

Moving Forward Together

Everyday people coming together for a better, more accessible, and more affordable transportation system in Fresno County

Taxpayer priorities to get a transportation measure on the 2026 ballot that we can all support

Findings from Community Engagement Efforts

September 8, 2025



To learn more, visit:
Transportationforall.com
or scan the code.



Community-Based Participatory Process



- **Iterative phases**
- **Inclusive**
- **Mixed-methods**

- **Multi-language**
- **Trained facilitators**
- **Well-attended**

Robust Community Engagement

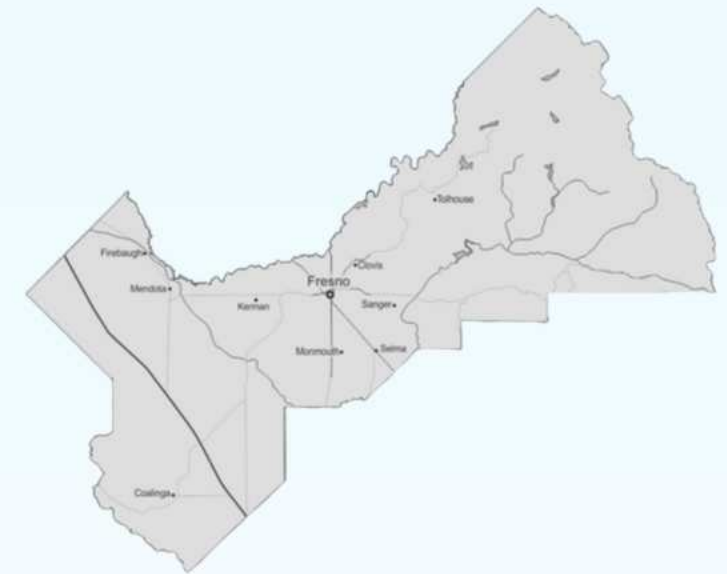
4,540

responses via surveys and
interactive activities



34

Community
Meetings



Countywide Representation

