



MEASURE C STEERING COMMITTEE MINUTES

JULY 17, 2025

Welcome and Introductions of New Members

- We encourage and expect respectful discussion.
- Committee members agree to refrain from posting negative comments via social media or news during the development process.
- Any member who misses more than two meetings may be replaced.
- Steering Committee Focus:
 - Vision and Priorities
 - Length of the Measure
 - Revenue Allocation by Category
 - Revenue Allocation by Agency
 - Implementation Guidelines
- To pass the Measure C budget the group will need to reach a 70% consensus. If a 70% consensus is not reached, then all the information will be taken to the board, and they will decide the outcome.
- Today is about Vision and Priorities.
- *Everyone agreed on the guidelines for the reminder of the meetings.*
- On September 27 there will be a Big Tent Event where the public will provide their feedback on the allocations selected by the Steering Committee.
- The purpose of this gathering is to create one measure, one county with no competing measures.

Vision, Values and Priorities

- Dr. Pacheco Warner with Central Valley Health Institute at Fresno State University
- Phase One: Community Engagement Findings
- Community Strength and Resident Needs

- Initial engagement focused on gathering input from residents regarding key factors that contribute to a strong and thriving community.
- Residents emphasized the importance of shared data and collaborative efforts across jurisdictions.
- When the word “we” is mentioned in this presentation it includes consultants across all participating areas identified a common set of regional priorities.
- Roads & Streets
 - The predominant concern expressed by residents was the condition of local roads. There is a strong demand for basic maintenance, particularly pothole repairs and resurfacing.
- Public Transit
 - Residents articulated a desire for expanded and more intentional use of public transportation.
 - There is a significant demand for increased transit options, especially in underserved areas.
 - Access to transit is viewed as essential, particularly for individuals with limited mobility or no access to personal vehicles.
- Safety
 - Safety was a consistent theme across all modes of transportation.
 - Residents prioritized improvements to walkability, including sidewalk repairs and elimination of safety hazards.
 - Concerns were raised regardless of transportation mode—drivers, cyclists, and pedestrians alike emphasized the need for safer infrastructure.
- Walkability
 - Residents expressed strong interest in walkable urban design, including the construction of proper sidewalks and dedicated pedestrian pathways.
 - Dirt paths were noted as insufficient; there is a preference for paved, safe, and accessible walking trails.
 - Specific concerns were raised about children’s routes to school and safe areas to wait for public transit.
- Biking
 - Stakeholders expressed interest in a long-term vision for improved biking infrastructure.
 - There is demand for protected bike lanes and better connectivity for cyclists.
- Connectivity
 - A recurring theme was the need for improved connectivity both within neighborhoods and between communities.

- Respondents highlighted the importance of being connected to adjacent cities and communities, not solely to Fresno.
- Overarching Message
 - The central takeaway from community input is a strong demand for reliable, safe, and connected infrastructure that enables residents to travel efficiently and safely, regardless of transportation mode.

Vision and Priorities Recommendation

- Fresno Cycling Club:
 - Commonality of needs for better roads for cars, pedestrians and cyclists – safety is key.
 - Vision: A multi-modal network with a choice of modes which are reliable and safe and moves away from car-centric reliance. That is equitable and accessible for all residents and is safe across all modalities.
- Citizens Oversight Committee:
 - Based on prior experience with Caltrans, agency guidance has consistently emphasized that any project involving state-owned assets, such as state highways or interchanges, must be designed with multimodal transportation in mind. This approach has long been embedded in Caltrans' project development vision.
 - Standalone or isolated infrastructure components, such as sidewalks or bike lanes that do not connect to a broader network, are considered ineffective and do not support long-term mobility goals.
 - A major gap identified is the lack of connectivity in existing trail systems. Current infrastructure often fails to function as part of a cohesive network.
 - The overarching objective should be the development of an integrated transportation network that is: safe, equitable, multimodal, and accessible.
 - Such a network is essential to support future mobility, enabling efficient and inclusive movement across regions.
- Leadership Counsel for Justice and Accountability:
 - The vision for the transportation network emphasizes strategic investment in existing communities, with a focus on: promoting economic opportunities, supporting local job creation and leaving room for advancements in transportation.
 - A comprehensive and connected transportation system should: promote community health and climate resilience, foster equitable economic opportunities, including access to upward financial mobility, and support the adoption and integration of transportation advancements.

