CITY COUNCIL REGULAR MEETING AGENDA

Wednesday, April 08, 2026 at 6:00 PM

City Hall, 850 S. Madera Avenue, Kerman, CA 93630

LEVINE ACT CONTRIBUTION PROHIBITIONS AND MANDATORY DISCLOSURE. The Political Reform Act in Govt Code Section 84308 restricts campaign contributions over $500 to a decision-making public official from a party or participant or their agent in a proceeding involving a contract, license, permit or entitlement for use. The Act requires disclosure of the contribution and recusal where a decision-maker has received $500 or more from a party or participant to a proceeding in the prior 12 months. Participants and agents are required to make this disclosure as well.

A Council Member's disclosure should be made when the agenda item is called and must include the name of the party, participant, or agent, and any other person making the contribution, the name of the recipient, the amount of the contribution, and the date the contribution was made.

CONFLICT OF INTEREST DISCLOSURES AND RECUSAL. City Council Members with a conflict of interest under the Political Reform Act are required to make disclosure when the item is called and recuse themselves.

1. **OPENING CEREMONIES**

   A. Call to Order

   B. Roll Call

   C. Invocation

   D. Flag Salute

2. **AGENDA APPROVAL/ADDITIONS/DELETIONS**
   To accommodate members of the public or convenience in the order of presentation, items on the agenda may not be presented or acted upon in the order listed.

3. **PRESENTATIONS/CEREMONIAL MATTERS**

4. **PUBLIC FORUM** (*for matters not on agenda)*
   This portion of the meeting is reserved for members of the public to address the Council on items of interest that are not on the Agenda and are within the subject matter jurisdiction of the Council. Speakers shall be limited to three minutes. It is requested that no comments be made during this period on items on the Agenda. Members of the public wishing to address the Council on items on the Agenda should notify the Mayor when that Agenda item is called, and the Mayor will recognize your discussion at that time. It should be noted that the Council is prohibited by law from taking any action on matters discussed that are not on the Agenda. Speakers are asked to please use the microphone, and provide their name and address.

5. **CONSENT CALENDAR**
Matters listed under the Consent Calendar are considered routine and will be enacted by one motion and one vote. There will be no separate discussion of these items. If discussion is desired, a member of the audience or a Council Member may request an item be removed from the Consent Calendar and it will be considered separately.

A. **SUBJECT:** Minutes - March 25, 2026

RECOMMENDATION: Council approve minutes as presented

B. **SUBJECT:** Warrants (JA)

1. Nos. 34309-34418 $1,299,942.24 ACH $710.78.

RECOMMENDATION: Council approve warrants and electronic bank transfers as presented. (Pursuant to Government Code 37208)

C. **SUBJECT**: Payroll (JA)

3/1/26 to 3/14/26: $273,893.51; Retro Pay & Other: $969.66; Overtime: $8,866.86; Holiday: $0.00; Standby: $2,259.87; Comp Time Earned: 92.75

RECOMMENDATION: Council approve payroll as presented.

6. **PUBLIC HEARINGS** – None.

7. **DEPARTMENT REPORTS**

A. **SUBJECT:** Support of Measure C Replacement Initiatives (JAJ)

RECOMMENDATION: Council to consider adoption of:
1. Resolution in Support of Fix Our Roads Ballot Measure (Alternative A) OR
2. Resolution in Support of "Better Roads, Safe Streets" Ballot Measure (Alternative B).

B. **SUBJECT:** Presentation by ELS Architecture and Urban Design Regarding the Preferred Concept and Design of the Kerman Area Multi-Generational Resiliency Center (TJ)

RECOMMENDATION: Staff recommends that the City Council receive a presentation, discuss, and provide input on concurrence with the preferred concept and/or provide recommended changes.

C. **SUBJECT:** Ordinance Adding Chapter 5.60 Relating to Charitable Car Washes to Title 5 of the Kerman Municipal Code (JJ)

RECOMMENDATION: Council consider Alternatives A and B of Charitable Car Wash Ordinance; waive full reading, and introduce Alternative A or Alternative B of Ordinance Adding Chapter 5.60 Relating to Charitable Car Washes to Title 5 of the Kerman Municipal Code.

D. **SUBJECT:** Gas Station and Grocery Store Analysis (JAJ)

RECOMMENDATION: Council to review findings of Gas Station and Grocery Store Report, with possible direction to Staff.

8. **CITY MANAGER/STAFF COMMUNICATIONS**

9. **MAYOR/COUNCIL REPORTS/ANNOUNCEMENTS/FUTURE AGENDA ITEMS**
(This portion of the meeting is reserved for the Mayor and Council Members (i) to make brief reports on boards, committees, and other public agencies, and at public events, (ii) to request updates, (iii) to initiate future agenda items at the request of a Council Member, and (iv) to take action on matters initiated under this section of the agenda items. Under this section the Council may take action only on items specifically agendized and which meet other requirements for action.)

10. **CLOSED SESSION –** None.

11. **ADJOURNMENT**

NOTICE OF AVAILABILITY OF AGENDA MATERIALS: Any writings or documents provided to a majority of the City Council within 72 hours of the meeting regarding any item on this agenda will be made available for public inspection at the City Clerk's Office located at 850 S. Madera Ave., Kerman, CA 93630 and on the City website at www.cityofkerman.gov.

ADA Compliance and Reasonable Accommodation. The Council has adopted a Reasonable Accommodation Policy, which is available on the City website at www.cityofkerman.gov or upon request by emailing the City Clerk at publicmeeting@cityofkerman.gov or calling (559) 550-1414. The Policy provides a procedure for receiving and resolving requests for accommodation to participate in this meeting. If you need assistance in order to attend this Council meeting or require auxiliary aids or services, e.g., hearing aids or signing services to make a presentation to the Council, please contact the City Clerk at (559) 550-1414 or email at publicmeeting@cityofkerman.gov so such aids or services can be arranged. Accommodations should be requested as early as possible as additional time may be required in order to provide the requested accommodation. The meeting room is accessible to persons with physical disabilities.

AGENDA POSTING CERTIFICATION

I, Dalia Santana-Zamudio, Deputy Clerk for the City of Kerman, do hereby declare under penalty of perjury that I caused the above agenda to be posted at City of Kerman Council Chambers at 850 S. Madera Ave., Kerman, CA 93630 and on the City website at www.cityofkerman.gov.

Date: April 3, 2026 /s/ Dalia Santana-Zamudio, Deputy Clerk

CITY COUNCIL REGULAR MEETING MINUTES

Wednesday, March 25, 2026 at 6:00 PM

City Hall, 850 S. Madera Avenue, Kerman, CA 93630

1. OPENING CEREMONIES

A. Call to Order **– 6:01 p.m.**

B. Roll Call – **All members present except Councilmember Herrera**

C. Invocation **– Performed by Mayor Pacheco**

D. Flag Salute **- Performed**

2. AGENDA APPROVAL/ADDITIONS/DELETIONS

Motion made by Councilmember Hall, Seconded by Councilmember Dhaliwal.
Ayes: Hall, Dhaliwal, Yep, Pacheco
Noes: None
Abstain: None
Absent: Herrera
Motion passed 4-0-0-1.

3. PRESENTATIONS/CEREMONIAL MATTERS

A. Presentation - Better Roads & Safe Streets Transportation Measure - **Presented by Steve Brandau with comments from Victor Martinez, Mayor of Mendota.**

B. Presentation - Fresno State Transportation Institute **- Presented by Dr. Aly Tawfik and Fresno State Transportation Institute students. Public Comment from Matthew Gillian.**

4. PUBLIC FORUM – None.

5. CONSENT CALENDAR

Mayor Pro Tem Yep absent from the Dais at 7:32 p.m.

A. **SUBJECT:** Minutes - March 11, 2026 & March 18, 2026

RECOMMENDATION: Council approve minutes as presented.

B. **SUBJECT:** Warrants (JA)

1.Nos. 34180-34308 $497,246.64 ACH $133,532.64.

RECOMMENDATION: Council approve warrants and electronic bank transfers as presented. (Pursuant to Government Code 37208)

C. **SUBJECT**: Payroll (JA)

2/15/26 to 2/28/26: $276,294.85; Retro Pay & Other: $1,353.06; Overtime: $7,286.65; Holiday: $2,521.81; Standby: $2,024.01; Comp Time Earned: 70.16

RECOMMENDATION: Council approve payroll as presented.

D. **SUBJECT:** Agreement with Family Healing Center (SW)

RECOMMENDATION: Council by motion adopt Resolution approving Memorandum of Understanding with Family Healing Center. **– Res. 26-12**

E. **SUBJECT:** Resolution Accepting the Well No. 14 Emergency Generator Project and Authorizing Filing of the Notice of Completion (JG)

RECOMMENDATION: Council by motion adopt the resolution accepting the Well No. 14 Emergency Generator Project and authorizing the City Engineer to record the Notice of Completion. **– Res. 26-13**

F. **SUBJECT:** Award of Contract for the Kearney Boulevard Pedestrian Crossing Improvements Project to Dave Christian Construction Co., Inc. (JG)

RECOMMENDATION: Council by motion adopt the resolution:

1. Awarding the Kearney Boulevard Pedestrian Crossing Improvements Project to Dave Christian Construction Co., Inc. in the amount of $191,955.75; and

2. Authorizing a 10% construction contingency in the amount of $19,200.00; and

3. Authorizing the City Manager to sign the construction contract on behalf of the City; and

4. Authorizing the City Manager to sign change orders, up to the additional contingency amount, on behalf of the City. **– Res. 26-14**

Motion made by Councilmember Dhaliwal, Seconded by Councilmember Hall.
Ayes: Dhaliwal, Hall, Pacheco
Noes: None
Abstain: None
Absent: Herrera, Yep
Motion passed 3-0-0-2.

Mayor Pro Tem Yep returned at 7:35 p.m.

6. PUBLIC HEARINGS – None.

7. DEPARTMENT REPORTS

A. **SUBJECT:** Mid-Year Budget Status Report Fiscal Year 2025/2026 (JA)

RECOMMENDATION: Council review the Mid-Year Budget Report and approve resolution adopting revisions to the Fiscal Year 2025/2026 Budget. **– Res. 26-15**

Motion made by Mayor Pro Tem Yep, Seconded by Councilmember Dhaliwal.
Ayes: Yep, Dhaliwal, Hall, Pacheco
Noes: None
Abstain: None
Absent: Herrera
Motion passed 4-0-0-1.

B. **SUBJECT:** General Plan and Housing Element 2025 Annual Progress Report (JJ)

RECOMMENDATION: Council by motion adopt a resolution accepting the General Plan and Housing Element 2025 Annual Progress Report and authorizing submittal to the Governor's Office of Land Use and Climate Innovation and the California Department of Housing and Community Development. **– Res. 26-16**

Motion made by Mayor Pro Tem Yep, Seconded by Councilmember Hall.
Ayes: Yep, Hall, Dhaliwal, Pacheco
Noes: None
Abstain: None
Absent: Herrera
Motion passed 4-0-0-1.

8. CITY MANAGER/STAFF COMMUNICATIONS

9. MAYOR/COUNCIL REPORTS/ANNOUNCEMENTS/FUTURE AGENDA ITEMS

Mayor Pro Tem Yep requests a presentation from Fresno County's perspective on the two transportation measures at the next Council meeting. After the presentation, he would like Council to then decide whether to vote in support of the "Fix Our Roads" measure or take a neutral stance. Mayor Pacheco requests a resolution in support of "Better Roads and Safe Streets". Legal counsel recommended consolidating these requests into a single staff report outlining options and brief general information on both measures, which would include draft resolutions for both measures that Council can then decide which to adopt.

10. CLOSED SESSION - None

11. ADJOURNMENT – 8:15 p.m.

MINUTES CERTIFICATION

I, Dalia Santana-Zamudio, Deputy Clerk for the City of Kerman, do hereby declare under penalty of perjury that the above minutes are a true depiction of all actions taken at the City Council meeting held on the first date above written at City Hall, 850 S. Madera Ave, Kerman, CA.

Date: March 26, 2026 /s/ Dalia Santana-Zamudio, Deputy Clerk

Accounts Payable

Checks by Date - Summary by Check Date

User: VSandoval
Printed: 3/27/2026 4:44 PM

Check No	Vendor No	Vendor Name	Check Date	Check Amount
34309	10021	ALERT O LITE	03/19/2026	140.79
34310	12537	AMERITAS GROUP INSURANCE CORP	03/19/2026	2,390.19
34311	10040	AT&T MOBILITY	03/19/2026	4,025.80
34312	12956	LISA ATEM	03/19/2026	20.00
34313	10504	AUTOZONE	03/19/2026	27.75
34314	11324	AVISON CONSTRUCTION INC	03/19/2026	700,211.80
34315	12476	RUTH BELMONTE	03/19/2026	50.00
34316	12169	SCOTT BISHOP	03/19/2026	374.10
34317	11917	BLAIS & ASSOCIATES LLC	03/19/2026	2,559.00
34318	10061	BSK ASSOCIATES	03/19/2026	65.00
34319	12943	BUMPIN N JUMPIN PARTY RENTALS L	03/19/2026	200.00
34320	10218	JEANNA BURDINE-SLAVEN	03/19/2026	69.78
34321	10617	C A REDING CO INC	03/19/2026	151.90
34322	11695	CALIFORNIA NARCOTIC OFFCIER'S A	03/19/2026	120.00
34323	12778	BLANCA CHAVEZ	03/19/2026	150.00
34324	12431	AKAYLA CHEEMA	03/19/2026	78.87
34325	12579	CITY OF COALINGA	03/19/2026	748.57
34326	11259	CIVIC PLUS INC	03/19/2026	33.72
34327	12213	PATRICK CLARK	03/19/2026	23.00
34328	11498	COMCAST CABLE COMMUNICATIONS	03/19/2026	746.89
34329	10105	COMMUNITY HOSPITALS OF CENTRA	03/19/2026	350.00
34330	10107	CONSOLIDATED ELECTRICAL DISTRI	03/19/2026	207.47
34331	10128	DEPARTMENT OF JUSTICE	03/19/2026	658.00
34332	12952	JORDAN DOLZADELLI	03/19/2026	378.45
34333	10144	ELBERT DISTRIBUTING INC	03/19/2026	821.63
34334	10148	ENTENMANN-ROVIN CO	03/19/2026	165.86
34335	10157	FERGUSON ENTERPRISES INC	03/19/2026	628.19
34336	10169	FRESNO PET CEMETERY	03/19/2026	266.20
34337	12893	GARON WYATT INVESTIGATIVE SERV	03/19/2026	6,310.50
34338	12379	GILL CHEVROLET	03/19/2026	840.56
34339	10185	GRAINGER	03/19/2026	241.47
34340	11358	GREAT AMERICA FINANCIAL SERVICI	03/19/2026	526.55
34341	11468	GREEN HILLS NURSERY INC	03/19/2026	1,905.34
34342	10193	HAVENS SECURITY INC	03/19/2026	43.19
34343	10201	HORIZON	03/19/2026	991.58
34344	10219	JENSEN & PILEGARD INC	03/19/2026	932.99
34345	10226	JORGENSEN & CO	03/19/2026	32.23
34346	10237	KERMAN U SAVE MINIMART	03/19/2026	20.55
34347	10678	MAC'S EQUIPMENT INC	03/19/2026	29.46
34348	10335	MADERA FORD	03/19/2026	341.64
34349	11965	MISSION UNIFORM SERVICE	03/19/2026	173.32
34350	11209	DARREN MONTGOMERY	03/19/2026	950.00
34351	12356	NOTORIOUS GRAFIX	03/19/2026	455.07
34352	10282	OFFICE DEPOT	03/19/2026	137.34
34353	10289	P.G.& E.	03/19/2026	4,586.69
34354	12888	JOAN PAINE	03/19/2026	243.67
34355	12523	PAMOIST PET HOSPITAL	03/19/2026	1,193.00

Check No	Vendor No	Vendor Name	Check Date	
34356	12026	PRECISION CIVIL ENGINEERING INC	03/19/2026	4,522.50
34357	12053	R & L MUSIC ENT	03/19/2026	225.00
34358	12955	EDWIN RAMOS	03/19/2026	450.00
34359	11041	ROSENBALM ROCKERY	03/19/2026	1,499.50
34360	12627	JOSE RUIZ	03/19/2026	23.00
34361	12475	SAN JOAQUIN PEST CONTROL	03/19/2026	105.00
34362	10329	SAN JOAQUIN VALLEY AIR POLL	03/19/2026	349.00
34363	11114	SHERWIN WILLIAMS	03/19/2026	306.97
34364	10862	SIGNMAX	03/19/2026	747.44
34365	11650	SITEONE LANDSCAPE SUPPLY, LLC	03/19/2026	3,514.51
34366	12368	SPECIALTY HOSE EXPRESS LLC	03/19/2026	152.91
34367	12917	SURF THRU INC	03/19/2026	476.00
34368	10754	THE HOME DEPOT PRO-SUPPLY WORI	03/19/2026	583.47
34369	11502	TIREHUB LLC	03/19/2026	805.32
34370	12942	TRASHCANS UNLIMITED LLC	03/19/2026	1,620.27
34371	10374	TRI TECH FORENSICS INC	03/19/2026	784.70
34372	10382	UNITED RENTALS NORTH AMERICA I	03/19/2026	376.88
34373	10387	USA BLUE BOOK	03/19/2026	714.85
34374	12178	VALLEY ANIMAL CENTER SPAY & NE	03/19/2026	257.66
34375	10391	VALLEY FARM SUPPLY STORES	03/19/2026	1,059.51
34376	12290	VERIZON	03/19/2026	83.60
34377	10413	YAMABE & HORN ENGINEERING INC	03/19/2026	151,671.83
34378	12267	IRENE ZAMORA	03/19/2026	150.00
			Total for 3/19/2026:	906,098.03
ACH	10644	US BANK EQUIPMENT FINANCE	03/20/2026	710.78
			Total for 3/20/2026:	710.78
34379	10040	AT&T MOBILITY	03/25/2026	448.14
34380	12424	MARIA BERBER	03/25/2026	170.00
34381	10054	BLUE SHIELD OF CALIFORNIA	03/25/2026	63,685.93
34382	10617	C A REDING CO INC	03/25/2026	507.54
34383	10078	CALIFORNIA STATE DISBURSEMENT	03/25/2026	969.23
34384	12844	CALIFORNIA STATE DISBURSEMENT (	03/25/2026	161.53
34385	12315	CENTRAL CALIFORNIA SPCA	03/25/2026	178.00
34386	10092	CENTRAL VALLEY TOXICOLOGY INC	03/25/2026	522.00
34387	12179	CITY OF REEDLEY	03/25/2026	388.58
34388	10103	COLONIAL LIFE	03/25/2026	1,521.26
34389	11874	CSG CONSULTANTS INC	03/25/2026	12,300.00
34390	10115	CSJVRMA	03/25/2026	239,013.00
34391	10139	DOOLEY ENTERPRISES INC	03/25/2026	999.95
34392	11550	FRESNO COUNTY SHERIFFS OFFICE -	03/25/2026	137.00
34393	11358	GREAT AMERICA FINANCIAL SERVICI	03/25/2026	410.82
34394	11272	HAVEN TECHNOLOGY CORP	03/25/2026	1,552.83
34395	11120	INDUSTRIAL ELECTRICAL COMPANY	03/25/2026	250.00
34396	11923	JOE A GONSALVES & SON	03/25/2026	1,250.00
34397	10230	KENT M KAWAGOE PHD	03/25/2026	1,050.00
34398	10238	KERMAN UNIFIED SCHOOL DIST	03/25/2026	1,327.23
34399	10371	TIM J LAW	03/25/2026	800.00
34400	11965	MISSION UNIFORM SERVICE	03/25/2026	129.64
34401	10272	MUTUAL OF OMAHA	03/25/2026	3,353.97
34402	10282	OFFICE DEPOT	03/25/2026	254.63
34403	10289	P.G.& E.	03/25/2026	10,965.92
34404	12523	PAMOIST PET HOSPITAL	03/25/2026	1,930.00
34405	10301	PETTY CASH	03/25/2026	269.09

Check No	Vendor No	Vendor Name	Check Date	
34406	12026	PRECISION CIVIL ENGINEERING INC	03/25/2026	1,260.00
34407	12053	R & L MUSIC ENT	03/25/2026	150.00
34408	10331	SEBASTIAN	03/25/2026	606.66
34409	11650	SITEONE LANDSCAPE SUPPLY, LLC	03/25/2026	7,168.13
34410	12368	SPECIALTY HOSE EXPRESS LLC	03/25/2026	146.84
34411	10345	STATE OF CALIFORNIA	03/25/2026	50.00
34412	12581	TATES TSHIRT DESIGNS AND PRINTS,	03/25/2026	481.67
34413	10360	TERRY JOHNSON TRUCKING	03/25/2026	798.29
34414	10015	THE ADVANCE GROUP INC	03/25/2026	923.33
34415	10754	THE HOME DEPOT PRO-SUPPLY WORI	03/25/2026	233.94
34416	12048	UNITED STATES TREASURY	03/25/2026	225.55
34417	10391	VALLEY FARM SUPPLY STORES	03/25/2026	265.29
34418	12798	WABO LANDSCAPE & CONSTRUCTIO	03/25/2026	36,988.22
			Total for 3/25/2026:	393,844.21
			Report Total (111 checks):	1,300,653.02

PAY PERIOD: March 1, 2026 - March 14, 2026

	Salary	RETRO PAY & OTHER	OVERTIME		HOLIDAY at 1/2 TIME		STANDBY		GROSS SALARY	COMP TIME EARNED
			Hours	Amount	Hours	Amount	Hours	Amount		
Grand Total	$ 273,893.51	$ 969.66	175.20	$ 8,866.86	-	$ -	96.00	$ 2,259.87	$ 285,989.90	92.75

STAFF REPORT

MEETING DATE: April 8, 2026

PRESENTER: John Jansons, City Manager

SUBJECT: Support of Measure C Replacement Initiatives (JAJ)

RECOMMENDATION: Council to consider adoption of:
1. Resolution in Support of Fix Our Roads Ballot Measure (Alternative A) **OR**
2. Resolution in Support of "Better Roads, Safe Streets" Ballot Measure (Alternative B).

