

Measure C Steering Committee

Motion Summary – August 27, 2025

1. Welcome & Overview

Facilitator - Mark Keppler

- Welcomed members and recognized Fresno COG staff for their hard work.
- Shared a story about visiting a bridge named after a professor who gave the "last lecture" before passing from cancer.
 - Themes included perseverance, overcoming obstacles, enabling others' dreams, and leaving a positive impact.
 - Related these lessons to the steering committee's work on Measure C.
- Encouraged committee members to stay focused despite outside pressures, reminding them of the responsibility to design a system for future generations.
- Thanked the committee for their time, patience, and commitment, noting this process can demonstrate that diverse viewpoints can work together for the common good.

Roll Call

- Roll call was conducted by staff.
- Members present included representatives from Fresno County, cities, community-based organizations, and advocacy groups.
- Both in-person and online attendance noted.

2. Progress To Date

Review of accomplishments to date, including:

- Educational briefings.
- Adoption of shared vision and guiding principles.
- Identification of general categories.

3. Group Exercise – Subcategories within General Categories

Opening Group Exercise

- Members were given three minutes to discuss what is most important and what Measure C means to them.
- Themes of conversation included but were not limited to: clean air, young people, prioritization of rural areas, road maintenance, safety in rural areas, and multimodal transportation

Subcategory Review Exercise

- Members were given 20 minutes to observe general categories and subcategories displayed on poster boards around the room. (Vision and guiding principles also displayed for reference).
- Members were asked to add any subcategories they think are missing, utilizing sticky notes on the poster, and asked to consider how the proposed subcategory relates to the vision statement, guiding principles, community input, and best practices.

4. Final Vote – Subcategories with General Categories

Subcategory Suggestion Review

- COG Staff invited to share subcategory suggestions by placing sticky notes on category posters hung up around the room.

Public Transportation

- **Kay Bertken: Suggested to add subcategory “Support for a regional team for coordinating planning between transit agencies”**
 - **Kay Bertken:** Expressed that in previous Measure C there was funding for consolidation of FAX versus the Clovis Transit agency, and without specific funding to set up some sort of coordinating body that is charged with coordinating routes, services, hubs, etc., that these kinds of things don’t happen and suggests that it might need a small amount of funding to be established.
 - **Paul Herman and Mark Keppler:** Discussed whether this subcategory may fit better under administration or another category
 - **Veronica Garibay:** Pointed out that administration is limited to 1.5% under the current measure. I wanted to second Kay’s comment since it is in the current measure and asked COG staff what has happened with that since the 2006 measure, and echoed leaving it in as a coordinated body, even if it's a limited amount.

- **Moses Stites:** There was an audit based on that, and the recommendation and findings in that audit for consolidation. For the services. It was not recommended, based on the public entities, the different boards, all those things. They more or less indicated that they wanted to integrate the services. And that's what they've done based on the routes, especially Shaw Avenue and different things like that. But as far as any serious consolidation is concerned, no, that has not been done.
 - **Kay Bertken: Motion to add subcategory “Coordinating transportation bodies”**
 - Veronica Garibay and Sher Moua Seconded
 - 18 Yes; 6 No
 - Motion Passes
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- **Dr. Amber Crowell: Suggested to add subcategory “Light Rail”**
 - **Dr. Amber Crowell:** So, starting with the guiding principles, I'm looking at getting people where they need to go efficiently, and also improving transportation alternatives. I could probably work in some others, too. It's a safe form of travel, and it also connects more neighborhoods to where they need to go, so leaving no neighborhoods behind. And I also just want to point out that they... they did just commission a study to assess the feasibility of light rail, and it's in our regional Long-range transit plan.
 - **Dr. Amber Crowell: Motion to add subcategory “Light Rail”**
 - Pastor Simon Biasell and Mandip Johal Seconded
 - 19 Yes; 7 No
 - Motion Passes
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- **Wendy Ozburn: Suggested to add “encourage zero-emission vehicle infrastructure (charging stations, incentives)”**
 - **Wendy Ozburn:** I don't know anything about the future, I'm just saying that, you know, as far as, like, electrical cars and charging more charging stations, things of that nature, different buses. We went over that already.
 - **Paul Herman:** All three public transit agencies have zero emission fleet conversion plans, and they're pursuing those today, so that is actively being, pursued today.
 - **Mark Keppler:** suggests that this may fall more under implementation guidelines and confirms that these categories are broad enough to include that.
 - **Wendy Ozburn:** Does not move forward to a motion.
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- **Sher Moua: Suggested to add “connecting students to higher education hub & first and last mile connectivity - rural to metro”**
 - **Sher Moua:** I would add to that, the Mobile hub piece, access to EV vehicles, right? I think, for me, it’s connecting young people, students, to the education hubs across the county, the higher education hubs in the West County, East County, and then Central Fresno. E-scooters are an example, buses, access to EV vehicles, right, etc., right, so they can connect. I feel like I would like to add that as a subcategory.
 - **Gail Miller:** I have a question. So, with regard to, like, the e-bikes and things like that, those are usually brought in by private sector. And Fresno did do that at one time. Caltrans supported that, and was party to that, where they had the blue... I could go to Sacramento Blue Bikes. Well, it didn't work out very well. Maybe it was before its time. But that's usually a private enterprise.
 - **Paul Herman:** Pointed out that mobility hubs is currently part of the subcategory list.
 - **Sher Moua:** Intended for the suggestion to be specific to students and agreed not to move forward with an official motion.
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Active Transportation

