

# Measure C Renewal Community Engagement Plan - Draft

## I. Introduction to Measure C

The FCTA was created in 1986 when Fresno County voters passed Measure C, a half-cent sales and use tax, with a goal of improving the overall quality of Fresno County's transportation system. In its first 20 years, Measure C delivered more than \$1 billion worth of improvements to state highways and streets and roads, helping to build additional lanes, and thus enhancing the regional transportation system.

Fresno County residents voted in 2006 to extend Measure C for an additional 20 years. Funding from the Measure C Extension (2007-2027) has and will continue to benefit daily commuters, transit riders, and other Fresno County residents with unique mobility needs. The 2006 Measure C Extension has funded improvements to local roadways by repairing potholes and paving streets, building sidewalks, bike paths and trails, as well as funding transit, rideshare incentive programs, a senior transportation program and environmental enhancement programs that lessen the impact of greenhouse gas and other vehicle emissions in the Central Valley.

As the 2006 Measure nears expiration, it is again time to develop a Measure C Extension Expenditure Plan that will identify the most important and viable projects and programs to be delivered and advanced using local sales tax proceeds. One of the most important aspects of the proposed work activity will be consensus building. Developing the Extension Plan will require significant input from the public and other stakeholders, as well as the local, regional, and state agencies involved in transportation planning, financing, and programming. As we move Fresno County forward, the extension of Measure C will benefit communities in the County by improving transportation systems and choices for every local resident.

Following much discussion over the course of the last year by both the Fresno Council of Governments (Fresno COG) and the Fresno County Transportation Authority (FCTA) Policy Boards, a decision was made by both boards in August 2019 to move forward with a Measure C Reauthorization (MC3) process that will culminate in a ballot measure before Fresno County voters in November 2022. It is critical that the Measure C Renewal Plan is based upon broad-based public input as part of a collaborative process.

The Measure C Renewal Plan effort is being guided by development of the Fresno COG 2022 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS). The RTP/SCS is updated every 4 years and has a robust outreach and stakeholder involvement process including numerous committee meetings, public workshops and hearings, public surveys and polling, and other engagement opportunities. The RTP/SCS integrates all modes of transportation along with land use, and housing, environmental issues, reduction of vehicle miles travelled, and other related issues. The RTP/SCS is one of the critical building blocks that will help guide the 2022 Measure C renewal effort and identify needs and funding requirements.

## II. Commitment to Public Engagement

### Purpose

This plan provides clear direction for how FCTA and Fresno COG will provide and encourage public engagement throughout the planning and development of a second extension to the Measure C half cent sales tax measure. They are committed to soliciting input and involvement through a defined committee process. They also commit to receiving, analyzing, and communicating openly, the assessed transportation needs and values of Fresno County communities and their members.

Throughout this plan key strategies, engagement and decision points are identified within the Measure C Renewal development process. The public involvement process will require flexibility and is subject to change in response to input received. Any changes, as well as additional detail, will be posted on [www.measurec.com](http://www.measurec.com) and communicated via social media and through email notifications.

This Community Engagement Plan is composed of two important programs that will guide the public and stakeholder engagement process as the 2022 Measure C Renewal Plan is being prepared and as it is presented to the public for review and placement on the November 2022 ballot.

#### ✓ **Public Involvement Program**

Public involvement is the process by which an organization consults with interested or affected individuals, organizations, and government entities before making a decision. Public involvement is two-way communication and collaborative problem solving with the goal of achieving better and more acceptable decisions.

The Public Involvement Program for this planning process has been designed to identify opportunities for the public and stakeholders to engage with the planning process and provide opinion and input as the Measure C Renewal Plan is being prepared. A number of opportunities or strategies to become involved in the planning process are outlined in this Community Engagement Plan, including numerous committee and technical meetings, meetings before the 15 City Councils and the Fresno County Board of Supervisors, and the Fresno COG and FCTA Boards, and public hearings to review and approve the 2022 Renewal Plan.

#### ✓ **Public Education Program**

The FCTA implemented a Public Education Program prior to passage of the Measure C Extension by voters in 2006. The Public Education Program focuses on providing opportunities to every resident in Fresno County to learn about Measure C, what it has accomplished since the original Measure C was passed in 1986 and what is currently being through the Extension Measure. There are many strategies or opportunities designed and implemented by the FCTA to educate the public about Measure C including social media, distribution of the Annual Report, a 24-hour hotline to leave comments and messages regarding Measure C, website educational materials, as well as other educational opportunities or strategies noted in this Plan. The Public Education Program also includes opportunities or strategies that will educate the public and stakeholders about the Measure C Renewal Plan efforts. These and other opportunities are described in this Community Engagement Plan.

