

# Measure C Renewal Community Engagement Plan

## I. Introduction to Measure C

The FCTA was created in 1986 when Fresno County voters passed Measure C, a half-cent sales and use tax, with a goal of improving the overall quality of Fresno County's transportation system. In its first 20 years, Measure C delivered more than \$1 billion worth of improvements to state highways and streets and roads, helping to build additional lanes, and thus enhancing the regional transportation system.

Fresno County residents voted in 2006 to extend Measure C for an additional 20 years. Funding from the Measure C Extension (2007-2027) has and will continue to benefit daily commuters, transit riders, and other Fresno County residents with unique mobility needs. The 2006 Measure C Extension has funded improvements to local roadways by repairing potholes and paving streets, building sidewalks, bike paths and trails, as well as funding transit, rideshare incentive programs, a senior transportation program and environmental enhancement programs that lessen the impact of greenhouse gas and other vehicle emissions in the Central Valley.

As the 2006 Measure nears expiration, it is again time to develop a Measure C Extension Expenditure Plan that will identify the most important and viable projects and programs to be delivered and advanced using local sales tax proceeds. One of the most important aspects of the proposed work activity will be consensus building. Developing the Extension Plan will require significant input from the public and other stakeholders, as well as the local, regional, and state agencies involved in transportation planning, financing, and programming. As we move Fresno County forward, the extension of Measure C will benefit communities in the County by improving transportation systems and choices for every local resident.

Following much discussion over the course of the last year by both the Fresno Council of Governments (Fresno COG) and the Fresno County Transportation Authority (FCTA) Policy Boards, a decision was made by both boards in August 2019 to move forward with a Measure C Reauthorization (MC3) process that will culminate in a ballot measure before Fresno County voters in November 2022. It is critical that the Measure C Renewal Plan is based upon broad-based public input as part of a collaborative process.

The Measure C Renewal Plan effort is being guided by development of the Fresno COG 2022 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS). The RTP/SCS is updated every 4 years and has a robust outreach and stakeholder involvement process including numerous committee meetings, public workshops and hearings, public surveys and polling, and other engagement opportunities. The RTP/SCS integrates all modes of transportation along with land use, and housing, environmental issues, reduction of vehicle miles travelled, and other related issues. The RTP/SCS is one of the critical building blocks that will help guide the 2022 Measure C renewal effort and identify needs and funding requirements.

## II. Commitment to Public Engagement

### Purpose

This plan provides clear direction for how FCTA and Fresno COG will provide and encourage public engagement throughout the planning and development of a second extension to the Measure C half cent sales tax measure. They are committed to soliciting input and involvement through a defined committee process. They also commit to receiving, analyzing, and communicating openly, the assessed transportation needs and values of Fresno County communities and their members.

Throughout this plan key strategies, engagement and decision points are identified within the Measure C Renewal development process. The public involvement process will require flexibility and is subject to change in response to input received. Any changes, as well as additional detail, will be posted on [www.measurec.com](http://www.measurec.com) and communicated via social media and through email notifications.

This Community Engagement Plan is composed of two important programs that will guide the public and stakeholder engagement process as the 2022 Measure C Renewal Plan is being prepared and as it is presented to the public for review and placement on the November 2022 ballot.

#### ✓ **Public Involvement Program**

Public involvement is the process by which an organization consults with interested or affected individuals, organizations, and government entities before making a decision. Public involvement is two-way communication and collaborative problem solving with the goal of achieving better and more acceptable decisions.

The Public Involvement Program for this planning process has been designed to identify opportunities for the public and stakeholders to engage with the planning process and provide opinion and input as the Measure C Renewal Plan is being prepared. A number of opportunities or strategies to become involved in the planning process are outlined in this Community Engagement Plan, including numerous committee and technical meetings, meetings before the 15 City Councils and the Fresno County Board of Supervisors, and the Fresno COG and FCTA Boards, and public hearings to review and approve the 2022 Renewal Plan.