- **Wendy Ozburn: Suggested to add subcategory “Support safe routes to school – more traffic lights”**
 - **Wendy Ozburn:** We have 33, Highway 33, it's a major, a major roadway, right? So, to get kids in our schools, which are all in the inner city, I'm just saying that it's dangerous. There's no light, because you have to the traffic going on 33, and the traffic's backed up, people are trying to get to work and to their kids to school.
 - **Gail Miller:** Let me tell you how signals work. That’s State Route 33. Caltrans is not going to put in a signal unless they know there's a safety issue. If there's a safety issue, they have to put in a signal, or they'll put in a roundabout, which probably nowadays it'll be a roundabout. The city can't just say, we need a signal here and here. It's based on data engineering principles. Because this is a state route.
 - **Wendy Ozburn: Motion to add subcategory “Safe routes to school - lighting & traffic signals to promote safety”**
 - Darren Rose and Veronica Garibay Seconded
 - 20 Yes; 5 No
 - Motion Passes
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Existing Neighborhood Roads

- **Wendy Ozburn: Suggested to add subcategory “Traffic calming measures to reduce speeding in neighborhoods”**
 - **Wendy Ozburn:** Speaking of Firebaugh, because that's what I know. We, we need more Speed bumps. So, traffic calming. Anything, like, roundabouts, like you said, Traffic calming
 - **Mandip Johal:** My note was very similar to that. I don't know if we can combine them, maybe? Because I also said traffic calming on mine. My comment, though, was more focused about, you know, we wrote, streets near homes, schools, parks, there are streetlight signals and stuff, so I wanted to propose, actually seeing sidewalk and pedestrian safety. And that would include repair and new lighting. crosswalks, traffic calming, and just general all over sidewalks. Alleys, bikeways, and pedestrian facilities. Repair and new. So, my proposal is to say sidewalk and pedestrian safety, which includes repair and new lighting, crosswalks, traffic calming.
 - **Wendy Ozburn:** Doesn't feel this is the same as her concern to be able to combine them.
 - **Mark Keppler:** Will focus on Mandip's first then go back to Wendy.
 - **Mandip Johal: Motion to add subcategory “Sidewalk and pedestrian safety”**
 - Evelyn Morales and Dr. Amber Crowell Seconded
 - 19 Yes; 7 No
 - Motion Passes
 - **Wendy Ozburn:** I would like to see more safety when it comes to the high traffic vehicles coming through neighborhoods, I see it all the time.
 - **Wendy Ozburn: Motion to add subcategory “Traffic calming measures to reduce speed”**
 - Mandip Johal and Kay Bertken Seconded
 - 21 Yes; 4 No
 - Motion Passes
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- **Mona Cummings: Suggested to add subcategory “e-bikes & other motorized mechanisms of transportation accommodations (scooters) – to be considered separated from cars/general traffic (protected lanes)”**
 - **Mona Cummings:** Obviously, this could probably fit in any of these categories, active transportation, existing neighborhood roads, and regional connectivity. But my concern as we move forward is that pedestrian trails are not necessarily mixed with

the bike usage that we have today. So, we have regular non-motorized vehicles, and then we have e-bikes and scooters, etc. I'm not necessarily making a motion at this point, but it's very important to understand that when we use the language.

