Measure C Update

Fresno City Council May 22, 2025



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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.





FRESNO COUNTY'S TRANSPORTATION PARTNER SINCE
1986









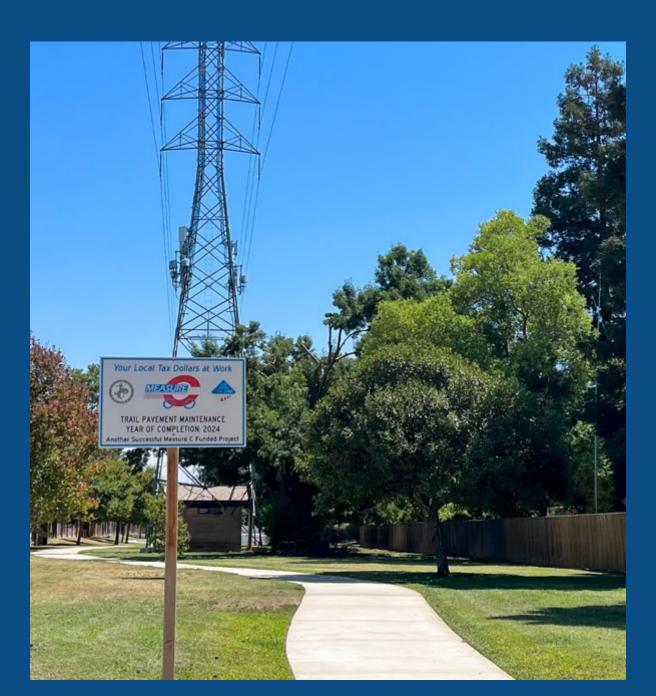




\$124 Million







\$19 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















Q Search...

Meetings & Events Steering Committee Measure C v **Build A Plan 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.

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 is Not a New Tax - It's a New Plan to **Keep Fresno County Moving**

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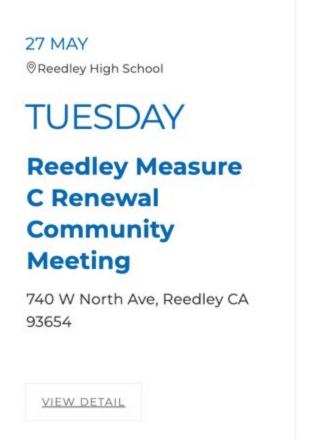


How would you divide up the Measure C funds?

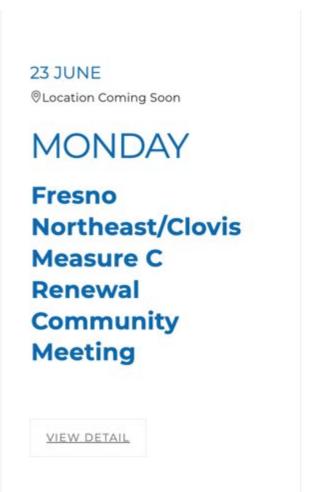
ecide how you want to divide the money by choosing a percentage for each category. The total must add up to 100%, and you can send more or less than that. For example, 100 points equals 100%. You can spend as much or as little as you want on each category nothing at all. If you change your mind after selecting a project, click the "Reset" button below the slider to start over. When you're

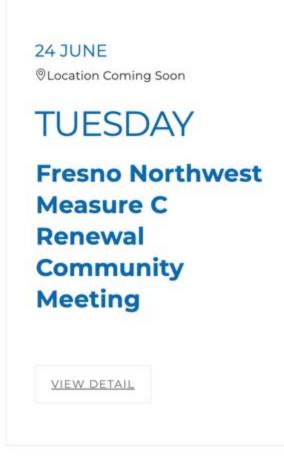


Collaborative, Inclusive Outreach









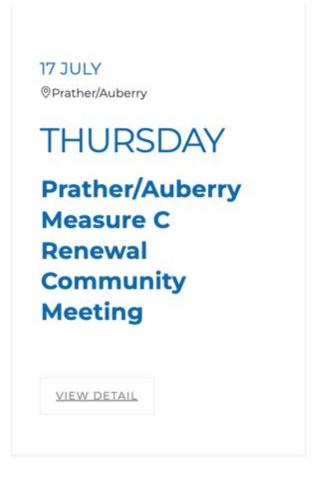
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Questions?



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