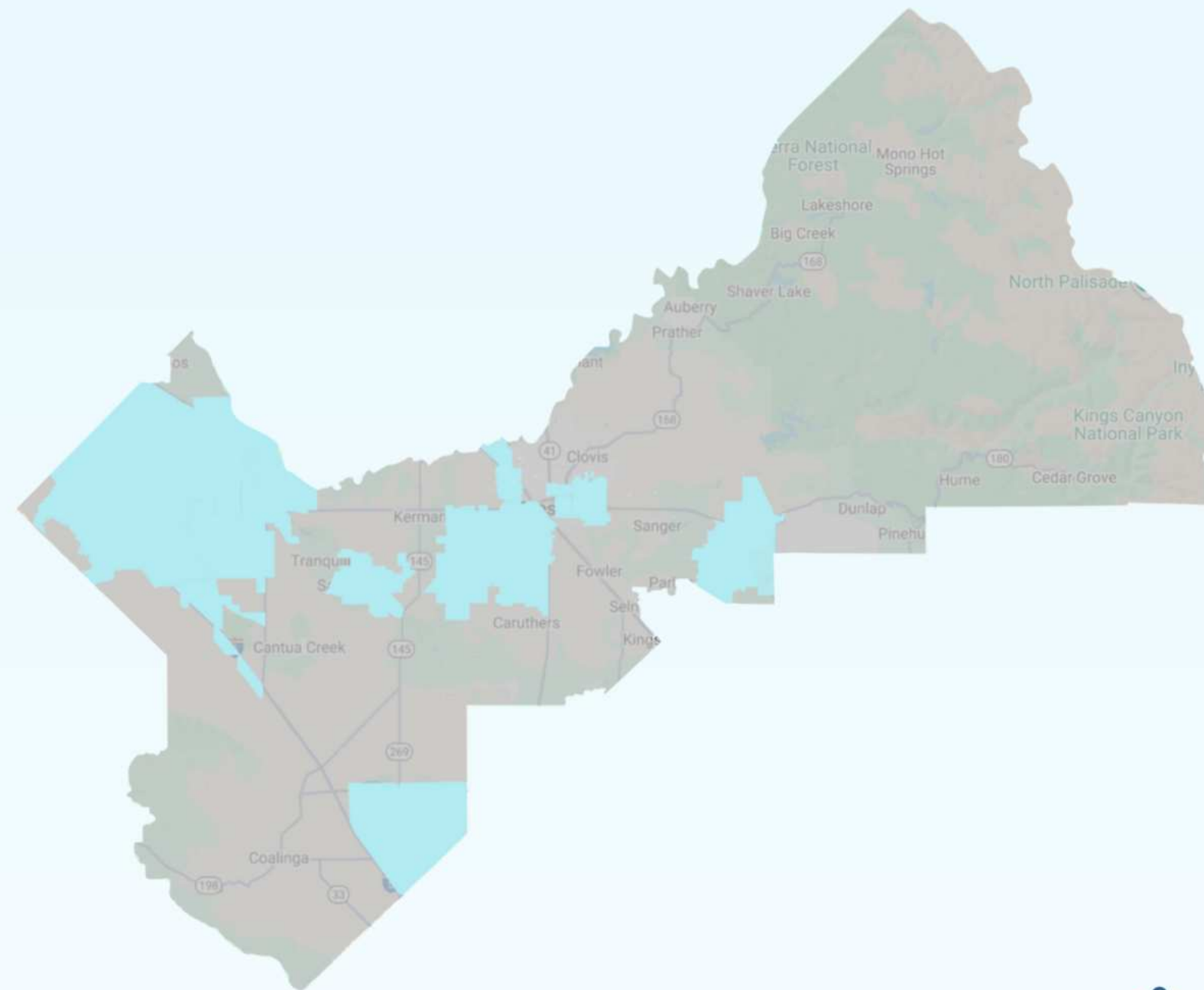
72

Zip Codes Reached

Top 10 zip codes reached are a combination of rural and urban neighborhoods.

Top Zip Codes Participation

Fresno		
93727	93722	93706
93703	93702	
San Joaquin	Reedley	Orange Cove
93660	93654	93646
Mendota	Firebaugh	Huron
93640	93622	93234



Diverse Voices, Active Engagement



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Diverse Voices, Active Engagement



Reedley, transportation
storytelling activity, Phase 1



Sikh Institute Fresno
Survey + worksheets, Phase 2



Fresno, Survey booklet, Phase 3



Huron, Mapping my movement,
focus group activity, Phase 1



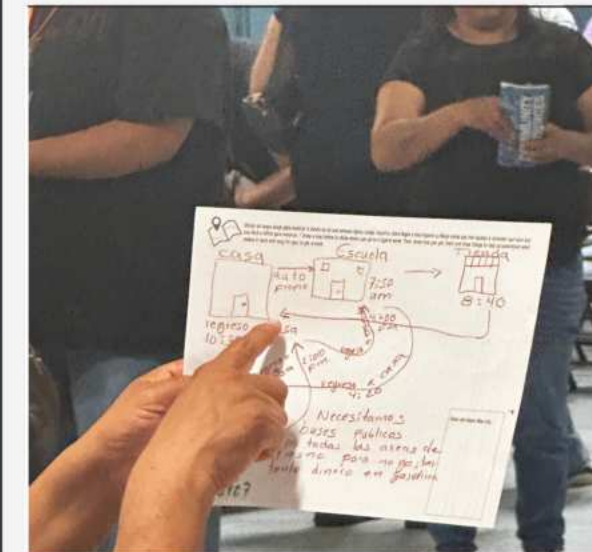
Fresno, transportation
storytelling activity, Phase 1



