

## **Measure C Renewal Update for the Measure C Citizen Oversight Committee November 14, 2024**

During its first 20 years, Measure C delivered over \$1 billion in improvements to state highways, county roads and city streets. Due to the success of the original measure, 78% of voters approved extending Measure C for an additional 20 years, from 2007-2027. The extension expenditure plan expanded Measure C's role to fund six programs for many different transportation improvements and programs with revenues of \$1.4 billion.

As the extension measure comes to an end, a second renewal effort has begun. At their regular, public meeting the Fresno Council of Governments (Fresno COG) Policy Board authorized the interim executive director to coordinate with the Fresno County Transportation Authority and begin the process of crafting the 2026 Measure C3 expenditure plan, including gathering board member, stakeholder, local jurisdiction and public input.

As directed, Fresno COG's Interim Executive Director, Robert Phipps, and Fresno County Transportation Authority Executive Director, Terry Ogle, have been visiting each city council meeting to inform them that the Measure C Renewal process is beginning, welcoming discussion and feedback. The directors have also spoken with community and stakeholder representatives and organizations about the Measure C Renewal.

In October, Fresno COG's Transportation Technical Committee (TTC) and Policy Advisory Committee (PAC) approved two Measure C Renewal items:

1. Recommend the Board authorize the Fresno COG executive director to sign a cooperative agreement with Fresno County Transportation Authority for \$1.75 million (to release four requests for proposals, seeking consultants to assist with the renewal development)
2. Recommend the Board authorize an amendment to Fresno COG's 2024-25 Overall Work Program and budget to increase Work Element 210 - Measure C Planning by \$1.75 million, (so that Fresno COG's budget reflects the authorized amount).

The Fresno COG Policy Board then approved the same items at their regularly scheduled meeting on Oct. 24.

At their regularly scheduled meeting on October 16, the Fresno County Transportation Authority Board authorized initiation of the Measure C Renewal to be placed on the 2026 ballot. In December at the next regularly scheduled meeting they will be asked to approve the recommendations previously approved by the Fresno COG Board in October.

A [Measure C Community Engagement Hub](#) was developed in mid-October that provides all of the latest updates about the Measure C renewal process as it moves forward. It includes a full timeline, information on how to Get Involved with the renewal process and where to submit comments (currently by email, voicemail, or though the hub). It will also include meeting information, recordings and links, work as it is being completed, the history of the Measure and who/how to contact staff.

In anticipation of the FCTA Board's December approval, four Measure C Renewal requests for proposal (RFPs) were released on November 1.

The four requests for proposals are for the following consultant support:

- **Project manager**, to organize and manage statutory requirements and information/input from the public, MC3 renewal committee(s), stakeholders and elected representatives, develop and craft the final draft expenditure plan, as directed: \$650,000
- **Public outreach** firm, to coordinate and hold a minimum, anticipated 40 public workshops/meetings throughout the region, create and manage social media and radio advertising, billboards, focus groups, and multiple other strategies designed to maximize transparent, thorough and meaningful public input from community residents on specific project ideas, program areas and other components that make up the next Measure C initiative: \$750,000, with a minimum \$150,000 reserved for community-based organizations to host public workshops/meetings
- **Meeting/Community Facilitator** to bring together disparate interests, stakeholders, jurisdictional representatives and the public as part of one or more committees to receive, address and consider public input as well as professional, technical and policy analysis in making recommendations to the Fresno COG and FCTA boards of directors: \$200,000
- **Survey research firm** to provide statistically valid survey results to determine public familiarity with Measure C and its performance to date, test voter sentiment regarding the viability of a renewal initiative and recommend communications/messaging suitable for a renewal effort: \$150,000

The RFP timeline dictates that contracts for each will be approved and signed by the end of January 2025; however, not all contracts would necessarily have to be activated at once.

Following Board direction to begin developing the expenditure plan, Fresno COG and Fresno County Transportation Authority (FCTA) staff have produced a list of stakeholder categories recommended for seats on the Measure C Renewal Committee.

The MC3 Committee, as it is being called generically at this point, is a work in progress that is envisioned to potentially subdivide to form one or more subcommittees based on particular expenditure categories. While its membership has not yet been identified, Fresno COG and FCTA staff have homed in on broad groupings of stakeholders that have a particular interest in helping shape the revised expenditure plan and the broader renewal effort generally.

The Committee would be loosely structured in the beginning, guided closely by a strong facilitator, with the expectation that additional parameters and guidelines for discussion, along with specific actions, products or deliverables, would become a regular outcome of each meeting.

Furthermore, to maximize flexibility in meeting arrangements and allow for hybrid in-person and telecommute options, staff recommends that the Committee not be formally approved by this Board or FCTA to avoid Brown Act requirements that would constrain assemblies to only in-person arrangements.

Staff recommends the Committee membership include the following stakeholder categories: all 16 local jurisdictions within Fresno County; active transportation interests; Americans with Disabilities Act (ADA)/seniors; agriculture; aviation; building and development; business; Caltrans; community-based organizations; construction; education; emergency services/public safety; environmental organizations/interests; trucking industry; health and welfare interests; organized labor; political advocates; transit; and the public.

Fresno COG and FCTA staff would attend each meeting in a technical capacity to answer questions and clarify information, but not play a role in deliberations.

The first meeting of the committee would most likely occur in February 2025. Dates and times for meetings are to be determined.