

# Measure C Steering Committee June 12, 2025



[MeasureC2026.com](https://MeasureC2026.com)



# Focus Group Results



# Opinions on Transportation Planning in Fresno County

*Highlights of In-Person Focus Groups*

Presented by:

Dr. Richard Bernard, Partner

Adam Sonenshein, Sr. Vice President



OPINION  
RESEARCH  
& STRATEGY

# Research Specifics & Methodology

|                             |  |
|-----------------------------|--|
| Methodology                 | In-person focus groups   |
| Dates                       | April 22 – 24, 2025  |
| Research Populations        | Fresno County Residents  |
| Specific Groups Composition | <ul style="list-style-type: none"><li>• Coalinga, Firebaugh, Huron, Kerman, Mendota, San Joaquin,<br/>and nearby unincorporated areas</li><li>• Fowler, Kingsburg, Orange Cove, Parlier, Reedley, Sanger, Selma,<br/>and nearby unincorporated areas</li><li>• Clovis and the City of Fresno north of Shaw Avenue<ul style="list-style-type: none"><li>• City of Fresno south of Shaw Avenue</li><li>• Spanish-speaking Latinos in Rural Areas</li><li>• Spanish-speaking Latinos in Non-Rural Areas</li><li>• Seniors</li></ul></li></ul> |
| Number of                   |  |

## Cautions in Interpreting Results

- Focus group participants do not constitute a random and representative sample of Fresno County residents.
- Their opinions cannot be generalized to the broader population with statistical precision.
- Although some exercises quantified opinions, results should not be interpreted as precisely representing the opinions of the large population.





# Key Findings

# General Views on Transportation and Traffic

- Biggest Transportation Problems:
  - Traffic
  - Potholes/Road conditions (throughout the county)
  - Unsafe driving and pedestrian safety (more than in past research)
  - Road construction projects are not prioritized well or completed quickly enough
- Not clear who is in charge of transportation planning
- Concerns that some areas do not get fair share of funding

# Preferred Allocation of Transportation Funding

| Priority                              | Allocation |
|---------------------------------------|------------|
| Freeways/ Highways                    | 28%        |
| Local Streets/ Roads                  | 25%        |
| Technology/ Efficiency                | 17%        |
| Public Transportation                 | 15%        |
| Non-vehicular Modes of Transportation | 15%        |

| Priority  | Choice |
|---|--------|
| Maintain and improve <b>freeways, highways and local roads</b> to reduce congestion, preserve the quality of life and support the local economy | 59     |
| Increase investments in <b>public transit, bike lanes</b> , etc. to reduce air pollution and promote a healthier lifestyle                      | 6      |



# Opinions on Public Transit

- Desire for better public transit system especially from rural areas to City of Fresno
- But most viewed comprehensive countywide system as unrealistic
- Problems with current system:
  - Travel times
  - Safety (bus stops, onboard, Downtown bus station)
  - Not clear how to use it
- Openness to using public transportation more IF more available, picked up close to home, dropped off near destination, and safe

# Transportation Planning

- Some discussion of different rural and urban transportation needs, but allocation choices were very similar
  - Rural: local road widening, lighting, sidewalks/pedestrian safety
  - Urban: East-West roads, freeway/highway improvements, frequent transit
- Population growth has impacted traffic and road conditions
- Confusion about who is funding High Speed Rail (HSR) project, but viewed very negatively so important to clarify HSR is not funded with local dollars

# Opinions of Measure C

- Rating of passage of Measure C in 2006:

| Very good<br>thing | Somewhat of a<br>Good Thing | Somewhat of a Bad<br>Thing | Very Bad<br>Thing |
|--------------------|-----------------------------|----------------------------|-------------------|
| 35                 | 29                          | 1                          | 0                 |

- Many unclear about what had been funded by Measure C
- Low recognition of Measure C on the 2022 ballot, or if it passed
- Strong belief in importance of continuing local funding and concern about it expiring

# Opinions on Transportation Planning in Fresno County

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# Active Transportation and Programs



# Why is Active Transportation needed?

- Our region covers 6,000 square miles and has a total population of over one million.
- There are \$802,469,000 worth of bike and pedestrian projects programmed into the 2026 RTP/SCS, which is 26% of the total revenue.

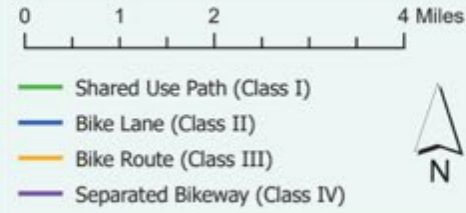




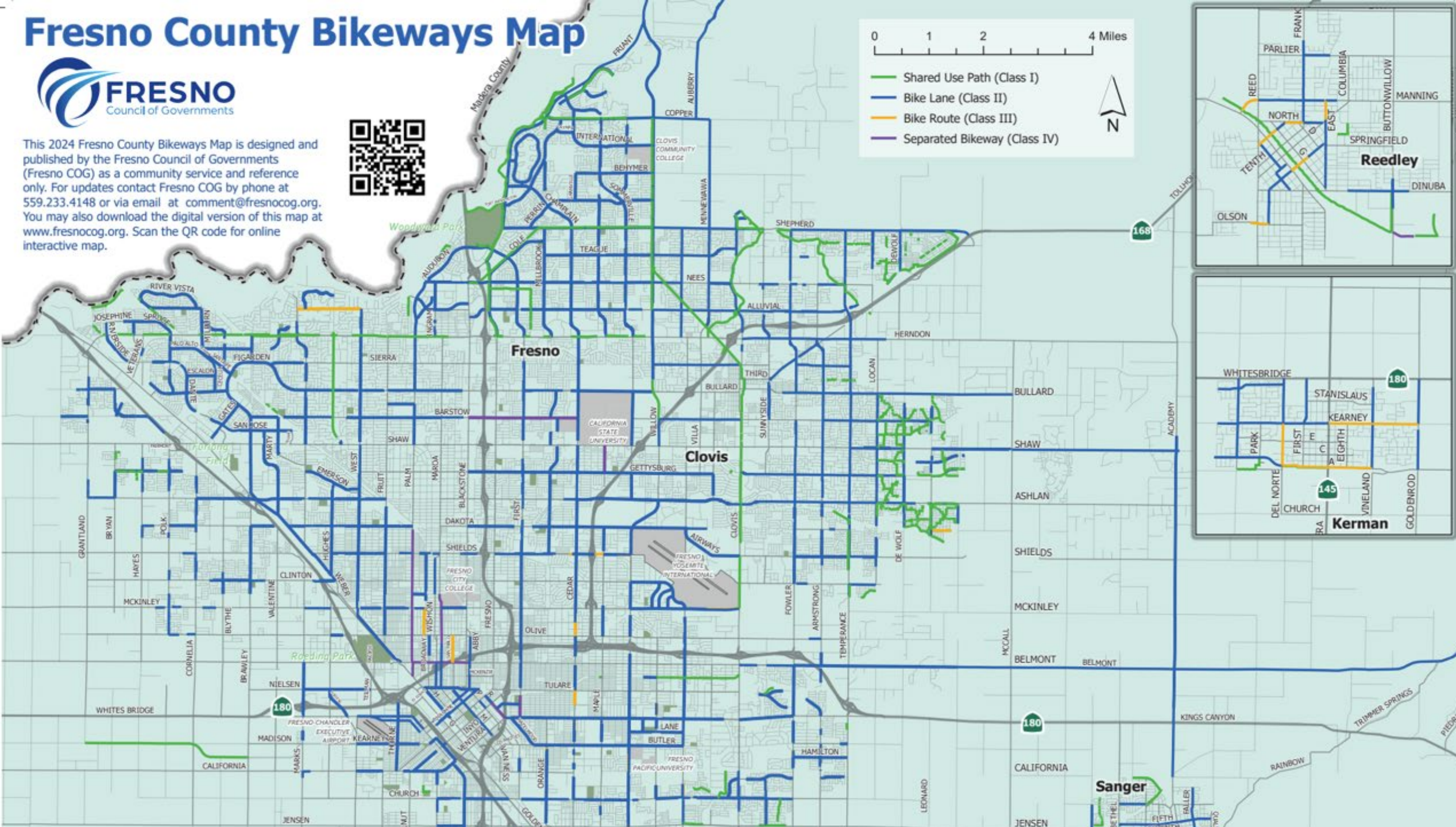
# Fresno County Bikeways Map



This 2024 Fresno County Bikeways Map is designed and published by the Fresno Council of Governments (Fresno COG) as a community service and reference only. For updates contact Fresno COG by phone at 559.233.4148 or via email at [comment@fresnocog.org](mailto:comment@fresnocog.org). You may also download the digital version of this map at [www.fresnocog.org](http://www.fresnocog.org). Scan the QR code for online interactive map.



- Shared Use Path (Class I)
- Bike Lane (Class II)
- Bike Route (Class III)
- Separated Bikeway (Class IV)



# Bike and Pedestrian Network

- Helping families get to schools, parks, work, shopping, restaurants, and bus stops
- Improving health and reducing the incidence of disease and obesity
- Reducing air pollution
- Saving money on gas and car maintenance
- However, many neighborhoods were developed without good trails, sidewalks, and bike lanes that make walking and biking safe and comfortable for everyone.