Stone Soup Fresno,
Survey booklet, Phase 3



Dunlap, transportation
needs and vision, Phase 1



San Joaquin resident, personal
journey map, Phase 1

Community Priorities

What Fresno County Taxpayers Shared



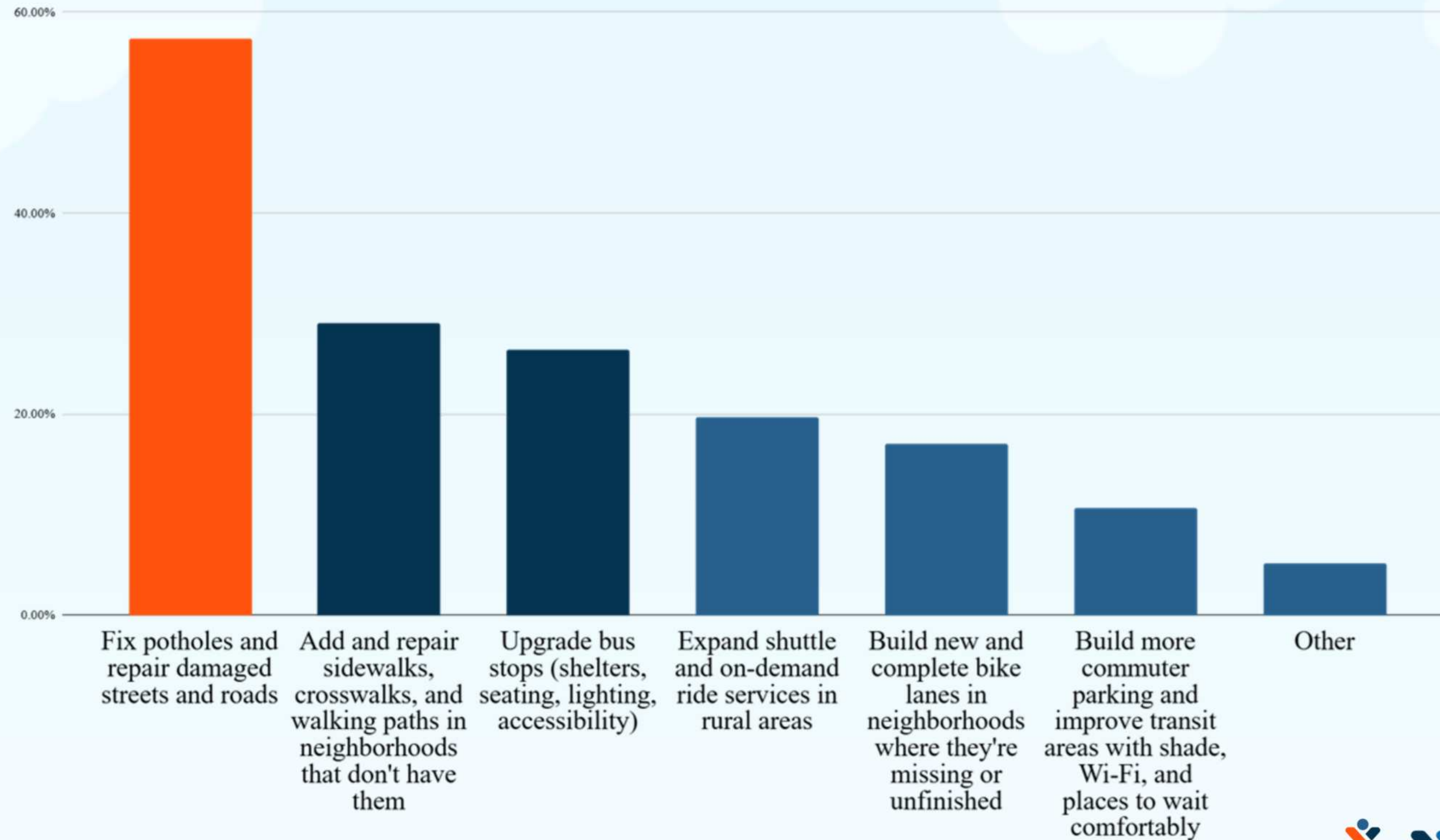
Budget Priorities

- 1** Repairing and maintaining streets in my community; streets near schools, parks, and community centers; neighborhood streets.
- 2** Buses coming more often, so there's less waiting; expanding bus and public transit services in cities and towns; expanding regional transit services in rural areas.
- 3** Sidewalks and paths that connect homes to places like schools, parks, and stores; sidewalks in older neighborhoods that don't have any, or need repairs.
- 4** Better lighting, reflectors, and illuminated signs.
- 5** Transportation that works for everyone.
- 6** Making it easier to walk, bike, or roll.
- 7** Helping people reach the places they need to go.
- 8** Making sure the plan is implemented equitably and runs smoothly.