#### ✓ **Public Education Program**

The FCTA implemented a Public Education Program prior to passage of the Measure C Extension by voters in 2006. The Public Education Program focuses on providing opportunities to every Fresno County resident for learning what Measures C has accomplished since the original Measure C was passed in 1986, and what is currently being done through the Extension Measure. There are many strategies or opportunities designed and implemented by the FCTA to educate the public about Measure C including social media, distribution of the Annual Report, a 24-hour hotline to leave comments and messages regarding Measure C, website educational materials, as well as other educational opportunities or strategies noted in this Plan. The Public Education Program also includes opportunities or strategies that will educate the public and stakeholders about the Measure C Renewal Plan efforts. These and other opportunities are described in this Community Engagement Plan.



## MEASURE C RENEWAL 2022 PUBLIC INVOLVEMENT PROGRAM

### GOAL

The Measure C Renewal effort is an open and public process designed to receive valuable input from Fresno County residents to prepare a draft of the Measure C Renewal for the November 2022 ballot.

### PUBLIC DRIVEN PROCESS

The following opportunities are available for Fresno County residents to become an active participant in the Measure C Renewal process.

Request Presentations at Community and Service Groups	Look for Measure C at Community Events	Attend Participating Committee Meetings	Call the Measure C Hotline at (559) 600 - 0413	Follow FCTA and Fresno COG on Social Media 	Sign-Up to Receive Email Notifications & Find Information Online at <a href="http://measurec.com">measurec.com</a>
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### PARTICIPATING COMMITTEES

All meetings are open to the public with agendas and public notices posted online at [measurec.com](http://measurec.com).

Measure C Renewal Executive Committee	Fresno COG Transportation Technical Committee
Measure C Renewal Technical Working Group	Fresno COG Policy Advisory Committee
Fresno COG's Regional Transportation Plan Roundtable	Fresno COG Policy Board
Measure C Citizen Oversight Committee	Fresno County Transportation Authority Board

### ADDITIONAL PUBLIC INPUT DURING DRAFT REVIEW PROCESS

A formal public review and comment period will be held for the Draft Measure C Renewal Expenditure Plan. Duplicates of published public notices will be posted online at [www.measurec.com](http://www.measurec.com).

15 City Councils and Board of Supervisors Meetings	Fresno County Board of Supervisors Hearing to Place Measure Extension on the November 2022 Ballot
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To submit questions, comments or receive email notifications, email [info@measurec.com](mailto:info@measurec.com).

To request materials in a different language, please email [info@measurec.com](mailto:info@measurec.com) or call **559.600.3282**.

### **III. Roles and Responsibilities: Measure C Planning and Implementation Partnership**

Much of the planning and implementation of the Measure C Program is done by Fresno COG staff, while the agency responsible for overseeing the implementation of Measure C is the Fresno County Transportation Authority (FCTA). During the Measure C Renewal Planning Process, the FCTA and Fresno COG will be partnering to provide support, transportation expertise and deliver a robust and open public involvement program.

#### **Fresno County Transportation Authority (FCTA)**

The Fresno County Transportation Authority (FCTA or Authority) is a local transportation authority organized and existing pursuant to California Public Utilities Code Division 15 (Sections 142000-142277, inclusive). The FCTA was created in 1986, when Fresno County voters passed Measure C, a half-cent sales and use tax, with a goal of improving the overall quality of Fresno County's transportation system. Measure C is a major part of making Fresno County a great place to live, work and play. Since 1986, the Measure C program has transformed Fresno County residents' daily commute and quality of life through building and improving 1,200 miles of local streets, county roads and state highways. Measure C funds local and regional transit services, building trails, bike lanes and ADA facilities, while leading initiatives to better our air quality and bolster the local economy. Measure C successfully leverages local dollars with other resources to deliver billions of dollars in local transportation improvements, while providing tens of thousands of jobs.