- Many neighborhoods, particularly in metro and rural areas lack fundamental infrastructure due to historic underinvestment. These areas often have: no sidewalks or trails, no complete streets, no connected pathways to link residents to essential services and opportunities.
- The principle of "investing in what exists" refers not only to investing in existing infrastructure but also to prioritizing investment in existing underserved communities, including:
 - Neighborhoods with little to no transportation infrastructure
 - Communities historically excluded from infrastructure funding
- Fresno County:
 - While established frameworks and methodologies exist to address infrastructure challenges, regulatory oversight becomes less consistent in outlying or rural areas. This leads to gaps in infrastructure quality and connectivity.
 - Road repair and maintenance emerged as the top priority. Roads are foundational to multiple transportation goals:
 - Connectivity: A functional road network is essential to link communities and support regional mobility.
 - Safety: Poor road conditions directly contribute to safety risks for all users, including drivers, cyclists, and pedestrians.
 - Moving forward, the allocation of available transportation funding will have a direct impact on roadway conditions. Strategic investment decisions will determine whether road infrastructure deteriorates further or improves to meet current and future demands.
- Kendall: Measure C and help fund the infrastructure needs in communities that need it.
- Higher Education for All:
 - In his professional role, which requires travel to all communities within Fresno County, the committee member has observed significant disparities in road quality between the eastern and western parts of the county.
 - Communities such as the City of San Joaquin and the City of Mendota were identified as having some of the poorest street conditions in the entire county.
 - Drawing from experience as a former elected official in the City of Kerman, the speaker emphasized the importance of balancing limited municipal resources to serve all residents equitably.
 - A specific safety concern was highlighted along Highway 180 to Mendota, where a lack of basic safety infrastructure has resulted in fatalities, including

among youth traveling to school. This illustrates a critical gap in transportation safety on the west side.

- The current distribution of infrastructure investments across the county was described as inequitable, with historical underinvestment in western communities contributing to persistent disparities.
- Moving forward, there is a clear need for a more balanced and equitable approach to resource allocation, ensuring that underserved regions, particularly in western Fresno County are prioritized in future transportation planning and funding.
- Committee Member:
 - Fix the road first before anything else.
- City of Mendota:
 - Sales tax rates vary between communities.
 - Concern: Why is the county allowing disparities between different areas?
 - Firebaugh receives more allocations than Mendota.
 - Infrastructure issues, such as unpaved/dirt roads, need to be addressed.
 - Overall road conditions must be improved.
 - It's disheartening to witness this level of inequality.
 - We should collaborate and work together as a united county to ensure fair treatment for all communities.
- Committee Member:
 - Key concern: Lack of accessibility to essential services.
 - As a parent living with a child who has a disability this committee member shares that services are readily available in Fresno, but the surrounding communities face significant challenges in accessing similar support.
 - There is a noticeable gap in accessibility outside major urban areas.
- CVCF: measure should be transformative
 - The word transformative should be added to the vision.
 - We've had this measure for a while, but this measure has to be more than just roads.
 - The measure needs to address the fact that this is a long-lasting measure not just a one-year measure. It needs to be adaptable.

Vision Statement currently: Measure C should support a transformative multimodal transportation network that invests in existing communities, promotes economic opportunities and local job creation, positions us for future transportation innovations and

provide equitable access to transportation funding and safe accessible services for all residents across all modalities.

- CCEJN:
 - What is the true cost we're willing to bear both financially and in terms of our children's health and lives?
 - Many residents cannot afford to move out of the Valley, and instead, they face the consequences of shortened lifespans due to poor environmental conditions.
 - Crossing the street must be safer for everyone.
 - We must ask: What changes can be made to improve air quality and overall living conditions so that families aren't forced to leave the Valley?
- Citizens Oversight Committee:
 - There's a critical need to connect people with essential services through transportation.
 - Many individuals, especially patients, are unable to reach the services they need due to transportation barriers.
 - Access to higher education is also impacted. Students struggle to reach campuses without reliable transit options.
 - While this is a transportation initiative, it's closely tied to broader outcomes like health and education access.
 - Creating an effective network is essential to bridge current service gaps.
 - Personal example: My husband, a doctor, often saw patients miss appointments simply because they had no way to get there.
- Kendall: Wants everyone to understand that this is a transportation measure not a health and human services measure, but they are connected.

Vision Statement currently: Measure C should support a transformative multimodal transportation network that invests in existing communities, promotes economic opportunities and local job creation, positions us for future transportation innovations and provide equitable access to transportation funding and safe accessible services for all residents across all modalities. This would serve as the foundation for creating healthier communities.

Top Five or Four Priorities

- Committee Member:
 - It seems like Measure C has benefited affluent communities. I'm from Mendota and grew up in Tranquility.

