regardines 3-A 1025-571

Accepted by Presiding Officer

Pursuant to Rule 11(c)

Distributed

Measure C Update

Fresno City Council June 12, 2025



Kendall Flint
MEASURE C PROJECT MANAGER





Measure C Is Not A New Tax

- Renewing Measure C <u>does not create a new tax</u>—
 it simply continues a half-cent sales tax that has funded billions of transportation improvements since 1986.
- This funding is to maintain our roads, public transit, and infrastructure.
- Without it, road maintenance and transportation projects could be delayed or cut, making travel less safe and efficient.

Measure C = Over \$10 Billion

- Measure C has raised over \$2.1 billion in local funds, which was leveraged to bring in an additional \$8 billion from state and federal sources.
- These funds have supported road repairs, airport upgrades, public transit, and highway expansions.

Measure C Costs the Average Household About \$8 Per Month

- Fresno County households contribute about \$8 a month to Measure C through everyday shopping on taxable items.
- This pays for local road maintenance.
- If Measure C is not renewed, the cost of fixing roads and transportation issues will be higher.
- Almost 25% comes from people visiting our county.



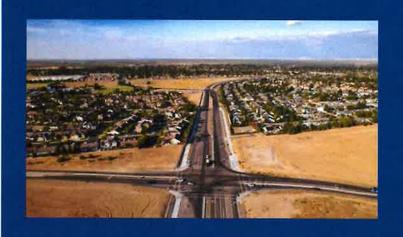
Programs & Projects >

Financial Reports >



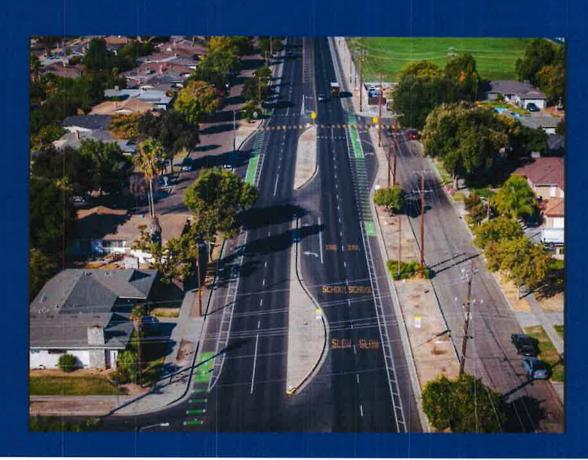






\$192 Million



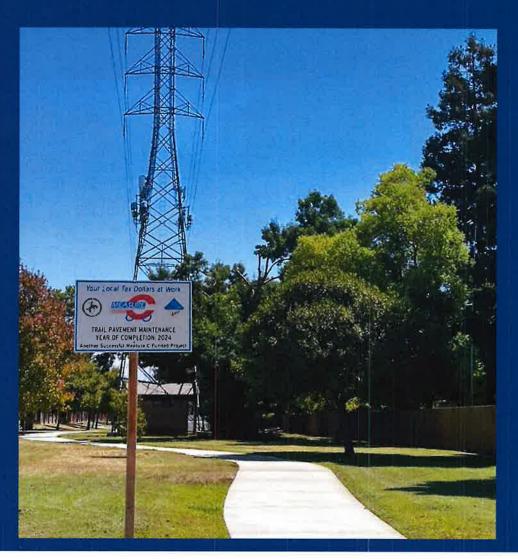




\$170 Million







\$20 Million

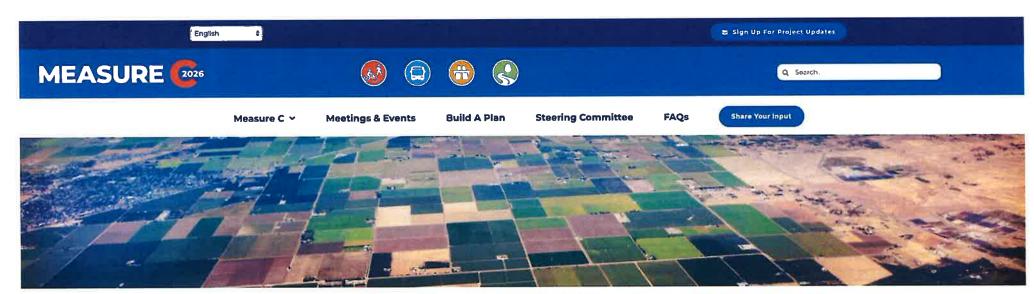
The Measure C Renewal Plan: Reimagine



Steering Committee Focus

- Length of Measure C Renewal
- Revenue Allocation by Category
 - Limited to Transportation Only
 - Compliant with CA State Law
- Revenue Allocation by Agency
- Oversight Committee/ Reporting Requirements







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?



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?





Collaborative, Inclusive Outreach

27 MAY

® Reedley High School

TUESDAY

Reedley Measure C Renewal Community Meeting

740 W North Ave, Reedley CA 93654

VIEW DETAIL

28 MAY

®Roosevelt Elementary School

WEDNESDAY

Kingsburg Measure C Renewal Community Meeting

1185 10th Ave, Kingsburg, CA 93631 **23 JUNE**

©Location Coming Soon

MONDAY

Fresno
Northeast/Clovis
Measure C
Renewal
Community
Meeting

VIEW DETAIL

24 JUNE

⊘Location Coming Soon

TUESDAY

Fresno Northwest
Measure C
Renewal
Community
Meeting

VIEW DETAIL

VIEW DETAIL

MeasureC2026.com

Collaborative, Inclusive Outreach

25 JUNE

©Location Coming Soon

WEDNESDAY

Fresno
Southwest/Downtown
Measure C

Renewal

Community

Meeting

15.JULY

@Clovis

TUESDAY

Clovis Measure C Renewal

Community Meeting

VIEW DETAIL

16 JULY

®Fresno West/Central

WEDNESDAY

Fresno

West/Central

Fresno Measure C

Renewal

Community

Meeting

17 JULY

@Prather/Auberry

THURSDAY

Prather/Auberry Measure C

Renewal

Community

Meeting

VIEW DETAIL

VIEW DETAIL

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Questions?



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