#### **Fresno Council of Governments (Fresno COG)**

The Fresno Council of Governments (Fresno COG) is a consensus builder, developing acceptable programs and solutions to issues that do not respect political boundaries. Fresno COG is a voluntary association of local governments, one of California's 38 regional planning agencies, and one of 500+ nationwide. In 1967 elected officials of Fresno County and its incorporated cities informally created the agency, formalizing Fresno COG in 1969 through a Joint Powers Agreement. Fresno COG undertakes comprehensive regional planning with an emphasis on transportation, provides citizens an opportunity to be involved in the planning process, and supplies technical services to its members.

## IV. Public Involvement Program for the Measure C Renewal Process

This section describes key engagement strategies FCTA and Fresno COG will employ during Measure C Renewal Plan development. Using the strategies outlined as follows, the agencies will provide the public with several avenues for ongoing engagement throughout the planning process. The following section explains those engagement opportunities and highlights how to access each of them. It is important to note that throughout the Measure C Renewal planning process engagement materials will be provided in multiple languages.

### Public Involvement Opportunities

#### 1. Community meeting presentations

Staff will provide presentations to organizations, community groups, professional or neighborhood associations and at other agency meetings as requested, via virtual or in-person means as pandemic protocol demands.

#### 2. Community events

The FCTA and Fresno COG have a long history of engaging with the community at events held throughout the county on behalf of the Measure. For the renewal effort, both agencies will continue hosting booths at company and local community events to engage with the public regarding Measure C programs and renewal opportunities, utilizing video explanations, surveys, visuals, and presentations to garner input from the public in multiple languages.

#### 3. Measure C Hotline

FCTA has established a telephone hotline, available to receive messages regarding public concerns, questions, survey responses, and other information. Call the 559-600-0413 hotline number 24-hours a day, seven days a week. Messages will be checked, documented, and responded to as appropriate.

#### 4. Social media

Updates, workshops, meeting announcements, community surveys and other opportunities to participate in Measure C Renewal development will be posted to the FCTA and Fresno COG social media sites. Facebook events will be created for workshops and public meetings as appropriate.

FCTA's social media accounts may be accessed at these links:

- Facebook: <https://www.facebook.com/MeasureCFresnoCounty>
- LinkedIn: <https://www.linkedin.com/company/37509914/>

Fresno COG's social media accounts may be accessed at these links:

- Facebook: <https://www.facebook.com/FresnoCouncilOfGovernments>
- Instagram: <https://www.instagram.com/fresnocog/>
- LinkedIn: <https://www.linkedin.com/company/fresno-council-of-governments>
- Twitter: <https://twitter.com/FresnoCOG>
- YouTube: Search for Fresno Council of Governments

## 5. Email notifications

FCTA will provide Executive Committee and Technical Working Group meeting notifications by request. To be placed on the meeting notification list utilize one of the following options:

Online: <https://measurec.com/stay-connected/> on the MeasureC.com website

Email: [info@measurec.com](mailto:info@measurec.com)

Mail: 2220 Tulare Street, Ste. 2101, Fresno, CA 93721

Phone: 559-600-3282

Regular updates regarding Measure C Renewal development will be included in Fresno COG's "Coming Up at Fresno COG" monthly e-newsletters. To be added to the Fresno COG e-news notification list utilize one of the following options:

Online: <https://www.fresnocog.org/get-involved-2/>

Email: [comments@fresnocog.org](mailto:comments@fresnocog.org)

Mail: 2035 Tulare Street, Suite 201, Fresno CA 93721

Phone: 559-233-4148

## 6. Dedicated engagement webpages

[www.MeasureC.com](http://www.MeasureC.com): The FCTA has added dedicated Measure C Renewal webpage information to their site. Find Executive Committee and Technical Working Group member listings, meeting dates, meeting agendas and documents with more information to come. A list of Frequently Asked Questions regarding the renewal will be available, public notices, survey findings, will all be available on this webpage. To stay connected to the renewal effort sign up to be added to the email notification list on the site's Contact/Stay Connected page.