- **Mandip Johal and Greg Garcia: Suggested to add subcategory “Major Roads – Prioritize Rural Areas”**
 - **Greg Garcia:** Public transportation, Awesome, it's wonderful, but the vast majority of people in this county use automobiles. And the vast majority of the people I've spoken to in my area regarding Measure C are saying, can we get our roads fixed? That's all I care about, is getting our roads fixed. So, what I was thinking was that we need to not forget about the rural areas. Incorporated and unincorporated rural areas in the county. To make sure that there's equity in the distribution of the funds.
 - **Mark Keppler:** I may be getting over my skis here, and I apologize if I am, but the urban-rural split is, as far as I know, not something that this committee's making a recommendation on. Isn't that where that conversation occurs?
 - **Greg Garcia:** Well, they specifically mentioned roads that were in the city of Fresno on the poster. So, I just wanted to make sure that we weren't going to fall into the shadows.
 - **Pastor Simon Biasell:** Did this body come up with those specific roads? Was that our language? – conveys frustration with road examples being only urban roads and feel like that's putting words in our mouths.
 - **Mark Keppler:** If people don't understand what a major road is, then you've got to explain it to them, and give them an example. I think it's just to clarify what a major road is. People may not know what it is. I think it was just... it wasn't meant as this has a priority, if that's what you're saying. It was just meant, here's an example. That's all it was meant as.
 - **Mandip Johal:** I think when Greg and I were talking about that, there was confusion about the examples, and where it can be misleading to, when you read it, if you haven't been part of these committees. I think just no example, like, like, to Pastor's point, we don't have examples added to every category, you know, or every subcategory, so why not just remove the example and keep it as major roads
 - **Mandip Johal: Motion to amend “Major roads such as Whitesbridge/Lassen/Golden State” to “Major roads and arterials”**
 - Joseph Amador and Greg Garcia Seconded
 - 22 Yes; 4 No
 - Motion Passes
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- **Mandip Johal: Suggested to add subcategory “Basic infrastructure: beautification & landscaping/shade, potholes, curb maintenance”**
 - **Mandip Johal:** Yes, I was adding a subcategory of basic infrastructure, so along with what I see and what I've heard from our community, was that it's not just existing streets near home schools, it's not just streetlights, but just the beautification shade. You can put a sidewalk and, you know, walk a mile on West Fresno and there's no shade at all. So, who's going to walk that walk to the park or to the school? So, really adding basic infrastructure there for Stuff like that.
- **Mandip Johal: Motion to add subcategory “Basic infrastructure such as beautification, landscaping/shade, pothole repairs, and curb maintenance”**
 - Sher Moua and Greg Garcia Seconded
 - 22 Yes; 5 No
 - Motion Passes

This motion was later amended to: “Basic maintenance and infrastructure such as beautification, landscaping/shade, pothole repairs, and curb maintenance.” (see page 9)

Regional Connectivity

- **Sara Montemayor: suggested to add subcategory “Safety net or min. standard for rural communities”**
 - **Sara Montemayor:** I just feel that there should be a safety net, or a minimum standard that, cities need to maintain, or that, ... I know I'm not going to word this properly, but we don't have local, flexible funding for our communities, and I feel that everyone from a small community to attest to this, that we do get... Neglected a little bit? And I would love it if there was a PCI that we can meet for all communities, in Reedley, Fowler, Firebaugh. Is there a way that we can put a category up that maintains a certain level of equality for these rural communities? Because they are suffering, but I don't know how to word that. Is there a way to keep certain communities from falling under a standard psi? (Discussion and correction to PCI)
 - **Mark Keppler:** Can I make a suggestion? Could we say something like, the goal is to address those with the lowest PCI first? ... what do you want to bring them up to?
 - **Robert Phipps:** Suggested using a flexible funding pot proposed under Other.
 - **Gail Miller:** How much money do you think we have? If you're setting a standard, do you actually have to fund those standards? You're talking about all these rural communities, but do we have enough money to do that?
 - **Mark Keppler:** Priority of dealing with the worst first to address the issue?

