individual from within their organization to ensure representation from the health industry. Similarly, we asked the same question of Bitwise Industries for the business community and Fresno Farm Bureau for the Ag community.

We did not target modal advocates for the Executive Committee of any kind as those would be well represented on the Technical Working Group. We did seek a diverse committee that represented the economic, educational, environmental, socioeconomic and community sectors of our community.

However, as previously indicated, in most cases neither FCTA or Fresno COG decided who would be on the panel – but we do believe the committee will represent the diverse interests of Fresno County and its communities throughout the Measure C Renewal process.

Seat	Member	Selection Process	Comments
FCTA, Co-Chair	Councilwoman and FCTA Vice Chair Lynne Ashbeck	Selected by FCTA Board at a public meeting	
FCOG, Co-Chair	Mayor and COG Chair David Cardenas	Selected by FCOG Board at a public meeting	
City of Fresno	Mayor Jerry Dyer	Selected by City of Fresno	
County of Fresno	Paul Nerland	Selected by County of Fresno	
Eastside Cities Rep	Mayor Eli Ontiveros	Selected by Mayors Select Committee at a public meeting	
Westside Cities Rep	Mayor Gary Yep	Selected by Mayors Select Committee at a public meeting	
City of Clovis Rep	Councilman Vong Mouanoutoua	Selected by City of Clovis	
Business Rep	Lee Ann Eager	Recruited by FCOG & FCTA Directors	EDC Director, long history with Measure C and Fresno County transportation issues. Current CTC member
Business Rep	Scott Miller	Selected by Fresno Chamber of Commerce	
Business Rep – New Tech	Jake Soberal	Bitwise targeted by staff, rep selected by Bitwise	
CBO	Linda Hayes	Organization suggested by staff, selected by Economic Opportunities Commission	EOC Chair, broad based responsibilities for ensuring equal opportunities in county
CBO	Artie Padilla	Recruited by staff	Well respected community leader
Education	Mark Keppler	Recruited by staff	Well respected community leader and passion for Measure C ATP

Labor	Chuck Riojas	Recruited by staff	Well respected labor rep in Fresno County
Agriculture	Ryan Jacobson	Selected by Fresno County Farm Bureau	
Agriculture	Daniel Hartwig	Suggested by staff after significant outreach to Farm Bureau and various valley farmers	
Goods Movement	Roger Van Groningen	Company suggested by staff, selection by Van G Trucking	
Goods Movement	Rick Ratazzi	Company suggested by staff, selection by Johanson Transport	Firm well known for community involvement
Public Safety	Margrett Mimms	Agency suggested by staff, selection by Sheriff's Office	County-wide public safety responsibilities
Public Safety	Todd Valeri	Company suggested by staff, selection by American Ambulance	County-wide public safety responsibilities
Health	Gayle Hoffman	Health provider suggested by staff, selection by Community Medical Center	Major health care provider in the county
Construction	Debbie Hunsaker	Suggested by staff after significant outreach to area contractors	Long history with Measure C and many years in the construction business