MEASURE C
STATUS REPORT

OCTOBER 2026 BOARD MEETING

FCTA
FRESNO COUNTY TRANSPORTATION AUTHORITY

JSa

OVERVIEW

Over the last two months, JSA supported the Fresno County Transportation Authority with recurring tasks such as website maintenance and social media, and most recently focused on two larger tasks including the groundbreaking ceremony for SR-41 and an e-bike safety educational campaign.

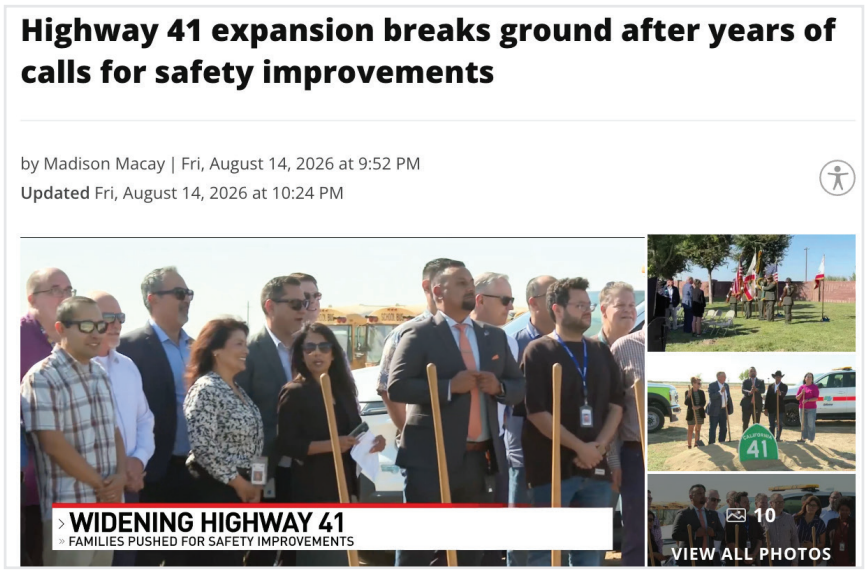
The groundbreaking event proved to be both impactful and successful, and the materials for the e-bike safety campaign will be presented during the October 14th board meeting for feedback and approval from the board members. Upon receiving approval, JSA will finalize the campaign materials and begin the media push.

SR 41 GROUNDBREAKING CEREMONY

SR-41 GROUNDBREAKING CEREMONY

JSA assisted the Fresno County Transportation Authority and Caltrans in celebrating the groundbreaking of the long-awaited SR-41 project. Our efforts included several tasks from planning to media coverage and post-event engagement, ensuring that stakeholders, dignitaries, and the community experienced a memorable ceremony that generated strong visibility across regional and digital channels.

- Media Relations & Press Management
- Day-of Coordination
- Informational Booth
- Custom Keepsake Items
- Social Media Recap & Content Creation



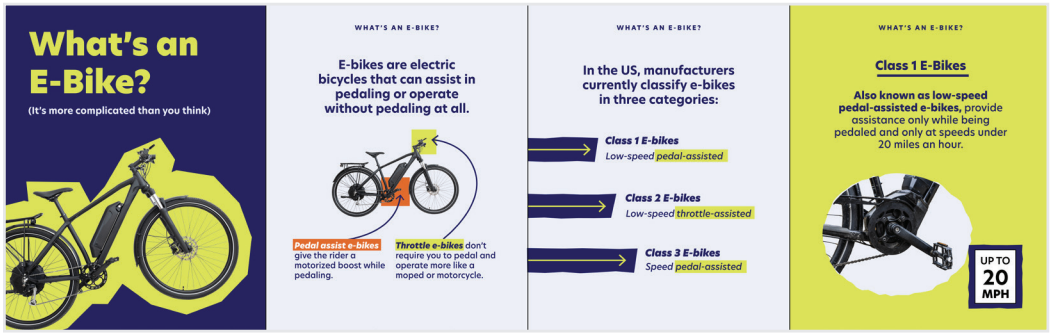
E-BIKE SAFETY EDUCATIONAL OUTREACH

The objective of this campaign is to maximize community safety by providing information which may help prevent e-bike related injuries and fatalities across Fresno County through a targeted educational campaign.

Recent e-bike collisions and fatalities represent an urgent public health concern. To protect the greatest number of lives, JSA is supporting the Fresno County Transportation Authority in launching a digital-first initiative designed to motivate behavioral change among riders and their families. The campaign tactics include:

- Digital Display Ads
- Social Media Carousel Ads
- Streaming Video Ads
- Custom Landing Page
- Stakeholder Support
- Organic Social Media Support

SOCIAL CAROUSEL EXAMPLE



DISPLAY AD EXAMPLE

LANDING PAGE

UPCOMING TASKS

- Finalize the e-bike safety campaign assets
- Begin the media flight across various channels
- Secure outreach events and sponsorships
- Finalize the strategy for the remainder of this contract