- **Lee Delap:** Conceptually, you're going to have to do it in a relative fashion. It's going to have to be relative, because things can change. Inflation and the cost of repairs can go up; all kinds of significant things could happen.
 - **Sara Montemayor: Motion to add subcategory "Prioritize the 'worst first'"**
 - Evelyn Morales and Espi Sandoval Seconded
 - 20 Yes; 6 No
 - Motion Passes
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- **Veronica Garibay: Suggested adding the subcategory "Regional transit system that connects all systems"**
 - **Veronica Garibay:** As a way to think about... maybe it's tied to the coordination between all transit agencies for a mass transit system, that connects all the hubs, future high-speed rail station, the hospitals, the universities, etc., and for us to think much bigger than just the routes that exist through County Rural Transit, FAX, and Clovis. So that's why I added it here. It's in line with our guiding principles, and it's in line with what we've heard from community engagement to date about regional connectivity and being able to connect between and among cities, including connecting from San Joaquin to Reedley, for example. And that's why I put it in the regional connectivity. I would call it regional transit.
 - **Veronica was asked to further clarify:** Responding to the guiding principles and what we heard from the community throughout the engagement process, which is much broader and robust transit systems that connect residents to where they need to go, and major transit hubs. Including, but not limited to, hospitals, places of employment, and future high-speed rail station stops. I know Kay would talk about the airport and others but also going beyond the service lines that already exist as part of Rural Transit Agency, FAX, and Clovis. This would plan for a much bigger system, potentially connecting to the light rail study that Fresno Cog is currently doing. As a way to think about it much more regionally and reduce greenhouse gases. Transit to go from city to city and not just a rural city to downtown Fresno.
 - **Veronica Garibay: Motion to add subcategory "Regional Transit"**
 - Dr. Amber Crowell and Sara Montemayor Seconded
 - 21 Yes; 5 No
 - Motion Passes
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Existing Neighborhood Roads

- **Chuck Yeadon: Suggested to add subcategory “Road Maintenance”**

- **Chuck Yeadon:** Well, last time, the current measure we have right now, it says road maintenance, and I just want the verbiage road maintenance on there. I just want general road maintenance. It can help the smaller towns with maybe a street sweeper, repainting lines, cleaning the roads, just general maintenance of stuff that needs to be done on a semi-regular basis.
- **Mandip Johal:** I think I touched a little bit about it, but I'm okay if we can go back to my vote and maybe add basic road, infrastructure, and maintenance.
- **Chuck Yeadon:** I'm fine with that.

Mandip Johal: Motion to add subcategory “Basic road maintenance and infrastructure to the previously approved subcategory, making it: *“Basic maintenance and infrastructure such as beautification, landscaping/shade, pothole repairs, and curb maintenance.”* (see page 7)

- Dr. Amber Crowell and Chuck Yeadon Seconded
- 21 Yes; 3 No
- Motion Passes

Regional Connectivity

- **Espi Sandoval: Suggested to add the subcategory “Flooding of Rural Roads”**

- **Espi Sandoval:** I was just thinking, you know, a lot of it here in the San Joaquin Valley, all the roads are sinking. Subsidence, yeah. So, we have issues on a lot of our county roads where, especially when it rains, it just floods.
- **Kay Bertken:** I added something to “other” about environmental resilience that included, the fact that COG has done environmental resiliency, or climate resiliency studies of flooding, fire, impact of heat, and subsidence, and environmental resilience in the “other” general category (insinuating they may be combined).
- **Espi Sandoval:** Agrees

Other

- **Mona Cummings: Suggested to add the subcategory “Provide alternatives to car/truck (Auto) options. Create convenient/comfortable paths (trails+lanes) to promote transportation to work, school, or commercial development. Motorized pathways + non-motorized pathways for safety (road vs trail) options”**
 - **Mona Cummings:** We kind of talked about some of the motorized vehicle points before, so it was just an exercise here. I didn't actually realize that almost all of these would become motions. Because my understanding is that a lot of these could actually be embedded in the guidelines. I'm going to wait for the implementation guidelines, and if it's not there, I'll make sure it's there.
 - No formal motion was taken.

 - **Veronica Garibay: Suggested to add the subcategory “Mobility Hubs” and “Grid Capacity + Battery (Microgrids)”**
 - **Veronica Garibay:** I had two on here, I had mobility hubs and microgrids, so I'll just combine those, and the reason why I put them on here is because, particularly FAX has done some of this, I'm not sure about Clovis, but Fresno County Rural Transit Agency has probably done the best job of any rural transit agency in the Valley that I've seen, doing planning and studying for microgrid capacity and mobility hubs planning, so I would like to add those as a subcategory, so microgrid, micro, mobility hubs. And I know Mobility Hub is somewhere else, but I'd still like to add it here.
 - **Moses Stites** described what microgrids and mobility hubs are
 - **Veronica Garibay: Motion to add subcategory “Mobility hubs and microgrids”**
 - Kay Bertken and Mandip Johal Seconded
 - 20 Yes; 7 No
 - Motion Passes