# Pedestrian Facility Improvements



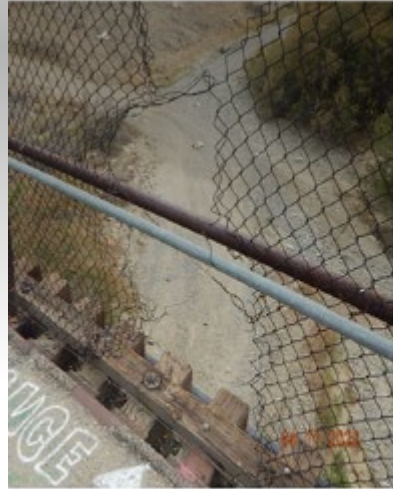
*Intersection of J Street and Fresno Street in Parlier.*

# Coalinga Perimeter Trail Interconnect Pacific South and Gregory North

Total Project Cost:  
**\$2,016,000**

Measure C:  
**\$241,920**

State Funds  
Leveraged:  
**\$1,774,080**





# Fresno Midtown Trail: McKinley Avenue Gap Closure

Total Project Cost:  
**\$3,491,000**

Measure C Funds:  
**\$1,963,000**

Leveraged State  
Funds: **\$1,556,000**



# Active Transportation Project Cost Estimates

- 2023 Regional Active Transportation Plan Update
- High Priority projects were categorized by the cities and considered near-term projects

Note: Does not include estimates for Clovis, Fresno, Selma, & Reedley

| Facility Type                 | Cost Per Mile | High Priority        | Total                |
|-------------------------------|---------------|----------------------|----------------------|
| Sidewalk                      | \$369,600     | \$10,733,800         | \$28,709,100         |
| Shared-Use Path (Class I)     | \$955,700     | \$74,745,297         | \$262,569,018        |
| Bike Lane (Class II)*         | \$401,400     | \$63,332,892         | \$193,442,688        |
| Bike Route (Class III)*       | \$16,000      | \$874,400            | \$4,206,240          |
| Separated Bikeway (Class IV)* | \$633,600     | \$13,185,216         | \$19,698,624         |
| Intersection Improvements     |               | \$5,566,900          | \$10,761,500         |
| Overcrossing                  |               | \$630,000            | \$630,000            |
| <b>Total</b>                  |               | <b>\$169,068,505</b> | <b>\$519,450,170</b> |

*\*Distance measured by centerline*

*Source: Fehr & Peers, 2023, Mark Thomas & Company, 2023*



# Cost of Curb & Gutter Improvements

- ADA Curb Ramps \$6,500 to \$10,000 each
- Concrete Curb & Gutter and Bulb-out Concrete Curb =\$45-\$50 per square-foot
- 4-9 curb improvements can cost \$40,000 to \$60,000

# California Streets and Highways

## Code 890.4

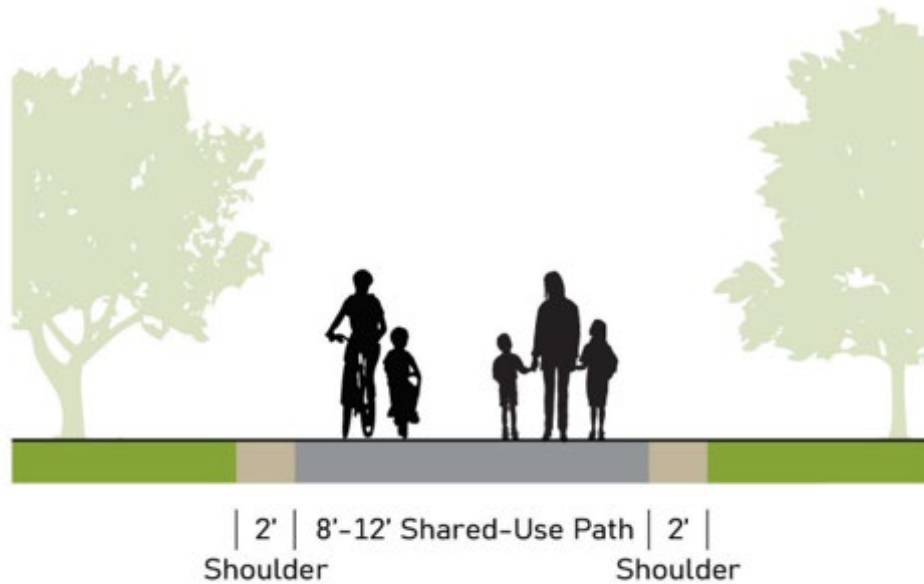
- (a) **Bike paths** or shared use paths, also referred to as “**Class I bikeways**,” which provide a completely separated right-of-way designated for the exclusive use of bicycles and pedestrians with crossflows by motorists minimized.
- (b) **Bike lanes**, also referred to as “**Class II bikeways**,” which provide a restricted right-of-way designated for the exclusive or semiexclusive use of bicycles with through travel by motor vehicles or pedestrians prohibited, but with vehicle parking and crossflows by pedestrians and motorists permitted.
- (c) **Bike routes**, also referred to as “**Class III bikeways**,” which provide a right-of-way on-street or off-street, designated by signs or permanent markings and shared with pedestrians and motorists.
- (d) **Cycle tracks** or separated bikeways, also referred to as “**Class IV bikeways**,” which promote active transportation and provide a right-of-way designated exclusively for bicycle travel adjacent to a roadway and which are separated from vehicular traffic. Types of separation include, but are not limited to, grade separation, flexible posts, inflexible physical barriers, or on-street parking.

*(Amended by Stats. 2015, Ch. 451, Sec. 17. (SB 491) Effective January 1, 2016.)*



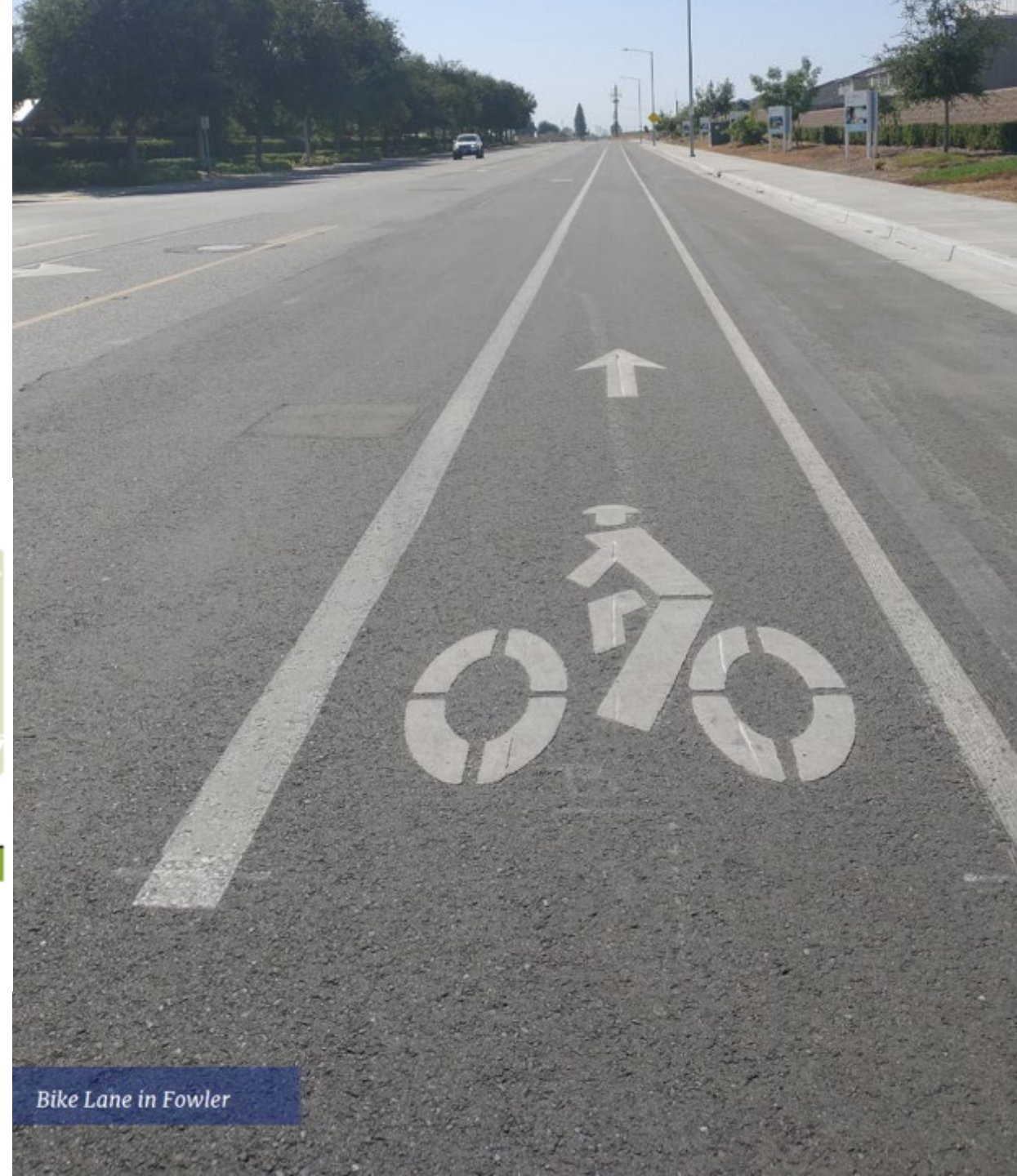
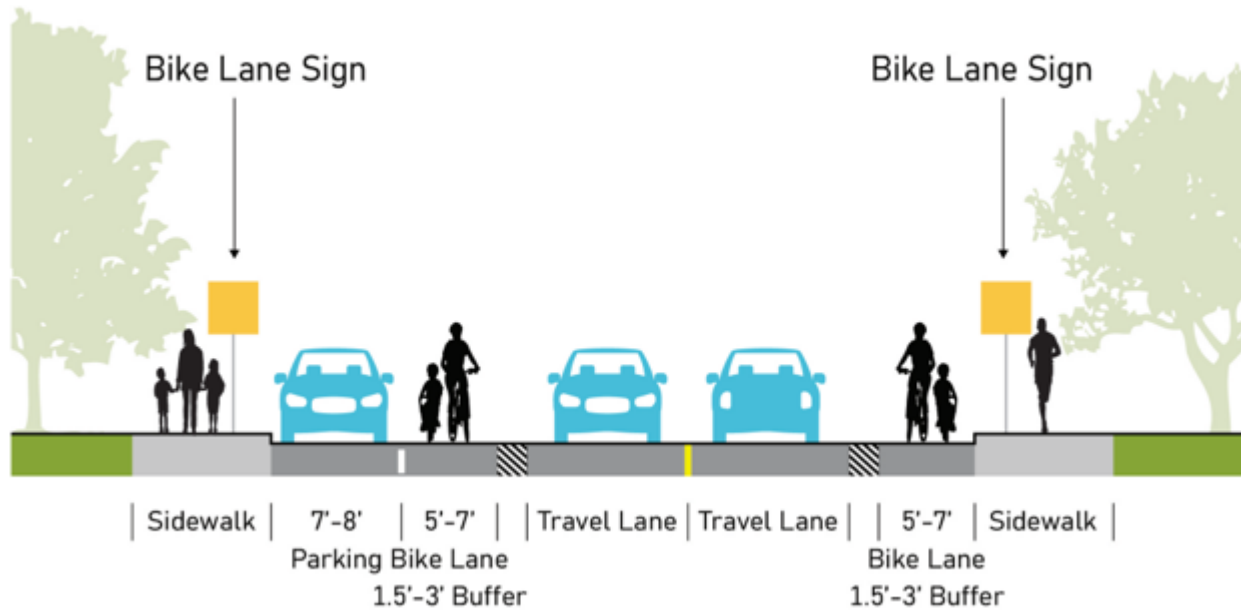
# Types of Bikeways