Top Improvements

Which transportation improvements would help the most in your community? (select two)



Top Priorities:

**FIX, MAINTAIN AND
ADD ROADS IN
EXISTING
NEIGHBORHOODS**



**ONE COUNTY.
ONE PLAN.**

“

“McCall Avenue north of Jensen Avenue south of Highway 180 railroad track area deep pockets on tracks, causing too much damage to vehicles because of this some drivers slow down completely to minimize damage to their cars. Other drivers are in a hurry most likely because they’re running late, this causes a traffic hazard with unsafe conditions. Repair of the roadway may minimize these dangerous conditions.”

-Phase 1 Respondent

Road Priorities

Which road projects should be completed first?



“

“Roads near Clinton/99, Jaswant Singh Khalra Park, Shaw and Polk, and others need sidewalks, lighting, road repair, crosswalks, speed limits, bike lanes, etc.”

-Phase 1 Respondent

Top Priorities:

**Better, More Accessible
Public Transportation**



Top Public Transit Improvements

What would make buses and public transit better in your community?



“

"If there was more transportation, I would be much more better and have a easier life."

-Phase 3 Respondent

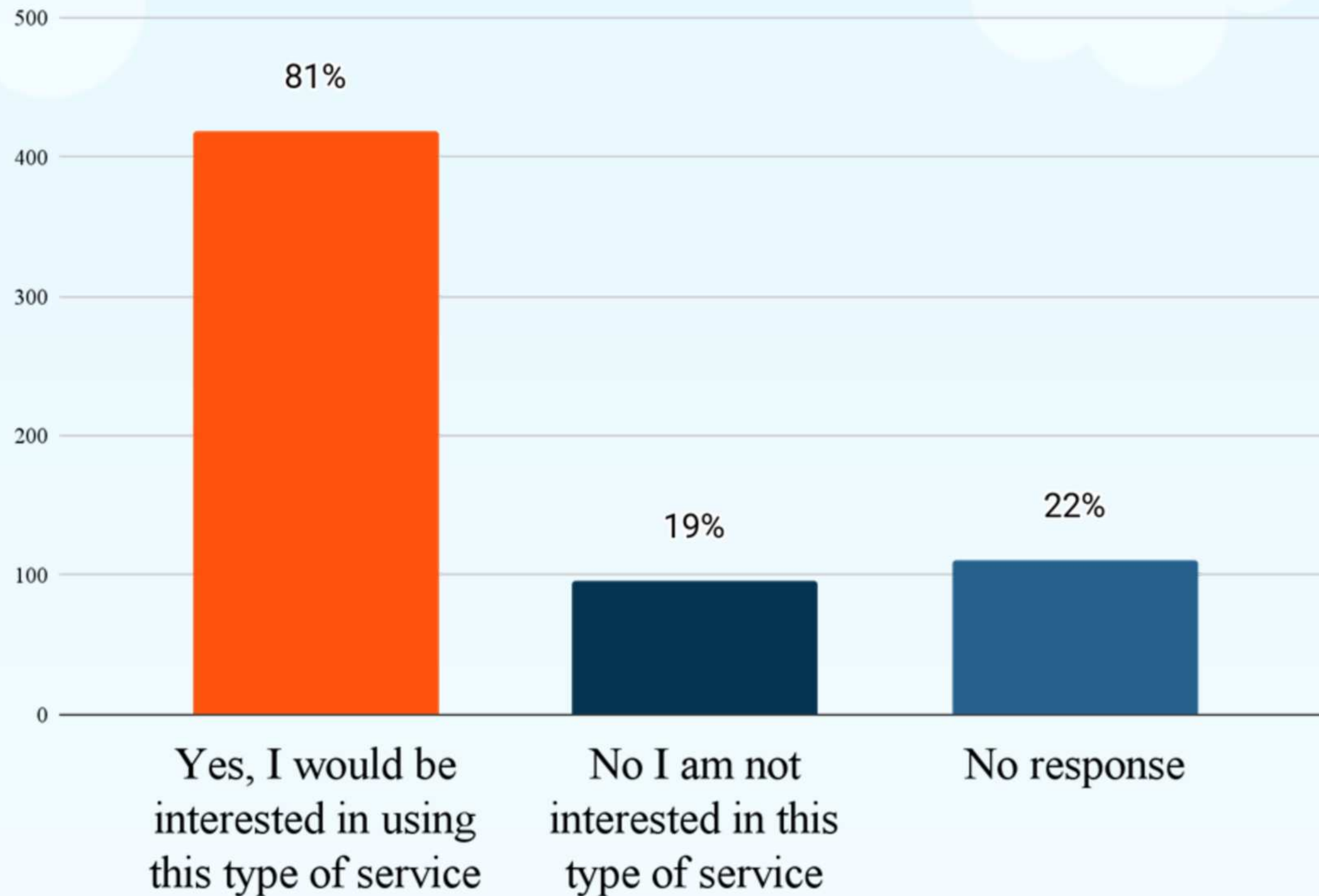
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“I would love to be able to use public transport. Good, prompt, clean, frequent buses and good shelters at bus stops are needed.”

