

Measure S: Thousands of Fresno County Jobs, Without Raising Taxes

Measure S replaces the expiring Measure C at the same half-cent rate for 30 more years — rebuilding local roads and fixing neighborhood streets while putting Fresno County residents to work in construction, manufacturing, small business, and public service jobs.

68,190

NEW JOBS PROJECTED OVER
MEASURE S 30-YEAR SPAN

\$13.5B

total economic output

\$5B

in labor income /
paychecks

\$3B

in local household
spending

WHERE THE JOBS COME FROM

Every construction dollar multiplies as it moves through the county's economy — creating direct, indirect and induced jobs across many sectors.

DIRECT Building the projects

Road, highway & bridge construction · civil engineering & design · public transit operators, mechanics & dispatchers · Safe-Routes-to-School sidewalk & traffic signal installation crews

INDIRECT Supplying the projects

Asphalt, concrete & steel materials manufacturing · equipment rental · goods movement & trucking/logistics · local subcontractors & small businesses

INDUCED Paychecks re-spent locally

Retail, grocery & restaurants · healthcare & medical services · education & child care · housing near transit & jobs corridors

SERVICES THAT KEEP RUNNING

Stable transit funding protects jobs and ensures veterans, seniors, students, and people with disabilities can access healthcare, education, food, and other essential services.

HOW EVERY DOLLAR IS INVESTED

An estimated \$7.4 billion in Measure S revenue over 30 years, allocated across:

Existing Neighborhood Roads 65%

Paving crews, engineers, asphalt & concrete suppliers, local contractors

Public Transportation 25%

Bus operators & mechanics; connects riders to jobs, school, and medical care

Regional Connectivity 5%

Highway crews & goods-movement freight corridors, incl. Fresno Yosemite International Airport

Access & Innovation 4%

New mobility programs & workforce access pilots

Admin & Oversight 1%

+ About \$130 Million for New Capacity Projects

A PROVEN TRACK RECORD: BUILDING ON 40 YEARS OF RESULTS

1987 – 2007

14,000+ jobs

and \$1 billion+ generated for the local economy in Measure C's first 20 years

2007 – 2027

26,000+ jobs

and \$1.7 billion+ contributed to the local economy under the Measure C extension

2027 – 2057

Measure S

continues the legacy: 68,190 projected jobs and \$13.5 billion in economic output

VOTE YES ON MEASURE S

Same rate. Smart investment. 30 more years of better roads, safe streets, and good local jobs for Fresno County.

VoteYesonS.com

Transportation Dollars at Work Across Fresno County's Economy

Independent national research shows transportation investment can create new jobs through greater efficiency, increased competitiveness, and more overall demand. Businesses depend on well-maintained and connected transportation infrastructure to efficiently transport goods to their destinations.

52%

of jobs created by transportation infrastructure spending happen **outside** the construction site itself – an employment multiplier of about 2. For every job on the project, another is supported elsewhere in the economy. (ARTBA / IHS Markit national study, 2021)

CONSTRUCTION

The largest share of the impact – laborers, operators, engineers, crews building roads & transit projects directly.

MANUFACTURING

Plants making construction machinery, trucks and materials like concrete, asphalt and steel for the projects.

HEALTH CARE

Clinics, home health aides & medical staff – hiring grows as construction & transit paychecks are spent locally and roads and public transit are more reliable.

REAL ESTATE

Good roads increase property values; developers, leasing agents & property managers invest in land near well-maintained corridors.

RETAIL & LOCAL BIZ

Stores, restaurants & services – hiring more as construction & transit workers spend their paychecks in town and roads and public transit are more reliable.

Nationally, health care & social assistance, manufacturing, and real estate & rental leasing together account for 15% of all jobs supported by highway and transit investment – and every \$1 million invested supports about 21 jobs economy-wide.

LOCAL DOLLARS TO HIRE LOCAL WORKERS

Fresno Area Express

City of Fresno

~260

bus drivers, plus mechanics & dispatchers

~130-bus fleet, ~866,580 monthly riders – the transportation backbone for thousands of workers, students and patients.

Clovis Transit

Stageline & Round Up

30

full-time transit staff

22 drivers, 5 lead drivers, 3 dispatchers serving Clovis's fixed-route and dial-a-ride riders.

Fresno Co. Rural Transit Agency

13 rural cities + Unincorporated communities

80-100

construction jobs, one new facility alone

130 vehicles, 21 subsystems; its new Selma maintenance facility alone supports 80-100 construction jobs.

MORE THAN FIXING POTHOLE: HOUSING, SCHOOLS & GOODS MOVEMENT

Housing Construction

Better roads and transit make nearby land more attractive to develop. National research finds that transportation investment spurs new housing construction – meaning more work for builders, electricians, plumbers, and other tradespeople.

School-Area Construction

Measure S funds 150 Safe Routes to School projects to build sidewalks, crossings, and signals at school sites countywide – putting Public Works employees, construction, and local tradespeople to work while keeping our kids safe.

Goods Movement & Logistics

Fresno County's transportation & warehousing sector employs ~18,400 workers today. Regional Connectivity funding supports improved connectivity along major corridors and airport improvements that this workforce depends on.



LOCAL HIRING GUARANTEE

Measure S requires Fresno COG to set local hiring and contracting goals every five years, in partnership with labor unions, workers and small businesses – keeping jobs and investment here at home.



VOTEYESONS.COM

Sources: Clovis Transit staffing, City of Clovis FY2026 CTS Operations Program Budget - Selma facility jobs, U.S. Rep. Jim Costa press release (FTA grant) - Fresno transportation & warehousing employment (2024), U.S. Bureau of Labor Statistics (FRED) - Employment multiplier, sector shares and jobs-per-\$1M figures: American Road & Transportation Builders Association / IHS Markit, "Economic Impacts of Transportation Infrastructure" (analysis of IJUA highway, bridge and public transit spending), September 2021 - Housing/transit link: Freemark et al., "The Potential for Supporting Low-Income Renters Through Transportation Spending," Joint Center for Housing Studies of Harvard University, January 2023 - FAX, Clovis Transit and FCRTA ridership and fleet data: Fresno Council of Governments, Transit Productivity Evaluation, Fiscal Year 2025, February 2026.

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