DISCUSSION:

Measure C was adopted by the voters in 1986. It is a half-cent special sales tax for transportation improvements throughout the County. Because Measure C is set to expire in June 2027, Fresno COG worked on a renewal measure. However, there was inadequate support to move it forward. Two groups have commenced an initiative process to qualify a measure for the November 2026 election.

On March 11, 2026, the City Council received a presentation regarding the Fix Our Roads Citizens Initiative followed by brief questions and answers. On March 25, 2026, the City Council received a presentation regarding the Better Roads and Safe Streets Transportation Measure.

At the March 25, 2026 meeting, Mayor Pro Tem Yep requested that a resolution in support of the Fix Our Roads measure be placed on the next agenda. Mayor Pacheco then requested a similar resolution in support of the Better Roads and Safe Streets Transportation Measure. It was determined at that time that one agenda item with alternative resolutions would be submitted to Council.

As noted the two groups have already made presentations. See **Attachment 'A'** and **Attachment 'B'** regarding their power points.

At this meeting, Council may hear public testimony, deliberate, and determine whether to adopt one of the resolutions. The proposed resolutions were each provided by the respective advocacy groups. They have only been reviewed by the City Attorney for legal sufficiency.

The two groups promoting the ballot measures as well as the County have been invited to the meeting.

Adoption of a resolution formalizes the City Council support. It is permissible for the Council to take a position on a ballot measure at a public meeting; however, the City may not advocate on behalf or against a ballot measure and may not use City resources to campaign for ballot measure.

ATTACHMENTS:

A. Fix Our Roads PDF – As presented on March 11, 2026
B. Better Roads, Safe Streets PDF – As presented on March 25, 2026
C. Fix Our Roads PDF – As presented on April 8, 2026
D. Resolution Alternative ‘A’
E. Resolution Alternative ‘B’

FIX OUR ROADS
FRESNO COUNTY

The 2026 Fix Our Roads Citizens' Initiative

A 20-year blueprint for accountable, data-driven transportation funding in Fresno County.



Overcoming the Infrastructure Deficits of the 1970s and 80s

Incomplete Freeway Systems

Isolated Rural Communities

Unsafe & Congested Roads

Deficient Structures & Severe Potholes

FIX OUR ROADS
FRESNO COUNTY

Promises Made. Promises Kept.



$8 Billion

Leveraged in local transportation improvements over the last 40 years.

- A proven track record via the 1986 and 2006 Measure C Regional Transportation Programs.
- Collectively the measures provided more funding for **local roads** than highways.

FIX OUR ROADS
FRESNO COUNTY

The Critical Mandate to Continue Local Funding

Consistent Reliability

Local jurisdictions require an uninterrupted, dedicated funding source.

Diverse Needs

Must fund a plan reflecting highly varied Urban and Rural Community needs.

State Shortfalls

California continues to face major statewide transportation funding challenges.

Multipliers

Local dollars are required to leverage matching State and Federal project funds.

Designed by Fresno's Leading Transportation Experts



Tony Boren
Former Fresno COG
Exec. Dir.



Malcolm Dougherty
Former Caltrans Director
& Caltrans D6 Director



Diana Gomez
Former Caltrans D6
Director



Mike Leonardo
Former Caltrans D6 Dir.
& FCTA Exec. Dir.



Henry Perea
Former Fresno County
Board of Supervisors



Alex Tavlian
Principal,
ParkWest Associates



Georgiena Vivian
President,
VRPA Technologies

The Solution: The Fix Our Roads Initiative

Fix Our Roads Fresno County is a citizen-led initiative extending Measure C's legacy. It focuses on delivering residents' #1 need: better roads.

Key Promises:



20-Year Lifespan: Just like the two successful Measure C's, providing accurate forecasting of transportation needs.



Massive Impact: Potential to deliver up to 8 times the financial impact to improve our streets and roads.



Accountability: Designed with rock-solid citizen oversight measures, and retention of proven FCTA oversight.



Fiscal Responsibility: Achieves all of this without increasing taxes.

The 2026 Blueprint: Focused on Fresno's #1 Need



- **Targeted Priority:** Vast majority focused on delivering better roads.
- **Disciplined Timeline:** Limited to a strict 20-year life span, matching the twice-proven Measure C model.
- **Maximum Leverage:** Designed to deliver up to 8 times the financial impact for local streets and roads.
- **Voter Protection:** Built with rock-solid citizen oversight and accountability measures.

FIX OUR ROADS
FRESNO COUNTY

A $3.90 Billion Investment in Fresno's Future

18% ($702 Million) – Transit Reimagined Program



82% ($3.198 Billion) – Fix Local Roads Program

- Road Repair (50% / $1.951B)
- Improve Local Transportation (16% / $624M)
- Major Streets & Highways/Reduce Congestion (16% / $624M)

FIX OUR ROADS FRESNO COUNTY

Fix Local Roads Program

Will provide funding to the 16 local agencies for two subprograms:

- ✓ **Subprogram 1.1 – Repair Roads:** funding for street maintenance & repair projects to address poor street & road condition

- ✓ **Subprogram 1.2 - Improve Local Transportation:** funding for any transportation-related purpose, including:
  - Additional street & road repair projects
  - Sidewalks
  - Better access for people with disabilities
  - Bike, pedestrian, & trails system projects
  - Public transit services
  - Congestion relief projects
  - Safety improvement projects



Delivering Critical Upgrades Across All Communities

Urban Priorities (Major Streets & Highways)

- Upgrade Shaw & SR 99 Interchange (Safety/Congestion)
- Widen Jensen Avenue (4 to 6 lanes)
- Improve Herndon Ave corridor east and west of Blackstone
- Upgrade urban freeway interchanges & add auxiliary lanes
- Blackstone Ave Corridor Improvements
- Smart Corridors

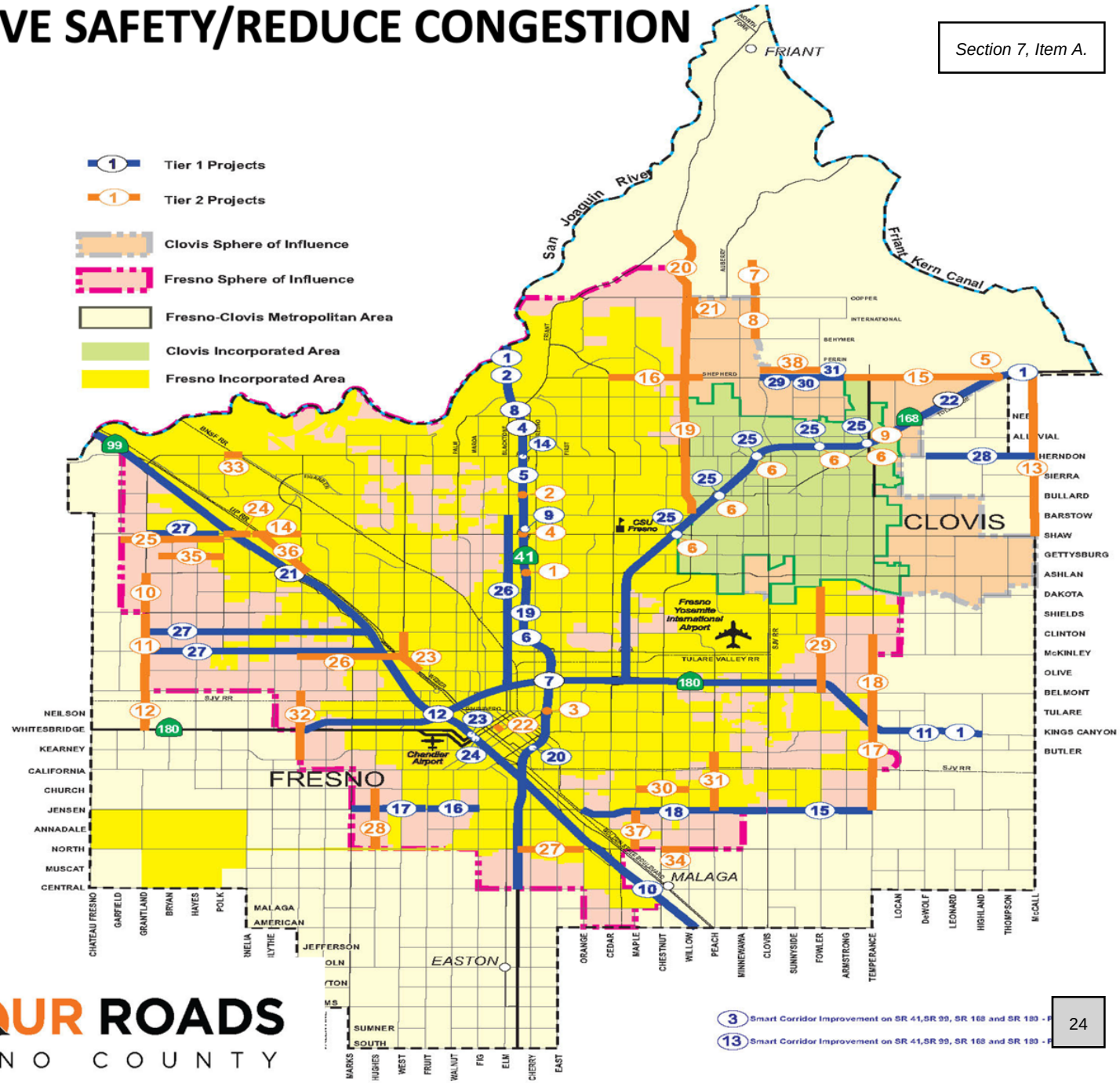
Rural Priorities

- Improve Academy Ave & widen Millerton Road to 4 lanes (Safety focus)
- Improve/widen Reed Ave, Manning Ave, and Shaw Ave at Academy
- Upgrade rural intersections to full interchanges
- Widen Dickenson Road & McMullin Grade
- Enhance Westside connections to Interstate 5

MAJOR STREETS & HIGHWAYS – IMPROVE SAFETY/REDUCE CONGESTION

URBAN PROJECTS

- ✓ "Smart Corridor" projects on the urban freeway system to increase safety, and reduce/prevent congestion
- ✓ Upgrade the Shaw & SR 99 Interchange to improve safety/reduce congestion
- ✓ Widen Jensen Avenue to 4 & 6 lanes
- ✓ Improve Herndon Ave between Palm & First Street
- ✓ Upgrade interchanges on the urban freeway system
- ✓ Auxiliary Lanes to eliminate bottlenecks
- ✓ Blackstone Ave Corridor Improvements

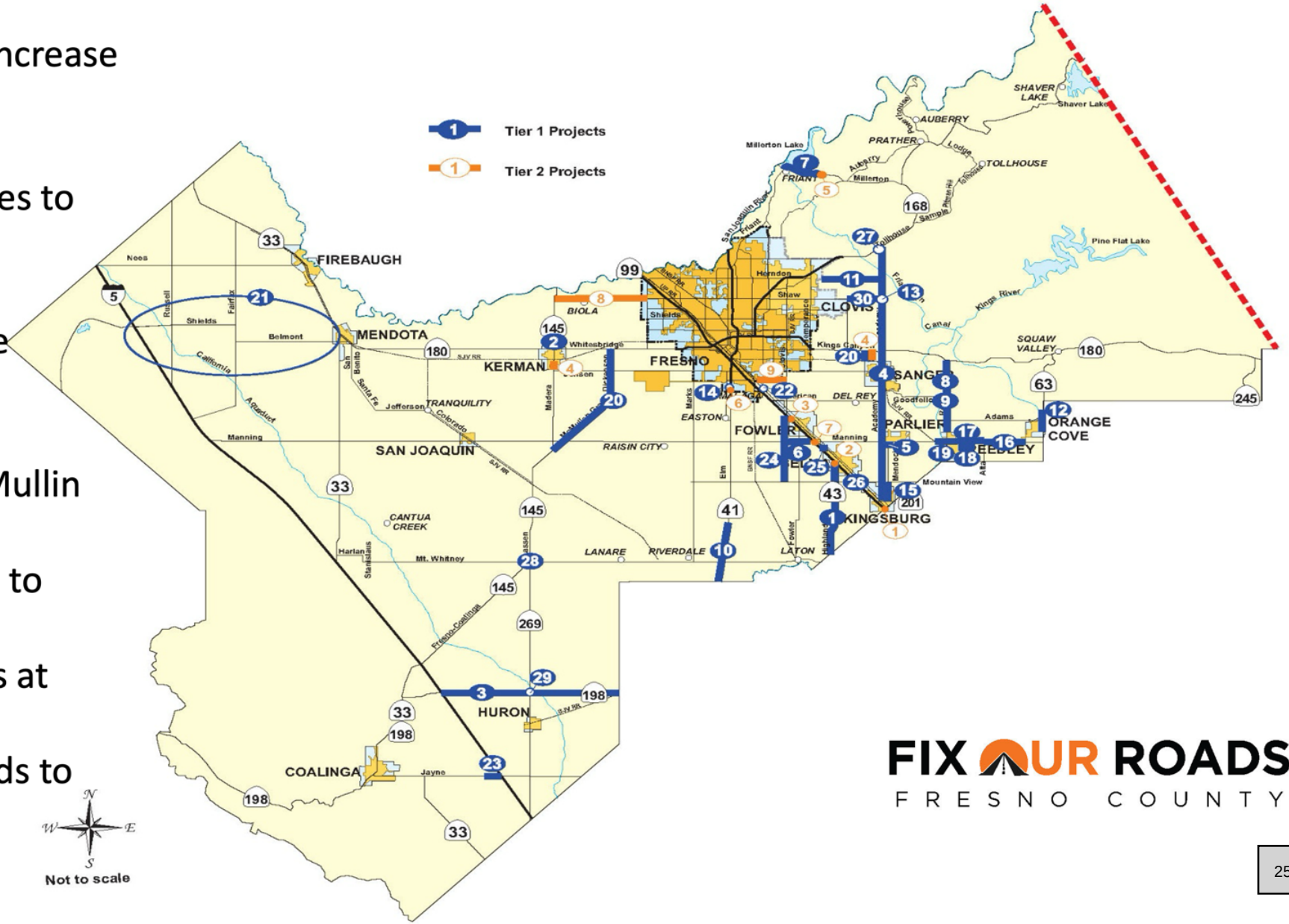


FIX OUR ROADS
FRESNO COUNTY

MAJOR STREETS & HIGHWAYS – IMPROVE SAFETY/REDUCE CONGESTION

RURAL PROJECTS

- ✓ Improve Academy Avenue to increase safety/connectivity, & reduce congestion
- ✓ Widen Millerton Road to 4 lanes to improve safety/eliminate fatal accidents
- ✓ Improve & widen Reed Avenue
- ✓ Upgrade rural intersections to interchanges
- ✓ Widen Dickenson Road & McMullin Grade
- ✓ Improve westside connections to Interstate 5
- ✓ Widen Shaw Avenue to 4 lanes at Academy
- ✓ Widen various rural major roads to improve safety
- ✓ Widen Manning Avenue



FIX OUR ROADS
FRESNO COUNTY

Unprecedented Connectivity Across the County

A comprehensive infrastructure plan covering Clovis, Fresno, and our rural communities.

Highlights:

- "Smart Corridor" projects strategically placed on the urban freeway system (SR 41, SR 99, SR 168, SR 180) to increase safety and prevent congestion.
- Clearly mapped Tier 1 and Tier 2 projects connecting our entire region.



FIX OUR ROADS
FRESNO COUNTY



Transit Reimagined: Smart, Affordable Mobility

Over $702 Million allocated (up from $230M in 2006)

Protecting the Vulnerable: Keep fares affordable for seniors, students, and people with disabilities.

Maintaining Access: Ensure consistent transit service for citizens who rely on it daily.

Modernizing Routes: Fund consolidation and reimagining studies to create cost-effective, efficient mobility options.

Unlocking Capital: Allow agencies to leverage local Transportation Improvement Subprogram funds.

FIX OUR ROADS
FRESNO COUNTY

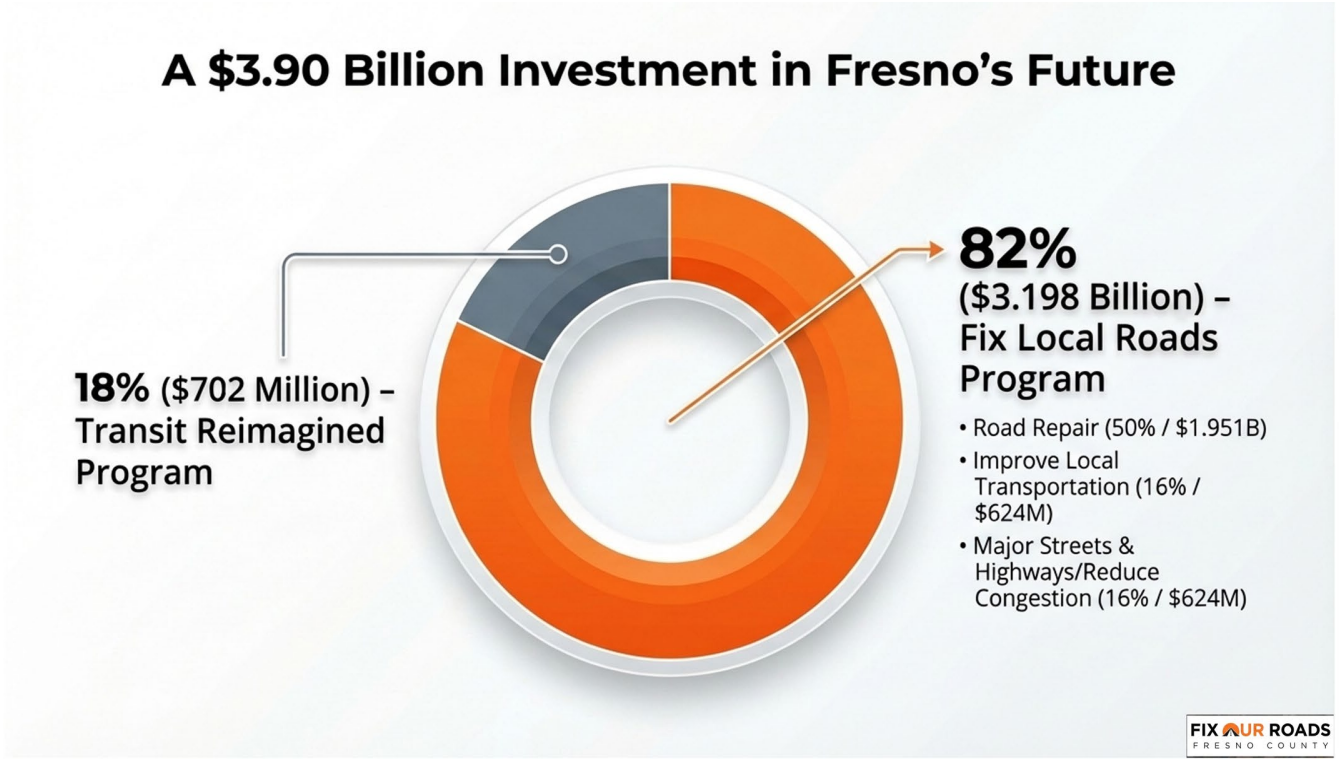
Two Competing Visions for Fresno County

What's the difference between the Fix Our Roads (FOR) initiative and the alternative Fresno Co. Transportation Improvement Act (FCTIA)?

