



Fresno County Transportation Authority

MEASURE C

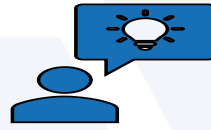
PROMISES MADE. PROMISES KEPT.



PRESENTED BY:
Denise DiBenedetto
January 9, 2025



What is Measure C?



Adopted in 1986 and renewed in 2006, Measure C's ½ cent retail sales tax has transformed the transportation landscape in the Fresno-Clovis Metro area as well as Fresno County. Measure C has been widely successful due to its focus on transportation needs in Fresno County.

- ✓ Measure C has improved our freeway system, our local city streets and county roads, and our local and rural transit services.
- ✓ Fresno County was one of the first self-help counties in California.
- ✓ Over the past 37 years, Fresno County has been able to leverage over \$8 billion for transportation because Measure C has been able to provide matching funds.
- ✓ Measure C has continued to provide safe, efficient and affordable transportation for Fresno County's 15-cities/county communities, by connecting us with health care, emergency services, education and jobs opportunities.
- ✓ Under the current measure, annually 35% of Measure C revenues goes directly to local agencies for road maintenance/street repair.



HISTORY

1970'S & 1980'S: LIMITED INFRASTRUCTURE FUNDING

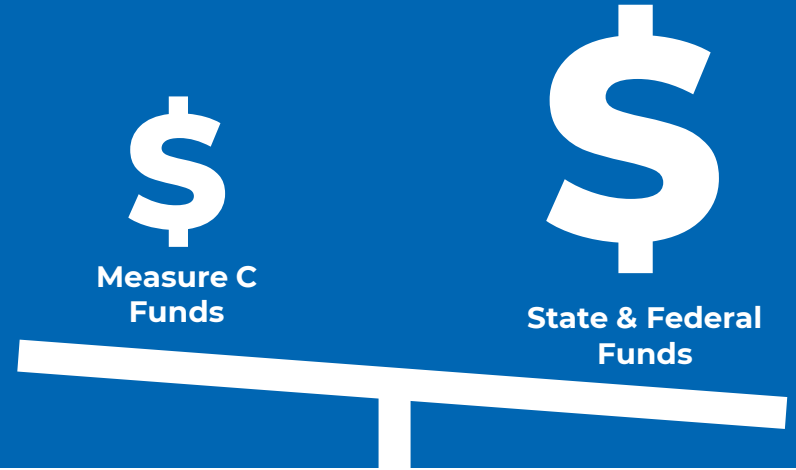
Incomplete
Freeway System

Potholes & Other
Pavement Failures

Congested Roads
and Highways

Deficient
Structures

MEASURE C TO THE RESCUE



1986: MEASURE C PASSES

Half-Cent
Transportation
Sales Tax

California Pledges
to Match LOCAL
County Funding

75%
Urban & Rural State
Highway System

25%
Local
Improvements

PROJECTS FUNDED BY THE ORIGINAL MEASURE (1986)