## Shared Use Path (Class I)



# Types of Bikeways

## Bike Lane (Class II)

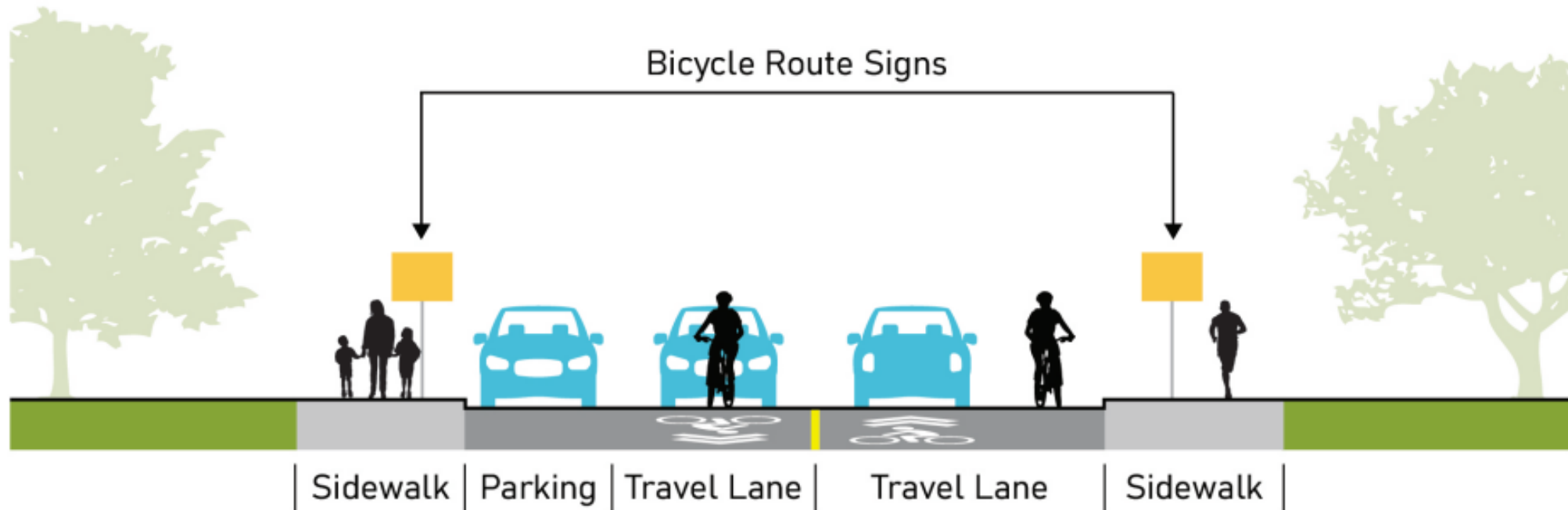


*Bike Lane in Fowler*



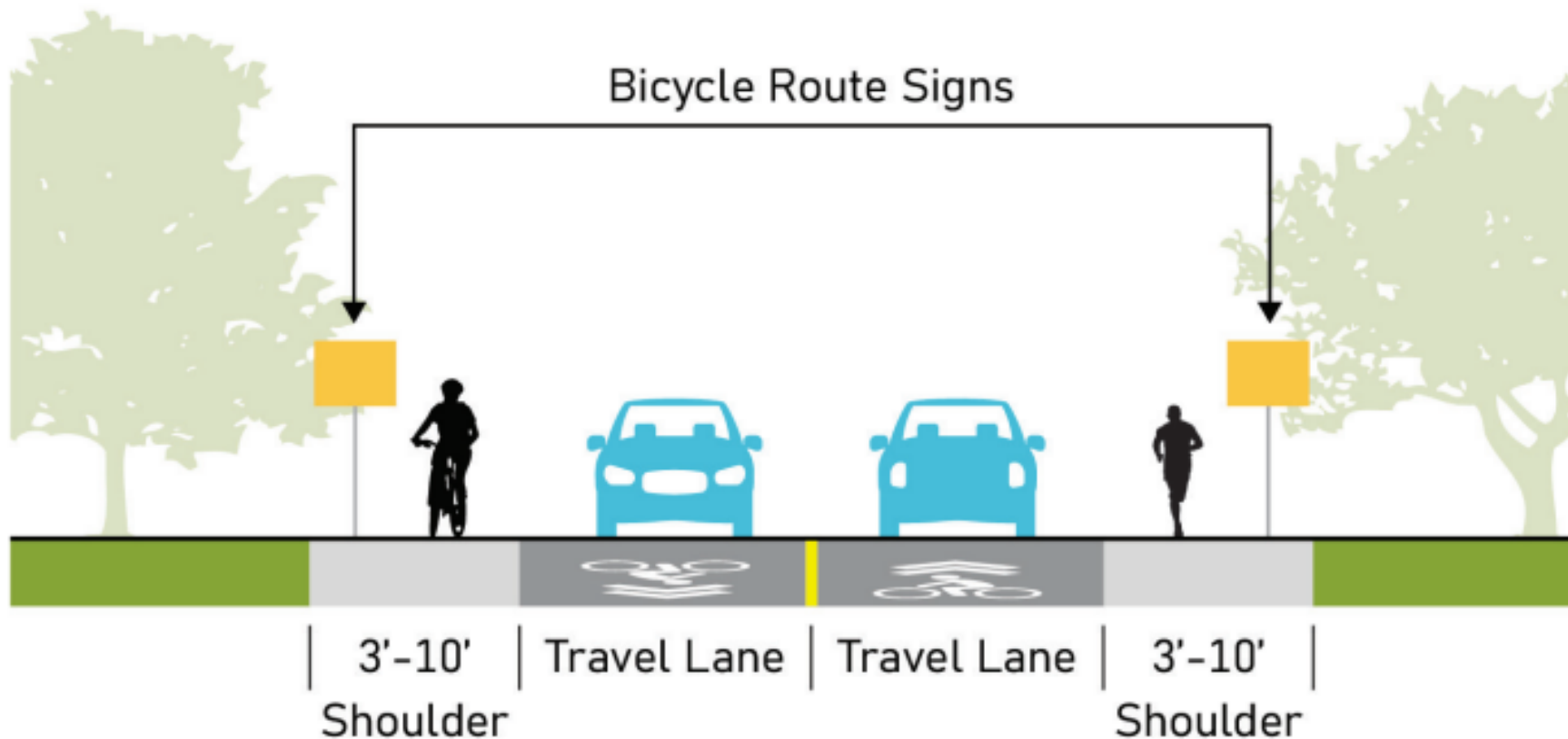
# Types of Bikeways

## Bike Route (Class III)



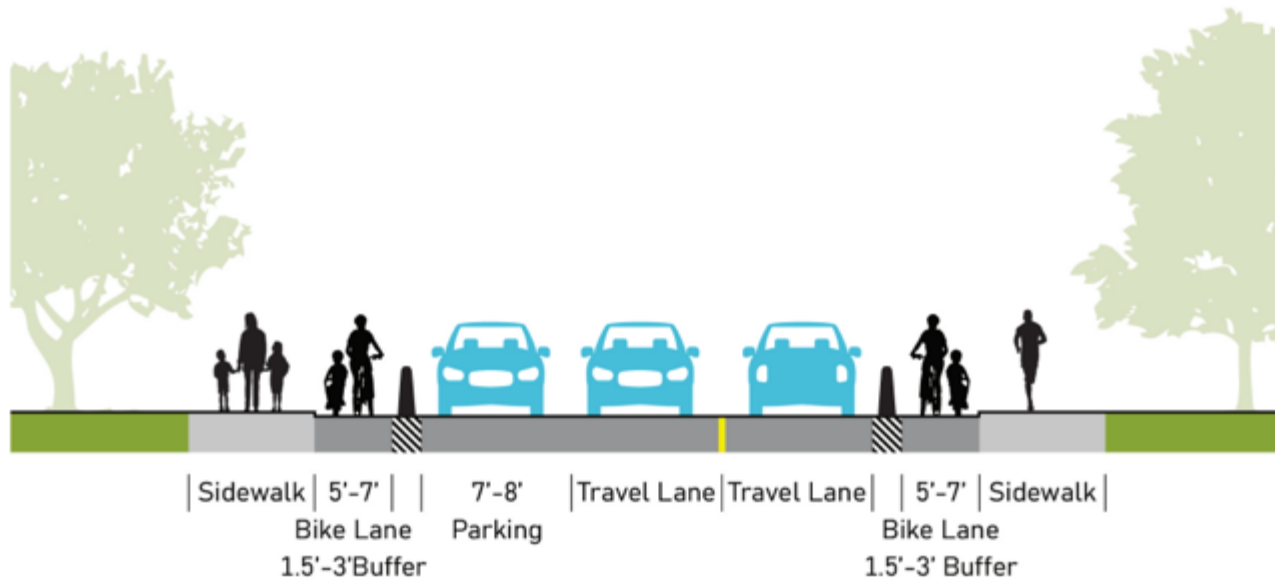
# Types of Bikeways

## Bike Route (Class III) with Shoulder



# Types of Bikeways

## Separated Bikeways (Class IV)



Separated bikeway in Coalinga

# Safe Routes to Schools

- Enhance the safety of children walking or biking to school
- Prioritize schools with significant safety concerns or risk to children bicycling or walking to school based on crash data, traffic analysis, or traffic behavior around primary and secondary schools; and
- Support disadvantaged and low-income communities with fewer transportation safety options to ensure all children have access to safe routes.





# ACTIVE TRANSPORTATION PROGRAM

## BIOLA COMMUNITY SIDEWALKS

- ❖ The project was completed in the Fall of 2024 with a final cost of \$1,976,168.
  - Measure C claim was \$476,168
  - ATP claim was \$1,500,000
- ❖ APWA Honorable Mention in the Transportation <\$5 million Construction Cost.

## WEST PARK PEDESTRIAN PATHWAY

- ❖ The project was completed in the Fall of 2023 with a final cost of \$1,067,782.
  - Measure C claim was \$617,782
  - ATP claim was \$450,000

## FANCHER CREEK BRIDLE PATH

- ❖ The project was completed in the Spring of 2022 with a final construction cost of \$447,657.

## LOST LAKE NATURE TRAIL

- ❖ The project was completed in the Spring of 2022 with a final construction cost of \$189,918.