-Phase 2 Respondent

Public Transit Access

If small shuttles or on-demand ride services were easier to access in your area, would you consider using them?



Systemic Public Transit Use Barriers

If you don't use public buses or transit, why not?

I prefer using my car or another form of transportation.	29%
It takes too long to get where I need to go.	19%
Public transit does not go where I need it to.	16%
There is no easy way to get to or from a bus/train stop from my home or destination.	12%
Public transit not available.	3%
I have difficulty accessing public transit due to a disability or mobility issue.	2%
It is too expensive.	2%
It is uncomfortable.	8%
I do not feel safe using public transit.	8%
Other	1%

54%

Systemic
Barriers

Top Priorities:

Improve Bike Lanes, Trails, and Sidewalks



Sidewalk Priorities

Which sidewalk projects should be completed first?

- 1 Sidewalks and paths that **connect to homes**
- 2 Sidewalks in older **neighborhoods that don't have them**
- 3 Sidewalks along busy roads or intersections
- 4 Sidewalks in new neighborhoods that are being built

Safety Improvements

Which of the following safety improvements are most important for your community?

- 1 Better lighting, reflectors, and illuminated signs for low visibility**
- 2 Safer sidewalks**
- 3 Safer bus stops**
- 4 Protected bike lanes**

Accessibility Improvements

1 63% of respondents stated they would like to see **upgrades to bus stops** including **shelters, seating, lighting,** and **accessibility.**

243 people ranked **accessibility for all riders** as the #1 or #2 priority for improving access to public transportation.

247 people ranked **better sidewalks for people using wheelchairs, walkers, or strollers** as the #1 or #2 priority for changes that would help people walk or bike more in your community.

Active Transportation

Improving Bike Lanes, Trails, and Sidewalks

How important are these transportation infrastructure improvements to you?

Rating	12-17 years old	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	Over 65 years old	Age Total
Not Important	6.50%	8.60%	6.40%	0.00%	3.20%	6.20%	2.00%	4.60%
Somewhat Important	35.50%	29.30%	17.00%	19.30%	12.90%	12.30%	11.80%	20.90%
Very Important	58.10%	62.10%	76.60%	80.70%	83.90%	81.50%	86.30%	74.50%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

(N=459) There was a significant difference in rating across age groups (p=0.001)

“

“I would like to have bike lanes like all the other places in the county - it needs to be safe and wide enough for all, and separated from cars”

-Phase 1 Respondent

“

“There needs to be safe infrastructure and separated lanes for kids to bike to school and an accessible park they can bike to”

-Phase 1 Respondent

Top Priorities: **Better Connectivity**



Connecting Communities

1
76%

of Phase 1 respondents ranked “**Expanding regional transit services for rural areas** (shuttle and on-demand ride options)” as **very important**.

64%

of Phase 1 respondents ranked “**Improve commuter support** (carpool, office shuttles)” as **very important**.

“

“We need better roads and more access to public transportation. We need public transportation that connects our city to more rural communities.”

-Phase 1 Respondent

“

“I want our transportation money to pull our rural communities closer to Fresno. Our next measure C should give our rural communities the maximum flexibility and abundance of resources to innovate and create a transportation future that connects their communities to the big city resources.”