 - **Wendy Ozburn: Suggested to add the subcategory “Signal optimization” and “Encourage Zero-emission vehicle infrastructure (Charging station incentives)”**
 - **Wendy Ozburn:** Decided to not move forward to an official motion
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- **Kay Bertken: Suggested to add the subcategory “Climate mitigation – Flood, heat, air quality”**
 - **Kay Bertken:** the COG has just done studies on climate resiliency that included, studies of transportation needs related to potential flooding. Heat resilience, mitigation of the effects of both. And it seemed to me that previous Measure C had a climate or an environmental enhancement thing. Every single other county proposal that I read had something related to climate or environmental impacts of transportation and the need to mitigate those impacts. I also want to make sure that Espi's point about subsidence is related, so just add subsidence to that
 - **Kay Bertken: Motion to add subcategory “Climate mitigation, flood, heat, air quality, and subsidence”**
 - Mona Cummings and Wendy Ozburn Seconded
 - 20 Yes; 6 No
 - Motion Passes
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- **Gail Miller: Suggested to add the subcategory “flexible funding for locals”**
 - **Gail Miller:** So, that was something that would have been put into the last measure. I don't know about the previous measures, but it's just a flexible spending that each local would get to use as they see fit. And it's just a nice little thing to have. We get invoices, and there is some flexibility. It just gives them some flexibility that maybe something wasn't covered, or they need to supplement it.
 - **Kay Bertken:** Well, as I was thinking about it, I mean, how flexible? Wouldn't there be public reporting requirements and community involvement in deciding. Just as long as there are accountability requirements, and we're not handing a pot of money to somebody to just spend on whatever.
 - **Mark Keppler:** I would assume there would be, and one thing you should remember is this committee is going to come up with a recommendation. This is not carved in concrete, what you guys want we're doing today. It's a recommendation to COG and the county. Accountability requirements would be included in the implementation guidelines.
 - **Gail Miller: Motion to add subcategory “Flexible Funding”**
 - Jenn Guerra and Chuck Yeadon Seconded
 - 17 Yes; 9 No
 - Motion Fails
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- **Evelyn Morales: Suggested to add the subcategory “Community Planning”**
 - **Evelyn Morales:** So, throughout the engagement process, we heard that community wants to be involved and have a say about how dollars are spent. So, I know there was some confusion with Moses and I. He said that this belongs as slash community engagement, but when we added community engagement, it was more so to capture, like, community, informational sessions that we would have regarding investments, this is actually allowing community to have a say. So, counties in the Bay Area actually implement community-based transportation plans that seem to really satisfy the taxpayers and residents, especially in underserved communities. So that's why I'm urging for it to be, or be included as a subcategory under other, as opposed to Administration.
 - **Mark Keppler:** I'm just a little confused. Isn't that COG's job? I mean, are you taking that responsibility away from the COG board? I'm a little confused by that.
 - **Evelyn Morales:** No, it's just ensuring that community has a say. We're not saying they're going to determine the terms and take away the job. Lived experience is the best informant practice, right? So, community members. Providing insight into what the transportation needs are within their community would guide the process.
 - **Mark Keppler:** And community engagement doesn't get you there? that you don't see that covered under community engagement? You see this as a separate category?
 - **Evelyn Morales:** Yeah, because community engagement isn't necessarily, like, giving a voice or having them have a spot at the table.
 - **Dr. Amber Crowell:** Yeah, I just wanted to back up what Evelyn's saying, and maybe add another word in there that might help make the distinction between community engagement and community planning, is that community planning is a more participatory thing that we're including here, right? Where community engagement, like you said, is more informational, and making sure people are getting updates on what's going on, whereas community planning is... community members actually... So maybe just, maybe just community planning.
 - **Gail Miller:** So, how is that different from in the communities where your elected officials who propose and approve projects, that they don't have a voice to come to those meetings, or, like, Council members hold town halls, or they meet regularly with their... How are they left... are they left out of that? Is this in addition to that? And then, yes, I'm just not sure where... where it fits.
 - **Evelyn Morales:** So, the way we envision this is that it would be a dedicated fund to... to have this... for lack of a better word, this group, or an opportunity for community members to come together and inform, say, COG's staff about what the needs are within their communities. So, and you're referring to town halls, but I'm specifically advocating for this because there is low attendance in town hall meetings because of literacy limitations or lack of promotion. So, what we're seeing, like,

specifically in Orange Cove, is that There is so much inconsistency with the actual, like, publications. Or outreach of the city council meetings that no one ever attends. So, I think there's a need to have separate groups and separate sessions for this.