*Biola Community Sidewalks*



# UPCOMING PROJECTS

## PEDESTRIAN URBAN TRAILS

Herndon-Barstow Elementary HAWK System

❖ Construction in 2025

Calwa Complete Streets (Leveraging Measure C)

## PEDESTRIAN RURAL TRAILS

Del Rey Sidewalk Project

Mount Whitney Complete Streets

Tranquillity Sidewalk Project

Caruthers Sidewalk Project

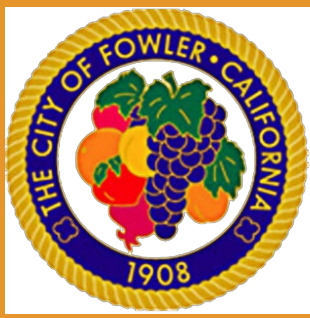
Easton Sidewalk Project

### *West Park Pedestrian Pathway*



*Valentine Avenue facing north*



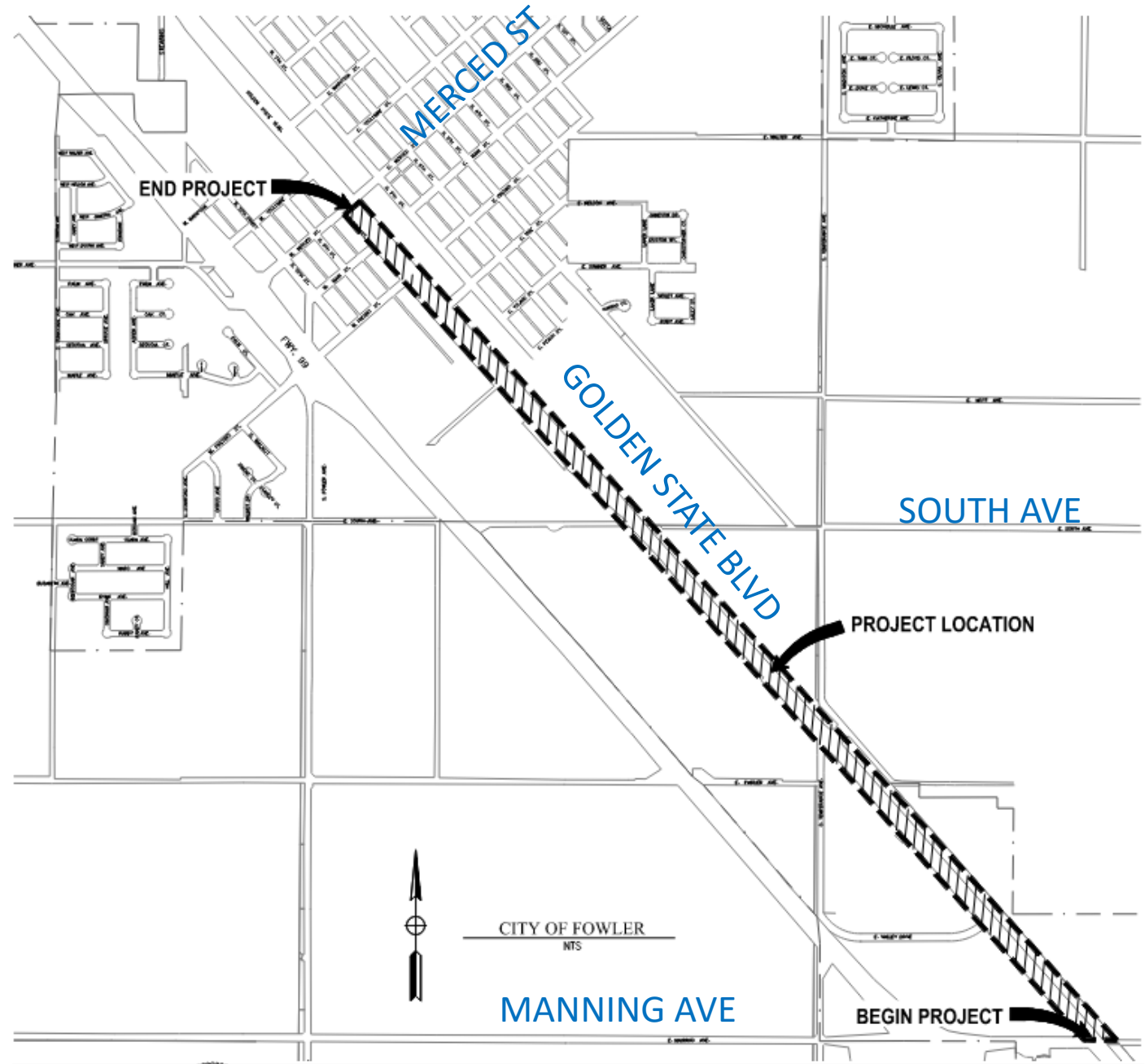


## Measure C Project Highlight

Golden State Blvd: Manning Ave to Merced St.- Bicycle and Pedestrian Shared Use Path

Total Cost \$950,000

Measure C provided  
~\$450,000







## Measure C Project Highlight

Golden State Blvd: Manning  
Ave to Merced St.- Bicycle and  
Pedestrian Shared Use Path

Total Cost \$950,000

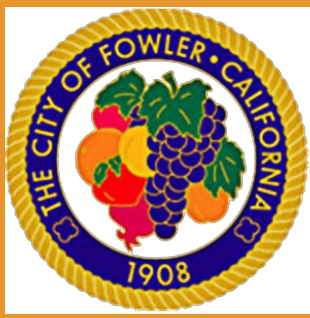
Measure C provided  
~\$450,000

Top: South Ave / GSB –  
facing north



Bottom: South Ave / GSB  
– facing south



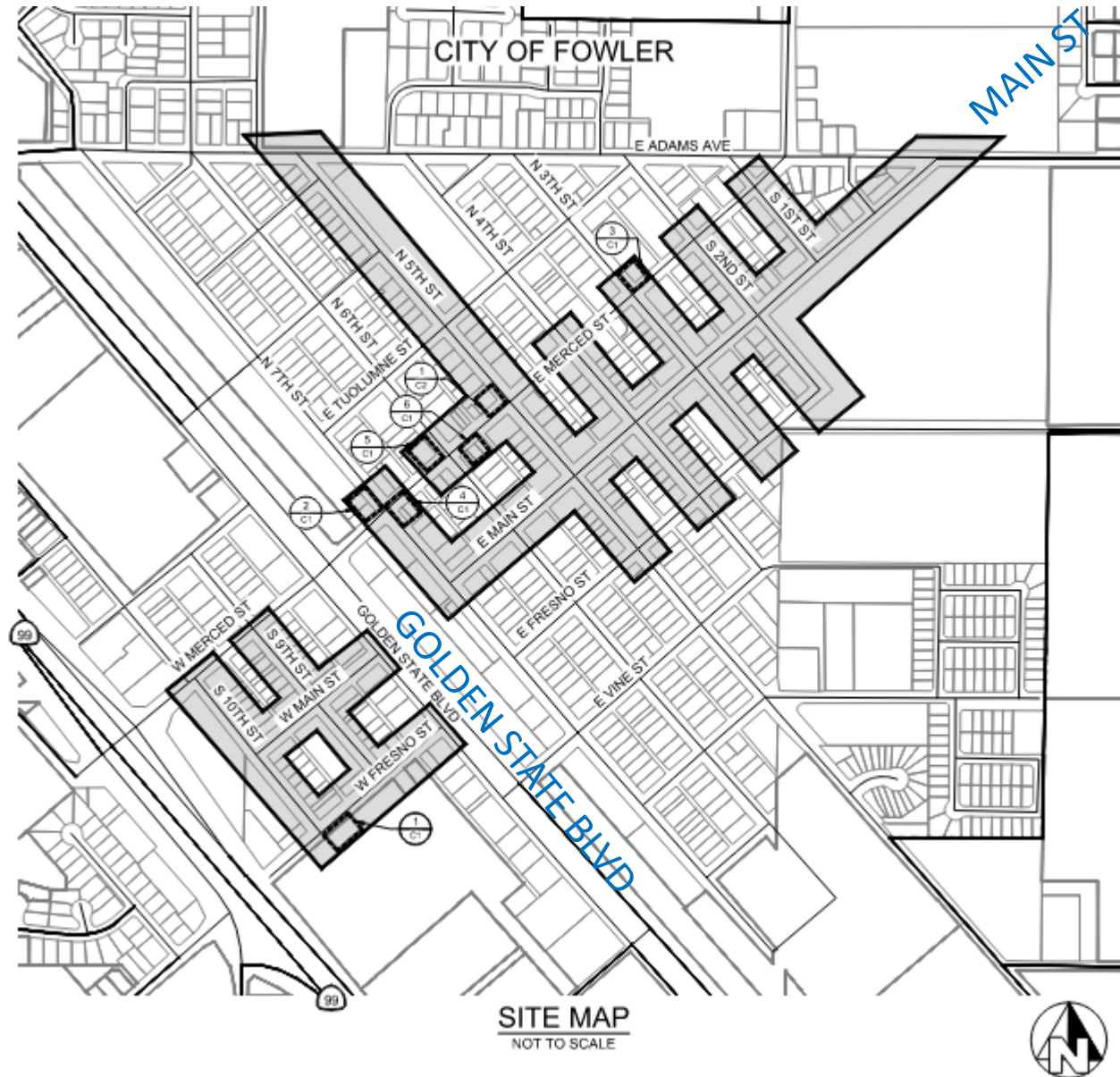


## Measure C Project Highlight

Transit Oriented Development (TOD) -  
Bikeway to Transit Project

- Plans, Specifications, and Estimate (PS&E) Complete
- Re-advertising for Construction this summer

Measure C provided ~\$140,000





- Plans, Specifications, and Estimate (PS&E) Complete
- Re-advertising for Construction this summer

Diagram illustrating the proposed bicycle rack layout on a sidewalk, showing dimensions and component labels:

- Dimensions:**
  - Overall width: 10'3"
  - Overall length: 15'
  - Internal width segments: 6', 5'3"
  - Internal length segments: 1'5", 1'5", 1'5" MAX, 1'5" MAX, 4'
  - Offset from curb: 4' MIN
  - Offset from rack: 5'
- Labels and Components:**
  - (E) UTILITY POLE
  - (P) DERO FIXIT AIR PRIME OR APPROVED EQUIVALENT
  - (P) DERO FIXIT PLUS BIKE REPAIR STATION OR APPROVED EQUIVALENT
  - (E) GUY WIRE
  - MATCH (E) CONCRETE
  - (P) CONCRETE SLAB
  - (E) UTILITY POLE
  - MATCH (E) CONCRETE
  - (P) DERO TYPER RIDER RACK "F" BIKE PARKING OR APPROVED EQUIVALENT
  - (E) BUS STOP
  - N 7TH STREET





# Programs

## Are you looking for more transportation options?

Valleyrides is your online commuter guide to getting around the Central Valley. Discover programs to reduce your commuting costs, locate your bus, explore bikeways and trails, and much more.

Explore our programs below!



CarPerks!