-Phase 2 Respondent

Top Priorities:

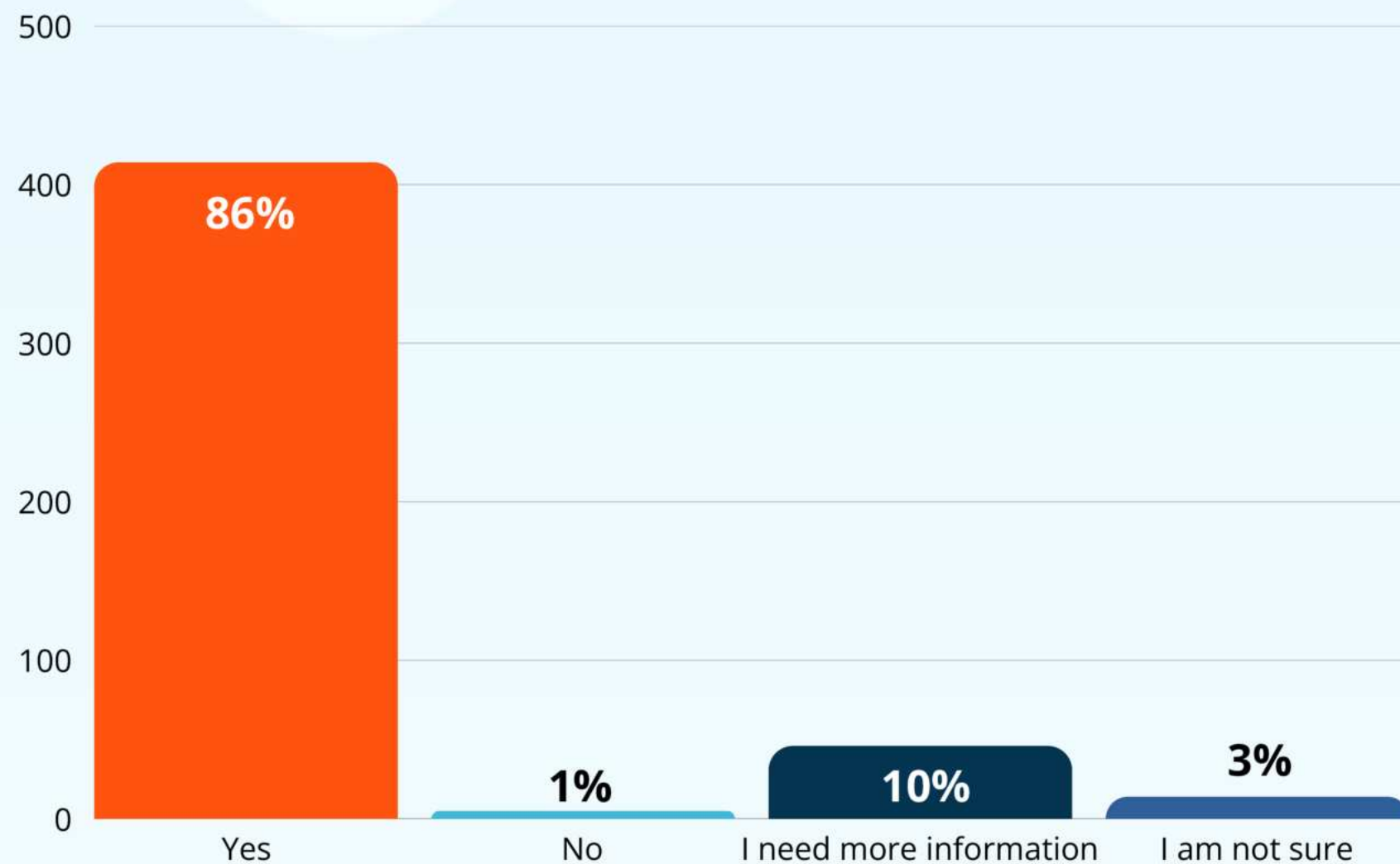
**Ensure Fairness,
Accountability, and
Transparency**