- **Sara Montemayor:** I just have a question. Evelyn, do you mean, like, having, community committees? That get together, to help make decisions for the people in their community?
 - **Mark Keppler:** Well, that's called a... that's called a city council, right? That's an elected, but you want input in the process. You want to make sure that people... that local residents are having some influence, or... Their views are being heard by the electives.
 - **Evelyn Morales:** Correct Mark.
 - **Greg Garcia:** Gail mentioned earlier an oversight committee. Would that be kind of similar to what you're talking about, with community participation in the Oversight Committee?
 - **Evelyn Morales:** Yes.
 - **Evelyn Morales: Motion to add subcategory "Community Planning"**
 - Mandip Johal and Sher Moua Seconded
 - 19 Yes; 8 No
 - Motion Passes
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Administration (listed here out of meeting order)

- **Sher Moua: Suggested to add the subcategory "Support for grant writing staff"**
 - **Sher Moua:** Yeah, that was me. I think it was more clarification on the technical assistance, and also to go to the guiding principles, leave no neighborhood behind, and this has come up time and time again amongst the small mayors in the COG meetings.
 - **Gail Miller:** This is already in place. The COG provides technical assistance, whether it's engineering, grant writing, and Caltrans does the same thing for grant writing. It's already in place. The COG already provides a circuit planner, and a circuit engineer. They pay for that, a consultant, and handle that. (asking COG) do you do design also? I know you do grant writing, then I thought you did design also, because small cities can't afford to have staff Engineers, grant writers
 - **Sher Moua:** So, I would clarify, this would provide small cities with that.
 - **Gail Miller:** But that already happens. Fresno COG, is it funded through the measure program? How do you fund that?
 - **Robert Phipps:** We use a combination of state and federal.

- **Mandip Johal:** I have a question for the staff; just how much is that utilized by small cities?
- **Robert Phipps:** We budget about \$130,000 a year. I would say that probably covers 6 to 7 projects off the top of my head, about 6 to 7 projects a year. It's not used, it's not routinely, exhausted. It is on kind of a first-come, first-served basis. It's very project-specific. So, we do not accept requests, for example, for a city to come forward and say, I want you to write my housing element for me. It would be, we can, you know, we would like you to work on this aspect of the housing element.
- **Mark Keppler:** Let me ask, let me ask an example, and I think Veronica's a question, but what if a city, for whatever, they say, you know what, we want to start a bus service, but we don't know if it's going to work, so we want to get a grant writer to get us some money to do a study.
- **Robert Phipps:** Yes, that would be eligible. Yes, they could do that. That'd be eligible in the current system? Correct.
- **Veronica Garibay:** I was just going to say, \$130,000 over a year for 16 jurisdictions is not very much, and doesn't go very far, and as someone who has followed the COG board meetings for nearly 16 years, every single city, including some of the reps at the FCTA, has talked about the need for technical assistance. This is particularly important for the much smaller cities and the disadvantaged unincorporated communities, when the county's response to applying for even local competitive programs or state programs is we cannot apply for them because we don't have the staff capacity. So, funding this through Measure C with some support would help leverage and expand those, state and federal dollars. And I would urge all of us to support that.
- **Kay Bertken:** And given the state of the state budget and the state of the federal budgeting, if there was an amount of money set aside in Measure C for this. Potentially, it could be matched or supplanted, even by more money from something else, or you could hire two grant writers if this service were better advertised; perhaps, you know, two grant writers would be necessary to handle the traffic.
- **Sher Moua: Motion to add subcategory "Support for grant writing staff"**
 - Mandip Johal and Dr. Amber Crowell Seconded
 - 22 Yes; 4 No
 - Motion Passes

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- **Dr. Esmeralda Diaz: Suggested to add the subcategory "Public Database"**
 - **Dr. Esmeralda Diaz:** when I was... tried to put it in there, I didn't see that many people that said they were there, and I didn't notice until I came to my city that that was a public database. But if I... if you allow me to make a little commentary. The

reason I'm concerned, and I really want all the data to be accessible to the public is because I know that the current Measure C has had, I believe, 8 amendments, but that they never show it to the public. And that is my concern. And maybe I need to, or maybe you guys and the public here, I mean, and the committee, help me to put the right words, instead just to put the public database. But that is the reason I'm concerned.