HIGHWAY CONSTRUCTION

SR-33 SR-168

SR-41 SR-180

SR-43 SR-198

SR-99 SR-201

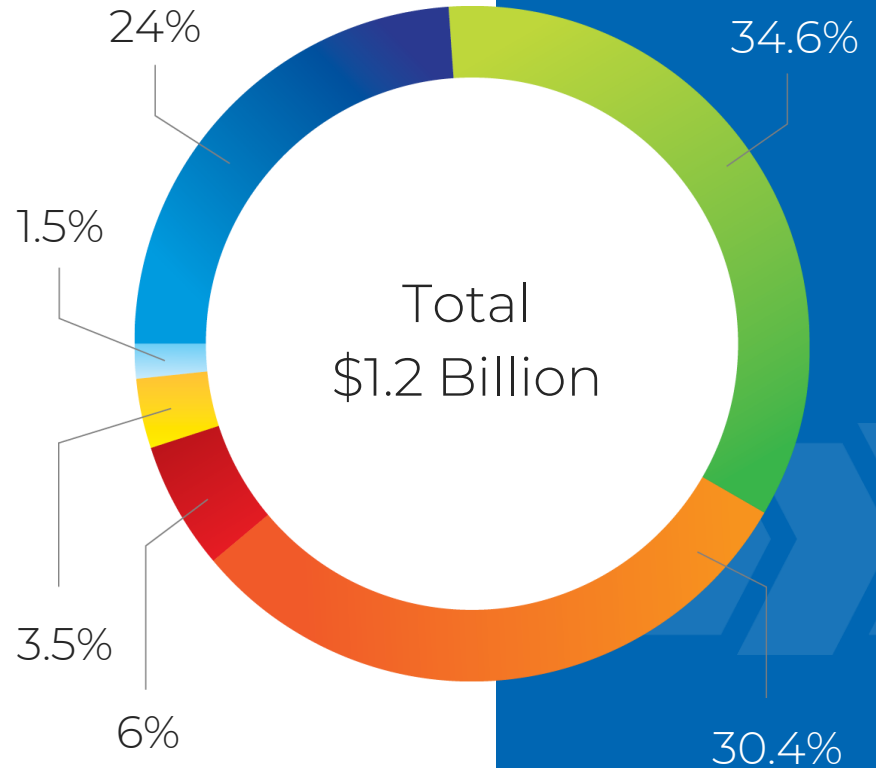
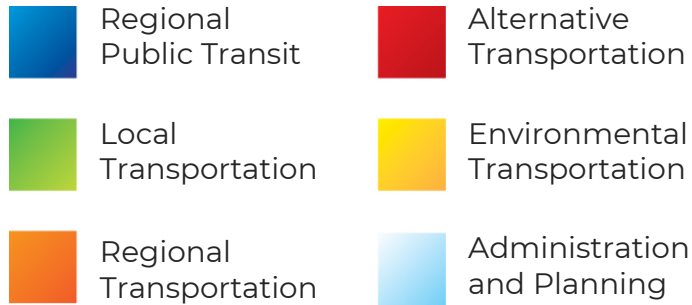
SR-145

- Local Streets & Roads Improvements
- Bicycle & Pedestrian Facilities and Programs
- Airport Improvements
- Public Transportation Services



NOVEMBER 2006

VOTERS APPROVE MEASURE C EXTENSION WITH 78% VOTE





REGIONAL TRANSIT PROGRAM

Fresno Area Express	Fresno County Rural Transit Agency	Ag Worker Vanpools	New Technology <ul style="list-style-type: none">• Electric Aviation• CSUF Transportation Institute
Clovis Transit	Senior Scrip	Carpool Program	Park & Ride



LOCAL TRANSPORTATION PROGRAM

Street
Maintenance

ADA
Compliance

Flexible
Funding

Pedestrian
Trails

Bicycle
Facilities



REGIONAL TRANSPORTATION PROGRAM

FUNDING FOR THIS PROGRAM COMES FROM:

Measure C
Tax Revenue

RTMF Development
Mitigation Fee Program

State & Federal
Transportation Programs
(STIP, SHOPP, SB-1...)

STATUS OF REGIONAL ROADWAY PROJECTS



HEART OF THE VALLEY
Memorial Bridge

- ✓ SR-41: Tulare Street and “O” Street Auxiliary Lanes
- ✓ SR-99 Veterans Boulevard Interchange
 - SR-99: South Fresno Interchange
 - SR-41: Elkhorn to Excelsior
- ✓ SR-180 West: Yuba Ave to James Ave Passing Lanes
- ✓ SR-180 East: Smith Ave to Frankwood Ave
- ✓ SR-269 Huron Bridge
 - Golden State Corridor Improvements
- ✓ Academy, Herndon & Mt View Avenues Widening

SOUTH FRESNO SR 99 INTERCHANGE PROJECT

MODIFIES NORTH-CEDAR AND AMERICAN AVENUES

- \$37 million Measure C investment to improve safety
- Replaces two aged overcrossings
- Realigns, widens ramps & eliminates isolated ramps
- Installs signalized intersections
- Provides sidewalk & bicycle facilities
- Installs a sound barrier to mitigate traffic noise
- Provides EV charging stations
- Replaces or rehabilitates existing pavement

