



CITIZEN OVERSIGHT COMMITTEE

Measure C Citizen Oversight Committee Meeting Action Summary

Date: Thursday, December 12, 2024

Time: 4:00 PM

**Place: COG Sequoia Conference Room
2035 Tulare St., Suite 201, Fresno, CA**

Members Present:

Donna Silva, Public-at-Large	Lindsey Hopson, Public-at-Large
David Martin, Public-at-Large	Gail Miller, WTS
Samuel Molina, Academy of Financial Education	Shannon Avilla, First Steps Recovery

Members Absent:

Ali Nekumanesh, Public-at-Large
 Louis Herrera, Public-at-Large
 Luisa Medina, League of Women Voters
 Roshanda Cureton, Edison Tiger Basketball

Others Attending:

Denise DiBenedetto, FCTA	Brenda Thompson, Fresno COG
Stephanie Maxwell, Fresno COG	Jake Martinez, Fresno COG

Shannon Avilla called the meeting to order at 4:03.

I. Presentations

About Presentations:

This portion of the meeting was reserved for persons wishing to address the Committee on items within its jurisdiction but not on this agenda.

II. Action Summary for November 14, 2024 Measure C Citizen Oversight Committee Meeting

A motion was made by David Martin and seconded by Gail Miller to approve the November 14, 2024 Measure C Citizen Oversight Committee Action Summary with edits. A vote was called for and the motion carried.

II. COC Representation on Measure C Renewal Committees

Brenda Thomas reported on this item. The committee was asked to nominate one member to sit on the *Measure C Sales Tax Extension Consultant Proposals Scoring Committee*, and one member to sit on the *Measure C Renewal Committee*. The representative(s) could be the same person or two different committee members.

Measure C Sales Tax Extension Consultant Proposals Scoring Committee

Four requests for proposal (RFPs) were released on November 1. They are available on Fresno COG's "[Doing Business With Fresno COG](#)" webpage, and Fresno COG's "[Measure C Renewal Documents](#)" webpage.

The four requests for proposals were for the following:

- **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 deadline for submitting all proposals was Dec. 13. Proposals had immediately be sent to all scoring committee members along with scoring sheets. A meeting was scheduled for the scoring committee(s) to make their final selections by Jan. 8, 2025. The COC representative would be expected to read all proposals, score them and attend a committee meeting and possible interviews in early January.

Measure C Renewal Committee

The Measure C Renewal Committee was responsible for developing both a draft and final expenditure plan for the proposed 2026 Measure C Sales Tax Extension, which was placed on the

2026 ballot. Committee members engaged in a collaborative, participatory process, contributing their expertise and perspectives as representatives of Fresno County taxpayers. Their work helped ensure that the renewal plan reflects the community's needs and priorities for improvements throughout the region. Committee members may expect to meet monthly for up to two hours, with the first meeting anticipated to be a half-day. Subcommittees may also be formed to discuss and draft sections of the expenditure plan. Only Fresno County residents are eligible to sit on the committee.

A motion was made by Donna Silva and seconded by Shannon Avilla to nominate Donna Silva to sit on the *Measure C Sales Tax Extension Consultant Proposals Scoring Committee*, and Gail Miller as Proxy. A vote was called for and the motion carried.

IV. Local Transportation Pass-Through Projects and Programs and Short-Term Regional Transportation Program Annual Reporting Requirements and Submittals for Measure C Extension FY 2023-24 Funds (Denise DiBenedetto)

SUMMARY: Pursuant to the adopted Fresno County Transportation Authority procedures for administration of Measure C Extension Funds for Local Transportation Pass-Through Projects and Programs, and Short-Term Regional Transportation Program projects, local agencies are required to submit their Measure C Extension Expenditure Report(s) for the fiscal year 2023-24:

- City of Firebaugh
- Fresno FAX
- City of Kerman
- Fresno COG
- Fresno County Rural Transit Agency (FCRTA)

The agencies above have met the Measure C Extension Reporting Deadline Requirement for FY23-24.

The remaining agencies reports will be presented at the February 2025 meeting. All reports will be audited for accuracy and compliance.

This was an information item.

V. Measure C COC Local Agency Budget Form review for FY24-25 (Jake Martinez)

Measure C COG Local Budget Form for FY24-25 City of Fresno Consolidated 11-22-2024 FOR PRESENTATION TO COC

Measure C COG Local Budget Form for FY24-25 City of Firebaugh Consolidated

Measure C COG Local Budget Form for FY24-25 City of Kerman Consolidated

Measure C COG Local Budget Form for FY24-25 City of Parlier Consolidated (002)

MEASURE C COC Local Budget Form for FY24-25 Fresno COG

Jake Martinez reported on this item. Each fiscal year the Citizen Oversight Committee (COC) asked all local agencies receiving Measure C Local Transportation Pass-Through Funds to complete a

reporting of how they expect to spend the current year's Measure C Local Program allocations. The request went out to local agencies via a form that staff updates and emails out each year.

To date, the following required Local Agency Budget Forms were completed and returned for COC review by local agencies:

- City of Fresno
- City of Firebaugh
- City of Kerman
- City of Parlier
- Fresno Council of Governments

A motion was made by Donna Silva and seconded by Gail Miller to approve and recommend action to City of Fresno, Kerman, Parlier and with corrections to Firebaugh. A vote was called for and the motion carried.

Adjourned

Meeting was adjourned at 5:05