- **Mandip Johal:** Do you think that would fall under the committee engagement? And the public database? Is it also covered under community engagement, where it's the informational?
 - **Dr. Esmeralda Diaz:** Yes
 - **Mark Keppler:** And then maybe in the implementation guidelines, we could say something specifically about, hey, we're going to make sure that everybody is aware of this.
 - No official motion is made.
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- **Dr. Amber Crowell: Suggested to add the subcategory “Annual & Public Reports”**

- **Dr. Amber Crowell:** Yeah, so I... it's not on there, but it's very important. I know there are annual reports for the current Measure C, but I don't see them on this one, so I want to make sure that that's a subcategory in our administration.
 - **Dr. Amber Crowell: Motion to add subcategory “Annual and public reports”**
 - Sara Montemayor and Dr. Esmeralda Diaz Seconded
 - 22 Yes; 3 No
 - Motion Passes
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- **Dr. Amber Crowell: Suggested to add the subcategory “Annual audits”**

- **Dr. Amber Crowell:** Same reason. It's important to have that accountability, and I don't see it on there.

- **Dr. Amber Crowell: Motion to add subcategory “Annual audits”**

- Sara Montemayor and Mandip Johal Seconded
- 22 Yes; 3 No
- Motion Passes
- **Gail Miller:** They have to have annual audits, but historically, smaller communities who can't afford to do them lots of times are years behind, and when Terry was here, Terry Ogle, the oversight committee helped with putting together some limitations

- **Mark Keppler:** But that, again, can be in the implementation guidelines.

5. Approved Motions

Public Transportation

- **Kay Bertken: Motion to add subcategory “Coordinating transportation bodies”**
 - Veronica Garibay and Sher Moua Seconded
 - 18 Yes; 6 No
- **Dr. Amber Crowell: Motion to add subcategory “Light Rail”**
 - Pastor Simon Biasell and Mandip Johal Seconded
 - 19 Yes; 7 No

Active Transportation

- **Wendy Ozburn: Motion to add subcategory “Safe routes to school - lighting & traffic signals to promote safety”**
 - Darren Rose and Veronica Garibay Seconded
 - 20 Yes; 5 No

Existing Neighborhood Roads

- **Mandip Johal: Motion to add subcategory “Sidewalk and pedestrian safety”**
 - Evelyn Morales and Dr. Amber Crowell Seconded
 - 19 Yes; 7 No
- **Wendy Ozburn: Motion to add subcategory “Traffic calming measures to reduce speed”**
 - Mandip Johal and Kay Bertken Seconded
 - 21 Yes; 4 No
- **Mandip Johal: Motion to amend “Major roads such as Whitesbridge/Lassen/Golden State” to “Major roads and arterials”**
 - Joseph Amador and Greg Garcia Seconded
 - 22 Yes; 4 No
- **Mandip Johal: Motion to add subcategory “Basic infrastructure such as beautification, landscaping, shade, pothole repairs, and curb maintenance”**
 - Sher Moua and Greg Garcia Seconded
 - 22 Yes; 5 No
- **Mandip Johal: Motion to add subcategory “Basic road maintenance and infrastructure” to the previous subcategory: “Basic road maintenance and**

infrastructure such as beautification, landscaping, shade, pothole repairs, and curb maintenance”

- Dr. Amber Crowell and Chuck Yeadon Seconded
- 22 Yes; 3 No

Regional Connectivity

- **Sara Montemayor: Motion to add subcategory “Prioritize the “worst first””**
 - Evelyn Morales and Espi Sandoval Seconded
 - 20 Yes; 6 No
- **Veronica Garibay: Motion to add subcategory “Regional Transit”**
 - Dr. Amber Crowell and Sara Montemayor Seconded
 - 21 Yes; 5 No

Other

- **Veronica Garibay: Motion to add subcategory “Mobility hubs and microgrids”**
 - Kay Bertken and Mandip Johal Seconded
 - 20 Yes; 7 No
- **Kay Bertken: Motion to add subcategory “Climate mitigation, flood, heat, air quality, and subsidence”**
 - Mona Cummings and Wendy Ozburn Seconded
 - 20 Yes; 6 No
- **Evelyn Morales: Motion to add subcategory “Community Planning”**
 - Mandip Johal and Sher Moua Seconded
 - 19 Yes; 8 No

Administration

- **Sher Moua: Motion to add subcategory “Support for grant writing staff”**
 - Mandip Johal and Dr. Amber Crowell Seconded
 - 22 Yes; 4 No
- **Dr. Amber Crowell: Motion to add subcategory “Annual and public reports”**
 - Sara Montemayor and Dr. Esmeralda Diaz Seconded
 - 22 Yes; 3 No
- **Dr. Amber Crowell: Motion to add subcategory “Annual audits”**
 - Sara Montemayor and Mandip Johal Seconded
 - 22 Yes; 3 No