VanPerks



Senior Scrip



Bicycling



Transit  
Operators

# Senior (Taxi) Scrip Program

**Provides Fresno County residents who are 70 years of age and older with a 75% discount on ride fares for taxis, Uber, Lyft and Non-Emergency Transportation - 9,198 seniors currently enrolled**

| 2024 Scrip Sales      | Seniors who purchased | Amount of Scrip Purchased |
|-----------------------|-----------------------|---------------------------|
| Paper Scrip for taxis | 555                   | \$338,977                 |
| E-Scrip for Lyft/Uber | 401                   | \$240,520                 |
| Totals                | 956                   | \$579,497                 |

| Paper Scrip Data by Calendar Year | Total Users | Total Taxi Trips |
|-----------------------------------|-------------|------------------|
| 2024                              | 579         | 4,330            |

| E-Scrip Data | Total Users | Total Lyft/Uber Trips | Average Trip Distance | Average Lyft/Uber Trip Cost |
|--------------|-------------|-----------------------|-----------------------|-----------------------------|
| 2024         | 432         | 10,684                | 5.78 miles            | \$19.48                     |



# Senior Scrip Program



- **\$863,418** was allocated for 2023-2024
- **\$528,908** was actually budgeted leaving surplus of **\$334,510**.
- **\$4.4 million** has been held in reserves with \$2.5 million reallocated to Safe Routes to Schools
- This is due to “overfunding” of this program in the current Plan.





# Agricultural VanPerks Program



Provides monthly subsidies and expense reimbursements to new and existing ag vanpools that originate in Fresno County. All subsidies are currently paid to CalVans.

| Fiscal Years                | Total number of leased Vanpools | Total number of riders in leased Vanpools | Total amount reimbursed |
|-----------------------------|---------------------------------|---|-------------------------|
| 2023-2024                   | 28                              | 297                                       | \$189,429               |
| 2024-2025<br>(as of June 3) | 29                              | 315                                       | \$155,558.65            |

- [Pre-COVID ridership: 54 Vanpools with 585 total riders](#)
- Current Average daily trip length: 67 round-trip miles per day
- Current Average monthly trip cost: \$1,332 (2,000 miles per month)



# Agricultural VanPerks Program

- **\$633,418** was allocated for 2023-2024
- **\$275,377** was actually budgeted leaving surplus of **\$358,041**
- **\$3.4 million** has been held in reserves with \$2.5 million reallocated to Safe Routes to Schools
- This is due to “overfunding” of this program in the current Plan.



# Commuter VanPerks Program

| Fiscal Year                        | Total number of leased Vanpools | Total number of riders in leased Vanpools | Total received subsidy amount |
|------------------------------------|---------------------------------|---|-------------------------------|
| 2023-2024                          | 55                              | 406                                       | \$211,745                     |
| 2024-2025<br><i>(as of June 3)</i> | 58                              | 493                                       | \$117,600                     |

Round trip length varied from 44 miles (Kingsburg to Fresno) to 219 miles (Fresno to Avenal)

Average trip cost - \$1,350 per month, traveling 2,900 total miles

July 2019 – June 2020:  
(Pre-COVID) - 60 Vanpools with 620 riders





# CarPerks Program

*Monthly cash incentive awards for carpooling are operated through Valleyrides.com*

| Fiscal Years                                    | Trip Logs Submitted | Active Participants | CO2 Reduced In Metric Tons |
|---|---------------------|---------------------|----------------------------|
| 2023 - 2024 fiscal year                         | 118,113             | 457                 | 1,369.82                   |
| 2024 - 2025 fiscal year<br>(as of June 3, 2025) | 119,682             | 447                 | 1,435.44                   |



Pre-COVID: 1,378 active participants

## Valleyrides database:

- Registered users: 1818
- New registrants since July 1, 2024: 251
- Average carpool round-trip length: 37.8 miles
- Amount of CO2 reduced since July 2021:  
4,918.08 tons



# Commuter VanPerks & CarPerks

- **\$633,902** was allocated for 2023-2024
- **\$390,917** was actually budgeted leaving surplus of **\$242,985**.
- **\$1.9 million** has been held in reserves with \$1 million reallocated to Safe Routes to Schools
- This is due to “overfunding” of this program in the current Plan.





# New Technology Reserve Fund

- Technological advances in public systems
- Safety features
- Fuel efficiencies and alternatives
- Intelligent transportation system (ITS) applications
- Information dissemination
- Passenger safety and satisfaction
- Capital improvements and operating efficiencies
- Environmental pollution reduction
- Less dependence on fossil fuels



# Measure C New Technology Reserve Fund

Three New Tech Cycles completed to date:

|                |                        |
|----------------|------------------------|
| Cycle 1 - 2016 | \$8 million            |
| Cycle 2 - 2018 | \$6.4 million          |
| Cycle 3 - 2020 | \$5.3 million          |
| Cycle 4 – 2022 | \$4.65 million         |
| Cycle 5 – 2024 | \$7.2 million          |
| <b>Total</b>   | <b>\$31.55 million</b> |



# New Technology Reserve Fund Projects

- City of Fresno – ITS Dynamic Downtown
- Fresno Air Terminal – Parking Structure Technology
- FCRTA Electric Vehicle – Ultraviolet Sterilization
- City of Clovis – Electric Bus Pilot Project
- City of Fresno – Fresno City College  
Advanced Propulsion  
Systems Training
- City of Fresno – ITS Dynamic Downtown 2
- FCRTA – Rural Electric Vehicle Utilization Project
- FCRTA - Electric Bus/Rail Connector Project



# New Technology Reserve Fund Projects

- Sustainable Aviation Project
- Fresno State Transportation Institute
- FCRTA – Selma Charging Station
- FCRTA – Kingsburg Resiliency Hub Phases 1 & 2
- Clovis Transit ITP
- City of Fresno - Next Generation ITS
- City of Fresno Advanced Technology Pilot Project
- City of Reedley Manning Ave  
Adaptive Signal Control Technology Project



# Transit Oriented Development

- Supports community-based transit projects with broad private-public partnerships and outreach
- Improves the range of transportation choices by supporting transit facilities & improving links between facilities & activity nodes
- Supports well-designed, high-density housing & mixed uses near transit
- Supports livable, viable & sustainable transit oriented healthy communities that promote walking, biking, & the use of public transit & reduce private vehicle dependence
- Reduces vehicle trips, & improves air quality





# \$15.2 Million

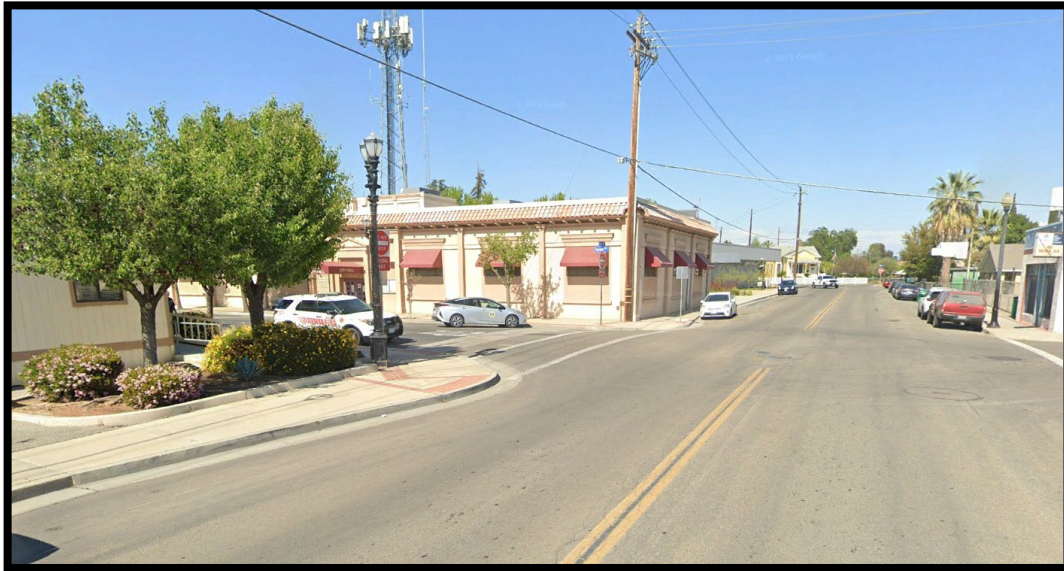


## Projects Funded by Measure C TOD Program

| Project:   | Award           |
|--|-----------------|
| Fulton Mall Redevelopment Project Billings   | \$3,374,810.00  |
| Impact Fee Forgiveness For Downtown Housing Program Billings   | \$889,285.00    |
| Broadway Off-Site Improvements (Calaveras to San Joaquin) Construction Phase Billings                      | \$303,658.00    |
| Broadway-Fulton Alley Improvements (Calaveras to San Joaquin) Construction Phase Billings                  | \$456,250.00    |
| Broadway-Fulton Alley Improvements (San Joaquin to Amador) Construction Phase Billings                     | \$63,000.00     |
| L Street Storm Drain Improvements (Calaveras to San Joaquin) Construction Phase Billings                   | \$89,680.00     |
| Met Block Off-Site Improvements on Fulton (Calaveras to Stanislaus) Construction Phase Billings            | \$455,326.00    |
| South Stadium Project (Noyan Frazier Capital, LLC)   | \$711,085.00    |
| Blackstone & McKinley TOD Offsite Improvements   | \$478,000.00    |
| Clovis Landmark Commons  | \$250,000.00    |
| Downtown Kingsburg Strategic Plan  | \$157,000.00    |
| Clovis Landmark Commons  | \$300,000.00    |
| Fancher Creek Trail Project  | \$475,219.00    |
| Merced Street Reconnection Project   | \$75,000.00     |
| Transit-Oriented Tower Project   | \$347,860.00    |
| Kings Canyon TOD Connectivity Plan   | \$325,000.00    |
| Selma Downtown and Civic Center Transit Oriented Improvement   | \$270,000.00    |
| Reedley Family Apartments – Phase II   | \$200,000.00    |
| Peach Avenue Bus Stop, City of Clovis  | \$200,000.00    |
| Mixed Use Student and Workforce Housing Project, City of Reedley   | \$300,000.00    |
| Merced Street Reconnection Project, City of Fresno   | \$62,000.00     |
| Downtown Selma Revitalization and Strategic Plan   | \$167,000.00    |
| Merced Street Reconnection Project, City of Fresno   | \$1,176,000.00  |
| Blackstone Avenue Smart Mobility Project, City of Fresno   | \$450,000.00    |
| Downtown Kingsburg Transit Oriented Development Infrastructure Improvements - Phase 1                      | \$396,165.00    |
| City of Fowler Bikeway to Transit  | \$143,767.00    |
| Senior Activity Center and Housing Street Improvement, City of Fresno                                      | \$1,382,945.00  |
| Ventura Avenue Affordable Housing Street Improvement Project, City of Fresno                               | \$342,923.00    |
| West Shaw TOD Corridor and Town Center Planning Grant, City of Fresno                                      | \$400,000.00    |
| Downtown Streetscape Plan, City of Fowler  | \$77,078.00     |
| Merced Street Improvement - Phase 1, City of Fowler  | \$529,639.00    |
| Street Incentive along Ventura Avenue (Cesar Chavez Boulevard) between 7th and 8th Streets, City of Fresno | \$619,207.00    |
| Blackstone Avenue Smart Mobility Project between State Route 180 & Pine Avenue (south of McKinley Avenue)  | \$170,000.00    |
| Selma Downtown and Civic Center Transit Oriented Improvements, City of Selma                               | \$263,000.00    |
| Downtown Streetscape Plan and Merced Street Implementation (Phase 1), City of Fowler                       | \$450,000.00    |
| Subtotal:  | \$16,350,897.00 |
|  |                 |
|  |                 |
| Total Expended:  | \$15,203,847.30 |