- How to balance whole county so that west side communities are not forgotten.
- Equity and balance are priorities.
- The Measure should serve the whole county not just pockets.
- Committee Member:
 - Top priority should be complete streets and roads.
 - It's a transportation measure, try not to forget that.
 - Repair care and maintenance of roads.
- Committee Member:
 - Top priority is roads. We should allocate 80-90% to roads.
 - Nothing moves without good roads.
- City of Firebaugh:
 - Top priority is roads.
 - The heavy equipment hurts roads, and the City of Firebaugh is constantly trying to fix them. Especially when it rains and the roads soften is when the worst damage occurs.
 - Agrees with the committee member that said that the west side is often forgotten.
- City of Kingsburg:
 - Top priority is roads. Not just roads in wealthy areas but all roads
 - Making sure rural communities aren't left out, and anyone who relies on public transit.

Current priorities: Local transportation/roads network. Rural roads/urban roads. Bike/Ped. Accessibility – Connectivity.

- Youth Leadership Institute:
 - Can we bring infrastructure like trails to communities that have been paying into this measure for decades.
- Fresno Cycling Club:
 - Top priority is street and roads. Additionally bike and ped.
 - If new roads are built, then they have to include sidewalks and bike lanes.
 - When rehabilitating roads, they should be looking into adding bike lanes and sidewalks. Especially when doing road diets.
- Stop the Violence – Fresno:
 - Many bus stops lack basic amenities like shelters, leaving riders exposed to the elements.
 - Although some streets were recently repaired, many roads remain in poor condition.

- I work in Gaston, and nighttime lighting in the area is inadequate, raising safety concerns.
- West Fresno has limited job opportunities, which forces many residents to commute long distances.
- Personally, I live across town on Herndon and commute to work in West Fresno—this daily experience highlights the imbalance in access and infrastructure between neighborhoods.
- The unreliable transit system can lead to delays, which affects punctuality and job stability for many workers

Top Priority is roads, mostly everyone agrees.

- Committee member:
 - A strong transportation network supports commerce across all regions, not just in major or small cities, but also in rural areas where agriculture is a key industry.
 - For example, someone living in Dunlap might notice that Mendota receives a larger share of resources or benefits.
 - The system may not be perfect, but that's the current reality, and it highlights the need for more balanced infrastructure investment.
 - By having a good network, support commerce not only in major cities or small cities, but in rural areas where crops are grown. Ex: if you live in Dunlap, Mendota gets a great share. May not be perfect but that's how it is.
- Clarifications:
 - It's important to clarify priorities, what do we consider most important in our transportation system?
 - Roads are often seen as a priority by the public, but they should be viewed as a means to an end, not the end itself.
 - Instead of just asking what is important, we should ask why roads are important.
 - Do we believe our current transportation system is acceptable?
- Labor Union Representative:
 - “What do you mean when you say our transportation system is broken?”
 - Transportation infrastructure is costly to maintain.
 - Owning and maintaining a personal vehicle is increasingly expensive for individuals.
 - There is a long list of community concerns about the current system.
 - There's a need to preserve the integrity of our \$6 billion road network.

- We must focus on repairing damaged streets, filling potholes, and maintaining existing roads.

Roads will be part of all priorities.

Priorities currently:

- Community Health & Resilience:
 - Local streets and roads
 - Accessibility/proximity to emergency services/medical services
 - Landscaping and heat resilience/shade
- Safety:
 - Local streets and roads
 - Lighting, road safety
 - Safe Routes to School
- Accessibility and Connectivity for All:
 - Local streets and roads
 - Affordability
- Equitable Investments:
 - Local streets and roads
 - Rural Communities

Is this priority list acceptable for now:

- A majority of people (over 70%) agreed that this mission statement is satisfactory for now.

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Is this vision statement acceptable for now:

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Prosper Schedule:

- Wednesday, July 30: Allocation by Categories
 - For this meeting only the time would be changed to start at 5:30pm.

- Thursday, August 14: Allocation by Agency
 - Wednesday, August 27: Implementation Guidelines
 - Thursday, September 11: Draft Plan Part One
 - Thursday, September 18: Draft Plan Part Two
 - Saturday, September 27: Big Tent Event
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- The Measure C website includes a survey that everyone should take and distribute.

Initial Reactions to the Meeting:

Participants generally felt positive about the meeting, describing it as productive, collaborative, and encouraging. Many highlighted the quality of the dialogue and saw it as a strong starting point with potential for future progress. While some noted the discussion was long and detailed, the overall tone was optimistic and hopeful about the direction things are heading.