NORTH AVENUE INTERCHANGE





**AMERICAN AVENUE
INTERCHANGE**



STATE ROUTE 41 EXPRESSWAY

EXCELSIOR AVENUE TO ELKHORN AVENUE

- Converts six miles of 2-lane highway to divided 4-lane expressway
- Improves safety by filling the “GAP” in 44-mile corridor
- \$13 million Measure C investment leveraged \$57 million in state & federal funding



VETERANS BOULEVARD PROJECT

- Construction of a six-lane arterial roadway in northwest Fresno
- Freeway Interchange at SR 99
- Safety improvements to roads surrounding project
- Grade separations over Union Pacific Railroad, California High-Speed Rail line and Golden State Boulevard
- Multipurpose trail - Hayes to Herndon Avenues

FUNDING:

Measure C invested \$70.4 million that was leveraged with state and federal resources to complete this project



BLACKSTONE MCKINLEY GRADE SEPARATION PROJECT

- Originally included \$106 Million to Consolidate Burlington Northern Santa Fe and Union Pacific R/R Lines - too costly
- Provisions to Convert to Grade Separation Projects if Consolidation Infeasible
- Measure C investing \$75 Million & leveraging the remaining \$87 Million with state & federal funds



ENVIRONMENTAL ENHANCEMENT PROGRAM



- Transit Oriented Development for Infill Development (TOD)
- School Bus Replacement Program – Replaced 147 Fresno County’s Oldest School Buses
 - Improves Air Quality
 - Enhances School Bus Safety