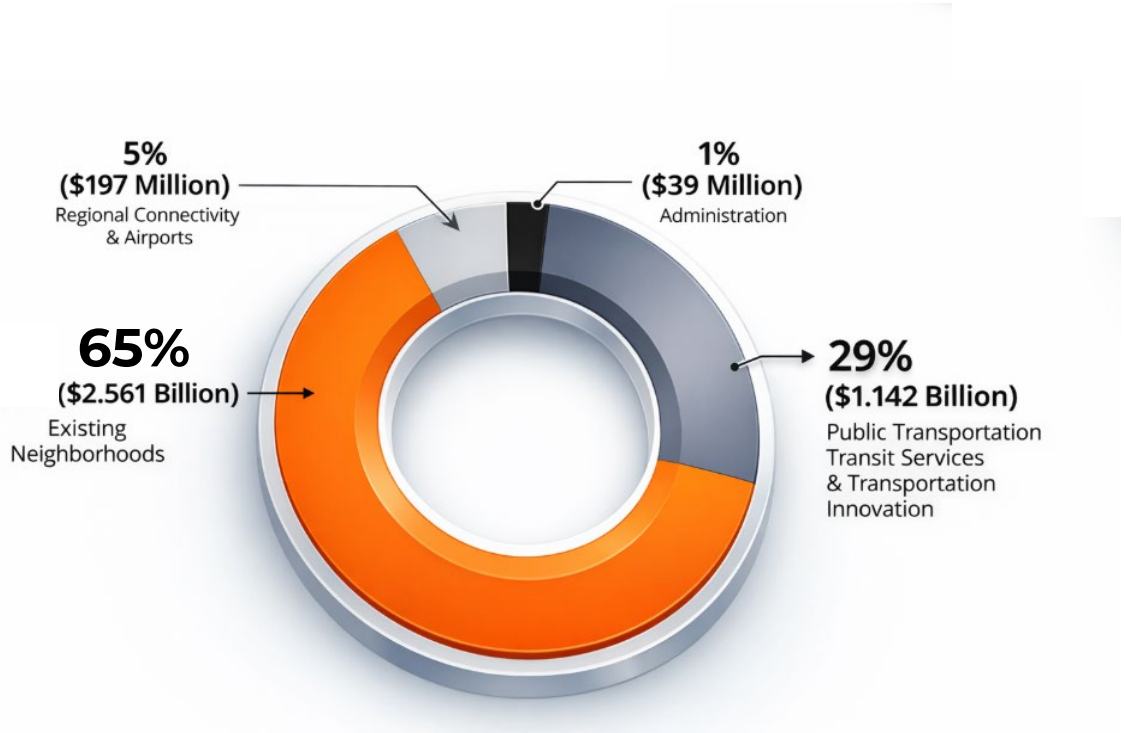
It's simple: More for roads, less to waste.

FIX OUR ROADS
FRESNO COUNTY

Fix Our Roads 20-Year Allocation



Fresno County Transportation Improvement Act 20-Year Allocation



MORE FOR ROADS, LESS TO WASTE.

FOR Fix Local Roads Program (80% Pop. / 20% Road Miles Formula $425,000 Annual Allocation)		FCTIA Neighborhood Roads (80% Pop. / 20% Road Miles Formula $400k Annual Floor)	
20 Year Allocation by Agency			
County of Fresno	$ 603,822,093	$	602,004,534
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Sanger	$ 65,861,564	$	65,234,612
Selma	$ 60,886,138	$	60,270,197
Total:	$ 2,574,606,171	$	2,561,209,078



The Financial Wisdom of a 20-Year Horizon

$3.9 Billion

20-Year Plan (Responsible)

~~**$7.3 Billion**~~

30-Year Plan (Excessive)

Proven Success

Fresno County voters support the 20-year terms that made past measures successful.

Accurate Planning

A 20-year window ensures highly accurate forecasting of actual transportation needs.

Protecting Taxpayers

Radically reduces the taxpayer burden—costing $3.9 Billion compared to a massive $7.3 Billion.

Generational Fairness

Polling confirms voters prefer not to extend taxes to future, unborn generations.

FIX OUR ROADS
FRESNO COUNTY

Congestion and Road Expansion



Fix Our Roads:

- Easily allows jurisdictions to manage and expand roadways to ease congestion without onerous restrictions.
- Invests in major corridors to actively improve safety and reduce congestion.



FCTIA Plan:

- Strictly prohibits jurisdictions from adding lanes unless they are designated solely for bike or bus lanes.
- Offers negligible funding for major corridors.
- Abandons the highway and major road systems to **"LA-Style congestion"** and increased accidents.

Funding Guarantees and Local Flexibility



Fix Our Roads:

- Allocates the most dollars to the County and each city for road improvements.
- Higher annual minimum guarantee for local jurisdictions ($425,000).
- Gives **Fresno County** and its cities the **flexibility to adapt road repair and improvement** spending to address their biggest needs.



FCTIA Plan:

- Allocates **fewer dollars** to the County and cities for road improvements.
- Lower annual minimum guarantee ($400,000).
- **Allocations are hard-set by special interests** and **cannot adapt** to residents' **unique and changing needs**.

FIX OUR ROADS
FRESNO COUNTY

Transit, Trails, and Quality of Life

Fix Our Roads:

- ✓ "Reimagines" transit: maintains investment while applying significant increases in accountability for services provided.
- ✓ Recreational trails are eligible to receive local improvement funding.

FCTIA Plan:

- ⊗ Over-invests in transit (29% of budget, over $1.14 Billion).
- ⊗ Demands no accountability for increased ridership or decreased cost per trip.
- ⊗ Recreational trails are strictly banned from receiving funding.

FIX OUR ROADS
FRESNO COUNTY

Accountability and Track Record

Fix Our Roads:

- **Maintains** the Fresno County Transportation Authority (FCTA).
- **Preserves** a **40-year track record** of fiscal responsibility and keeping promises to voters.
- **Existing Measure C Citizen Oversight Committee Structure** providing public disclosure of expenditures.

FCTIA Plan:

- **Completely eliminates the FCTA and its 40-year legacy of successful oversight.**
- **Virtually eliminates** the potential for matching funds.
- **Proposes New Citizen Oversight Committee Structure** that gives too much authority to non-elected COC Members.

The Risk of the Alternative: A 30-Year Gamble

- **LA-Style Congestion:** Abandons our highways and major corridors, providing negligible funding with significant restrictions.
- **Unaccountable Spending:** Enacts a 45% increase in transit funding with zero accountability for adding riders or reducing costs.
- **No Clear Plan:** Allocates over $1 Billion in transit funding without a single project identified yet.
- **Loss of Leverage:** Nearly eliminates the ability to secure state/federal matching funds and restricts local agencies.
- **Fiscal Risk:** Eliminates the FCTA's proven 40-year track record of public success.

FIX OUR ROADS
FRESNO COUNTY

Next Steps for Fresno's Future

Collect Signatures

Mobilize the community to qualify the Fix Our Roads Citizens' Initiative.

Continue Public Outreach

Educate voters on the $3.19 billion benefits of a tight, accountable 20-year plan.

Ballot Placement

Request Board of Supervisors place on Nov. 2026 Ballot

FIX OUR ROADS FRESNO COUNTY

WHAT CAN YOU DO TO HELP FIX OUR ROADS?

- Request a Petition
- Volunteer
- Contribute
- Talk to your friends about the importance of Measure C and the difference between the two plans.

Secure Fresno's Future Today

We **cannot** afford LA-style congestion, bloated 30-year taxes, or the loss of local control.

Request a petition or **review the complete plan** today to ensure our roads remain safe, connected, and accountable.

FIX OUR ROADS
FRESNO COUNTY



Scan the code to visit: https://fixourroadsfresno.com/

Better Roads.
Safe Streets.

A Citizen-Led Plan for a Better Transportation Future

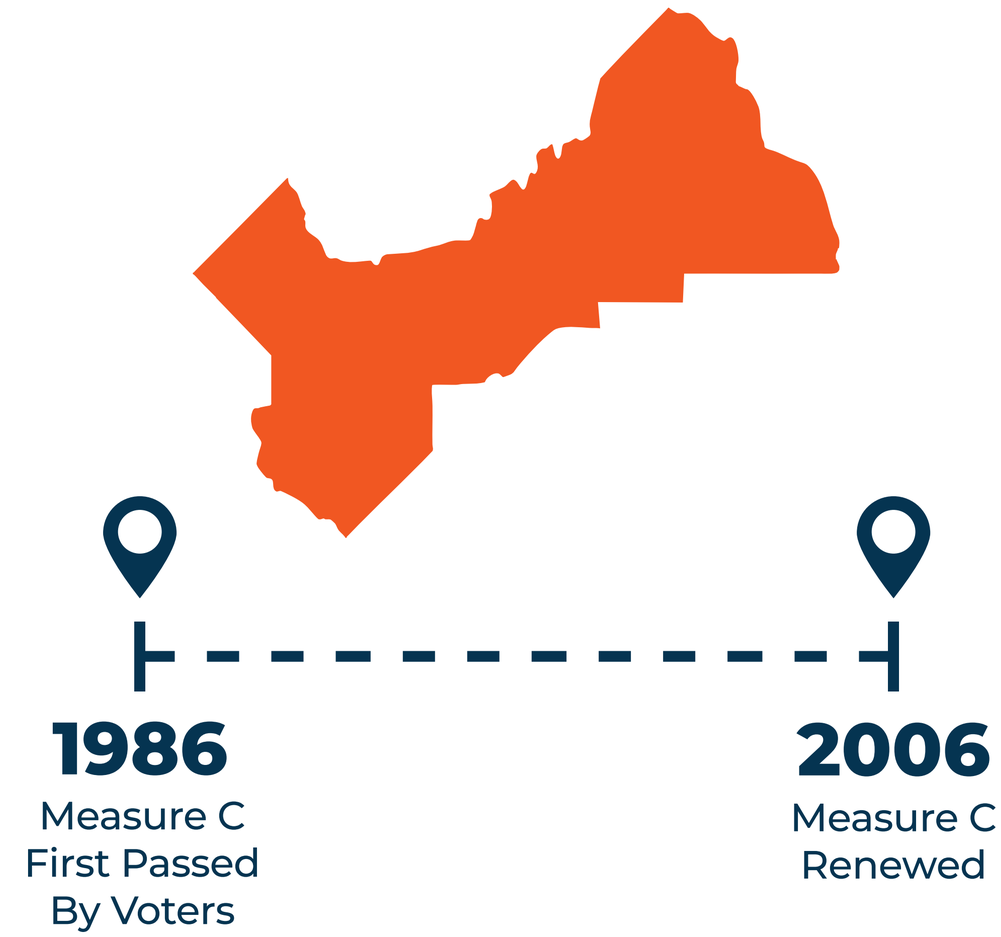
Paid for by Fresno County Residents for Better Roads and Safe Streets,
Sponsored by Nonprofit Community Organizations and Labor Organizations. Committee Top Funders:
North Coast States Regional Council of Carpenters & Central Valley Community Foundation

THE HISTORY OF

Transportation Sales Tax in Fresno County

For nearly 40 years, Fresno County taxpayers have paid billions in a dedicated sales tax for transportation improvements through Measure C.

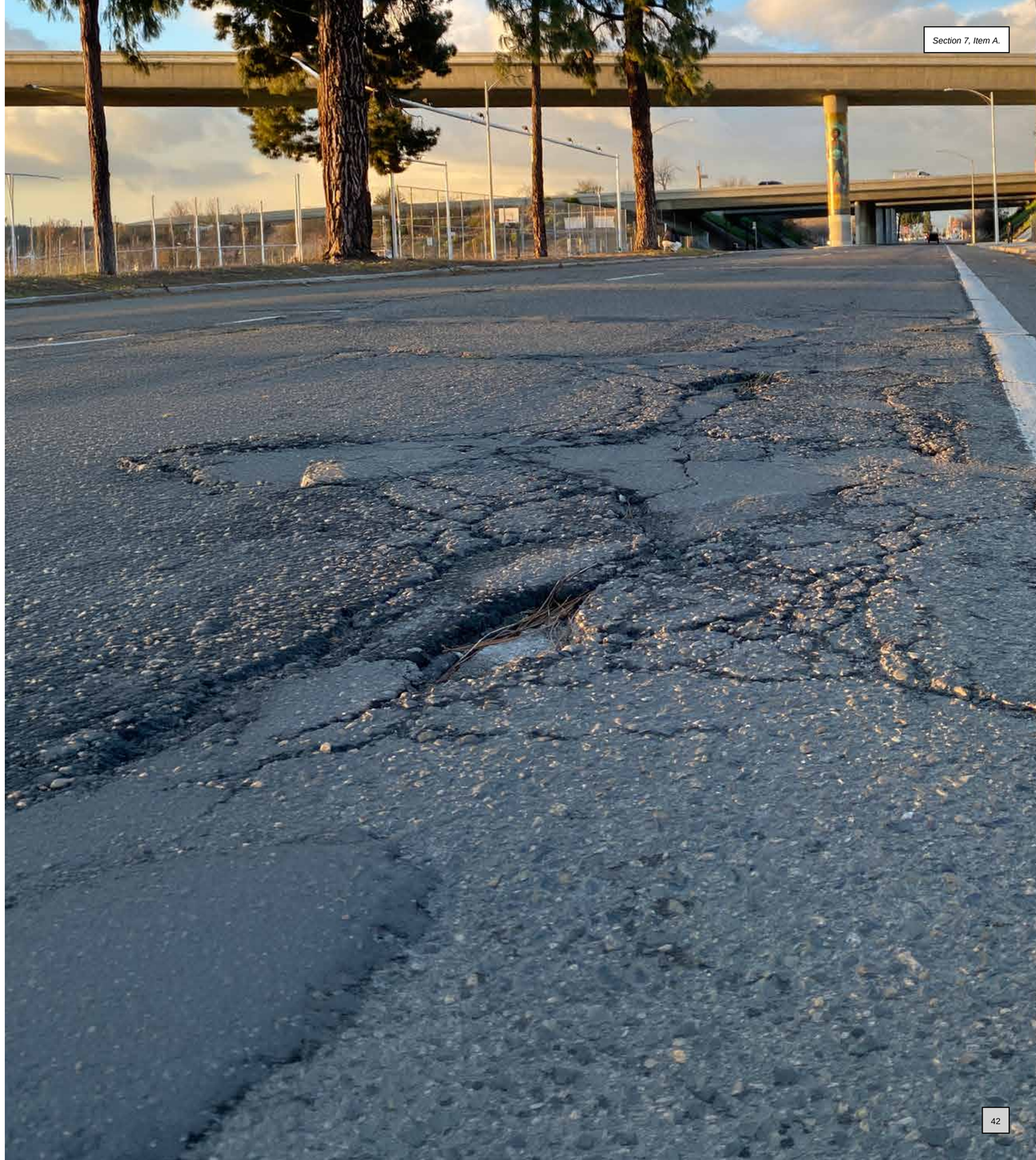
First passed by voters in 1986 and renewed in 2006, this half-cent sales tax measure has paid for the construction and expansion of major state freeways, while **neighborhood streets, sidewalks, and rural roads connecting our communities have been left behind.**



2027

Measure C is set to expire

We now need an estimated **$5.4 billion** to bring our roads to “good” condition.



2026

Fresno County Transportation Improvement Act

Better Roads. Safe Streets.

A new plan that meets the needs of everyday Fresno County taxpayers.



Chamber of Commerce president William M. Lyles, left, and chamber president-elect Gene Clayton, right, celebrate Measure C's passage.

Building on A Legacy of Community Leadership

Like the original 1986 measure, this plan is a citizen-led effort to protect local funding for a better, more accessible, and more affordable transportation system.







A SHARED VISION FOR

Better Transportation

4,540 Responses via surveys, townhalls, and meetings

34 Meetings & townhalls

72 Zip Codes represented

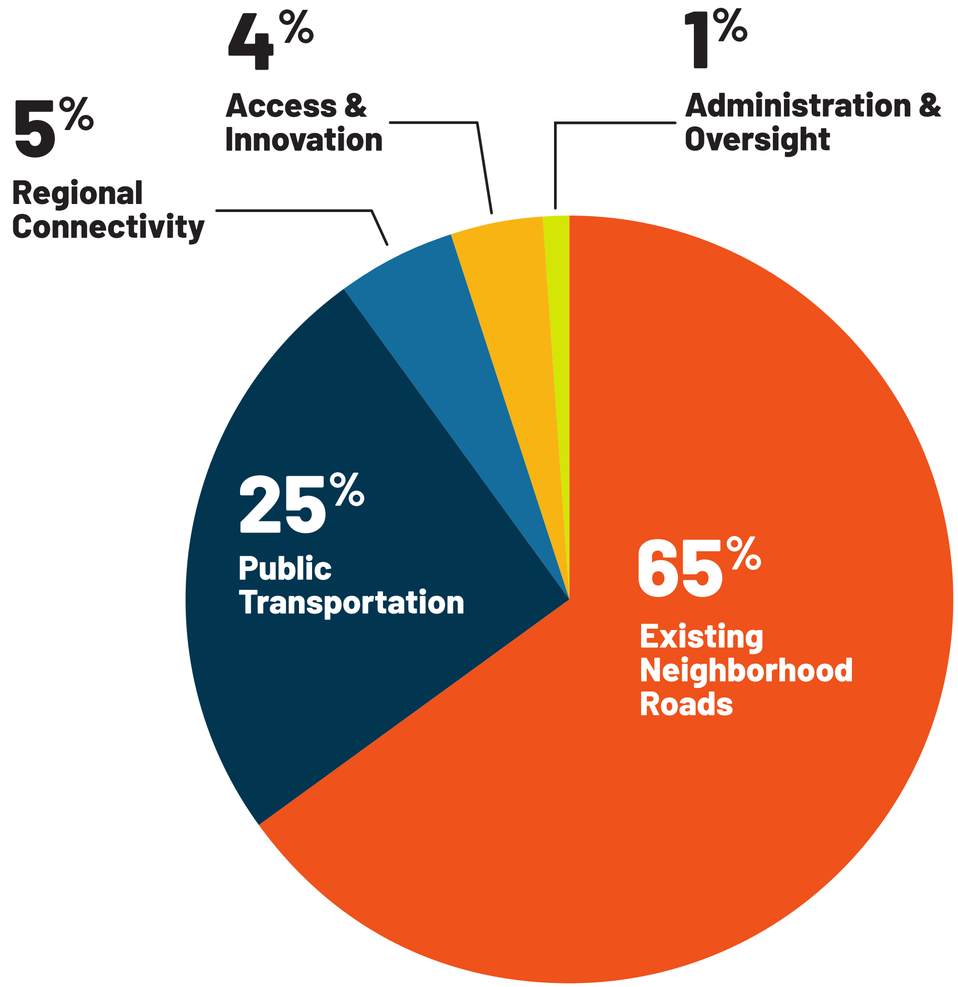
Better Roads.
Safe Streets.

WITHOUT RAISING TAXES

½ Cent • 30 Years • $7.4 Billion

	CATEGORY	PER YEAR*	30 YEAR SPAN*
65%	Existing Neighborhood Roads	$160,116,667	$4,803,500,000
25%	Public Transportation	$61,583,333	$1,847,500,000
5%	Regional Connectivity	$12,316,667	$369,500,000
4%	Access & Innovation	$9,853,333	$295,600,000
1%	Administration & Oversight	$2,463,333	$73,900,000

✱ Estimated Revenues



Better Roads.
Safe Streets.

Administering Agencies

Fresno County

15 Cities

Transit Agencies

Fresno Council of Governments

FOR EVERY CITY AND TOWN

Fair Distribution of Resources

City of Kerman

BETTER ROADS, SAFE STREETS

$83,491,043

CURRENT MEASURE C

$8,223,929

*** Estimated Revenues**

Better Roads. Safe Streets.

A SHARED VISION FOR

Better Transportation

Maximum Local Flexibility

+

Performance Metrics

=

Measureable drive, walk, bike, and roll safety improvements

70 Average PCI in every neighborhood, keeping Local Streets In 'Good Condition'

120 Miles of bike and pedestrian trails

150 Safe Routes to Schools

Better Roads.
Safe Streets.

BUDGET ALLOCATION

Existing Neighborhood Roads



PERCENTAGE	PER YEAR	30 YEAR SPAN
65%	$160,116,667	$4,803,500,000

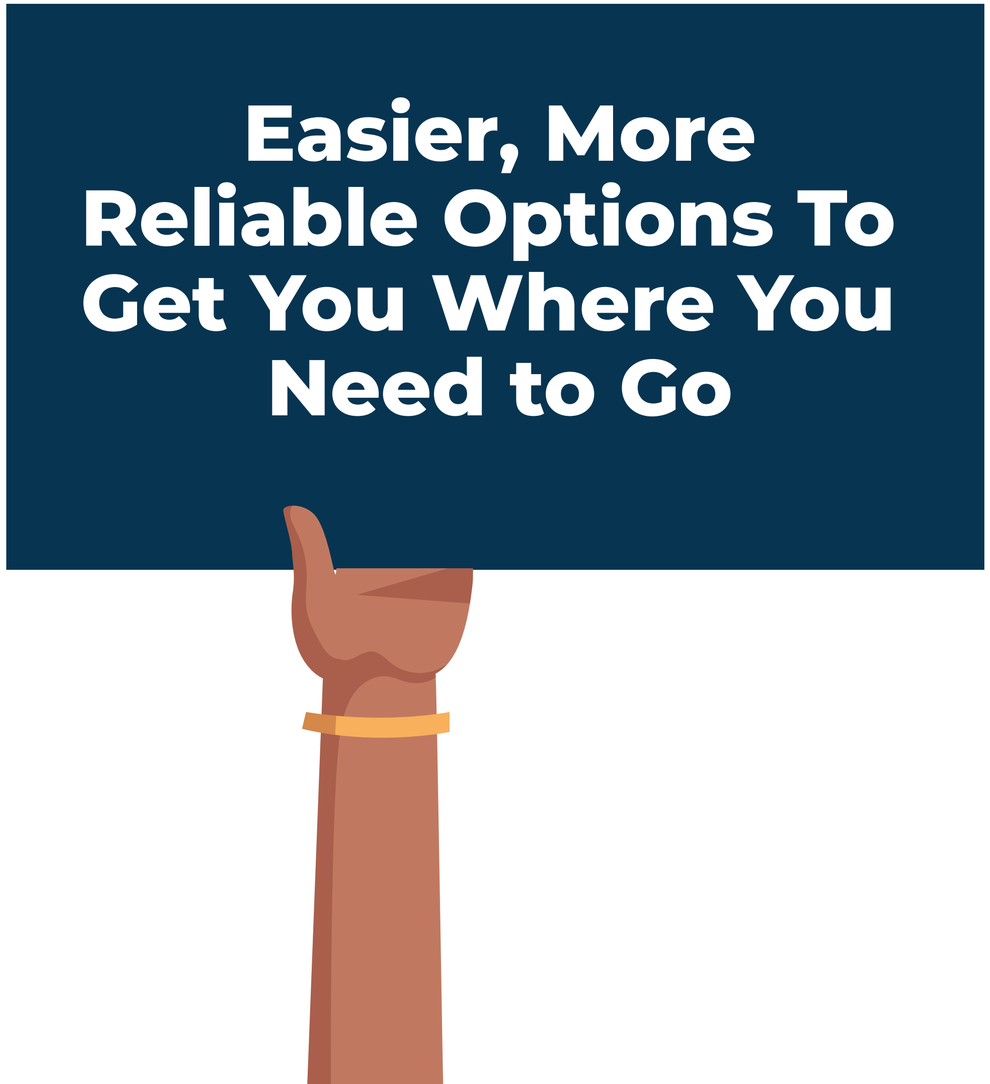
Maximum Flexibility for Local Governments to Invest Where Needed Most:

- **Fix potholes and damaged roads.**
- **Build sidewalks, trails, and protected bike lanes that connect neighborhoods to schools, jobs, parks, and transit, and improve safety for all road users.**
- **Reduce emergency response times for first responders by improving and maintaining neighborhood roads.**
- **Safety enhancements: bumps/humps, lighting, signage, etc.**

Better Roads.
Safe Streets.