[www.fresnocog.org](http://www.fresnocog.org): Fresno COG's website contains historical Measure C documentation and program implementation information for the current extension measure. Moving forward, it will also provide links to renewal committee meetings and public engagement opportunities on the Get Involved, Planning/Measure C webpages as well as on the Event calendar. In addition, Fresno COG continues to actively analyze all fresnocog.org content for accessibility and has installed automated web accessibility technology. Language translation is also readily available.

## 7. Community surveys

**Open community surveys:** Throughout the Measure C Renewal Plan development community member surveys will be generated to gather input from the public regarding key topics. Community members may participate online, via email, or by hard copy survey circulated at community events, presentations, or by partnering agencies by request. Assistance garnering participation is welcome.

**Statistically valid community surveys:** Statistically valid community surveys have and will be used to provide essential data to the public, committee and board members for consideration when developing the renewal plan.

**Measure C Renewal Surveys:** FCTA contracts with a professional survey firm to conduct community surveys whose respondents will be randomly selected to respond to the survey. Results will be statistically representative of the demographic and geographic opinions of likely County of Fresno voters. The survey's key findings will be shared at committee and

board meetings and they will be posted online at [www.measurec.com](http://www.measurec.com) with opportunities to comment. Two voter opinion polls will be conducted throughout the renewal planning process.

The first survey will:

- ✓ Determining the feasibility of a potential Fresno County transportation sales tax renewal measure
- ✓ Identifying voter preferences for how they would like future transportation funding to be allocated
- ✓ Gauging voter support for particular transportation infrastructure projects in their respective area of Fresno County

The second survey will integrate feedback collected from the first survey and additional stakeholder and community outreach to further test and develop a long range plan and possible funding measure. **Fresno COG's Regional Transportation Plan Survey:** Fresno COG contracted with a professional survey firm to conduct a statistically valid community survey whose participants are reflective of county's demographics, including limited English-speaking populations from the urban and rural areas. The consultant prepared a detailed list of findings with ranked values and transportation funding priorities identified by the Fresno COG. The summary presentation and survey report are available at this link:

<https://www.planfresno.com/public-participation/>

## 8. Measure C Renewal Plan Development Committees

**The Measure C Renewal Executive Committee** is Co-Chaired by Lynne Ashbeck, FCTA Vice Chair and David Cardenas, FCOG Chair. The Executive Committee is comprised of community leaders representing a wide cross-section of public agencies, business, and social service groups. Committee members are charged with representing their industry, agency, or group on the committee, keeping in mind overall transportation needs in Fresno County.

**Measure C Technical Working Group** made up primarily of public agency staff, advocacy groups, and modal advocates. This Technical Working Group will be evaluating transportation needs, current funding sources, and funding gaps by mode. This information, along with voter polling, will be provided to the Executive Committee who will then use it to craft the 2027 MC3 Renewal Expenditure Plan.

## 9. Other participating committees and boards

The following Boards and Committees will be consulted throughout the development of a Measure C Renewal Extension Expenditure Plan. Once the Technical Working Group and the Executive Committee craft the final MC3 Extension Expenditure Plan, it will go forward for review and approval to the following committees and boards (with the exception of the RTP Roundtable) in the order listed below. All of these committee and boards meetings are open to the public.

**Fresno COG's Regional Transportation Plan Roundtable** supports staff and COG standing committees in developing the Regional Transportation Plan and Sustainable Communities Strategy. The 39-member Roundtable comprises of 16 representatives from each of Fresno COG's member agencies, 20 positions for public agencies and stakeholder groups, and three positions for those who

represent the public-at-large. *(State here how it ties into the Measure)* The RTP Roundtable meets monthly, on the fourth Wednesday at 1:00 pm. Meetings are currently being held via Zoom but typically meet in Fresno COG's Sequoia Conference Room. Meeting agenda packets are made available on the website one week prior to the meeting at <https://agendas.fresnocog.org/>