ADMINISTRATION AND PLANNING

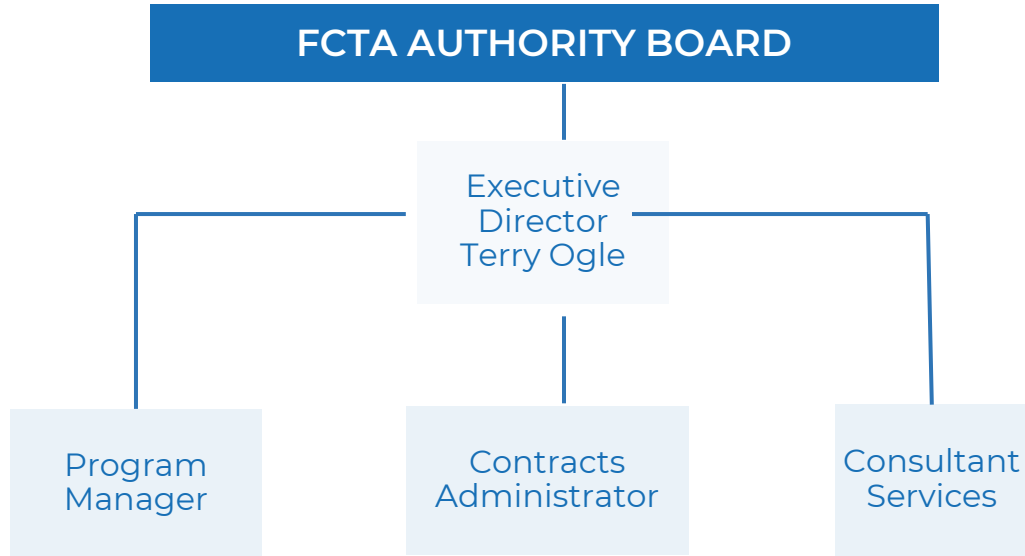
Expenditure
Plan Updates

Develop
Allocation Program
Procedures &
Requirements

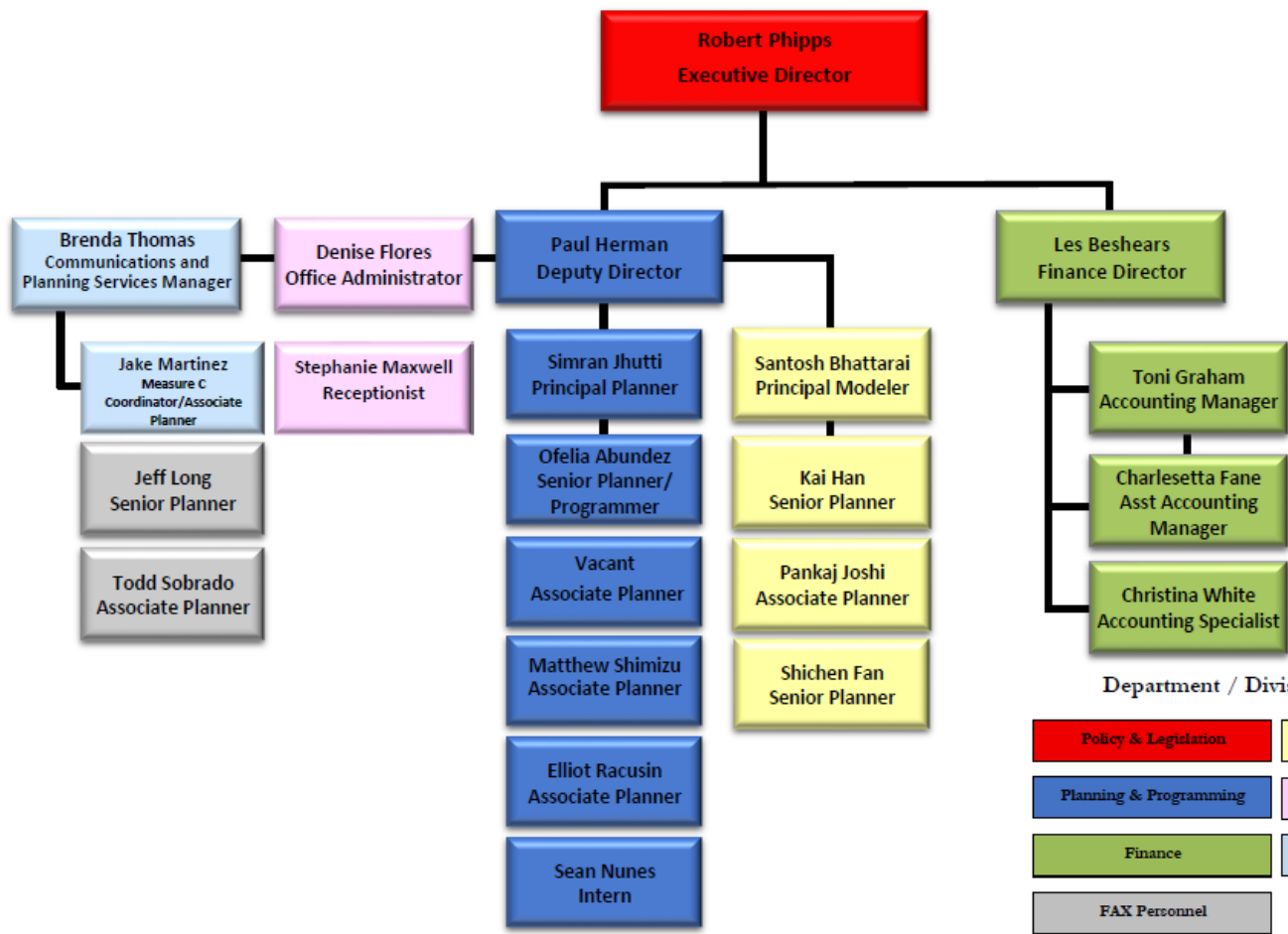
Approve
Invoices &
Agency Claims for
Reimbursement

Accounts for
1.5% of Revenue
(FCTA 1% | FCOG 0.5%)

AGENCY ORGANIZATIONAL CHARTS



FRESNO COG POLICY BOARD



Department / Division Color Codes

Policy & Legislation	Modeling & Forecasting
Planning & Programming	Administrative Support
Finance	Rideshare & Taxi Scrip
FAX Personnel	



- Annual Budget Approval
- Biennial Expenditure Plan Update
- Expenditure Plan Amendments
- Contract Awards
- Program Performance Evaluations
- Implementing partner