BUDGET ALLOCATION

Public Transportation



PERCENTAGE	PER YEAR	30 YEAR SPAN
25%	$61,583,333	$1,847,500,00

- Requires transit agencies to work together and obtain your input to modernize public transit, improve service efficiency.
- Reduce travel time with more micro-transit and on-demand services.
- More frequent and reliable service and routes.
- Upgraded, safer ADA-compliant bus stops.
- Protects essential transportation funding for seniors and people with disabilities.

Better Roads.
Safe Streets.

BUDGET ALLOCATION

Regional Connectivity

PERCENTAGE	PER YEAR	30 YEAR SPAN
5%	$12,316,667	$369,500,000

- Strengthens regional connectivity by supporting transportation projects that link cities, urban centers, and rural communities, making it easier for people and goods to move efficiently across the county.
- Enhances quality of life by improving corridor connectivity, reducing congestion, and supporting cleaner, better-maintained roadways that serve the entire region.
- 1% for Fresno Yosemite International improvements



Better Roads.
Safe Streets.

BUDGET ALLOCATION

Access & Innovation



PERCENTAGE	PER YEAR	30 YEAR SPAN
4%	$9,853,333	$295,600,000

- Provides zero-fare public transit service to seniors (62+), people with disabilities, children, students, veterans, and active military.
- Positions the region to pilot, test, and scale future mobility solutions, keeping it competitive and adaptable as technology evolves.
- Encourages projects and programs that accelerate progress toward cleaner, healthier transportation systems.

Better Roads.
Safe Streets.

BUDGET ALLOCATION

Administration & Oversight



PERCENTAGE	PER YEAR	30 YEAR SPAN
1%	$2,463,333	$73,900,000

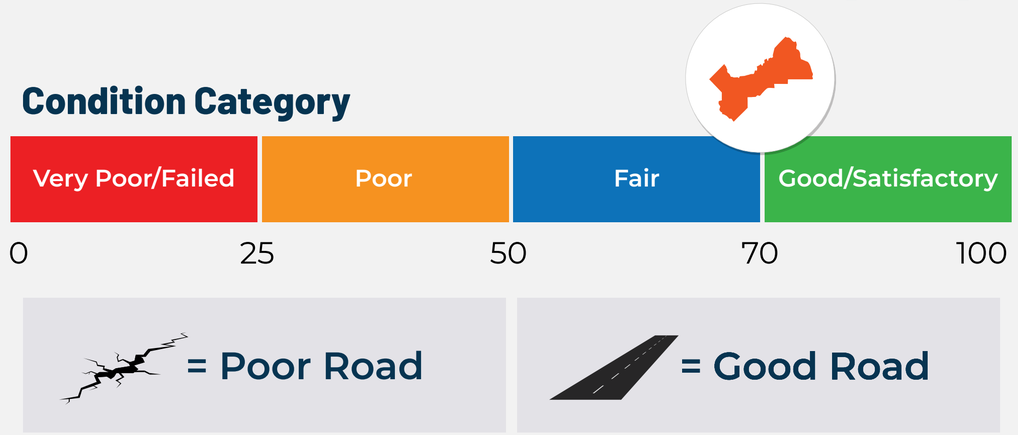
- An independent Citizen Oversight Committee will oversee all expenditures.
- Public input is required for any updates.
- Support for small cities and rural areas to leverage and maximize funds.
- Transparent spending with required annual audits and a public database tracking every project.
- Any suspected misuse of funds may be referred to the Fresno County District Attorney and State Attorney General.
- Funds cannot be taken by the state or used for other purposes.

Better Roads.
Safe Streets.

Accountability & Transparency

- Annual financial audits by agency
- A performance analysis is required to establish a baseline assessment, and an update is required every 5 years to monitor progress toward achieving the set metrics.
  - Active Transportation
  - Safe Routes to School
  - Public Transit
  - Pavement Condition Index (PCI)
  - Local Hiring Contracting Goals
  - Complete Streets in Disadvantaged Unincorporated Communities
- Comprehensive review of the entire plan every 10 years.
- Public process and notification

Pavement Condition Index (PCI)



Better Roads.
Safe Streets.

Better Roads.
Safe Streets.

TO LEARN MORE VISIT:

BetterRoadsSafeStreets.com


FIX OUR ROADS
FRESNO COUNTY
The 2026 Fix Our Roads Citizens' Initiative
A 20-year blueprint for accountable, data-driven transportation funding in Fresno County.

Critical Differences Between the Two Initiatives











FIX OUR ROADS FRESNO COUNTY	REIMAGINES TRANSIT MAINTAINS INVESTMENT WHILE APPLYING SIGNIFICANT INCREASES IN TRANSIT SERVICE ACCOUNTABILITY	GUARANTEES FUNDING FOR POTHOLE REPAIR (50% OF TOTAL MEASURE FUNDING) PROVIDES 16% FOR OTHER LOCAL TRANSPORTATION IMPROVEMENTS TO ADDRESS INDIVIDUAL NEEDS	MAINTAINS THE FRESNO COUNTY TRANSPORTATION AUTHORITY (FCTA) PRESERVES A 40-YEAR TRACK RECORD OF FISCAL RESPONSIBILITY & KEEPING PROMISES TO VOTERS	EXISTING MEASURE CITIZENS OVERSIGHT STRUCTURE PROVIDING PUBLIC DISCLOSURE OF EXPENDITURES
FRESNO COUNTY TRANSPORTATION IMPROVEMENT ACT:	OVER-INVESTS IN TRANSIT (29% OF THE BUDGET OR OVER $1.14 BILLION) RESULTS IN A 45% INCREASE IN FUNDING FOR TRANSIT	FIXING POTHOLES & WIDENING STREETS IS NOT A GUARANTEE OR PRIORITY ALLOCATIONS ARE HARD-SET BY SPECIAL INTERESTS & CANNOT ADAPT TO RESIDENTS' UNIQUE & CHANGING NEEDS	COMPLETELY ELIMINATES THE FCTA & ITS 40-YEAR LEGACY OF SUCCESSFUL OVERSIGHT. ELIMINATES THE CHECKS AND BALANCES ESTABLISHED BY THE STATE LEGISLATURE	PROPOSES A NEW CITIZENS OVERSIGHT COMMITTEE STRUCTURE THAT GIVES TOO MUCH AUTHORITY TO NON-ELECTED MEMBERS

Designed by Fresno's Leading Transportation Experts



Tony Boren
Former Fresno COG
Exec. Dir.



Malcolm Dougherty
Former Caltrans Director
& Caltrans D6 Director



Diana Gomez
Former Caltrans D6
Director



Mike Leonardo
Former Caltrans D6 Dir.
& FCTA Exec. Dir.



Henry Perea
Former Fresno County
Board of Supervisors



Alex Tavlian
Principal,
ParkWest Associates



Georgiena Vivian
President,
VRPA Technologies

FIX OUR ROADS
FRESNO COUNTY

The Critical Mandate to Address Fresno County's Transportation Needs

Address State Shortfalls – California continues to face major statewide transportation funding challenges

Continue Consistent Reliability – Local jurisdictions require an uninterrupted & dedicated funding source focused on better roads and to address local needs.

Apply Multipliers – Local dollars are required to leverage federal and state matching funds

Provide Voter Protection – Built with rock-solid citizen oversight and accountability measures

A $3.90 Billion Investment in Fresno's Future

18% ($702 Million) – Transit Reimagined Program



82% ($3.198 Billion) – Fix Local Roads Program

- Road Repair (50% / $1.951B)
- Improve Local Transportation (16% / $624M)
- Major Streets & Highways/Reduce Congestion (16% / $624M)

FIX OUR ROADS FRESNO COUNTY

Fix Local Roads Program

- **Will provide funding to the 16 local agencies for two subprograms:**

  - **Subprogram 1.1 – Repair Roads:** funding for street maintenance & repair projects to address poor street & road condition – 50% Allocation
  - **Subprogram 1.2 - Improve Local Transportation:** 16% Allocation
    funding for any transportation-related purpose, including:
    - Additional street & road repair projects
    - Sidewalks
    - Better access for people with disabilities
    - Bike, pedestrian, & trails system projects
    - Public transit services
    - Congestion relief projects
    - Safety improvement projects





FIX OUR ROADS
FRESNO COUNTY

Promises Made. Promises Kept.



$8 Billion

Leveraged in local transportation improvements over the last 40 years.

- A proven track record via the 1986 and 2006 Measure C Regional Transportation Programs.
- Collectively the measures provided more funding for **local roads** than highways.

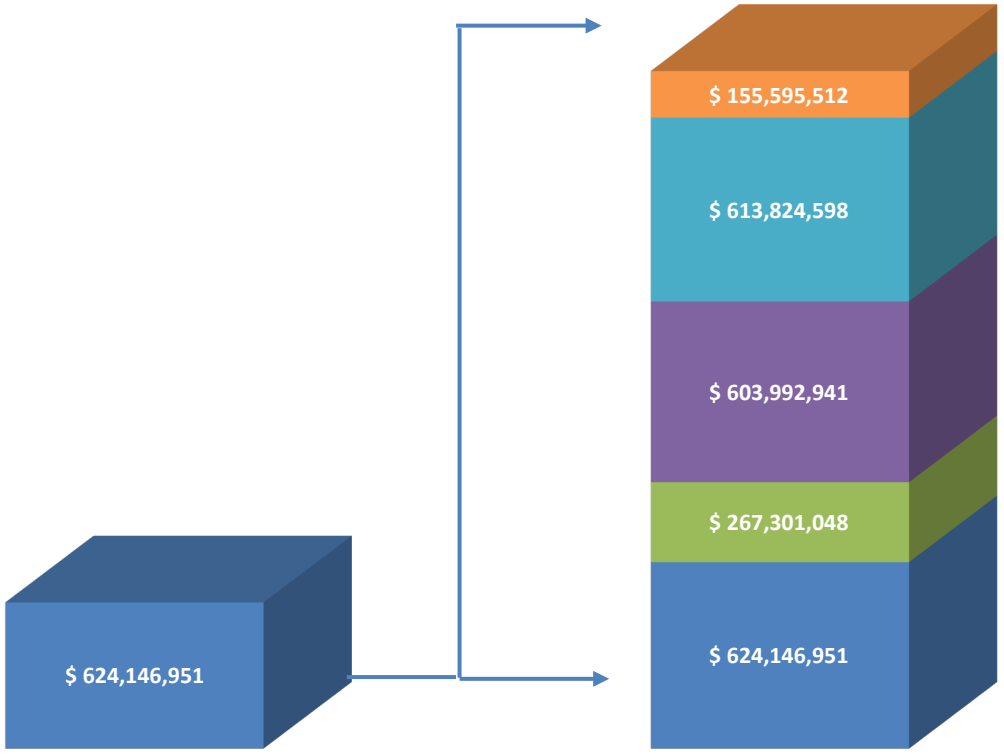
FIX OUR ROADS
FRESNO COUNTY

Fix Local Roads Program

Leveraging a Minimum of **$1,640,714,100** In Additional Funding



- FOR Major Streets and Highways, Improve Safety / Reduce Congestion Subprogram - $624,146,951



- STATE AND FEDERAL PROGRAM FUNDS - $155,595,512
- FEDERAL PROGRAM FUNDS - $613,824,598
- STATE PROGRAM FUNDS- $603,992,941
- LOCAL PROGRAM FUNDS - $267,301,048
- FOR Major Streets and Highways, Improve Safety / Reduce Congestion Subprogram - $624,146,951

$2,264,861,051 Total Estimated Funding Revenues

FIX OUR ROADS FRESNO COUNTY

Delivering Critical Upgrades Across All Communities

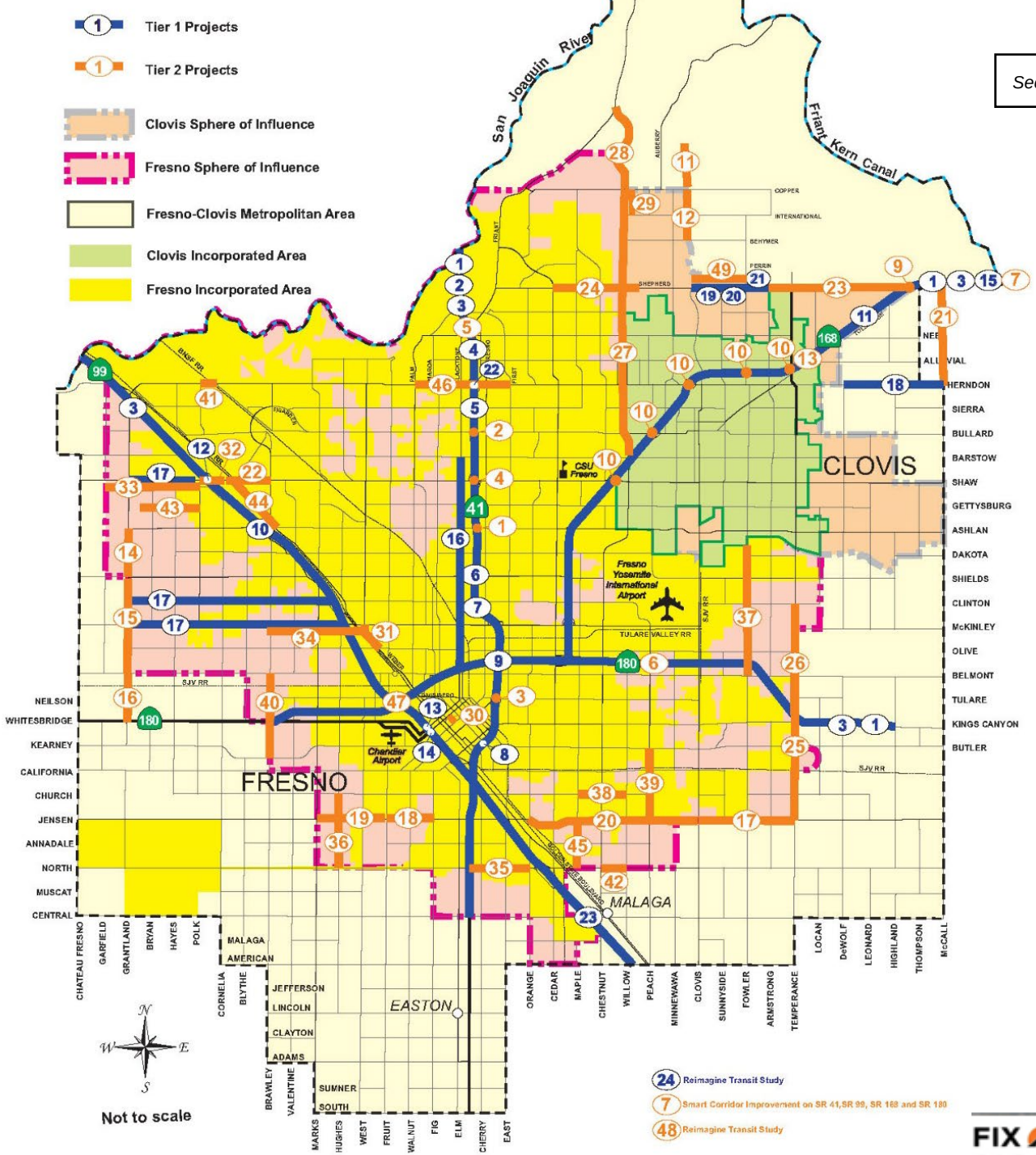
Urban Priorities (Major Streets & Highways)

- Upgrade Shaw & SR 99 Interchange (Safety/Congestion)
- Widen Jensen Avenue (4 to 6 lanes)
- Improve Herndon Ave corridor east and west of Blackstone
- Upgrade urban freeway interchanges & add auxiliary lanes
- Blackstone Ave Corridor Improvements
- Smart Corridors

Rural Priorities

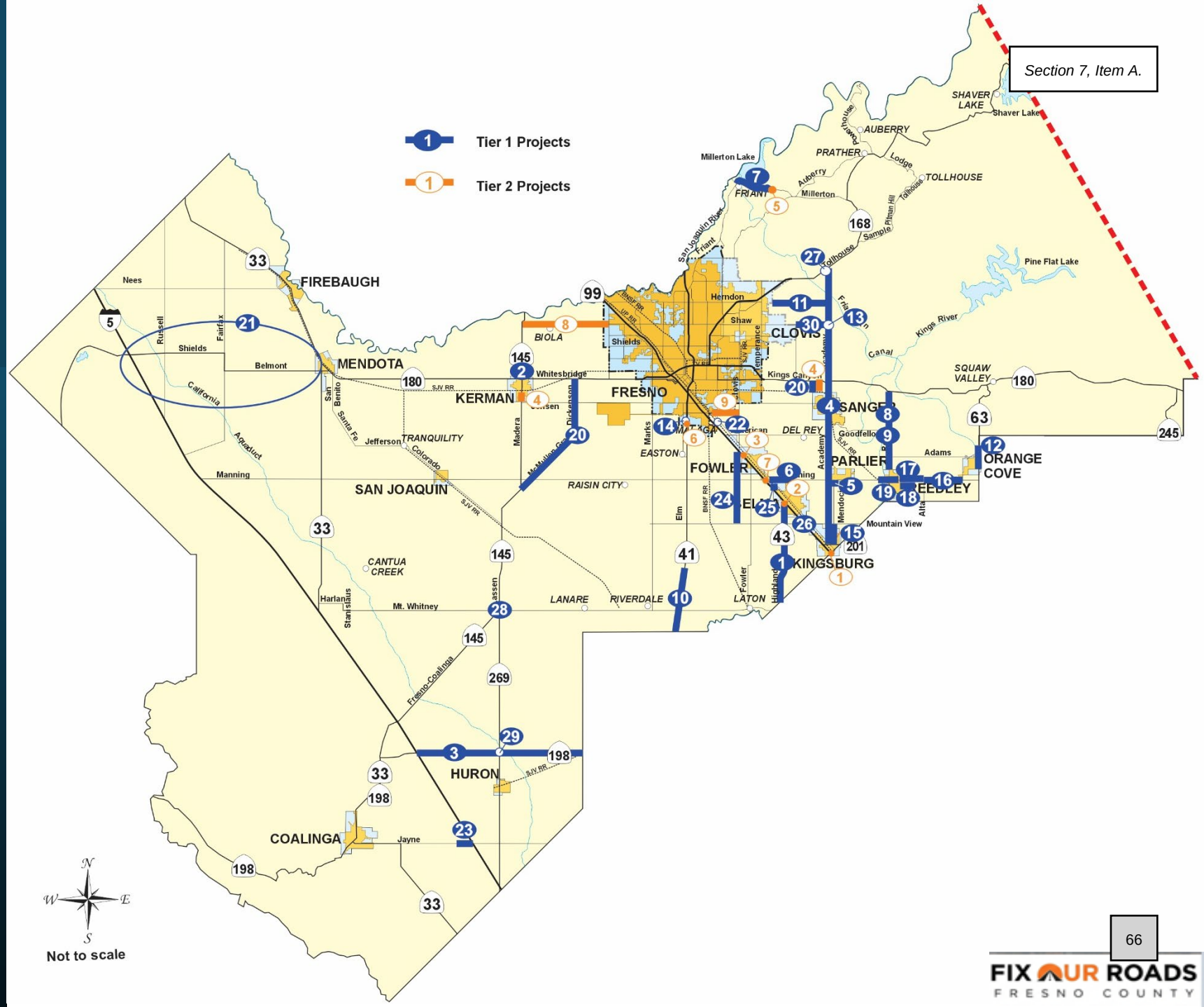
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Major Streets and Highways - Improve Safety/Reduce Congestion Subprogram – Urban Projects