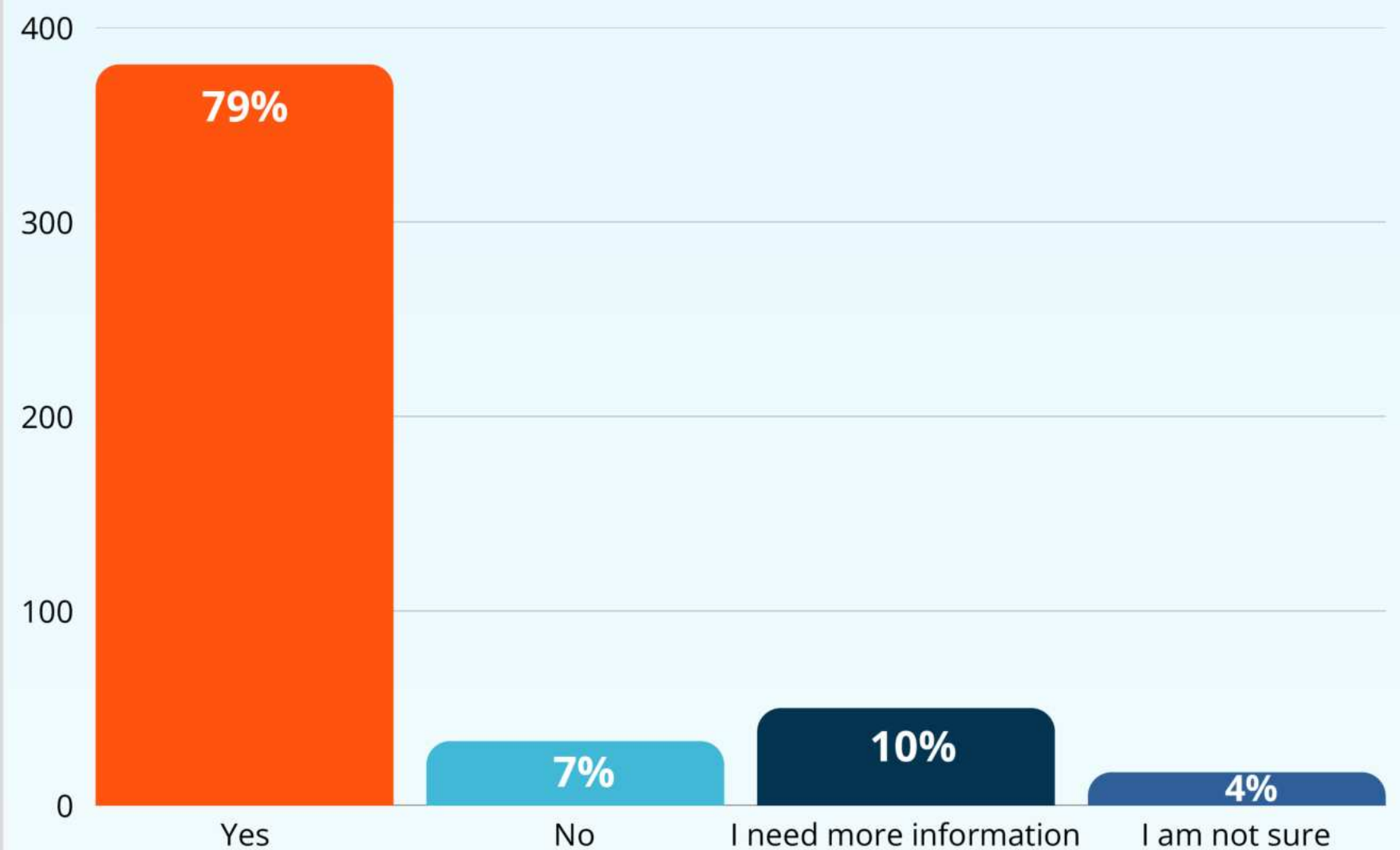
Improve Quality of Life

Taxpayers strongly support sustainable infrastructure and want to see a return on their investment.

