

Measure C Update

**Fresno City Council
May 22, 2025**



Kendall Flint
MEASURE C PROJECT MANAGER



Measure C Is Not A New Tax

- Renewing Measure C **does not create a new tax**— 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.



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FRESNO COUNTY'S TRANSPORTATION PARTNER **SINCE**
1986



\$120 Million





**\$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





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?






Search...


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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.




How would you divide up the Measure C funds?

[Open](#)

Decide how you want to divide the money by choosing a percentage for each category. The total must add up to 100%, and you can't spend 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—or 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 done, click the "Submit" button at the bottom to finalize your choices.

Your remaining points:
100 pts

Submit your choices




Local Streets & Roads

These funds would be used for... [Read More](#)

0 pts

100 pts




Transit

Transit includes... [Read More](#)

0 pts

100 pts




Bicycles & Pedestrians

Connecting communities and neighborhoods through... [Read More](#)

0 pts

100 pts




Regional Projects

Measure C Funds are not sufficient to fund an entire project, but... [Read More](#)

0 pts

100 pts



Other

Do you have another category you would like the Steering Committee to... [Read More](#)

0 pts

100 pts

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

[VIEW DETAIL](#)

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](#)

MeasureC2026.com

Collaborative, Inclusive Outreach

25 JUNE

📍 Location Coming Soon

WEDNESDAY

**Fresno
Southwest/Downtown
Measure C
Renewal
Community
Meeting**

[VIEW DETAIL](#)

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**

[VIEW DETAIL](#)

17 JULY

📍 Prather/Auberry

THURSDAY

**Prather/Auberry
Measure C
Renewal
Community
Meeting**

[VIEW DETAIL](#)

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Questions?



MeasureC2026.com