|                               |                        |
|-------------------------------|------------------------|
| <b>Fresno</b>                 | <b>\$11,936,163.00</b> |
| <b>Clovis</b>                 | <b>\$750,000.00</b>    |
| <b>Kingsburg</b>              | <b>\$553,165.00</b>    |
| <b>Fowler</b>                 | <b>\$1,200,484.00</b>  |
| <b>Selma</b>                  | <b>\$700,000.00</b>    |
| <b>Reedley</b>                | <b>\$500,000.00</b>    |
| <b>Subtotal</b>               | <b>\$15,639,812.00</b> |
| <b>Unused Returned to Pot</b> | <b>\$435,964.70</b>    |
|                               |                        |
| <b>Total</b>                  | <b>\$15,203,847.30</b> |





**City of Selma—12<sup>th</sup> Cycle 2024**

Downtown & Civic Center Transit-Oriented Improvements

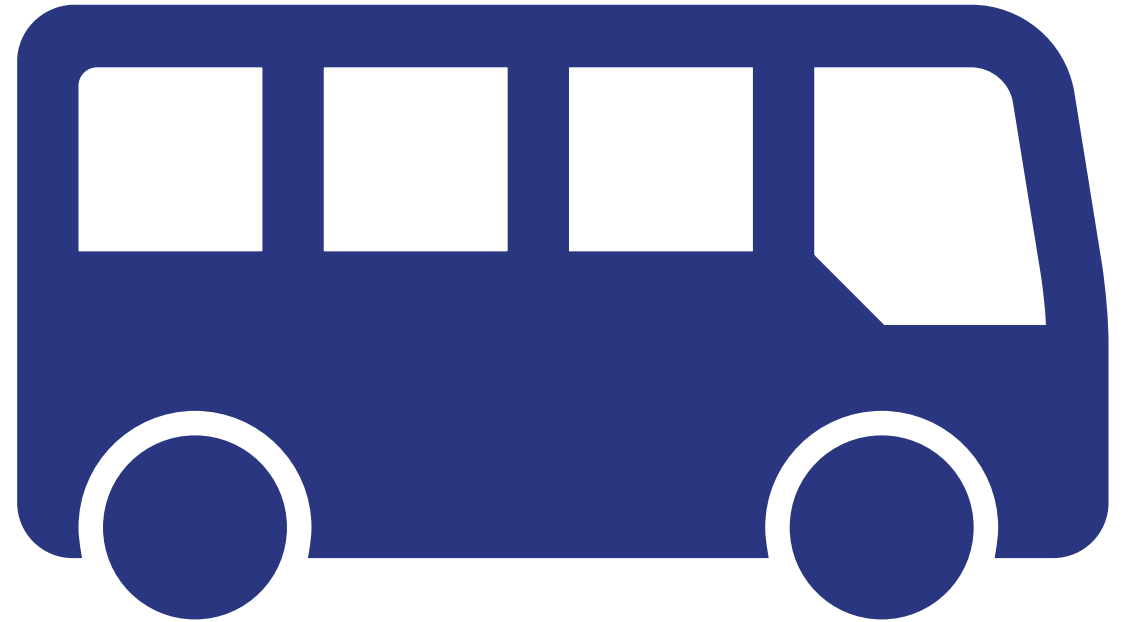


**City of Fresno – 3<sup>rd</sup> Cycle 2014**

Fulton Mall Reconstruction

# School Bus Replacement Program

- 147 Bus Replacement
- Total investment of \$25,262,957
- 24 School Districts





# School Bus Replacement Program Beneficiaries

Central Unified

Clovis Unified

Clay Joint  
Elementary –  
Kingsburg

Coalinga Huron  
School District

Faith Baptist  
Academy

Firebaugh-Las  
Deltas Unified

Fowler Unified

Fresno Adventist

Golden Plains  
Unified

Kerman Unified

Kings Canyon  
Unified

Kingsburg Joint  
High School District

Mendota Unified

Parlier Unified

Pine Ridge Unified -  
Auberry

Riverdale Christian  
Academy

San Joaquin  
Memorial

Sanger Unified

Selma Christian  
Academy

Sierra Unified

Southwest  
Transportation

Washington Colony  
Elementary

Washington Unified

Westside  
Elementary School  
–Five Points

# Outreach



## Measure C is Not a New Tax – It's a New Plan to Keep Fresno County Moving

Renewing Measure C does not create a new tax—it continues an existing half-cent sales tax that has funded transportation improvements since 1986, generating \$4 million per year. This funding helps maintain our roads and public transit and keeps infrastructure in good shape.

## Measure C Has Brought More than \$10 Billion to Our Region





So far, Measure C has raised over \$2.1 billion in local funds, which has helped bring in another \$8 billion from state and federal sources. These funds have supported





# How Should We Use Measure C Funds?

MEASURE C 2026



Search...

Measure C


Meetings & Events


Build A Plan

Steering Committee

FAQs

Share Your Input





## Measure C is Not a New Tax – It's a New Plan to Keep Fresno County Moving

Renewing Measure C does not create a new tax—it continues an existing half-cent sales tax that has funded transportation improvements since 1986, generating \$4 million per year. This funding helps maintain our roads and public transit and keeps infrastructure in good shape.

## How would you divide up the Measure C funds?

Open

Decide how you want to divide the money by choosing a percentage for each category. The total must add up to 100%, and you can't spend more or less than that. For example, 100 points equals 100%. You can spend as much or as little as you want on each category—or nothing at all. If you change your mind after selecting a project, click the "Reset" button below the slider to start over. When you're done, click the "Submit" button at the bottom to finalize your choices.

Your remaining points: 100 pts

Submit your choices

Local Streets & Roads

These funds would be used for... [Read More](#)

0 pts

100 pts

Transit

Transit includes... [Read More](#)

0 pts

100 pts

Bicycles & Pedestrians

Connecting communities and neighborhoods through... [Read More](#)

0 pts

100 pts

Regional Projects

Measure C Funds are not sufficient to fund an entire project, but... [Read More](#)

0 pts

100 pts

Other

Do you have another category you would like the Steering Committee to... [Read More](#)

0 pts

100 pts





# Linguistica Outreach Stats

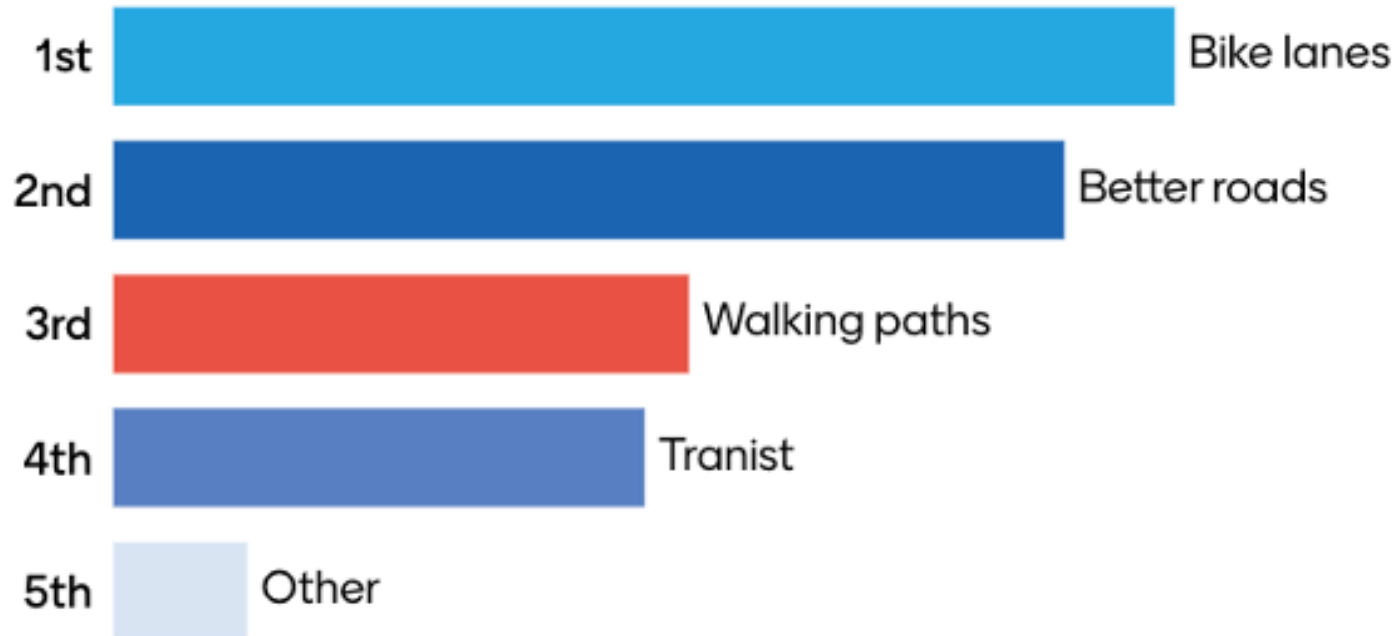
| Location                  | Date   | Conversations | Comments | Surveys Done | Phone/Emails |
|---------------------------|--------|---------------|----------|--------------|--------------|
| Reedley Event             | 4-May  | 240           | 8        | 0            | 6            |
| Caruthers Event           | 16-May | 53            | 9        | 21           | 21           |
| Kingsburg Swedish Fest    | 17-May | 68            | 11       | 0            | 2            |
| Fresno Event              | 18-May | 58            | 3        | 0            | 0            |
| Easton Cherry Auction     | 20-May | 83            | 13       | 0            | 6            |
| Reedley Canvassing        | 22-May | 42            | 2        | 7            | ?            |
| Kingsburg Canvassing      | 23-May | N/A           | 30       | 14           | 2            |
| Easton Cherry Auction     | 24-May | 466           | 29       | 34           | 36           |
| Auberry Firewise Event    | 13-May | 108           | 39       | ?            | 19?          |
| Fresno Central Canvassing | 9-Jun  | 19            | 19       | 15           | 7            |
| Totals:                   |        | 1137          | 163      | 91           | 80           |

# Presentations: Bike

Join at [menti.com](https://menti.com) | use code 6848 3013



Which transportation types should be prioritized in you area?