### **III. Roles and Responsibilities: Measure C Planning and Implementation Partnership**

Much of the planning and implementation of the Measure C Program is done by Fresno COG staff, while the agency responsible for overseeing the implementation of Measure C is the Fresno County Transportation Authority (FCTA). During the Measure C Renewal Planning Process the FCTA and Fresno COG will be partnering to provide support, transportation expertise and deliver a robust and open public engagement program.

#### **Fresno County Transportation Authority (FCTA)**

The Fresno County Transportation Authority (FCTA or Authority) is a local transportation authority organized and existing pursuant to California Public Utilities Code Division 15 (Sections 142000-142277, inclusive). The FCTA was created in 1986, when Fresno County voters passed Measure C, a one-half cent sales and use tax, with a goal of improving the overall quality of Fresno County's transportation system. In its 35 years, Measure C has delivered more than \$2 billion worth of improvements to state highways and local streets and roads, helping to build additional lanes, enhance safety, and improve pavement conditions; thus enhancing the regional transportation system. Since 2006 it has also allocated approximately \$400 million per year for transit, \$600 million per year for pothole repairs and other local street needs, \$60 million per year in air quality and environmental enhancements, as well as \$80 million per year for Bicycle, Pedestrian and ADA improvements.

#### **Fresno Council of Governments (Fresno COG)**

The Fresno Council of Governments (Fresno COG) is a consensus builder, developing acceptable programs and solutions to issues that do not respect political boundaries. Fresno COG is a voluntary association of local governments, one of California's 38 regional planning agencies, and one of 500+ nationwide. In 1967 elected officials of Fresno County and its incorporated cities informally created the agency, formalizing Fresno COG in 1969 through a Joint Powers Agreement. Fresno COG undertakes comprehensive regional planning with an emphasis on transportation, provides citizens an opportunity to be involved in the planning process, and supplies technical services to its members.

## IV. Public Involvement Plan for the Measure C Renewal Process

This section describes key engagement strategies FCTA and Fresno COG will employ during Measure C Renewal Plan development. Using the strategies outlined as follows, the agencies will provide the public with several avenues for ongoing engagement throughout the planning process. The following section explains those engagement opportunities and highlights how to access each of them. It is important to note that throughout the Measure C Renewal planning process engagement materials will be provided in multiple languages.

### Public Involvement Opportunities

#### 1. Community meeting presentations

Staff will provide presentations to organizations, community groups, professional or neighborhood associations and at other agency meetings as requested, via virtual or in-person means as pandemic protocol demands.

#### 2. Community events

The FCTA and Fresno COG have a long history of engaging with the community at events held throughout the county on behalf of the Measure. For the renewal effort, both agencies will continue hosting booths at company and local community events to engage with the public regarding Measure C programs and renewal opportunities, utilizing video explanations, surveys, visuals and presentations to garner input from the public in multiple languages.

#### 3. Measure C Hotline

FCTA has established a telephone hotline, available to receive messages regarding public concerns, questions, survey responses, and other information. Call the 559-600-0413 hotline number 24-hours a day, seven days a week. Messages will be checked, documented and responded to as appropriate.

#### 4. Social media

Updates, workshops, meeting announcements, community surveys and other opportunities to participate in Measure C Renewal development will be posted to the FCTA and Fresno COG social media sites. Facebook events will be created for workshops and public meetings as appropriate.

FCTA's social media accounts may be accessed at these links:

- Facebook: <https://www.facebook.com/MeasureCFresnoCounty>
- LinkedIn: <https://www.linkedin.com/company/37509914/>

Fresno COG's social media accounts may be accessed at these links:

- Facebook: <https://www.facebook.com/FresnoCouncilOfGovernments>
- Instagram: <https://www.instagram.com/fresnocog/>
- LinkedIn: <https://www.linkedin.com/company/fresno-council-of-governments>
- Twitter: <https://twitter.com/FresnoCOG>
- YouTube: Search for Fresno Council of Governments

## 5. Email notifications

FCTA will provide Executive Committee and Technical Working Group meeting notifications by request. To be placed on the meeting notification list utilize one of the following options:

Online: <https://measurec.com/stay-connected/> on the MeasureC.com website

Email: [info@measurec.com](mailto:info@measurec.com)

Mail: 2220 Tulare Street, Ste. 2101, Fresno, CA 93721

Phone: 559-600-3282

Regular updates regarding Measure C Renewal development will be included in Fresno COG's "Coming Up at Fresno COG" monthly e-newsletters. To be added to the Fresno COG e-news notification list utilize one of the following options:

Online: <https://www.fresnocog.org/get-involved-2/>

Email: [comments@fresnocog.org](mailto:comments@fresnocog.org)

Mail: 2035 Tulare Street, Suite 201, Fresno CA 93721

Phone: 559-233-4148

## 6. Dedicated engagement webpages

[www.MeasureC.com](http://www.MeasureC.com): The FCTA has added dedicated Measure C Renewal webpage information to their site. Find Executive Committee and Technical Working Group member listings, meeting dates, meeting agendas and documents with more information to come. A list of Frequently Asked Questions regarding the renewal will be available, public notices, survey findings, will all be available on this webpage. To stay connected to the renewal effort sign up to be added to the email notification list on the site's Contact/Stay Connected page.