BOARD RESPONSIBILITIES



Fresno Council
of Governments

- Overall Work Program
- Biennial Expenditure Plan Update
- Expenditure Plan Amendments
- Regional Transportation Plan Update
- Program Performance Evaluations
- Planning partner



PROJECT COMPLETIONS



Congestion Relief
with “Braided Ramps” at
SR-41, SR-168, and SR-180



ROADWAY PROJECTS



1,200 Miles of Improvements to Local
Streets and Roads



57 Miles Added or Improved SR-180 and
Interchanges at: Cedar, Chestnut, Peach,
Clovis, Fowler, Temperance & Marks



17 Miles Added to SR-41 and
Interchanges at Friant, Jensen, North



12 Miles Added to SR-168 and Interchanges
at: McKinley, Shields, Ashlan, Shaw, Bullard,
Herndon, Fowler & Temperance



BICYCLE AND PEDESTRIAN PROJECTS

- ✓ Added Miles of Bike Lanes and Trails throughout Fresno County

TRANSIT PROJECTS

- ✓ Expanded FAX, Clovis Stageline & FCRTA Systems

AIRPORT PROJECTS

- ✓ Improved Taxiways at FYI & Chandler Airport
- ✓ Implemented Noise Mitigation Program for Neighboring Homes

CITIZEN OVERSIGHT COMMITTEE

- Inform Public
- Review & Recommend Revisions
- 13 Volunteers Serving 4-Year Terms

Committee Purpose: To inform the public and to ensure that the Measure C funding program revenues and expenditures are spent as promised.

A handout of Appendix G from the 2006 Measure C Extension Expenditure Plan has been provided to you. Appendix G gives full detail on the Administration Issues and duties of the COC. In summary the committee's responsibilities are:

- The Committee may receive, review and recommend any action or revision to plans, programs, audits or projects that is within the scope of its purpose stated above. Specific responsibilities include:
 - Receive, review, inspect, and recommend action on independent financial and performance audits related to the planning and implementation of the Measure C Extension program.
 - Receive, review, and recommend action on other periodic reports, studies and plans from responsible agencies including the Authority, Fresno COG, the Cities, the County or other agencies. Such reports, studies and plans must be directly related to Measure C Extension programs, revenues, or expenditures.
 - Review and comment upon Measure C Extension expenditures to ensure that they are consistent with the Expenditure Plan.
 - Annually review how sales tax receipts are being spent and publicize the results.
 - Present Committee recommendations, findings, and requests to the public and the Authority in a formal annual report.

Notifying the Public

This is done with the Measure C Annual Report. Each year a subcommittee of COC members author a letter to the public that includes any presentations, documents, and reports that were provided throughout the year for review, edit or comment. This includes the Annual Expenditure Reporting, the local agency audits, and the budgets for each Measure C fund; 1987 Original Measure, 2007 Extension Measure and the 2010 Regional Transportation Mitigation Fee.

Review and recommend revisions

The committee can request additional information from the agencies after reviewing budget forms, expenditure reports or audits. You can also request or recommend action from the FCTA Board. An example of actual change due to the action of the COC was the eligibility to use trail funds for maintenance on new or existing trail projects that were funded entirely or partially with non-Measure C funds.

Measure C Advocate



Rose Willems

- Provides Assistance in Resolution of Property Owner Concerns
- Provides Outreach to Community Groups
- Lends Educational Support Through Local Schools
- Manages Public Education Outreach with the assistance of Jeffery Scott Agency overseeing Measure C attendance at community events around the county. Some examples are the Big Fresno Fair, the Blossom Trail Festival, the Sikh Festival in Selma and the Reedley Christmas festival.
- If you would like Rose to attend any of your community events, contact her at rose@measurec.com or call 559.600.3282.



An aerial photograph of a highway interchange, overlaid with a semi-transparent blue filter. Large, light-blue geometric shapes, resembling chevrons or arrows, are positioned in the upper right and lower left corners. The text is centered in the middle of the image.

THANK YOU

PRESENTED BY:
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