FIX OUR ROADS FRESNO COUNTY

Major Streets and Highways - Improve Safety/Reduce Congestion Subprogram – Rural Projects



FIX OUR ROADS FRESNO COUNTY



Transit Reimagined: Smart, Affordable Mobility

Over $702 Million allocated (up from $230M in 2006)

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FIX OUR ROADS
FRESNO COUNTY

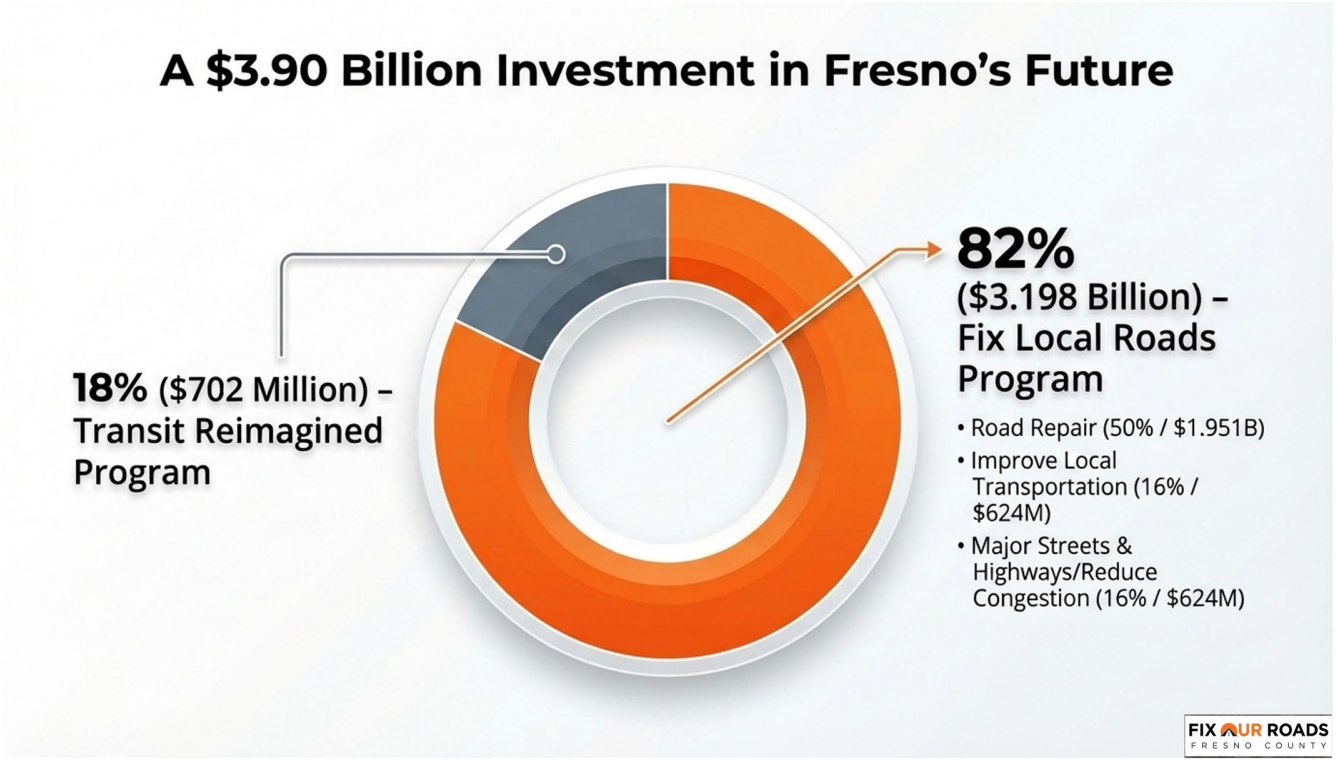
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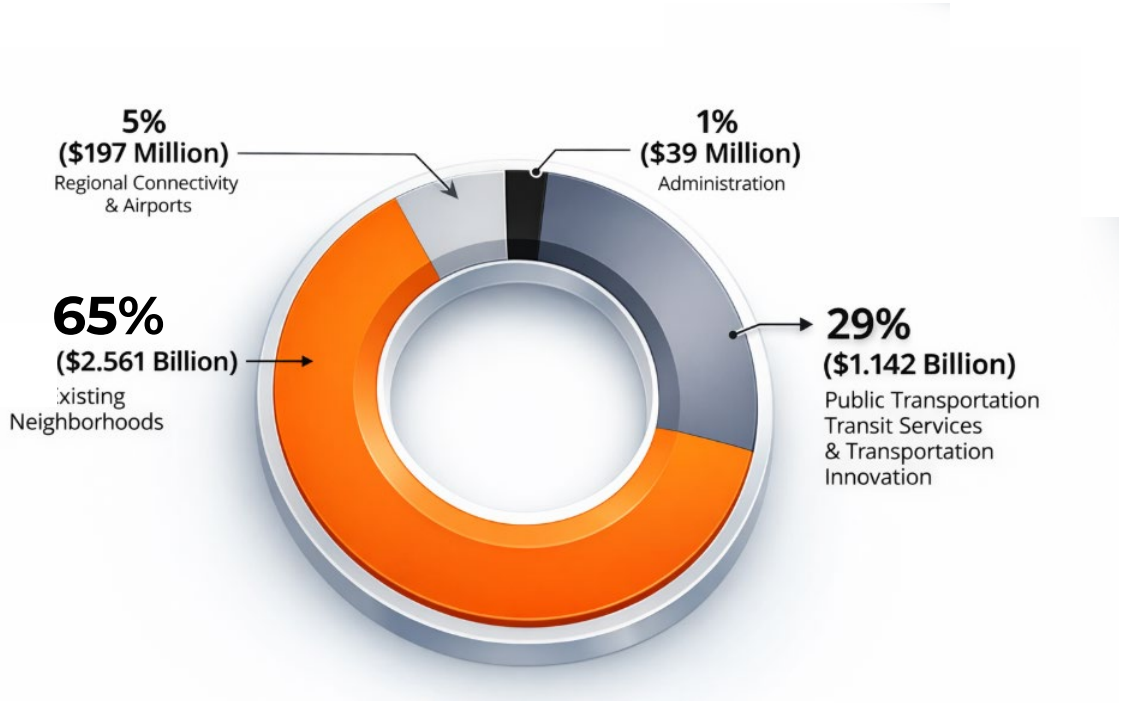
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FIX OUR ROADS
FRESNO COUNTY

Fix Our Roads 20-Year Allocation



Fresno County Transportation Improvement Act 20-Year Allocation



MORE FOR ROADS, LESS TO WASTE.

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City of Kerman Direct or Indirect Measure Benefits

1986 Measure C

- Local Funding
- SR 145
- SR 180

2006 Measure C

- Local Funding
- Passing lanes on State Route 180 West from Yuba to James Avenues

FOR Measure

- Higher Local Funding than FCTIA
- FOR Tier 1 List – SR 145 – Whitebridge to Nielsen: 2 to 4 Lanes: **$8,000,000**
- FOR Tier 1 List – Dickenson/McMullin Grade: SR 180 to SR 145: 2 to 4 Lanes: **$35,000,000**
- FOR Tier 1 List – Improve Westside Connections to I-5: **$60,000,000**
- FOR Tier 2 List – West Shaw: SR 145 to Fresno City Limits: 2 to 4 Lanes - **$30,000,000**
- **Total of $133+ million more from our FOR Measure, directly or indirectly benefiting the City of Kerman**

FIX OUR ROADS
FRESNO COUNTY

The Financial Wisdom of a 20-Year Horizon

$3.9 Billion

20-Year Plan (Responsible)

~~**$7.3 Billion**~~

30-Year Plan (Excessive)

Proven Success

Fresno County voters support the 20-year terms that made past measures successful.

Accurate Planning

A 20-year window ensures highly accurate forecasting of actual transportation needs.

Protecting Taxpayers

Radically reduces the taxpayer burden—costing $3.9 Billion compared to a massive $7.3 Billion.

Generational Fairness

Polling confirms voters prefer not to extend taxes to future, unborn generations.

FIX OUR ROADS
FRESNO COUNTY

Congestion and Road Expansion



Fix Our Roads:

- Easily allows jurisdictions to manage and expand roadways to ease congestion without onerous restrictions.
- Invests in major corridors to actively improve safety and reduce congestion.



FCTIA Plan:

- Strictly prohibits jurisdictions from adding lanes unless they are designated solely for bike or bus lanes.
- Offers negligible funding for major corridors.
- Abandons the highway and major road systems to **"LA-Style congestion"** and increased accidents.

Critical Differences Between the Two Initiatives







FIX OUR ROADS FRESNO COUNTY	REIMAGINES TRANSIT MAINTAINS INVESTMENT WHILE APPLYING SIGNIFICANT INCREASES IN TRANSIT SERVICE ACCOUNTABILITY	GUARANTEES FUNDING FOR POTHOLE REPAIR (50% OF TOTAL MEASURE FUNDING) PROVIDES 16% FOR OTHER LOCAL TRANSPORTATION IMPROVEMENTS TO ADDRESS INDIVIDUAL NEEDS	MAINTAINS THE FRESNO COUNTY TRANSPORTATION AUTHORITY (FCTA) PRESERVES A 40-YEAR TRACK RECORD OF FISCAL RESPONSIBILITY & KEEPING PROMISES TO VOTERS	EXISTING MEASURE CITIZENS OVERSIGHT STRUCTURE PROVIDING PUBLIC DISCLOSURE OF EXPENDITURES
FRESNO COUNTY TRANSPORTATION IMPROVEMENT ACT:	OVER-INVESTS IN TRANSIT (29% OF THE BUDGET OR OVER $1.14 BILLION) RESULTS IN A 45% INCREASE IN FUNDING FOR TRANSIT	FIXING POTHOLES & WIDENING STREETS IS NOT A GUARANTEE OR PRIORITY ALLOCATIONS ARE HARD-SET BY SPECIAL INTERESTS & CANNOT ADAPT TO RESIDENTS' UNIQUE & CHANGING NEEDS	COMPLETELY ELIMINATES THE FCTA & ITS 40-YEAR LEGACY OF SUCCESSFUL OVERSIGHT. ELIMINATES THE CHECKS AND BALANCES ESTABLISHED BY THE STATE LEGISLATURE	PROPOSES A NEW CITIZENS OVERSIGHT COMMITTEE STRUCTURE THAT GIVES TOO MUCH AUTHORITY TO NON-ELECTED MEMBERS

The Risk of the Alternative: A 30-Year Gamble

- **LA-Style Congestion:** Abandons our highways and major corridors, providing negligible funding with significant restrictions.
- **Unaccountable Spending:** Enacts a 45% increase in transit funding with zero accountability for adding riders or reducing costs.
- **No Clear Plan:** Allocates over $1 Billion in transit funding without a single project identified yet.
- **Loss of Leverage:** Nearly eliminates the ability to secure state/federal matching funds and restricts local agencies.
- **Fiscal Risk:** Eliminates the FCTA's proven 40-year track record of public success.

FIX OUR ROADS
FRESNO COUNTY

The Solution: The Fix Our Roads Initiative

Fix Our Roads Fresno County is a citizen-led initiative extending Measure C's legacy. It focuses on delivering residents' #1 need: better roads.

Key Promises:



20-Year Lifespan: Just like the two successful Measure C's, providing accurate forecasting of transportation needs.



Massive Impact: Potential to deliver up to 8 times the financial impact to improve our streets and roads.



Accountability: Designed with rock-solid citizen oversight measures, and retention of proven FCTA oversight.



Fiscal Responsibility: Achieves all of this without increasing taxes.

Next Steps for Fresno's Future

Collect Signatures

Mobilize the community to qualify the Fix Our Roads Citizens' Initiative.

Continue Public Outreach

Educate voters on the $3.9 billion benefits of a tight, accountable 20-year plan.

Ballot Placement

Request Board of Supervisors place on Nov. 2026 Ballot

FIX OUR ROADS FRESNO COUNTY

WHAT CAN YOU DO TO HELP FIX OUR ROADS?

- Request a Petition
- Volunteer
- Contribute
- Talk to your friends about the importance of Measure C and the difference between the two plans.

FIX OUR ROADS
FRESNO COUNTY

Secure Fresno's Future Today

We **cannot** afford LA-style congestion, bloated 30-year taxes, or the loss of local control.

Request a petition or **review the complete plan** today to ensure our roads remain safe, connected, and accountable.

FIX OUR ROADS
FRESNO COUNTY



Scan the code to visit: https://fixourroadsfresno.com/

Attachment 'D'

RESOLUTION NO. 26-__

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KERMAN SUPPORTING THE "FIX OUR ROADS FRESNO COUNTY TRANSPORTATION IMPROVEMENT MEASURE," A CITIZENS' INITIATIVE TO EXTEND THE COUNTY'S ONE-HALF CENT TRANSPORTATION SALES TAX FOR 20 YEARS BEGINNING JULY 1, 2027

WHEREAS, Fresno County voters originally approved Measure C in 1986 to provide dedicated local funding for transportation improvements throughout Fresno County; and

WHEREAS, Measure C has provided funding for local street and road repairs, highway improvements, congestion relief projects, public transit services, bicycle and pedestrian facilities, and other transportation improvements that have benefited residents and businesses throughout Fresno County; and

WHEREAS, the current Measure C program will expire on July 1, 2027, creating the need for a continued local funding source to maintain and improve transportation infrastructure; and

WHEREAS, the "Fix Our Roads Fresno County Transportation Improvement Measure" is a citizens' initiative that proposes to continue the existing one-half cent (½¢) retail transactions and use tax for transportation purposes for an additional twenty (20) years, beginning July 1, 2027, and ending June 30, 2047; and

WHEREAS, continuation of this tax is projected to generate approximately $3.9 billion in transportation funding over 20 years, with the potential to leverage billions more in state and federal matching funds for transportation improvements in Fresno County; and

WHEREAS, the Fix Our Roads Measure is intended to address Fresno County voters' highest transportation priorities, including:

- ✓ Repairing and maintaining local streets and roads
- ✓ Reducing traffic congestion and eliminating bottlenecks
- ✓ Improving safety for drivers, pedestrians, bicyclists, and transit users
- ✓ Supporting affordable and reliable public transit services
- ✓ Improving goods movement and farm-to-market transportation
- ✓ Supporting economic development and job creation
- ✓ Improving air quality and mobility throughout Fresno County; and

WHEREAS, the proposed expenditure plan dedicates approximately 82% of funding to repairing and improving local roads and highways and 18% to maintaining and improving transit services, ensuring a balanced investment in Fresno County's transportation system; and

WHEREAS, the City of Kerman relies on continued transportation funding to maintain its local street system, enhance safety, improve mobility, and address the needs of residents, businesses, and agricultural industries; and

WHEREAS, the continuation of this measure will help ensure that Fresno County communities, including the City of Kerman, receive stable, locally controlled transportation funding to address current and future transportation needs; and

WHEREAS, the Fix Our Roads Measure includes oversight provisions, independent financial audits, and a citizens' oversight committee to ensure transparency, accountability, and responsible use of taxpayer funds.

NOW, THEREFORE, the City Council of the City of Kerman resolves as follows:

1. **Support for the Initiative**
   The City Council expresses its support for the Fix Our Roads Fresno County Transportation Improvement Measure, a citizens' initiative to extend Fresno County's existing one-half cent transportation sales tax for twenty (20) years beginning July 1, 2027.

2. **Recognition of Local Benefits**
   The City Council recognizes that the continuation of this transportation funding will help provide critical resources for:
   - Repair and maintenance of local streets and roads
   - Transportation safety improvements
   - Traffic congestion relief
   - Active transportation improvements such as sidewalks, bike lanes, and safe routes to schools
   - Public transit services and improvements.

3. **Support for Countywide Transportation Investment**
   The City Council acknowledges that the measure is expected to generate approximately $3.9 billion in local transportation funding, which can also help leverage additional state and federal funding for Fresno County transportation improvements.

4. **Distribution of Resolution**
   The City Clerk is directed to transmit a copy of this Resolution to the Fresno County Transportation Authority and other appropriate regional agencies.

The foregoing resolution was adopted by the City Council of the City of Kerman at a regular meeting held on the 8th day of April 2026, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

The foregoing resolution is hereby approved.

_____
Maria Pacheco
Mayor

ATTEST:

_____
Dalia Santana- Zamudio
Deputy Clerk

Attachment 'E'

RESOLUTION NO. 26-__

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KERMAN IN SUPPORT OF THE FRESNO COUNTY TRANSPORTATION IMPROVEMENT ACT: THE BETTER ROADS, SAFE STREETS TRANSPORTATION MEASURE

WHEREAS, safe, reliable, and well-maintained local transportation infrastructure is fundamental to the public health, safety, economic vitality, and overall quality of life of residents in Fresno County, particularly in small and rural communities; and

WHEREAS, local streets, neighborhood roads, sidewalks, bike paths, and transit facilities are the infrastructure most directly used by residents every day connecting families to schools, jobs, healthcare, and essential services yet many of these assets are aging, underfunded, and in urgent need of repair; and

WHEREAS, unsafe local road conditions disproportionately impact children, seniors, people with disabilities, and low-income residents, underscoring the need for intentional investments in Safe Routes to Schools, pedestrian safety, traffic calming, and improved access to public transit; and

WHEREAS, locally controlled transportation funding is essential to ensuring that revenues generated within Fresno County are reinvested back into the communities that rely on them, rather than diverted primarily toward state-owned highways or infrastructure that does not directly serve local jurisdiction needs; and

WHEREAS, the current County Transportation Sales Tax known as Measure C expires in June 2027; and

WHEREAS, the Better Roads, Safe Streets campaign is a broad, community-led coalition working collaboratively with cities, residents, labor, business, and community organizations to develop a transportation investment plan that reflects local priorities, equity, and long-term sustainability; and

WHEREAS, the Fresno County Transportation Improvement Act proposes the continuation of an existing half-cent transportation sales tax for 30 years—without increasing the current tax rate—generating an estimated $7.4 billion dedicated to repairing local roads, improving transit reliability, enhancing walking and bicycling safety, expanding Safe Routes to Schools, and supporting transportation improvements across Fresno County; and

WHEREAS, the proposed plan prioritizes local street and road maintenance first, while also strengthening public transit, improving countywide connectivity, and ensuring transportation investments equitably serve both urban and rural communities; and

WHEREAS, the proposed plan emphasizes strong local control, requiring that funds be allocated and expended in accordance with voter-approved categories and local project lists,

supported by clear performance metrics, measurable outcomes, and regular public reporting to track progress and effectiveness; and

WHEREAS, robust and independent oversight mechanisms—including citizen oversight, fiscal audits, and transparency requirements—are critical to ensuring that all transportation revenues are used exactly as voters intend, safeguarding public trust and accountability; and

WHEREAS, the 30-year measure includes formal evaluations at each 10-year interval to assess whether transportation investments are meeting identified local and countywide needs, to measure performance against adopted outcomes, and to evaluate and respond to changing transportation demands identified by cities and local jurisdictions, while remaining consistent with voter-approved intent; and

WHEREAS, sustained, locally directed transportation investment is essential to improving emergency response times, reducing traffic injuries and fatalities, supporting economic development, and ensuring safe, accessible mobility for all residents of Fresno County.

NOW, THEREFORE, the City Council of the City of Kerman resolves as follows:

1. The foregoing recitals are true and correct and incorporated by reference.

2. The City Council hereby supports the proposed Fresno County Transportation Improvement Act known as the Better Road, Safe Streets Measure.

3. The City Clerk is directed to transmit a copy of this Resolution to Fresno COG, Fresno County Transportation Authority, and other appropriate regional agencies.

4. This resolution is effective upon adoption.

The foregoing resolution was adopted by the City Council of the City of Kerman at a regular meeting held on the 8th day of April 2026, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

The foregoing resolution is hereby approved.

_____
Maria Pacheco
Mayor

ATTEST:

_____
Dalia Santana-Zamudio
Deputy Clerk

STAFF REPORT

MEETING DATE: April 8, 2026

PRESENTER: Theresa Johnson, Community Services Director

SUBJECT: Presentation by ELS Architecture and Urban Design Regarding the Preferred Concept and Design of the Kerman Area Multi-Generational Resiliency Center (TJ)

RECOMMENDATION: Staff recommends that the City Council receive a presentation, discuss, and provide input on concurrence with the preferred concept and/or provide recommended changes.

DISCUSSION:

On November 12, 2025, at the City Council meeting, ELS Architecture and Urban Design was awarded the architectural design services agreement for the Kerman Area Multi-Generational Resiliency Center located at 15101 W. Kearney Blvd.

Following execution of the agreement, City staff and the ELS team began meeting weekly to plan a series of three Community Engagement Meetings and to develop preliminary design concepts. The meetings were held on the third Wednesday of each month, beginning on January 21, and followed an open-house, gallery-walk format. Each subsequent meeting included a presentation by ELS, a visioning session, and table report-outs. Survey links were provided after each engagement meeting to gather additional feedback. These links were shared with partner organizations, staff, and elected officials, posted on the City website, and distributed across the City's social media platforms.