**Measure C Citizen Oversight Committee (COC)** is composed of 13-members who are charged with informing the public and ensuring that the Measure C funding program revenues and expenditures are spent as promised. Committee members will be notified via email and/or at monthly meetings regarding Measure C Renewal progress and public outreach opportunities. MC3 items will be added to the agenda as requested by staff, boards, or committee members. This committee meets the second Tuesday of each month at 4:00 p.m. via Zoom, currently. Typically, they meet in the Fresno COG Ash Conference Room as content dictates. Agendas are available on week prior to the meeting at <https://agendas.fresnocog.org/>

**Transportation Technical Committee (TTC)** serves as a standing committee that reviews materials and issues monthly before forwarding them to the Policy Advisory Committee. Membership includes member agency staff and representatives from a wide variety of transportation and community interest groups. Standing Measure C Renewal progress items will be included on TTC agendas each month, briefing committee members on MC3 progress and public outreach opportunities. TTC meets the second Friday of each month at 8:30 a.m. via Zoom, currently. Typically, they meet in the Fresno COG Sequoia Conference Room. Agendas are available on week prior to the meeting at <https://agendas.fresnocog.org/>

**Policy Advisory Committee (PAC)** is composed of the Chief Administrative Officer or City Manager of each member agency or their designated representative. With the exception of urgency matters, all items must first be considered by the PAC before submission to the Policy Board. Standing Measure C Renewal progress items will be included on TTC agendas each month, briefing committee members on MC3 progress and public outreach opportunities. TTC meets the second Friday of each month at 8:30 a.m. via Zoom, currently. Typically, they meet in the Fresno COG Sequoia Conference Room. Agendas are available on week prior to the meeting at <https://agendas.fresnocog.org/>

**Fresno COG Policy Board** is composed of the Mayors of each incorporated city, and the Chairman of the County Board of Supervisors, or their designated elected official. The Policy Board governs the agency, setting policy and guiding work activities.

Standing Measure C Renewal progress items will be included on Policy Board agendas each month, briefing board members on MC3 progress and public outreach opportunities. The Board meets the last Thursday of each month at 5:30 p.m. via Zoom, currently. Typically, they meet in the Fresno COG Sequoia Conference Room. Agendas are available on week prior to the meeting at <https://agendas.fresnocog.org/>

**Fresno County Transportation Authority Board** is charged with overseeing all aspects of Measure C's implementation. The Board consists of nine members: (optional)

- Two members from the Fresno County Board of Supervisors
- Two members representing the city of Fresno
- One member representing the City of Clovis

- Two members representing the other cities within the county, Westside, and Eastside
- Two public members-at-large, one rural and one urban member

Standing Measure C Renewal items will be included on Authority Board agendas each month, briefing board members on MC3 progress and public outreach opportunities. The Authority Board meets on the second Wednesday, every other month at 9 a.m. via Zoom, currently. Typically, they meet in the Fresno COG Sequoia Conference Room. Agendas are available on week prior to the meeting at <https://measurec.com/meetings/>

#### **10. Fresno COG's Regional Transportation Plan (RTP) Public Outreach Plan**

The Fresno Council of Governments (Fresno COG) developed and is implementing a comprehensive, inclusive public outreach program that spans a two-year period, from June 2020 to June 2022. The outreach program engages the public in Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS) planning from inception through final adoption. Fresno COG staff gathers data and feedback from multiple community-based organizations, stakeholders, partnering agencies, non-profit organizations and the public for the Policy Board and other advisory committees to consider during RTP development and when selecting a preferred Sustainable Communities Strategy (greenhouse gas reduction plan). Fresno COG's RTP Public Outreach Strategy was adopted by the Fresno COG Policy Board in June 2020 and outlines the outreach process followed throughout the planning process. It is available to view or download on Fresno COG's RTP website at <https://www.planfresno.com/public-participation/> along with all RTP/SCS public input gathered to date. The RTP public outreach process will inform the Measure C Renewal process by identifying community members' transportation needs and funding priorities as well as prioritizing community values.