6. Failed Motion

Other

- **Gail Miller: Motion to add subcategory “Flexible Funding”**
 - Jenn Guerra and Chuck Yeadon Seconded
 - 17 Yes; 9 No

7. 20- vs. 30- Year Measure Duration

- While 20 and 30-year sales tax measures share the goal of raising revenue, their main difference lies in its financial implications.
- A longer-term measure offers greater financial stability, while a shorter-term measure offers more frequent opportunities for assessing the priorities of the measure, though there are mechanisms to address reassessment during measures of either length.
- A 20-year measure provides more flexibility and accountability as they allow for cities and the county to adapt to changing priorities on a shorter time horizon compared to a longer measure.
- 20-year measures also create less of a long-term tax burden on the community if the voters decide the benefit is no longer worth the cost to taxpayers.
- A 30-year measure provides more long-term financial stability, which can be ideal when dealing with large infrastructure projects and for providing financial resources for ongoing maintenance costs. The ability to obtain bonds against future sales tax revenue is easier with a longer measure as well.
- A longer measure would also provide greater certainty that projects will be funded from project development through construction, reducing the risk of interruptions or shortfalls.
- Sales tax revenue bonding is a key tool in local government’s ability to fund large projects such as a freeway interchange or a public transit corridor improvement.
- Bond lenders assess the stability of the sales tax revenue stream to determine the bonds’ credit rating. Higher ratings translate to lower interest costs for the government. A longer sales tax measure assures a more stable funding stream for which to bond against.
- Both a 20 and 30-year measure can include built-in reviews of programs at predefined time periods, usually half-way through the measure’s time horizon, to adjust the priorities of the measure in response to new economic, climate, or technological changes that impact transportation projects and programs.
- In a 30-year measure there can also be multiple review periods (every 10 years) instead of a single mid-point review.

- In a review of transportation sales tax measures in California over the last 40 years, there has generally been a shift towards longer measures (30+ years).
- In Los Angeles and Santa Clara counties, voters have passed permanent measures, usually tied to the specific goal of transit expansion and operations.
- Permanent sales tax measures can only be proposed by a citizen initiative, and not by a government-endorsed measure.
- A 20-Year ½ cent sales tax measure between 2027 and 2047 is forecasted to generate a total of \$3.93 billion or an annual average of \$196 million over the 20 years.
- A 30-Year ½ cent sales tax measure between 2027 and 2057 is forecasted to generate a total of \$7.39 billion or an annual average of \$247 million over the 30 years.
- No hard vote on “20 v. 30” tonight—that will occur at the next meeting on Sept. 11.
- COG staff wants your input as they begin to prepare financial scenarios for you to consider before you vote on “20 v. 30” on Sept. 11.

8. Amended Categories

(Bolded items indicate August 27 updates)

Existing Neighborhood Roads

- *Streets near homes, schools, and parks*
- ~~Major roads such as Whitesbridge/Lassen/Golden State + Arterials such as Shaw/Jensen Avenues~~ → **Major roads and arterials**
- *Alleys, bikeways, and pedestrian facilities (repair & new)*
- *Streetlights, signals, and other safety features*
- **Traffic calming measures to reduce speed**
- **Sidewalk and pedestrian safety**
- **Basic maintenance and infrastructure such as beautification, landscaping/shade, pothole repairs, and curb maintenance**

Public Transportation

- *Transit systems – urban/rural*
- *Senior/veteran/youth/disability transportation*
- *Carshare/Vanpools/Microtransit*
- *Mobility Hubs*
- *Future transportation alternatives*
- *Programs and Services*

- *Public Transit Supportive Infrastructure*
- **Coordinating transportation bodies**
- **Light Rail**

Active Transportation

- *Bike and pedestrian trail maintenance & construction*
- *Accessibility improvements*
- *Safe Routes to Schools*
- **Safe routes to school - lighting & traffic signals to promote safety**

Regional Connectivity

- *Major road projects for safety improvements and congestion reduction*
- *Airports*
- *Grade separations*
- **Prioritize the “worst first”**
- **Regional Transit**

Other

- *Future alternative transportation*
- *Transit Oriented Development*
- *New technologies*
- **Climate mitigation, flood, heat, air quality, and subsidence**
- **Mobility hubs and microgrids**
- **Community Planning**

Administration

- *Administration/Planning*
- *Technical Assistance*
- *Community Engagement*
- *Public Database by Category*
- **Support for grant writing staff**
- **Annual and public reports**
- **Annual audits**