On Wednesday, March 18, the preferred concept was presented at the final engagement meeting, where attendees participated in the concluding visioning session. On Friday, March 20, City staff and ELS presented the preferred concept to the project's grant funder, the California Department of Food and Agriculture. On Tuesday, March 31, ELS presented the preferred concept to the Parks, Recreation, and Community Services Commission. Both concurred with the preferred concept, and little to no changes were recommended by either group.

FISCAL IMPACT:

None

ATTACHMENTS:

None

STAFF REPORT

MEETING DATE: April 8, 2026

PRESENTER: Jerry Jones, Community Development Director

SUBJECT: Ordinance Adding Chapter 5.60 Relating to Charitable Car Washes to Title 5 of the Kerman Municipal Code (JJ)

RECOMMENDATION: Council consider Alternatives A and B of Charitable Car Wash Ordinance; waive full reading, and introduce Alternative A **or** Alternative B of Ordinance Adding Chapter 5.60 Relating to Charitable Car Washes to Title 5 of the Kerman Municipal Code.

DISCUSSION:

At the November 12, 2025, City Council meeting, Council requested a future agenda item to discuss the number of car wash fundraisers occurring in Kerman. Over the past year, several organized car washes have occurred on private property along the City's major business corridors, including Whitesbridge Road and Madera Avenue. Typically held on Saturdays and Sundays, and usually affiliated with a group's fundraising, many have occurred without City notification or permits. While noble in the desire to do work to raise funds, it is unknown if all the car washes raise money for charitable, civic, or youth groups, or if some may be for private gain.

On January 28, 2026, City Council was presented with the City's regulations and permitting requirements for charitable car washes for discussion and direction to Staff. Historically, the City has addressed car wash fundraisers pursuant to the charitable solicitations provisions in Chapter 5.24 of the Kerman Municipal Code (KMC). Without express regulations for car wash fundraisers, Staff have made every effort to regulate them under Chapter 5.24. Staff notes that the authority to issue permits for charitable solicitations must be granted by the City Council (KMC 5.24.020). Based on the lack of regulations and permitting requirements for charitable car washes within the KMC, Council directed Staff to prepare and bring back an ordinance related to charitable car washes for Council's consideration.

Staff have prepared the requested ordinance related to charitable car washes per the direction of City Council. Some of the key regulations included in the ordinance are as follows:

1. Limitation on Number
    a. No more than three (3) per month and twelve (12) per year.
    b. No more than three (3) per applicant per year.
    c. No more than four (4) per location per year.

2. Allowable Locations
    a. Property zoned for commercial uses.
    b. May not be conducted in residential zone districts, except at religious or educational institutions.
    c. May not be conducted within 300 feet of a permitted commercial car wash.

3. Application for Permit
    a. Must be filed at least five (5) business days prior to car wash.
    b. A $20.00 application fee will be collected. Fee will be refunded if the applicant reports its earnings within thirty (30) days.
    c. Must provide written authorization from the property owner or lessee allowing the car wash.
    d. Proof of charitable purpose.

4. Operations
    a. May only occur between 8:00 AM and 6:00 PM.
    b. May only be conducted for the one-day period specified on the permit.
    c. Shall not violate any City requirements regarding urban runoff water quality.
    d. Must limit runoff through the use of a nozzle on each hose or other means.

Based on discussion that occurred at the January 28th City Council meeting, Staff have prepared two versions of the ordinance. The versions are identical, with the exception of which entities are allowed to apply for a charitable car wash permit. The definition of an eligible applicant in each version is provided below.

A. Alternative A: A representative of a charitable organization or a person/group applying for a permit on behalf of a family residing in Kerman, who is in need of funds to assist with unexpected expenses that create hardship who applies for a car wash permit.

B. Alternative B: A representative of a charitable organization who applies for a car wash permit.

Council is requested to review and determine whether to introduce one of the alternative ordinances or provide any other desired direction.

FISCAL IMPACT:

None.

ENVIRONMENTAL REVIEW:

The adoption of this ordinance is exempt from further CEQA review under the common sense exemption (Section 15061(b)(3)), as there is not a reasonable possibility that the adoption of this ordinance may have a significant adverse impact on the environment.

ATTACHMENTS:

A. Proposed Ordinance – Alternative A
B. Proposed Ordinance – Alternative B

ALTERNATIVE A

Attachment 'A'

ORDINANCE NO. 26-__

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF KERMAN ADDING CHAPTER 5.60 RELATING TO CHARITABLE CAR WASHES TO TITLE 5 OF THE KERMAN MUNICIPAL CODE

The City Council of the City of Kerman does hereby ordain as follows:

SECTION 1. Chapter 5.60 is added to Title 5 of the Kerman Municipal Code to read as follows:

Chapter 5.60
CHARITABLE CAR WASHES

Sections:

5.60.010 Findings
5.60.020 Definitions
5.60.030 Limited Number Of Charitable Car Washes
5.60.040 Location Requirements
5.60.050 Permit Required For Charitable Car Wash
5.60.060 Application for Permit
5.60.070 Issuance and Form of Permit
5.60.080 Term of Permit
5.60.090 Non-transferability of Permit
5.60.100 Manner of Operation
5.60.110 Revocation
5.60.120 Violations
5.60.130 Operation as a Business

Section 5.60.010 Findings and Purpose.

The City Council finds:

A. This chapter shall be known as the Charitable Car Wash Ordinance.

B. The City supports legally established commercial car wash businesses operating under an approved Conditional Use Permit.

C. From time-to-time charitable organizations wish to hold car washes for charitable purposes.

D. From time-to-time families wish to hold car washes to assist with unexpected expenses that create hardship for the family.

ALTERNATIVE A

E. The City has an interest in protecting the public health, safety, and welfare of its residents, visitors, and businesses, by allowing a limited number of charitable car washes and establishing a permit requirement for charitable car washes.

F. The purpose of this chapter is to establish permit requirements for charitable car washes.

G. This chapter supersedes provisions in Chapter 5.24 for charitable solicitations as it relates to charitable car washes.

Section 5.60.020 DEFINITIONS.

For purposes of this chapter, the following definitions shall apply:

APPLICANT: A representative of a charitable organization or a person/group applying for a permit on behalf of a family residing in Kerman who is in need of funds to assist with unexpected expenses that create hardship who applies for a car wash permit.

CHARITABLE: Benevolent, civic, educational, fraternal, patriotic, philanthropic, or other similar nonprofit purposes.

CHARITABLE CAR WASH: A temporary vehicle washing activity conducted for fundraising purposes by a charitable car wash Permit Holder under this chapter. It shall not include the operation of an authorized permanent vehicle washing business or service station authorized to wash vehicles on its premises, although a car wash, as defined above, may be conducted on such premises.

CHARITABLE ORGANIZATION: Means and includes an organization which is a duly organized governmental or not for profit civic, educational, fraternal, patriotic, philanthropic or similar community service organization possessing a valid tax-exempt identification number.

PERMIT HOLDER: The applicant who has been granted a permit pursuant to this chapter.

Section 5.60.030 LIMITED NUMBER OF CHARITABLE CAR WASHES.

A. The City will issue no more than three (3) charitable car wash permits in any calendar month and no more than twelve (12) in a calendar year.

B. No applicant will be issued permits for more than three (3) charitable car wash permits per calendar year.

C. No more than four (4) charitable car washes may be conducted at the same location within a calendar year. This limitation shall not apply to locations operating as authorized commercial car washes.

ALTERNATIVE A

D. Permits will be issued on a first come first served basis determined by the date and time a complete application is received.

Section 5.60.040 LOCATION REQUIREMENTS.

The location requirements and limitations for charitable car washes are as follows:

A. May be conducted only in a location zoned for commercial uses.

B. May not be conducted on residentially zoned property or at any house, apartment or other dwelling. The limitation regarding residentially zoned property shall not apply to religious or educational institutions.

C. May not be conducted within three hundred (300) feet from a commercial car wash. The distance shall be measured from property line to property line unless the property on which the car wash is to be held is greater than two (2) acres. In the case of properties greater than two (2) acres, the applicant shall designate an area for operation for approval by the City. Said area shall not be within three hundred (300) feet from a commercial car wash.

D. May not be conducted at any commercial property which has held four (4) prior car washes in the calendar year (excluding licensed commercial car wash locations).

E. May not be conducted within twenty-five feet (25') from the street curb, or from the near edge of the travel lane or lanes of any uncurbed street or road.

Section 5.50.050 PERMIT REQUIRED FOR CHARITABLE CAR WASH.

A. It is unlawful for any person to engage, directly or indirectly, in a charitable car wash without first obtaining a valid charitable car wash permit pursuant to the provisions of this chapter.

B. The charitable car wash permit must be prominently displayed at the location where the car wash is conducted and shall be removed at the completion of the car wash.

Section 5.60.060 APPLICATION FOR PERMIT.

A. Applications for charitable car wash permits shall be made to the Community Development Department upon forms prescribed by the City. The application shall be declared under penalty of perjury and filed not less than five (5) business days prior to the time at which the applicant wishes to conduct said car wash.

B. An application fee of $20.00 as may be amended by resolution shall be paid by the applicant. It will be refunded if the Permit Holder reports its earnings within thirty (30) days.

C. Such applications shall contain the following information and documentation:

1. The full name, mailing address, email address, principal business and telephone number of the charitable organization or person applying for the permit.

2. The permit application shall include the name and contact information and written authorization from the property owner or lessee allowing the charitable car wash at the location upon which the car wash will be held.

3. The full name, email address, mailing address and telephone number of the person or persons who will be in charge of conducting the car wash. The names and addresses of each individual who will actually be engaged in the car wash shall be on file at the agency/organization conducting the car wash and shall be made available to the City police department upon request at any time.

4. The date and time when such car wash will be held, including preferred hours of the day for commencement and termination of the car wash.

5. A statement to the effect that if a permit is granted, it will not be used or represented in any way as an endorsement of the charitable organization by the City or any department or officer thereof.

6. Proof evidencing that the permit holder is a bona fide charitable organization or if the application is by a person seeking a permit on behalf of a family in need of charitable funding, a statement to that effect and written authorization from an adult member of the family in need.

7. The number of car washes that have been held by the charitable organization in that particular calendar year, and the number of car washes that have been held at that particular location in that particular calendar year.

8. Such supplemental information requested by the Community Development Department as may be needed.

D. The application documents shall be available for public inspection.

Section 5.60.070 ISSUANCE AND FORM OF PERMIT.

A. The Community Development Department will not issue the permit, if it finds that:

1. Any statement made in the application is factually incorrect, and the applicant fails to correct the application after being requested to do so.

2. The applicant has not provided the information required by this chapter and fails to provide the missing information after being requested to do so.

3. The application violates any of the requirements of this chapter and the applicant fails to amend the application to indicate compliance with said section after being requested to do so.

4. The applicant has exceeded the limitation to have only three (3) car washes per calendar year.

5. The application exceeds the monthly or citywide cap on charitable car washes.

6. The applicant has violated any of the provisions of this chapter within the preceding twelve months from the date the application is submitted.

B. The Community Development Department shall either issue or deny the application within five (5) consecutive business days after the date the application is made. In the event of denial, the Community Development Department shall give the applicant a written notice which states the reasons for the denial.

C. The permit, if issued, shall include the following information:

1. The name and address of the permit holder;

2. The date(s) for which the permit is valid;

3. A statement that the permit does not constitute endorsement by the City or any of its departments, officers or employees, of the purpose of the car wash;

4. A permit number; and

5. The signature of the Community Development Director or his/her designee.

Section 5.60.080 TERM OF PERMIT.

Permits issued under this chapter shall be valid only for the single date specified in the application and for one day of operation.

Section 5.60.090 NON-TRANSFERABILITY OF PERMIT.

Permits are not transferable and may not be assigned.

Section 5.60.100 MANNER OF OPERATION.

A. Car washes held by a Permit Holder:

ALTERNATIVE A

1. Shall take place only between the hours of 8:00 A.M. and 6:00 P.M.

2. Shall be conducted for a one day period only.

3. Shall not be conducted by any person under the age of sixteen (16) years, unless supervised by an adult.

4. Shall use biodegradable soaps or detergents, and shall not violate any of City requirements concerning stormwater discharge requirements.

5. Shall have a means in place to limit runoff such as pistol grip nozzle or similar apparatus affixed to each garden hose or water source.

6. Shall utilize temporary signs, if any signs are utilized, in compliance with the City's applicable regulations concerning temporary signs.

B. Permit Holders shall not allow any person to solicit cars or other contributions from a position in or on any public right of way, including, but not limited to, sidewalks, traffic islands, driveways or the like as to endanger that individual or others.

C. It is unlawful for a permit holder as defined herein, to:

1. Refuse to provide their name and a copy of the permit issued under this chapter, if requested by City representatives or law enforcement.

2. Misrepresent their identity or the identity of the charitable organization conducting the charitable car wash for which he or she is an agent.

3. Misrepresent that the charitable car wash permit issued under this chapter is an endorsement by the City, or any department or employee thereof, of the charitable car wash.

Section 5.60.110 REVOCATION OF PERMIT.

Any violation of this chapter by applicant or permit holder shall be cause for revocation of a permit. Upon determination by an authorized representative of the City that a car wash is being conducted without a valid permit or in violation of the requirements of this chapter, said unlawful activity shall cease immediately, and all persons associated with said car wash shall be dispersed within one hour after the giving of said notice. Failure or refusal by the charitable organization and/or the owner/sponsor to cause a car wash in violation of these regulations to cease operations, after receiving such notification from the City official, shall constitute a separate violation of this chapter. Furthermore, any Permit Holder who violates this chapter shall be ineligible for the issuance of a permit for a period of two years.

ALTERNATIVE A

Section 5.60.120 VIOLATIONS.

Every person who, for himself or herself, or as the agent of another, commences, engages in or conducts a car wash as provided in this chapter without procuring the permit as required under this chapter or who fails to comply with the conditions of this chapter shall be guilty of an infraction and subject to an administrative fine under Title 1, Chapter 1 of this Code.

Section 5.60.130 CAR WASHING AS A BUSINESS.

This chapter is expressly limited to charitable car washes. Any person, corporation, business or other entity who wishes to hold impromptu or temporary car washes on a profit basis must comply with all City, county and state licensing or permitting requirements and does not fall within this chapter.

SECTION 2. **CEQA**. A preliminary environmental assessment has been performed for this project pursuant the California Environmental and Quality Act (CEQA). The City Council finds and determines with certainty that, pursuant to CEQA Guidelines Section 15061(b)(3), there is no possibility that this project may have a significant, adverse, impact on the environment. This is because this project involves purely procedural policies with no impacts on the environment. Therefore, this project is not subject to CEQA.

SECTION 3. **Severability**. If any section, subsection, phrase, or clause of this ordinance is for any reason held to be unconstitutional or invalid, such decision shall not affect the validity of the remaining portions of this Ordinance.

SECTION 4. **Publication**. This ordinance shall be published in accordance with the provisions of Government Code Section 36933.

SECTION 5. **Effective Date**. This ordinance shall become effective thirty (30) days after the date of adoption.

The foregoing ordinance was introduced at a regular meeting of the City Council of the City of Kerman held on the 8th day of April, 2026, and was passed and adopted at a regular meeting held on _____, 2026, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ALTERNATIVE A

The foregoing ordinance is hereby approved.

_____
Maria Pacheco
Mayor

Attest:

_____
Dalia Santana-Zamudio
Deputy Clerk

ALTERNATIVE B

Attachment 'B'

ORDINANCE NO. 26-__

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF KERMAN ADDING CHAPTER 5.60 RELATING TO CHARITABLE CAR WASHES TO TITLE 5 OF THE KERMAN MUNICIPAL CODE

The City Council of the City of Kerman does hereby ordain as follows:

SECTION 1. Chapter 5.60 is added to Title 5 of the Kerman Municipal Code to read as follows:

Chapter 5.60
CHARITABLE CAR WASHES

Sections:

5.60.010 Findings
5.60.020 Definitions
5.60.030 Limited Number Of Charitable Car Washes
5.60.040 Location Requirements
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5.60.080 Term of Permit
5.60.090 Non-transferability of Permit
5.60.100 Manner of Operation
5.60.110 Revocation
5.60.120 Violations
5.60.130 Operation as a Business

Section 5.60.010 Findings and Purpose.

The City Council finds:

A. This chapter shall be known as the Charitable Car Wash Ordinance.

B. The City supports legally established commercial car wash businesses operating under an approved Conditional Use Permit.

C. From time-to-time charitable organizations wish to hold car washes for charitable purposes.

D. The City has an interest in protecting the public health, safety, and welfare of its residents, visitors, and businesses, by allowing a limited number of charitable car washes and establishing a permit requirement for charitable car washes.

E. The purpose of this chapter is to establish permit requirements for charitable car washes.

F. This chapter supersedes provisions in Chapter 5.24 for charitable solicitations as it relates to charitable car washes.

Section 5.60.020 DEFINITIONS.

For purposes of this chapter, the following definitions shall apply:

APPLICANT: A representative of a charitable organization who applies for a car wash permit.

CHARITABLE: Benevolent, civic, educational, fraternal, patriotic, philanthropic, or other similar nonprofit purposes.

CHARITABLE CAR WASH: A temporary vehicle washing activity conducted for fundraising purposes by a charitable car wash Permit Holder under this chapter. It shall not include the operation of an authorized permanent vehicle washing business or service station authorized to wash vehicles on its premises, although a car wash, as defined above, may be conducted on such premises.

CHARITABLE ORGANIZATION: Means and includes an organization which is a duly organized governmental or not for profit civic, educational, fraternal, patriotic, philanthropic or similar community service organization possessing a valid tax-exempt identification number.

PERMIT HOLDER: The applicant who has been granted a permit pursuant to this chapter.

Section 5.60.030 LIMITED NUMBER OF CHARITABLE CAR WASHES.

A. The City will issue no more than three (3) charitable car wash permits in any calendar month and no more than twelve (12) in a calendar year.

B. No applicant will be issued permits for more than three (3) charitable car wash permits per calendar year.

C. No more than four (4) charitable car washes may be conducted at the same location within a calendar year. This limitation shall not apply to locations operating as authorized commercial car washes.

D. Permits will be issued on a first come first served basis determined by the date and time a complete application is received.

ALTERNATIVE B

Section 5.60.040 LOCATION REQUIREMENTS.

The location requirements and limitations for charitable car washes are as follows:

A. May be conducted only in a location zoned for commercial uses.

B. May not be conducted on residentially zoned property or at any house, apartment or other dwelling. The limitation regarding residentially zoned property shall not apply to religious or educational institutions.

C. May not be conducted within three hundred (300) feet from a commercial car wash. The distance shall be measured from property line to property line unless the property on which the car wash is to be held is greater than two (2) acres. In the case of properties greater than two (2) acres, the applicant shall designate an area for operation for approval by the City. Said area shall not be within three hundred (300) feet from a commercial car wash.

D. May not be conducted at any commercial property which has held four (4) prior car washes in the calendar year (excluding licensed commercial car wash locations).

E. May not be conducted within twenty-five feet (25') from the street curb, or from the near edge of the travel lane or lanes of any uncurbed street or road.

Section 5.50.050 PERMIT REQUIRED FOR CHARITABLE CAR WASH.

A. It is unlawful for any person to engage, directly or indirectly, in a charitable car wash without first obtaining a valid charitable car wash permit pursuant to the provisions of this chapter.

B. The charitable car wash permit must be prominently displayed at the location where the car wash is conducted and shall be removed at the completion of the car wash.

Section 5.60.060 APPLICATION FOR PERMIT.

A. Applications for charitable car wash permits shall be made to the Community Development Department upon forms prescribed by the City. The application shall be declared under penalty of perjury and filed not less than five (5) business days prior to the time at which the applicant wishes to conduct said car wash.

B. An application fee of $20.00 as may be amended by resolution shall be paid by the applicant. It will be refunded if the Permit Holder reports its earnings within thirty (30) days.

C. Such applications shall contain the following information and documentation:

1. The full name, mailing address, email address, principal business and telephone number of the charitable organization.

2. The permit application shall include the name and contact information and written authorization from the property owner or lessee allowing the charitable car wash at the location upon which the car wash will be held.

3. The full name, email address, mailing address and telephone number of the person or persons who will be in charge of conducting the car wash. The names and addresses of each individual who will actually be engaged in the car wash shall be on file at the agency/organization conducting the car wash and shall be made available to the City police department upon request at any time.

4. The date and time when such car wash will be held, including preferred hours of the day for commencement and termination of the car wash.

5. A statement to the effect that if a permit is granted, it will not be used or represented in any way as an endorsement of the charitable organization by the City or any department or officer thereof.

6. Proof evidencing that the permit holder is a bona fide charitable organization.

7. The number of car washes that have been held by the charitable organization in that particular calendar year, and the number of car washes that have been held at that particular location in that particular calendar year.

8. Such supplemental information requested by the Community Development Department as may be needed.

D. The application documents shall be available for public inspection.

Section 5.60.070 ISSUANCE AND FORM OF PERMIT.

A. The Community Development Department will not issue the permit, if it finds that:

1. Any statement made in the application is factually incorrect, and the applicant fails to correct the application after being requested to do so.

2. The applicant has not provided the information required by this chapter and fails to provide the missing information after being requested to do so.