#### **11. Additional tasks as identified throughout the planning process**

As appropriate and effective opportunities for public outreach and engagement arise, they will be evaluated and discussed. If the opportunities are viable and financially feasible, they will strongly be considered for implementation.

To suggest an outreach strategy or opportunity for consideration, please contact Measure C Advocate Rose Willems as follows:

Email: [info@measurec.com](mailto:info@measurec.com)

Mail: 2220 Tulare Street, Ste. 2101, Fresno, CA 93721

Phone: 559-600-3282

#### **12. Public involvement during draft plan review**

A formal public review and comment period will be held for the Draft Measure C Renewal Expenditure Plan. Duplicates of published public notices will be posted online at [www.measurec.com](http://www.measurec.com). In addition to the participating committees previously listed, the draft plan will be reviewed by the 15 city councils and Fresno County Board of Supervisors at open, public meetings.

#### **13. Public engagement timeline**

A renewal effort project schedule is available on the MeasureC.com website at this link: <https://measurec.com/executive-committee-technical-working-group/#> The schedule highlights major work activity for the entire development of a renewal plan. The schedule is subject to change and will be updated and reposted when and if that occurs.

## V. PUBLIC EDUCATION PROGRAM

The FCTA Board implemented an ongoing Public Education Program in 2003 to inform Fresno County residents and businesses on how Measure C funds are being used to improve the transportation system throughout Fresno County. The Public Education Program focuses on providing opportunities to every Fresno County resident and business to learn about what Measure C has accomplished since the original Measure C was passed in 1986, and what is currently planned and implemented in the Extension Measure. There are many strategies or opportunities designed and implemented by FCTA to educate and inform the public, including those listed in the prior Public Involvement section of this engagement plan. Measure C has an established social media presence and website, as well as an email eblast notification database. Additionally, for many years staff has conducted community meeting presentations and hosted multimedia outreach education programs at community events throughout the Fresno County region.

FCTA's Public Education Program contractor Jeffrey Scott Agency (JSA) is responsible for informing Fresno County residents and businesses about how their Measure C sales tax is used to improve the transportation system. The Public Education Program includes the following education and outreach strategies to be implemented over the coming year:

- **Materials Distribution:** Extension Plan fact sheets are prepared and distributed throughout the region to reflect major components of current Measure C Program and the Measure C Renewal effort
- **Messaging:** Outreach and education efforts will highlight Measure C's projects and programs targeted to relevant audiences in rural and urban areas
- **Paid Media Plan:** Includes paid educational messaging on TV, radio, social media. Informational and educational messaging is provided digitally and in multiple languages throughout Fresno County
- **Earned Media Strategy:** Involves writing public service announcements and working closely local reporters and editors to educate and inform the public about the current Measure C Program and the Measure C Renewal effort
- **Annual Report:** The FCTA develops and distributes a hard copy Measure C Annual Report through Fresno County news publications and digital versions through are viewable and downloadable on the Measure C Website in English and Spanish. In 2020 the report was distributed to 155,961 homes.

## VI. COMMUNITY ENGAGEMENT PLAN - EXPECTED OUTCOMES

The following expected outcomes are presented to highlight the resulting impact of the Community Engagement Plan once implemented.

- ✓ Public involvement was available throughout the plan development process and continuous public education was provided
- ✓ Supportive environments were available for the public and stakeholders to ask questions and have discussion on key issue
- ✓ Partnerships were developed with key stakeholders to disseminate plan materials and information
- ✓ Public concerns were documented and opportunities for input were known and available to the general public and stakeholders
- ✓ Polling opportunities were conducted to determine Fresno County voter opinions regarding the 2022 Measure C Renewal Plan and process
- ✓ Coordinated efforts were forged with stakeholders and other local, state, or regional partners to enhance awareness of the planning process and Measure C in underrepresented communities
- ✓ Increased awareness and understanding of the Measure C Renewal Plan and planning process
- ✓ Underrepresented communities and individuals were educated about the planning process, its purpose, need, and how it benefits them and their communities