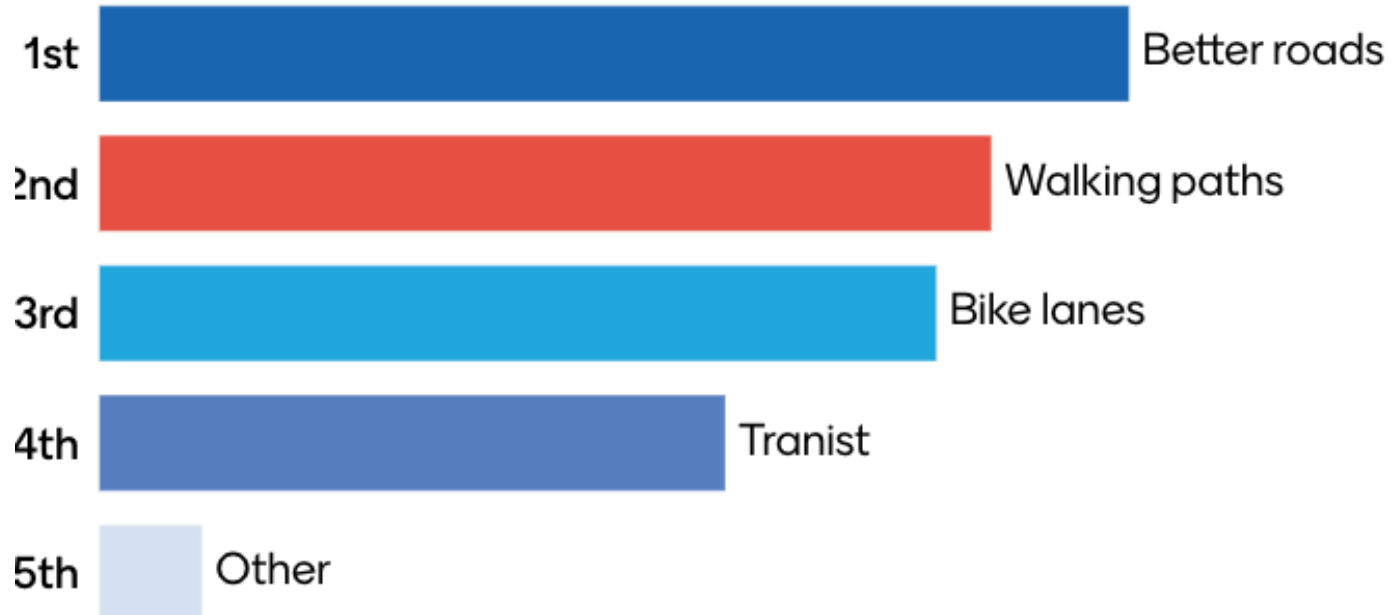


# Presentations: WTS

Join at [menti.com](https://menti.com) | use code 6848 3013



Which transportation types should be prioritized in you area?



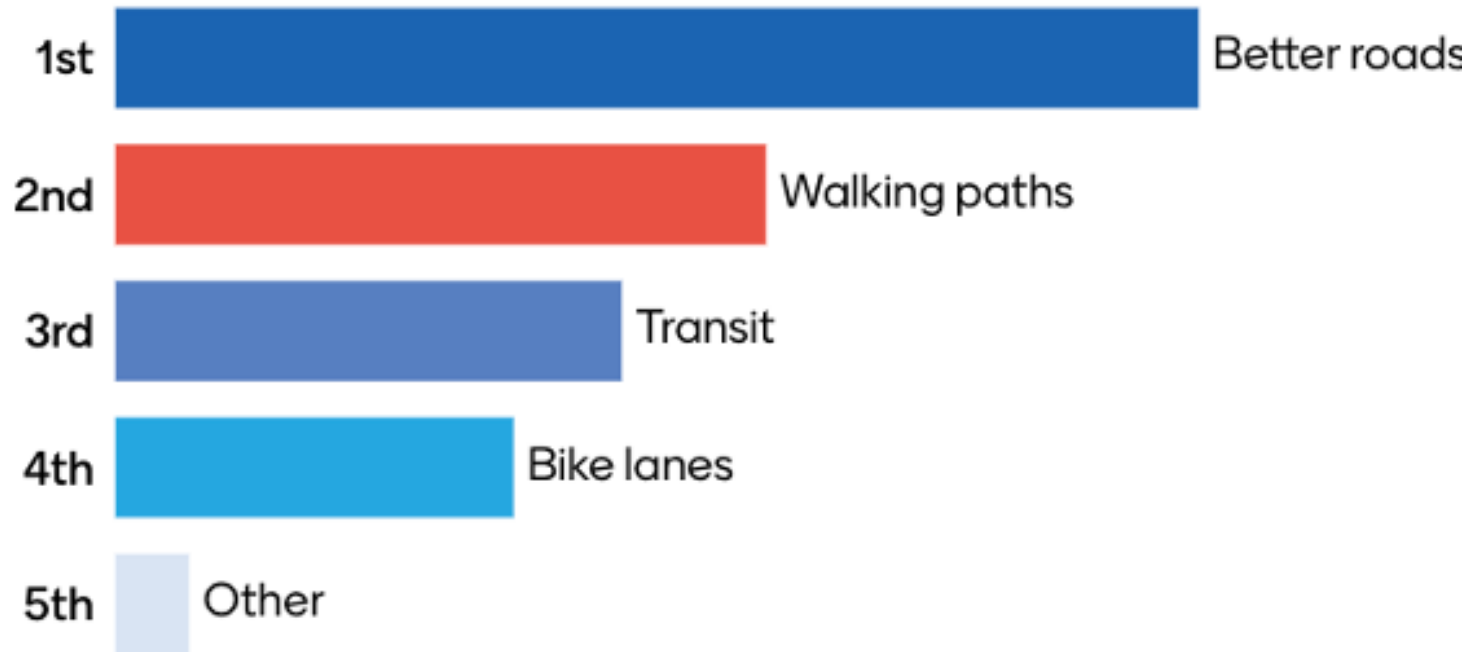


# Workshops: Kingsburg

Join at [menti.com](https://menti.com) | use code 4730 9940

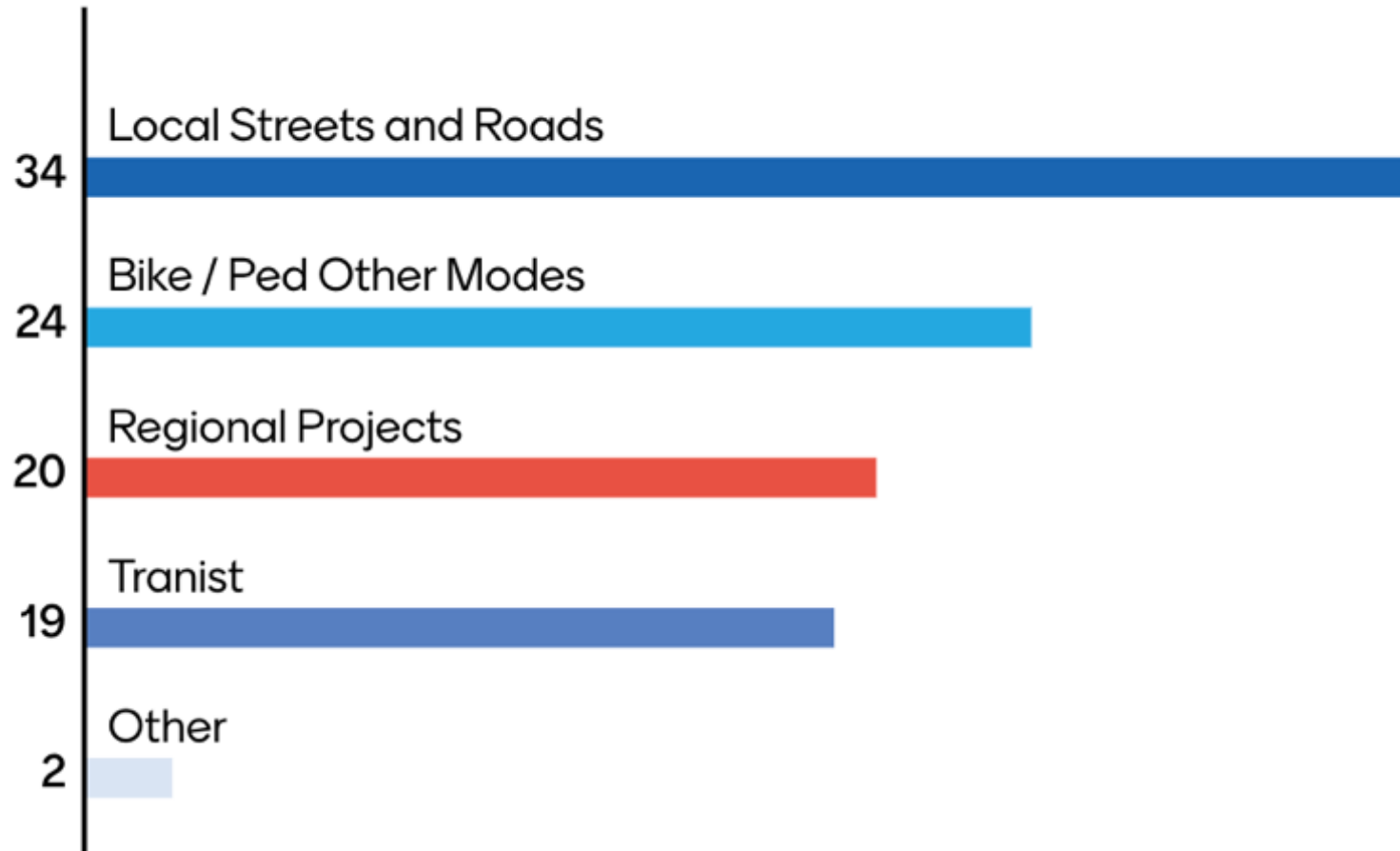


Which types of transportation should be prioritized in your area?