3. The application violates any of the requirements of this chapter and the applicant fails to amend the application to indicate compliance with said section after being requested to do so.

4. The applicant has exceeded the limitation to have only three (3) car washes per calendar year.

5. The application exceeds the monthly or citywide cap on charitable car washes.

6. The applicant has violated any of the provisions of this chapter within the preceding twelve months from the date the application is submitted.

B. The Community Development Department shall either issue or deny the application within five (5) consecutive business days after the date the application is made. In the event of denial, the Community Development Department shall give the applicant a written notice which states the reasons for the denial.

C. The permit, if issued, shall include the following information:

1. The name and address of the permit holder;

2. The date(s) for which the permit is valid;

3. A statement that the permit does not constitute endorsement by the City or any of its departments, officers or employees, of the purpose of the car wash;

4. A permit number; and

5. The signature of the Community Development Director or his/her designee.

Section 5.60.080 TERM OF PERMIT.

Permits issued under this chapter shall be valid only for the single date specified in the application and for one day of operation.

Section 5.60.090 NON-TRANSFERABILITY OF PERMIT.

Permits are not transferable and may not be assigned.

Section 5.60.100 MANNER OF OPERATION.

A. Car washes held by a Permit Holder:

1. Shall take place only between the hours of 8:00 A.M. and 6:00 P.M.

2. Shall be conducted for a one day period only.

3. Shall not be conducted by any person under the age of sixteen (16) years, unless supervised by an adult.

4. Shall use biodegradable soaps or detergents, and shall not violate any of City requirements concerning stormwater discharge requirements.

5. Shall have a means in place to limit runoff such as pistol grip nozzle or similar apparatus affixed to each garden hose or water source.

6. Shall utilize temporary signs, if any signs are utilized, in compliance with the City's applicable regulations concerning temporary signs.

B. Permit Holders shall not allow any person to solicit cars or other contributions from a position in or on any public right of way, including, but not limited to, sidewalks, traffic islands, driveways or the like as to endanger that individual or others.

C. It is unlawful for a permit holder as defined herein, to:

1. Refuse to provide their name and a copy of the permit issued under this chapter, if requested by City representatives or law enforcement.

2. Misrepresent their identity or the identity of the charitable organization conducting the charitable car wash for which he or she is an agent.

3. Misrepresent that the charitable car wash permit issued under this chapter is an endorsement by the City, or any department or employee thereof, of the charitable car wash.

Section 5.60.110 REVOCATION OF PERMIT.

Any violation of this chapter by applicant or permit holder shall be cause for revocation of a permit. Upon determination by an authorized representative of the City that a car wash is being conducted without a valid permit or in violation of the requirements of this chapter, said unlawful activity shall cease immediately, and all persons associated with said car wash shall be dispersed within one hour after the giving of said notice. Failure or refusal by the charitable organization and/or the owner/sponsor to cause a car wash in violation of these regulations to cease operations, after receiving such notification from the City official, shall constitute a separate violation of this chapter. Furthermore, any Permit Holder who violates this chapter shall be ineligible for the issuance of a permit for a period of two years.

Section 5.60.120 VIOLATIONS.

Every person who, for himself or herself, or as the agent of another, commences, engages in or conducts a car wash as provided in this chapter without procuring the permit as required under

this chapter or who fails to comply with the conditions of this chapter shall be guilty of an infraction and subject to an administrative fine under Title 1, Chapter 1 of this Code.

Section 5.60.130 CAR WASHING AS A BUSINESS.

This chapter is expressly limited to charitable car washes. Any person, corporation, business or other entity who wishes to hold impromptu or temporary car washes on a profit basis must comply with all City, county and state licensing or permitting requirements and does not fall within this chapter.

SECTION 2. **CEQA**. A preliminary environmental assessment has been performed for this project pursuant the California Environmental and Quality Act (CEQA). The City Council finds and determines with certainty that, pursuant to CEQA Guidelines Section 15061(b)(3), there is no possibility that this project may have a significant, adverse, impact on the environment. This is because this project involves purely procedural policies with no impacts on the environment. Therefore, this project is not subject to CEQA.

SECTION 3. **Severability**. If any section, subsection, phrase, or clause of this ordinance is for any reason held to be unconstitutional or invalid, such decision shall not affect the validity of the remaining portions of this Ordinance.

SECTION 4. **Publication**. This ordinance shall be published in accordance with the provisions of Government Code Section 36933.

SECTION 5. **Effective Date**. This ordinance shall become effective thirty (30) days after the date of adoption.

The foregoing ordinance was introduced at a regular meeting of the City Council of the City of Kerman held on the 8th day of April, 2026, and was passed and adopted at a regular meeting held on _____, 2026, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ALTERNATIVE B

The foregoing ordinance is hereby approved.

_____
Maria Pacheco
Mayor

Attest:

_____
Dalia Santana-Zamudio
Deputy Clerk

STAFF REPORT

MEETING DATE: April 8, 2026

PRESENTER: John Jansons, City Manager

SUBJECT: Gas Station and Grocery Store Analysis (JAJ)

RECOMMENDATION: Council to review findings of Gas Station and Grocery Store Report, with possible direction to Staff.

DISCUSSION:

In February, staff provided City Council with a "White Paper" (**Attachment 'A'**) that summarized research and findings on a question posed by City Council as to whether Kerman should prohibit the development or opening of new gas stations and grocery stores under the auspices that Kerman is oversaturated with such businesses.

In summary, the research suggests that there remains market capacity for additional fuel retailers in Kerman due to non-resident demand. With grocery stores, that sector was found to have less capacity for new growth. The recent announcement of the closure of the Grocery Outlet store suggests that saturation in this sector may be occurring.

Traditional community economic development practice rarely interferes with or manipulates the marketplace by banning businesses with the exceptions of blight or crime-inducing businesses including liquor and nightclub establishments, massage parlors, adult-oriented businesses/pornography or tobacco retailers. Recently, climate change activists have led localized movements to ban new gas stations or gas station expansions in affluent parts of the State to support their larger strategy of eliminating the internal combustion engine as a power source for vehicles.

ATTACHMENTS:

A. White Paper on the Question of Limiting Gas Stations and Grocery Stores in Kerman

City of Kerman

"Community Comes First"

MEMORANDUM

TO: Mayor and City Council

FROM: John Jansons, City Manager

CC: Jerry Jones, Community Development Director
Hilda Montoy, City Attorney

DATE: February 17, 2026.

SUBJECT: "White Paper" on the question of limiting Gas Stations and Grocery Store in Kerman.

In response to City Council's prior interest, please find attached an analysis of the question of whether to limit new gas stations and grocery stores in Kerman.

Please let me know if you would like to schedule time to discuss this research and the findings.

END

Does Kerman have too many "Gas Stations" and "Grocery Stores"?

The Question:

Questions have been raised by members of the City Council as to whether they should enact a prohibition or moratorium to prohibit the opening of new gas stations and/or grocery stores in Kerman to protect existing gas stations and/or grocery stores?

Definitions:

For the purpose of this discussion, we use "gas station" to include locations that sell gasoline and / or diesel fuel, and we define "grocery stores" to include smaller format specialty food and food staples stores as well as "traditional" medium to large grocery (food stuffs) store formats.

Recent Developments:

In recent years, Kerman has seen several new gas stations and grocery stores open in existing locations or as the result of new development and investment in Kerman. It is widely believed that these new businesses see the positive growth and prosperity trend of Kerman and wish to locate here to serve Kerman customers.

It is difficult to quantify what portion of their sales can be attributed to new customers, travelers or as sales diverted away from pre-existing businesses.

It is very logical to assume that some of the newer businesses may capture some market share from pre-existing Kerman businesses, thereby eroding their sales, and it is this potential loss of business, and concern for their long-term viability, that has largely prompted the request to examine potential legislative limits on new business licenses for gas and/or grocery retailers.

Are we oversaturated or is there sales leakage?[1]

Staff examined research prepared by Muni Services / Avenu Insights, **(Attachment A)** who track and estimate sales trends and sales tax revenues for many local communities, including Kerman. They estimate that consumer demand is only partially met by existing service stations and food markets given Kerman's population, growth trajectory, and location at the crossroads of two major State highways, (CA 180 and CA 145).

[1] "Leakage is term used in economics indicating sales and tax revenue lost to neighboring communities because the subject City does not offer the consumer those purchasing opportunities locally.

For example, Kerman's location only continues to be increasingly more important and travelled. Whether it be for commuters, commercial routes or travelers, our east-west and north-south routes/connectors support Kerman businesses and regional economies.

Upon further inspection, the data shows that demand is only met at the 82% level, leaving room for additional growth in the service station sector of 18%.

With Food Stores, the overall demand quotient is only met at the 75% level leaving room for growth in this sector of 25%.

The Avenue findings and projections led staff to work with the Fresno Economic Development Corporation (Fresno EDC) to utilize cutting edge data analysis to examine the market dynamics of gas stations and grocery stores in an attempt to learn more about the question originally posed in consideration of potential public policy changes by the Kerman City Council.

More on Gas Stations - Small, Independent, and Important:

In staff's research we found a study prepared for the California Fuels and Convenience Alliance (CFCA), by Capitol Matrix Consulting **(Attachment B)** which primarily addresses the positive value of fuel and convenience store industry, by extolling the virtue of independently owned, often family-run, small scale gasoline / fuel merchants as vital local businesses serving their communities. The study goes further to address the "climate change" attack strategy against fossil fuels and gas stations

Their study reports that there are 10,423 fueling establishments in California, and in total, California is proportionally underserved by gas stations compared to other states.

Next, the study reports that over 95% of fueling establishments are operated by small business owners of branded franchisee gasoline (IE: ARCO, Valero, Texaco, etc.) or as independent outlets. Of that 95%, about 60% are owned by operators that own just one station.

Conversely, the study also reports that approximately 17% of fuel sales occur at "Hypermarts", the term for large multi-pump retailers such as Safeway, Costco, Sam's Club, Wal-Mart etc.

"To Ban or Not to Ban", that is the question in some California communities.

The CFCA report also focuses much effort on the discussion of the banning or prohibition against new gas station or gas station expansions.

What was discussed was interesting, in that, rather than a concern for:

- over concentration,
- creating a protected status of existing gas retailers, or
- concern for the economic viability of individual businesses in the face of growing competition and consumer choice (as is the primary interest of Kerman's question).

Instead, nearly all research discussed prohibiting new gas stations as a "Climate Change" mitigation measure, in alignment with the following points:

- strong local activist opinion,
- anticipation of the future obsolescence of fossil fuel powered vehicles (due to projected electric vehicle dominance and eventual government mandated exclusivity, and
- finally, a postulation of concern for future abandoned , vacant, "relic" structures in the community.

Examples of anti-fossil fuel campaigns and bans or restrictions on gas stations include cities in Sonoma County including Petaluma, Rohnert Park, Sebastopol, Cotati, Santa Rosa, and Windsor. In Marin County, Novato and San Anselmo have enacted bans and restrictions. In Napa County, American Canyon has joined this position.

Beyond individual cites, the entire unincorporated areas of Sonoma County have enacted bans or restrictions against new or expanded fuel stations.

Other cities in California, including Los Angeles and some of the other entire counties mentioned above, continue to consider adopting future bans or restrictions on gas stations, big or small.

The Question of Over Saturation

The Fresno County Economic Development corporation Study, **(Attachment C)** , titled, "Saturation Study", focused the original question more specifically to ask if Kerman is "over-saturated" with gas stations and/or grocery stores. This study utilized data generated by Placer Ai, collected by cell phone location and movement, site visits, observation, and staff interviews.

This report more closely examined consumer habits and customer "watershed"[2] to detail several factors including:

- home location of customer(s),
- out of town customers, and

[2] "Watershed" is used to describe a convenient trade area frequented by residents/customers.

- frequency of visits.

Through this saturation study, it was found that fuel retail does not appear to be oversaturated in the City of Kerman, supported by three key indicators:

- below-average location quotients,
- unmet local demand, and
- a wide customer draw from outside the city.

Among the seven local fuel retailers identified, only about one-third of visitors were Kerman residents, highlighting regional traffic as a driver of business.

The grocery sector presents a more nuanced picture. While its location quotient is near average, indicators suggest limited growth potential due to:

- employment has remained stagnant since 2019,
- sales currently exceed local demand, and
- the Walmart Supercenter dominates the market with foot traffic volumes nearly five times higher than the next most frequented grocery store.

Although local grocers serve a higher share of Kerman residents, most household grocery demand is still being met by retailers outside the 93630 ZIP code.

Protectionism as Policy?

Cities seldom interfere in the marketplace and instead allow capital market forces to determine winners and losers in their local economies. While it is fair game to recruit specific uses/retailers, it is rare that specific uses are prohibited in the retail sector including limiting fuel sales and grocery stores.

Commonly, prohibitions through Zoning Ordinances are used to protect public health and safety, and address crime-contributing / inducing businesses such as bars, liquor stores, night clubs, massage parlors, smoke / cannabis shops, etc.

In Kerman, to "zone out" (ban) gas stations or grocery stores to protect market share for existing businesses, is not recommended and would likely result in litigation and a reputation as "unfriendly to business" thereby slowing growth, investment and economic prosperity efforts.

Conclusion:

With fuel retail not over saturated in Kerman, there is room for additional growth in this sector for new retailers on the unserved west side of Kerman and at several key

commercial corners that are zoned (preserved) for retail, professional services[3], and restaurant users. Additionally, a large format "Travel Center" including fuel sales has long been an economic development target of the City along the CA 180 and CA 145 highway corridors.

With grocery, the picture is less optimistic for growth in that several small to medium-sized grocers are "all fighting for the same nickel" within the market dominance of Wal Mart. Yet, there remains strong loyalty and patronage of Kerman's independent grocers, which recognizes their service, selection, prices and hometown, "shop local - shop independent" following important to many Kerman residents. In future, outside of organic business closure, it is predictable that a new shopping center will need to be built featuring a national grocery anchor to displace any of the existing retailers if their competitiveness and existence were no longer economically feasible.

ATTACHMENTS:

A. *Kerman 4th Quarter 2024 Sales Tax Capture and Gap Analysis*: Muni Service/ Avenue Insights and Analytics.

B. *Impacts of a Statewide Ban on New Construction and Upgrades to Fueling Establishments in California*, Capitol Matrix Consulting.

C. *City of Kerman, Retail Saturation Study:* Fresno County Economic Development Corporation

ACKNOWLEDGEMENTS:

Special thanks to Spencer Bremer and Lauren Nikkel with the Fresno EDC for their assistance and research.

[3] Professional services may include Medical, Dental, Accounting, Legal, Personal Care offices and shops.

ATTACHMENT A

Kerman: 4th Quarter 2024 Sales Tax Capture & Gap Analysis

Actual Sales Tax: Kerman's sales tax by economic category, economic segment and business code.
Potential Sales Tax: Kerman's actual sales tax multiplied by its effective buying income divided by the regional effective buying income. In other words, the potential sales tax from Kerman's residents' income when following the Central Valley region's buying patterns.

	Actual Sales Tax	Potential Sales Tax	Capture / Gap	Rate
General Retail	**$543,767**	**$3,185,366**	**($2,641,598)**	**17%**
Apparel Stores	**$355**	**$274,067**	**($273,712)**	**0%**
Family Apparel	$343	$201,586	($201,243)	0%
Men's Apparel	$0	$5,602	($5,602)	0%
Shoe Stores	$0	$50,630	($50,630)	0%
Women's Apparel	$12	$16,249	($16,237)	0%
Department Stores	**$487,454**	**$894,113**	**($406,659)**	**55%**
Department Stores	$456,397	$424,678	$31,718	107%
General Stores	$0	$419,995	($419,995)	0%
Variety Stores	$31,058	$49,440	($18,382)	63%
Drug Stores	**$12,619**	**$72,573**	**($59,954)**	**17%**
Florist/Nursery	**$3,196**	**$41,904**	**($38,708)**	**8%**
Florists	$3,196	$3,149	$47	101%
Nursery	$0	$38,755	($38,755)	0%
Furniture/Appliance	**$1,089**	**$435,210**	**($434,121)**	**0%**
Appliance Stores	$0	$225,582	($225,582)	0%
Home Furnishings	$1,089	$204,207	($203,117)	1%
Second Hand Stores	$0	$5,422	($5,422)	0%
Miscellaneous Retail	**$39,054**	**$1,417,562**	**($1,378,508)**	**3%**
Art, Gift, Novelties	$109	$12,922	($12,814)	1%
Cigar Stores	$17,208	$16,807	$400	102%
Jewelry Stores	$8,267	$24,314	($16,047)	34%
News Stands	$0	$16	($16)	0%
Personal Services	$14	$25,742	($25,728)	0%
Portrait Studio	$0	$999	($999)	0%
Shoe Repair Stores	$0	$55	($55)	0%
Specialty Stores	$13,456	$1,327,560	($1,314,105)	1%
Stationery/Books	$0	$9,146	($9,146)	0%
Vending Companies	$0	$0	$0	0%
Recreation Products	**$0**	**$49,938**	**($49,938)**	**0%**
Camera Stores	$0	$646	($646)	0%
Music Stores	$0	$3,798	($3,798)	0%
Sporting Goods	$0	$45,494	($45,494)	0%
Food Products	**$408,255**	**$1,226,112**	**($817,857)**	**33%**
Food Markets	**$69,887**	**$283,646**	**($213,759)**	**25%**
Confectionery Stores	$0	$768	($768)	0%
Grocery W/Beer/Wine	$0	$52,597	($52,597)	0%
Grocery W/O Onsale	$3,603	$30,449	($26,846)	12%
Specialty Food Store	$8,400	$25,416	($17,016)	33%
Supermarkets	$57,884	$174,417	($116,533)	33%
Food Processing Eqp	**$9,622**	**$65,646**	**($56,024)**	**15%**
Liquor Stores	**$17,437**	**$41,254**	**($23,818)**	**42%**
Restaurants	**$311,310**	**$835,566**	**($524,256)**	**37%**
Club Food/Bar Sales	$60	$5,162	($5,102)	1%
Fast Food Restaurant	$193,194	$359,889	($166,696)	54%
Hotel Food Sales	$0	$359	($359)	0%
Hotel Food/Bar Sales	$0	$7,317	($7,317)	0%
Restaurants W/Beer	$79,853	$175,119	($95,265)	46%
Restaurants W/Onsale	$38,203	$287,720	($249,517)	13%
Transportation	**$723,272**	**$1,748,249**	**($1,024,978)**	**41%**
Auto Parts/Repair	**$69,929**	**$256,240**	**($186,311)**	**27%**
Auto Supply Stores	$58,175	$127,005	($68,831)	46%
Vehicle Parts Mfg	$215	$58,461	($58,246)	0%
Vehicle Repair	$11,539	$70,773	($59,234)	16%
Auto Sales - New	**$100,822**	**$653,031**	**($552,209)**	**15%**
Auto Sales - Used	**$0**	**$126,084**	**($126,084)**	**0%**
Misc. Vehicle Sales	**$22,178**	**$67,013**	**($44,835)**	**33%**
Aircraft & Supply	$0	$1,841	($1,841)	0%
Boat/Motorcycle	$0	$30,158	($30,158)	0%
Trailer & Supply	$22,178	$35,008	($12,830)	63%
Transportation Eqp	$0	$5	($5)	0%
Service Stations	**$530,343**	**$645,882**	**($115,539)**	**82%**

Sources: MuniServices / Avenu Insights & Analytics and Claritas

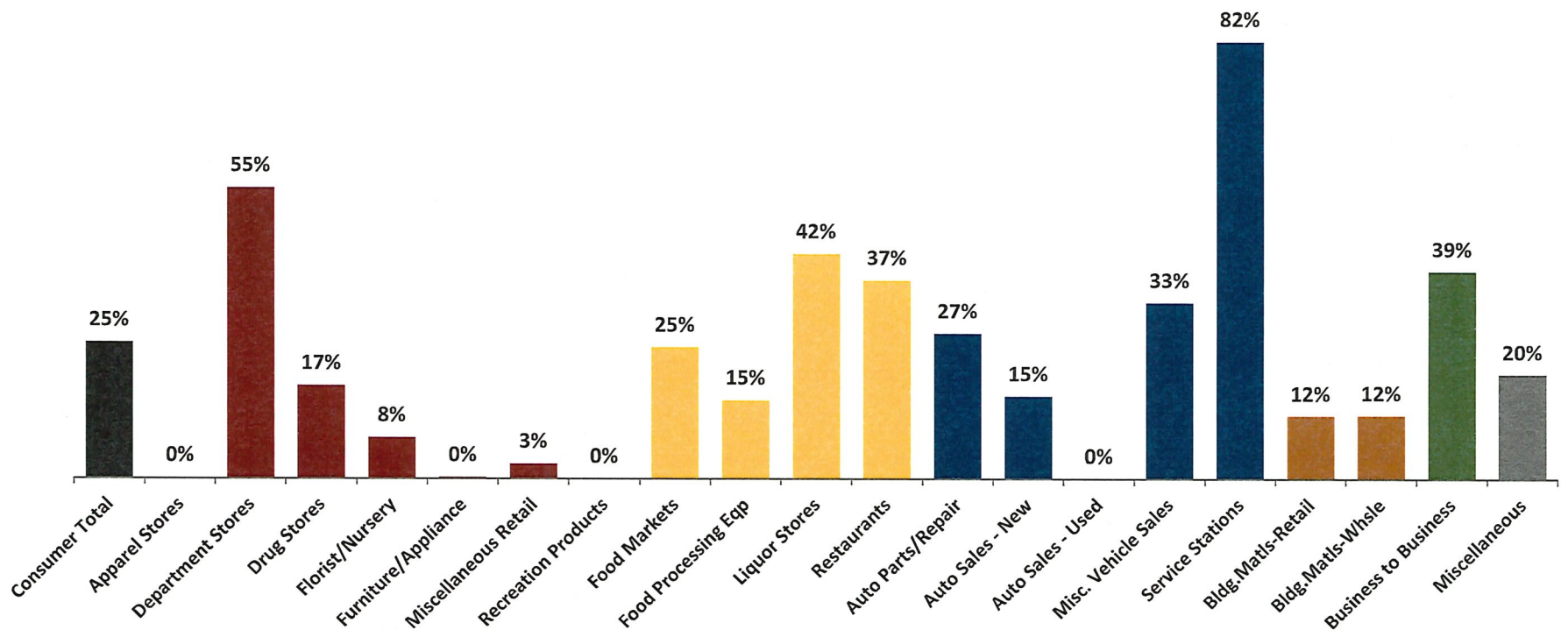
Kerman: 4th Quarter 2024 Sales Tax Capture & Gap Analysis

