

Measure C Update April 22, 2025



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KENDALL FLINT

PROJECT MANAGER, DKS ASSOCIATES

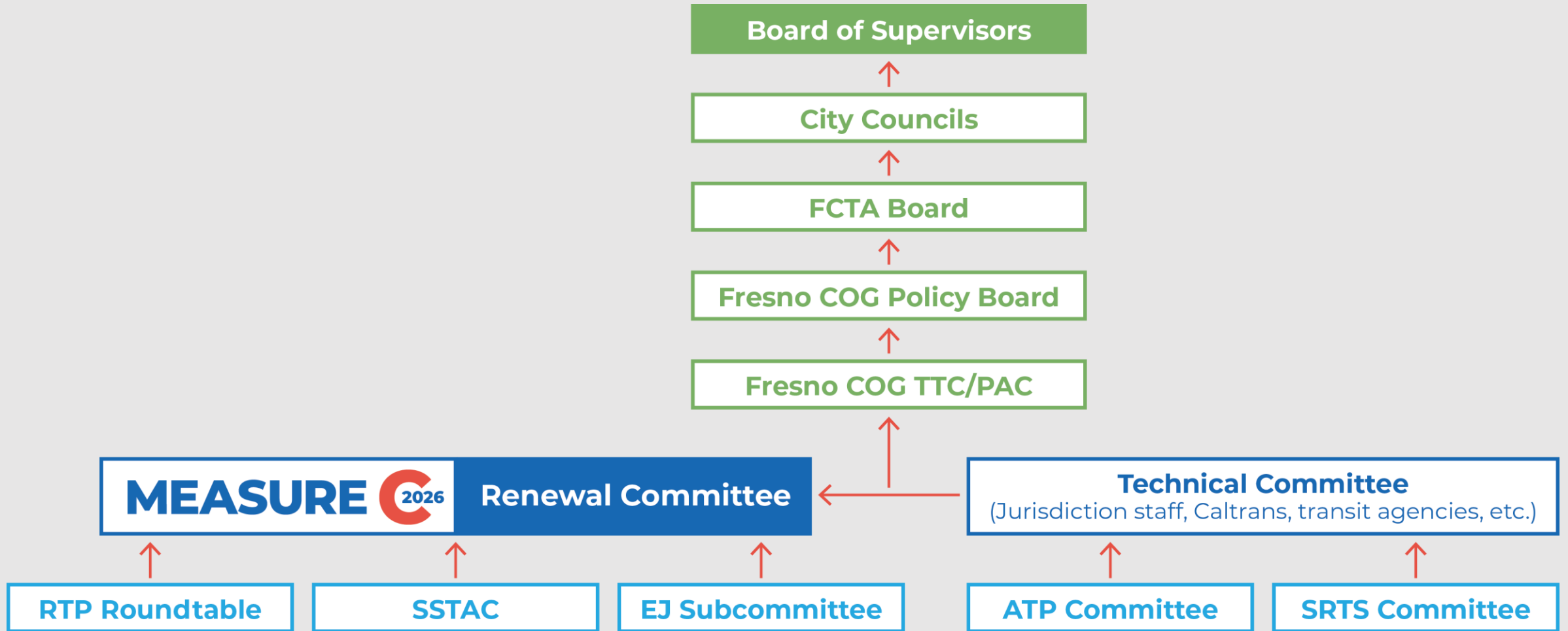


Work Completed (40+ Meetings in March)

- Meetings with Mayors/BOS
- Meetings with City Managers/County Admin
- Meetings with Key Stakeholders
- Meeting with Staff at Local Agencies
- Review of Current Measure
- Steering Committee Application Review and Recruitment
- New Logo



Measure C Committee Process



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



The Measure C Renewal Plan: Emphasis on Transportation Categories



Specific Focused Investments



**Pedestrians
& Bicyclists**



Transit



**Regional
Projects**



**Local Streets
& Roads**

Collaborative Outreach



Outreach Efforts Begin in May!

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Questions?



Thank You



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