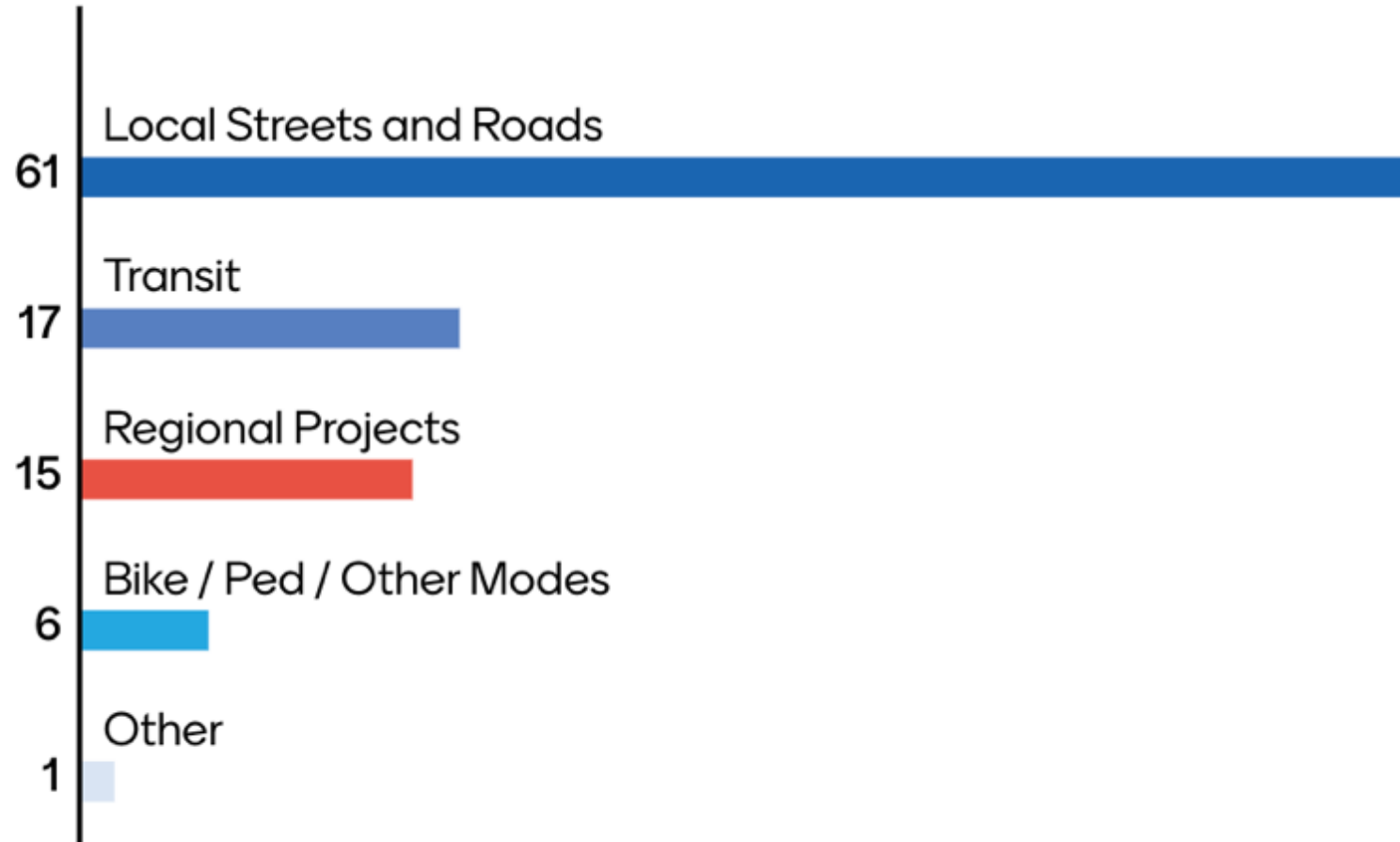
# Build a Plan – Bike

## How would you allocate funds?



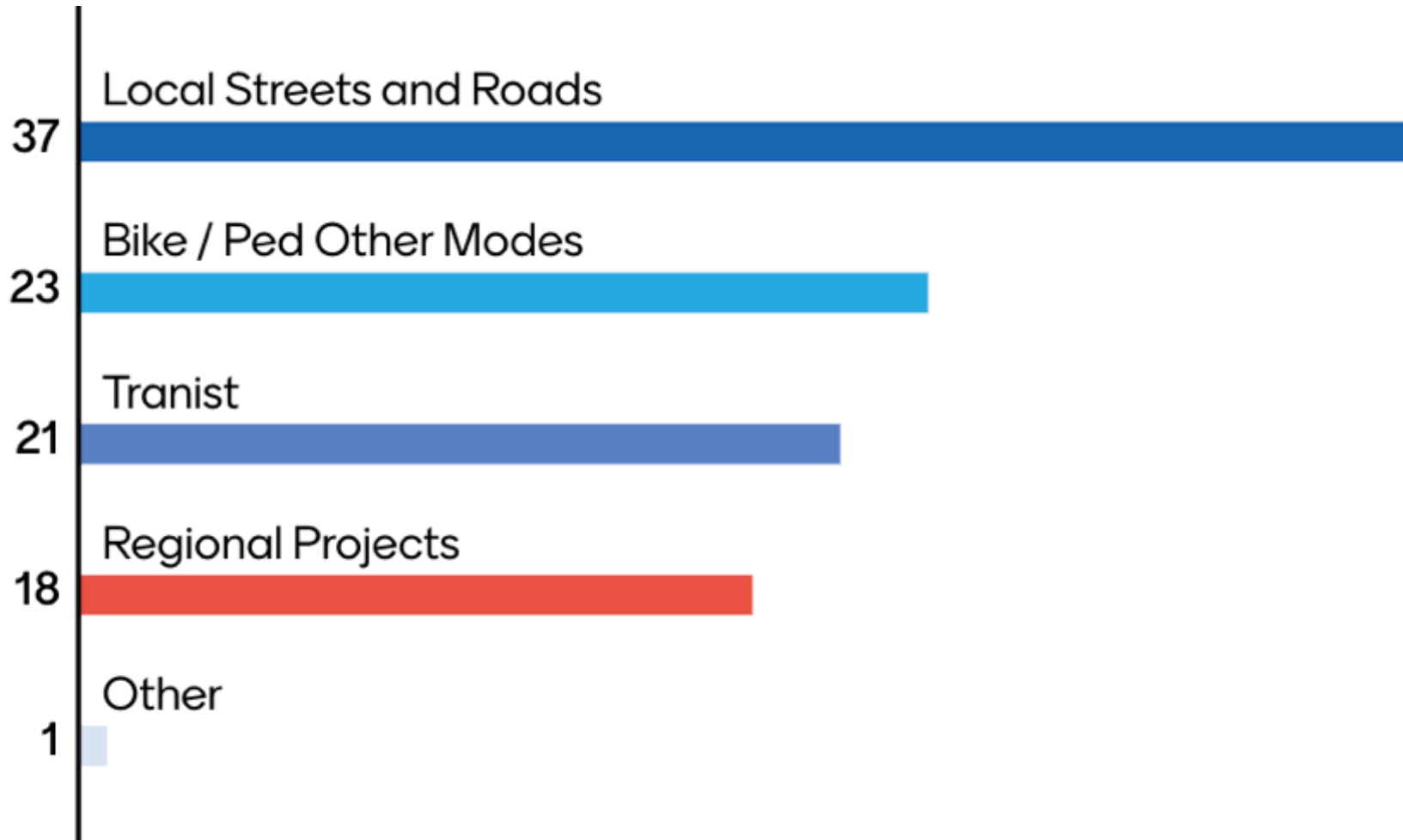
# Build a Plan – Kingsburg

## How would you allocate funds?



# Build a Plan – WTS

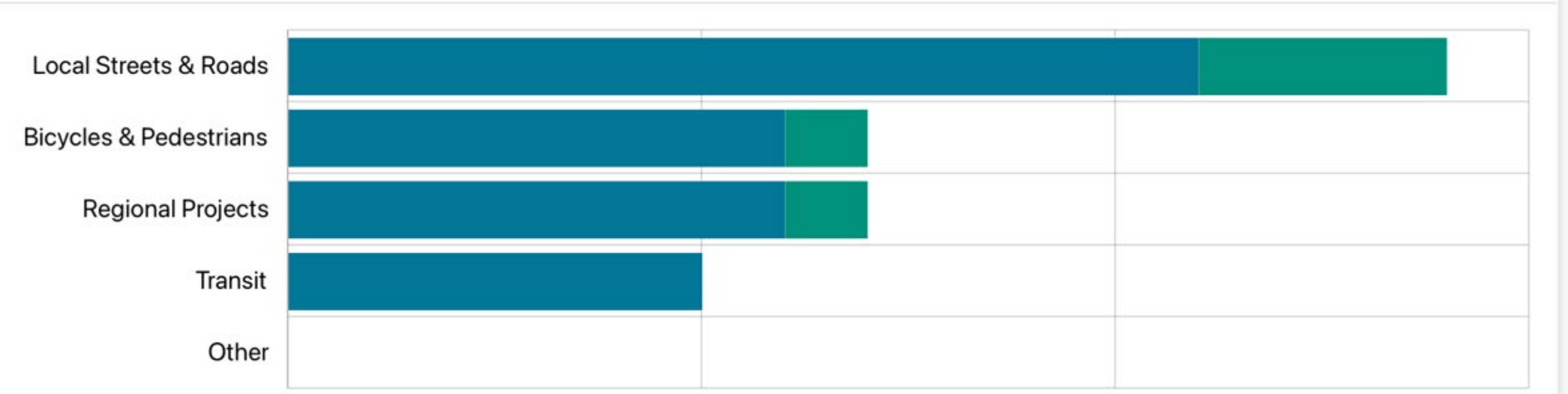
## How would you allocate funds?





# Build a Plan – How would you allocate funds?

Voting Results



# Collaborative, Inclusive Outreach

19  
JUN

## PARLIER CITY COUNCIL MEETING

Thursday, 1100 E Parlier Ave, Parlier, CA 93648

23  
JUN

## CENTRAL FRESNO MEASURE C RENEWAL COMMUNITY WORKSHOP

Monday, Betty Rodriguez Library

24  
JUN

## FRESNO NORTHEAST/CLOVIS MEASURE C RENEWAL COMMUNITY WORKSHOP

Tuesday, Fort Washington Elementary School

26  
JUN

## FRESNO COG POLICY BOARD MEETING

Thursday, Fresno Council of Governments

Office

[MeasureC2026.com](https://MeasureC2026.com)

# Questions



[MeasureC2026.com](https://MeasureC2026.com)