[www.fresnocog.org](http://www.fresnocog.org): Fresno COG's website contains historical Measure C documentation and program implementation information for the current extension measure. Moving forward, it will also provide links to renewal committee meetings and public engagement opportunities on the Get Involved, Planning/Measure C webpages as well as on the Event calendar. In addition, Fresno COG continues to actively analyze all fresnocog.org content for accessibility and has installed automated web accessibility technology. Language translation is also readily available.

## 7. Community surveys

**Open community surveys:** Throughout the Measure C Renewal Plan development community member surveys will be generated to gather input from the public regarding key topics. Community members may participate online, via email, or by hard copy survey circulated at community events, presentations, or by partnering agencies by request. Assistance garnering participation is welcome.

**Statistically valid community surveys:** Statistically valid community surveys have and will be used to provide essential data to the public, committee and board members for consideration when developing the renewal plan.

**Measure C Renewal Surveys:** FCTA contracts with a professional survey firm to conduct community surveys whose respondents will be randomly selected to respond to the survey. Results will be statistically representative of the demographic and geographic opinions of likely County of Fresno voters. The survey's key findings will be shared at committee and

board meetings and they will be posted online at [www.measurec.com](http://www.measurec.com) with opportunities to comment. Two voter opinion polls will be conducted throughout the renewal planning process.

The first survey will:

- ✓ Determining the feasibility of a potential Fresno County transportation sales tax renewal measure
- ✓ Identifying voter preferences for how they would like future transportation funding to be allocated
- ✓ Gauging voter support for particular transportation infrastructure projects in their respective area of Fresno County

The second survey will integrate feedback collected from the first survey and additional stakeholder and community outreach to further test and develop a long range plan and possible funding measure. **Fresno COG's Regional Transportation Plan Survey:** Fresno COG contracted with a professional survey firm to conduct a statistically valid community survey whose participants are reflective of county's demographics, including limited English-speaking populations from the urban and rural areas. The consultant prepared a detailed list of findings with ranked values and transportation funding priorities identified by the Fresno COG. The summary presentation and survey report are available at this link:

<https://www.planfresno.com/public-participation/>

## 8. Measure C Renewal Plan Development Committees

**The Measure C Renewal Executive Committee** is Co-Chaired by Lynne Ashbeck, FCTA Vice Chair and David Cardenas, FCOG Chair. The Executive Committee is comprised of community leaders representing a wide cross-section of public agencies, business, and social service groups. Committee members are charged with representing their industry, agency, or group on the committee, keeping in mind overall transportation needs in Fresno County.

**Measure C Technical Working Group** made up primarily of public agency staff, advocacy groups, and modal advocates. This Technical Working Group will be evaluating transportation needs, current funding sources, and funding gaps by mode. This information, along with voter polling, will be provided to the Executive Committee who will then use it to craft the 2027 MC3 Renewal Expenditure Plan.

## 9. Other participating committees and boards

The following Boards and Committees will be consulted throughout the development of a Measure C Renewal Extension Expenditure Plan. Once the Technical Working Group and the Executive Committee craft the final MC3 Extension Expenditure Plan, it will go forward for review and approval to the following committees and boards (with the exception of the RTP Roundtable) in the order listed below. All of these committee and boards meetings are open to the public.

**Fresno COG's Regional Transportation Plan Roundtable** supports staff and COG standing committees in developing the Regional Transportation Plan and Sustainable Communities Strategy. The 39-member Roundtable comprises of 16 representatives from each of Fresno COG's member agencies, 20 positions for public agencies and stakeholder groups, and three positions for those who

represent the public-at-large. *(State here how it ties into the Measure)* The RTP Roundtable meets monthly, on the fourth Wednesday at 1:00 pm. Meetings are currently being held via Zoom but typically meet in Fresno COG's Sequoia Conference Room. Meeting agenda packets are made available on the website one week prior to the meeting at <https://agendas.fresnocog.org/>

**Measure C Citizen Oversight Committee (COC)** is composed of 13-members who are charged with informing the public and ensuring that the Measure C funding program revenues and expenditures are spent as promised. Committee members will be notified via email and/or at monthly meetings regarding Measure C Renewal progress and public outreach opportunities. MC3 items will be added to the agenda as requested by staff, boards, or committee members. This committee meets the second Tuesday of each month at 4:00 p.m. via Zoom, currently. Typically, they meet in the Fresno COG Ash Conference Room as content dictates. Agendas are available on week prior to the meeting at <https://agendas.fresnocog.org/>