Should transportation investments account for extreme heat (shade, cool pavement, active transit, mobility hubs)? (mark one)

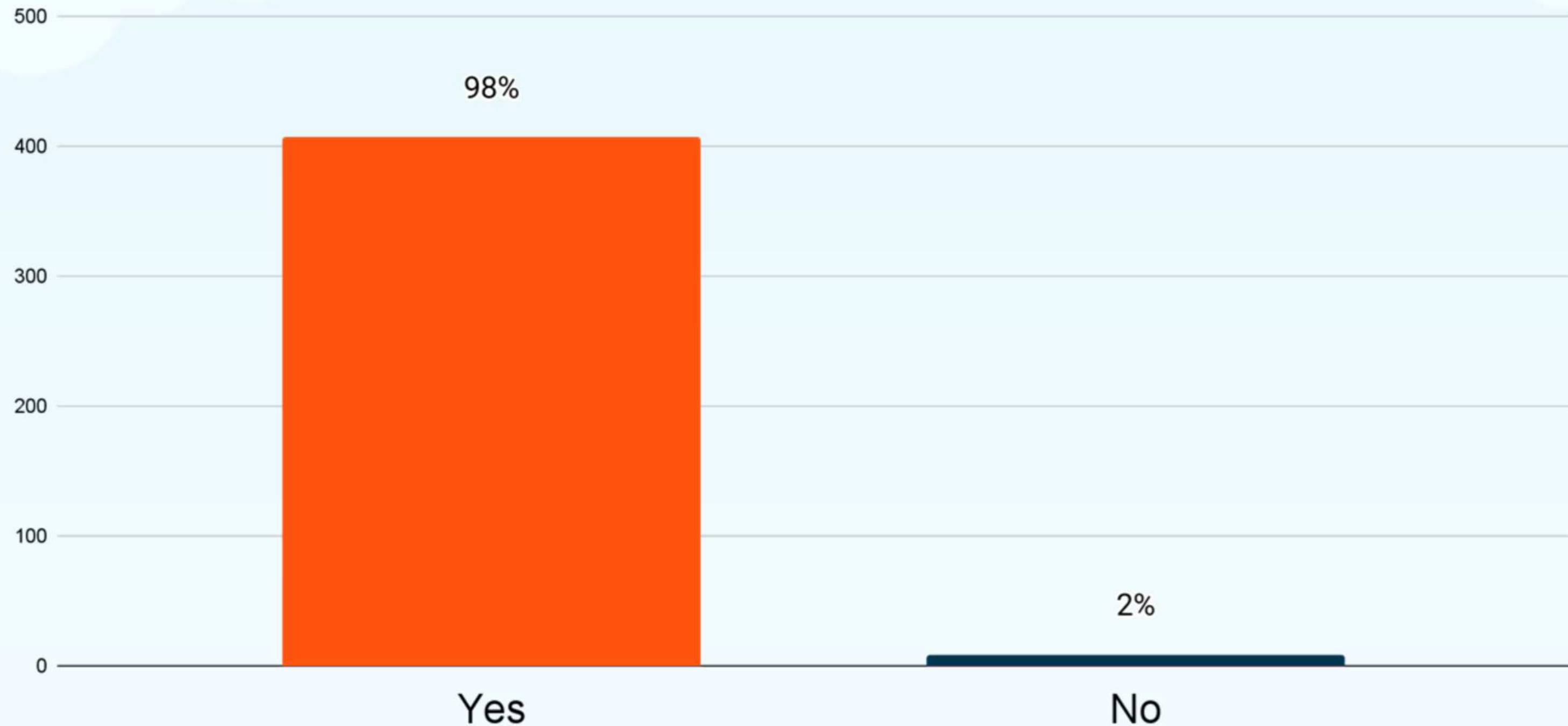


Do you think some of the transportation money should help pay for projects that make the air cleaner and reduce pollution? (mark one)



Include Taxpayers in Decisions

Sometimes people in the community can help decide how money gets spent on new projects. Would you like for people in your community to help choose which projects get money each year? (mark one)



Distribute Funding Fairly

2/3

Over two-thirds of taxpayers surveyed agree that some Measure C **funds should be used to help small cities and rural communities** apply for funding for transportation projects.

Over two-thirds of taxpayers surveyed **agree** that “**money should be distributed more evenly** for each type of transportation category.”

Top Priorities:

- 1 Fix, Maintain, and Add Roads in Existing Neighborhoods
- 2 Better, More Accessible Public Transportation
- 3 Improve Bike Lanes, Trails, and Sidewalks
- 4 Better Connectivity
- 5 Ensure Fairness, Accountability, and Transparency



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