**Transportation Technical Committee (TTC)** serves as a standing committee that reviews materials and issues monthly before forwarding them to the Policy Advisory Committee. Membership includes member agency staff and representatives from a wide variety of transportation and community interest groups. Standing Measure C Renewal progress items will be included on TTC agendas each month, briefing committee members on MC3 progress and public outreach opportunities. TTC meets the second Friday of each month at 8:30 a.m. pm via Zoom, currently. Typically, they meet in the Fresno COG Sequoia Conference Room. Agendas are available on week prior to the meeting at <https://agendas.fresnocog.org/>

**Policy Advisory Committee (PAC)** is composed of the Chief Administrative Officer or City Manager of each member agency or their designated representative. With the exception of urgency matters, all items must first be considered by the PAC before submission to the Policy Board. Standing Measure C Renewal progress items will be included on TTC agendas each month, briefing committee members on MC3 progress and public outreach opportunities. TTC meets the second Friday of each month at 8:30 a.m. pm via Zoom, currently. Typically, they meet in the Fresno COG Sequoia Conference Room. Agendas are available on week prior to the meeting at <https://agendas.fresnocog.org/>

**Fresno COG Policy Board** is composed of the Mayors of each incorporated city, and the Chairman of the County Board of Supervisors, or their designated elected official. The Policy Board governs the agency, setting policy and guiding work activities.

Standing Measure C Renewal progress items will be included on Policy Board agendas each month, briefing board members on MC3 progress and public outreach opportunities. The Board meets the last Thursday of each month at 5:30 a.m. pm via Zoom, currently. Typically, they meet in the Fresno COG Sequoia Conference Room. Agendas are available on week prior to the meeting at <https://agendas.fresnocog.org/>

**Fresno County Transportation Authority Board** is charged with overseeing all aspects of Measure C's implementation. The Board consists of nine members: (optional)

- Two members from the Fresno County Board of Supervisors
- Two members representing the city of Fresno

- One member representing the City of Clovis
- Two members representing the other cities within the county, Westside, and Eastside
- Two public members-at-large, one rural and one urban member

Standing Measure C Renewal items will be included on Authority Board agendas each month, briefing board members on MC3 progress and public outreach opportunities. The Authority Board meets on the second Wednesday, every other month at 9 a.m. pm via Zoom, currently. Typically, they meet in the Fresno COG Sequoia Conference Room. Agendas are available on week prior to the meeting at <https://measurec.com/meetings/>

#### **10. Fresno COG's Regional Transportation Plan (RTP) Public Outreach Plan**

The Fresno Council of Governments (Fresno COG) developed and is implementing a comprehensive, inclusive public outreach program that spans a two-year period, from June 2020 to June 2022. The outreach program engages the public in Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS) planning from inception through final adoption. Fresno COG staff gathers data and feedback from multiple community-based organizations, stakeholders, partnering agencies, non-profit organizations and the public for the Policy Board and other advisory committees to consider during RTP development and when selecting a preferred Sustainable Communities Strategy (greenhouse gas reduction plan). Fresno COG's RTP Public Outreach Strategy was adopted by the Fresno COG Policy Board in June 2020 and outlines the outreach process followed throughout the planning process. It is available to view or download on Fresno COG's RTP website at <https://www.planfresno.com/public-participation/> along with all RTP/SCS public input gathered to date. The RTP public outreach process will inform the Measure C Renewal process by identifying community members' transportation needs and funding priorities as well as prioritizing community values.

#### **11. Additional tasks as identified throughout the planning process**

As appropriate and effective opportunities for public outreach and engagement arise, they will be evaluated and discussed. If the opportunities are viable and financially feasible, they will strongly be considered for implementation.

To suggest an outreach strategy or opportunity for consideration, please contact Measure C Advocate Rose Willems as follows:

Email: [info@measurec.com](mailto:info@measurec.com)

Mail: 2220 Tulare Street, Ste. 2101, Fresno, CA 93721

Phone: 559-600-3282

#### **12. Public involvement during draft plan review**

A formal public review and comment period will be held for the Draft Measure C Renewal Expenditure Plan. Duplicates of published public notices will be posted online at [www.measurec.com](http://www.measurec.com). In addition to the participating committees previously listed, the draft plan will be reviewed by the 15 city councils and Fresno County Board of Supervisors at open, public meetings.

**13. Public engagement timeline**

A renewal effort project schedule is available on the MeasureC.com website at this link: <https://measurec.com/executive-committee-technical-working-group/#> The schedule highlights major work activity for the entire development of a renewal plan. The schedule is subject to change and will be updated and reposted when and if that occurs.