Actual Sales Tax: Kerman's sales tax by economic category, economic segment and business code.
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	Actual Sales Tax	Potential Sales Tax	Capture / Gap	Rate
Construction	**$90,072**	**$766,748**	**($676,675)**	**12%**
Bldg.Matls-Retail	**$39,611**	**$338,149**	**($298,538)**	**12%**
Building Matls Store	$24,339	$283,088	($258,749)	9%
Hardware Stores	$15,272	$43,321	($28,049)	35%
Paint/Glass/Wallpapr	$0	$11,740	($11,740)	0%
Bldg.Matls-Whsle	**$50,462**	**$428,599**	**($378,137)**	**12%**
Bldg Matls-Whsle	$813	$329,159	($328,346)	0%
Constr./Farm Equipmt	$49,649	$11,579	$38,070	429%
Plumbing & Electric	$0	$87,861	($87,861)	0%
CONSUMER-DRIVEN TOTAL	**$1,765,367**	**$6,926,475**	**($5,161,108)**	**25%**
Business To Business	**$471,572**	**$1,209,498**	**($737,926)**	**39%**
Biotechnology	**$0**	**$225**	**($225)**	**0%**
Bio Medical	$0	$0	$0	0%
Bio R&D	$0	$0	($0)	0%
Biopharmaceutical	$0	$224	($224)	0%
Business Services	**$14,332**	**$49,691**	**($35,359)**	**29%**
Chemical Products	**$383,352**	**$66,970**	**$316,382**	**572%**
Electronic Equipment	**$47**	**$43,066**	**($43,019)**	**0%**
Energy Sales	**$14,776**	**$178,332**	**($163,556)**	**8%**
Fuel Oil/Ice Sales	$0	$4,615	($4,615)	0%
Oil & Gas Products	$14,776	$173,717	($158,940)	9%
Green Energy	**$0**	**$1,709**	**($1,709)**	**0%**
Alternative Fuels	$0	$1,553	($1,553)	0%
Solar Products	$0	$157	($157)	0%
Heavy Industry	**$49,801**	**$311,403**	**($261,602)**	**16%**
Heavy Industry	$49,801	$295,195	($245,394)	17%
Mfg.Matl./Textiles	$0	$16,208	($16,208)	0%
I.T. Infrastructure	**$0**	**$710**	**($710)**	**0%**
Data Storage & Warehousing	$0	$26	($26)	0%
I.T. Consulting	$0	$348	($348)	0%
Semi Conductor	$0	$311	($311)	0%
Software/Graphics	$0	$25	($25)	0%
Leasing	**$7,209**	**$96,120**	**($88,912)**	**7%**
Light Industry	**$2,055**	**$344,026**	**($341,971)**	**1%**
Light Industry	$1,558	$307,141	($305,583)	1%
Rental/Other Repair	$496	$36,885	($36,389)	1%
Office Equipment	**$2**	**$117,246**	**($117,244)**	**0%**
Office Eqpmt Store	$0	$70,634	($70,634)	0%
Office Machines	$2	$46,421	($46,419)	0%
Photo Process'G/Eqp	$0	$191	($191)	0%
Miscellaneous	**$11,552**	**$59,027**	**($47,476)**	**20%**
Closed Acct-Adjustmt	**$0**	**$0**	**$0**	**0%**
Health & Government	**$791**	**$25,991**	**($25,200)**	**3%**
Govt/Non-Profit Orgs	$759	$9,307	($8,547)	8%
Health Services	$32	$16,684	($16,653)	0%
Miscellaneous Other	**$10,761**	**$33,037**	**($22,276)**	**33%**
Auctioneer Sales	$0	$347	($347)	0%
Mortuary Sales	$2,543	$4,601	($2,058)	55%
Non-Store Retailers	$7,583	$27,838	($20,255)	27%
Part-Time Business	$634	$250	$384	253%
GRAND TOTAL	**$2,248,491**	**$8,195,000**	**($5,946,510)**	**27%**

Sources: MuniServices / Avenu Insights & Analytics and Claritas

Kerman: 4th Quarter 2024 Sales Tax Capture & Gap Analysis



Economic Category

- Consumer Total
- General Retail
- Food Products
- Transportation
- Construction
- Business To Business
- Miscellaneous

Chart's Message

The chart provides an overview of how well Kerman is capturing potential sales tax based on its residents' effective buying income (disposable income) compared to Central Valley regional purchasing habits. The dotted line is at 100% capture.

ATTACHMENT B

Impacts of a Statewide Ban on New Construction and Upgrades to Fueling Establishments in California

May 2023

Prepared for:
California Fuels and Convenience Alliance

Prepared by:
Capitol Matrix Consulting

About the Author

Brad Williams joined Capitol Matrix Consulting (CMC) in 2011 after serving in various positions in California state government for nearly 33 years. During the past twelve years at CMC, Mr. Williams has been involved in hundreds of projects covering energy and regulatory policy, economic forecasting, economic impact analysis, and state and local government taxation and finance. During his prior three decades in state government, Mr. Williams served in key positions in the State Treasurer's office, Assembly Appropriation Committee and the Legislative Analyst's Office, where he was chief economist and Director of Budget Overview and Fiscal Forecasting. During his government career, Mr. Williams was regarded as one of the state's top economic and fiscal experts, and he was recognized by the Wall Street Journal as the most accurate forecaster of the California economy in the 1990s.

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Executive Summary

Given the emerging movement to ban new or upgraded fueling establishments in California, our firm has been commissioned by the California Fuels and Convenience Alliance to analyze (1) the economic contributions of the Fueling and Convenience industry, and (2) the economic impacts that adoption of a statewide ban – or widespread adoption of local bans – would have on the California economy. Our findings are as follows:

Regarding the Fueling and Convenience Industry:

- The industry consists of about 10,423 fueling establishments in California, of which about 85 percent, or 8,900 establishments, are connected to convenience stores.
- While California has the second largest number of fueling establishments in the United States, it lags other states in terms of fueling establishments per capita, per driver, or per vehicle miles traveled.
- The industry directly employs about 66,000 workers, and indirectly supports another 59,000 jobs in businesses that supply goods and services to fuel and convenience stores and their employees.
- It also supports nearly $10 billion in taxes paid to state and local governments in California. These revenues support roads, transit, schools and other state and local government services.
- Over 95 percent of fueling establishments are operated by small businesses owners of branded franchisee gasoline establishments or of independent gasoline establishments. About 60 percent of gasoline establishments are operated by owners that own just one station.
- The industry characterized by its diverse ownership and workforce. About 40 percent of establishments are minority owned, and nearly 60 percent of owners are first-generation, foreign-born immigrants – the highest of any industry in the U.S.
- The industry provides many benefits to consumers, including convenience, choices of brands and pricing points, and the ability to save time by combining fueling with other purchases.

Regarding recent and proposed bans:

- As of early 2023, 8 cities in Sonoma, Napa, and Marin Counties, as well as the County of Sonoma, have enacted local ordinances banning construction of new establishments and prohibiting improvements to existing facilities that expand or upgrade fueling equipment and storage.

- Two other cities have placed moratoriums on new construction while their City Councils consider permanent bans, and others, including the City of Los Angeles, are considering bans.

- AB 1614 (Gabriel), introduced in February 16, 2023 requires the California Energy Commission, in consultation with other state and local agencies to conduct a study on the feasibility of phasing out *existing* gasoline fueling stations by a specified date, along with potential incentives and regulatory barriers related to transitioning those stations into electric vehicle charging stations. The study would not look at hydrogen stations.

Regarding what is at stake with respect to a statewide ban:

- Loss of jobs, income and small business ownership opportunities in the fueling and convenience industry.

- Loss of fueling options to consumers, adding time and vehicle miles traveled for refueling activities.

- Less cash-flows generated to support investments by owners of fueling establishments in chargers, hydrogen dispensers, and other alternative fuels.

    - This would be an unfortunate outcome because (1) existing gasoline stations are logical sites for alternative fuel dispensers and (2) CARB has identified hydrogen-powered fuel cell vehicles as an important alternative to battery powered electric vehicles for many Californians, potentially accounting for as much as 20 percent of the new-car market by 2045.

    - There is significant legislative resistance to hydrogen as a clean energy alternative. However, a lack of development in hydrogen infrastructure would leave only one option for California drivers in the future and make them highly vulnerable to electrical blackouts during peak-use periods.

- Less competition, less economies-of-scale and higher prices for gasoline. The price impacts would fall heavily on lower- and moderate-income households, which are less likely to be early adopters of new zero emission vehicles (ZEVs) and thus be more likely to rely on gas-powered vehicles for years to come.

Given these factors, a much better approach would be to allow market forces to determine the level of new construction and remodeling of fueling establishments as California makes the transition to renewable energy.

Background

The fueling and convenience industry plays a key role in California's economy. It is part of the state's fuel production, distribution and retail sales network that has developed over a century and has consistently provided Californians with convenient and reliable fueling options for many decades. In this report, we first review the economic contributions and benefits to consumers provided by the fueling and convenience industry, and then discuss the impacts that a statewide ban (or widespread adoption of local bans) on construction and improvements to fueling facilities would have on Californians.

Number of fueling establishments. According to the California Energy Commission, there were 10,423 fueling establishments in California in 2021.[1] About 85 percent of the total, or 8,850 establishments, were combined with convenience stores. These establishments sold 13.8 billion gallons of gasoline and about 3 billion gallons of diesel during the year, representing average per-establishment sales of 4,400 gallons per day. The total number of establishments has remained stable over the past decade, rising slightly from the 10,219 that existed in 2012 but down slightly from the 10,481 that existed in 2016.

The 2021 total represents 2.65 establishments for every 10,000 Californians. As indicated in **Figure 1** (next page) there are between 2 and 3 establishments per 10,000 population in most large counties. However, there are some outliers. San Francisco has slightly over 1 station per 10,000 population while Kern County has about 4 establishments per 10,000.[2]

[1] California Retail Fuel Outlet Annual Reporting (CEC-A15) Results. California Energy Commission. https://www.energy.ca.gov/data-reports/energy-almanac/transportation-energy/california-retail-fuel-outlet-annual-reporting

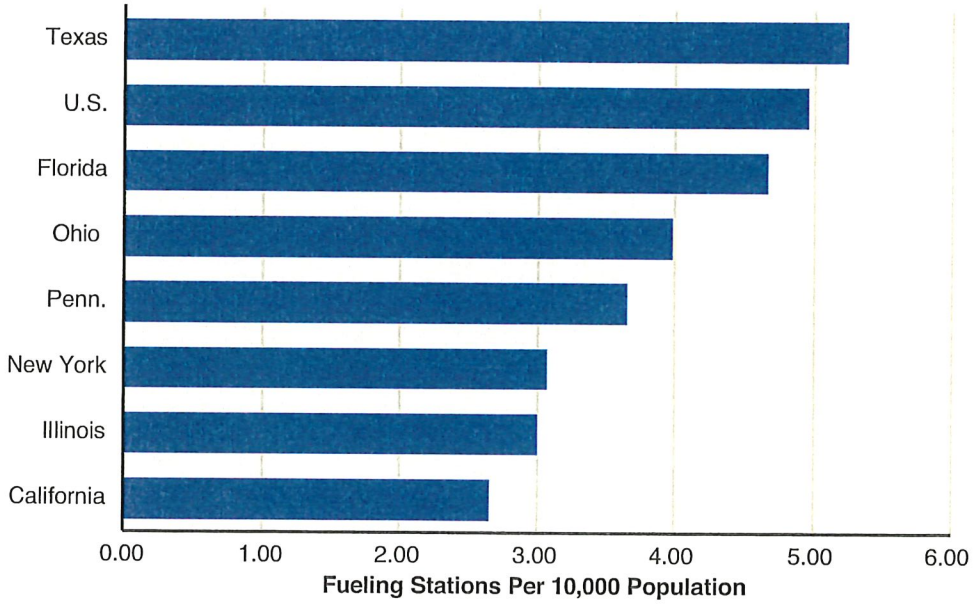
[2] Capitol Matrix Consulting calculations using Energy Commission data for gasoline establishments and California Department of Finance data for population.

Figure 1
Number of Fueling Establishments, Top 15 California Counties

State/County	Number of Establishments	
	Total	Per 10,000 Population
California	**10,423**	**2.65**
Los Angeles	2,058	2.07
San Diego	753	2.29
Orange	647	2.04
Riverside	572	2.36
San Bernardino	620	2.84
Santa Clara	407	2.13
Sacramento	387	2.45
Alameda	380	2.29
Kern	379	4.18
Fresno	369	3.66
Contra Costa	289	2.49
San Joaquin	250	3.20
San Mateo	199	2.65
Ventura	195	2.32
San Francisco	91	1.07
All other Counties	2,827	4.12

California has fewer fueling establishments per-capita than other states. California has the second largest number of fueling establishments in the country, trailing only Texas. However, the state has a relatively smaller number stations when measured on a per-capita, per-driver, or per-vehicle-miles-traveled basis. As indicated in Figure 2 (next page), the 2.65 establishments per 10,000 residents in California compares to 5.2 per 10,000 residents in Texas, 4.90 per 10,000 residents nationally, and 4.7 per 10,000 residents in Florida. As discussed below, gas station density is one key factor accounting for differences in price paid at the pump. Policies further reducing gasoline station density in California means less competition, fewer choices for consumers and likely higher prices at the pump.

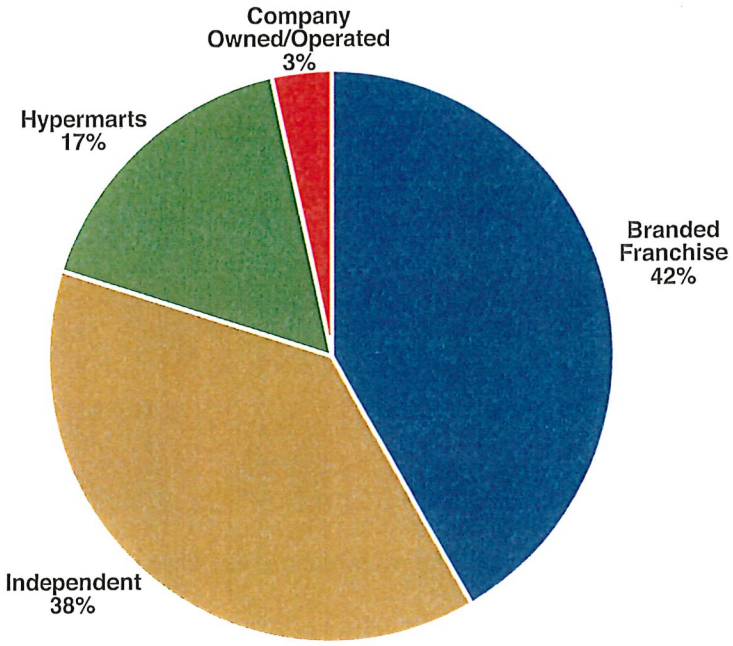
Figure 2
Fueling Establishments Per 10,000 Population, California Versus Other States



Most fueling and convenience stores are operated by small business owners. Only a limited amount of fuel is sold by stores that are owned and operated by major oil companies. As indicated in **Figure 3** (next page), the great majority is sold through small-business – either "branded franchisees" or through independent fueling establishments and convenience stores, such as 7-11 or Circle-K. About 17 percent of fuel is sold through "hypermarts," which are high-volume independents owned by companies such as Safeway, Sam's Club, Walmart, and Costco.[3] (See box on page 7 for definitions of terms used in this report.)

[3] "Petroleum Watch, January 2020." California Energy Commission. https://www.energy.ca.gov/sites/default/files/2020-02/2020-01_Petroleum_Watch.pdf

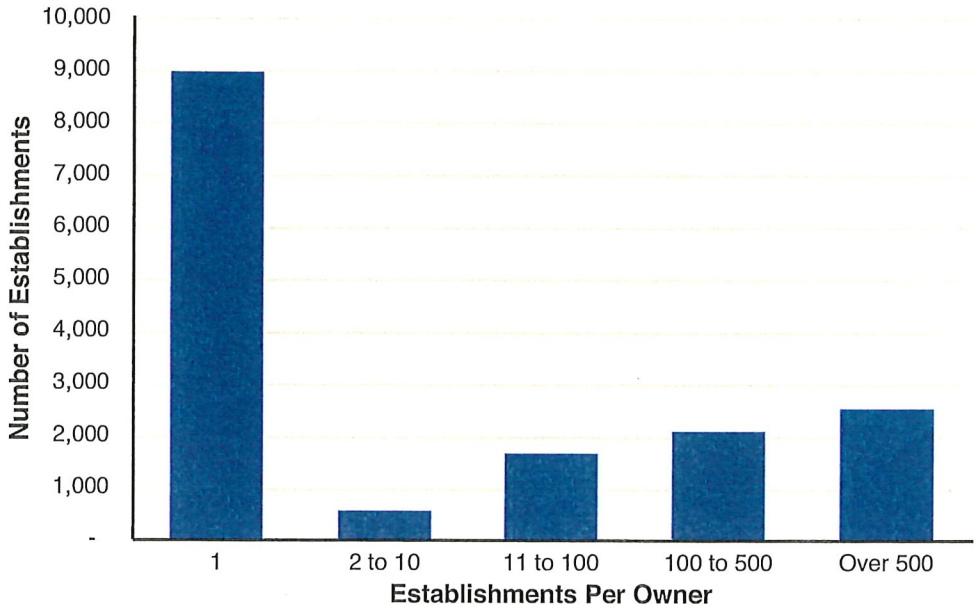
Figure 3
Distribution of Fueling Establishments in California
By Type of Ownership



As another indication of the "mom and pop" nature of the fueling station industry, **Figure 4** (next page) shows that of the 15,000 fueling establishments in the Western U.S., 9,000 are operated by owners that operate just one fueling station.[4]

[4] Industry data from the California Fuels and Convenience Alliance.

Figure 4
Distribution of Fueling and Convenience Stores
By Number of Establishments Per Owner



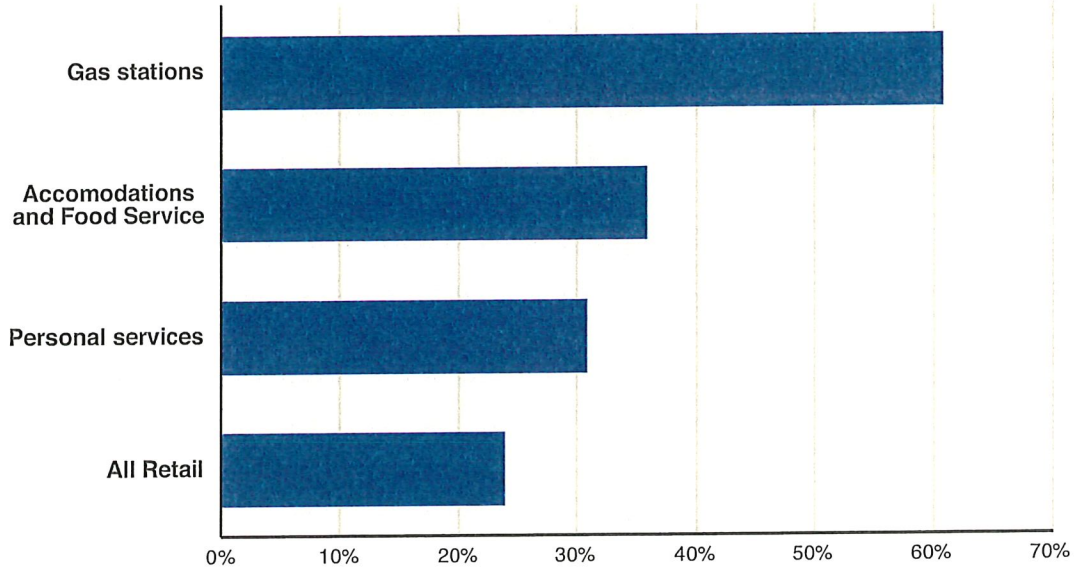
Key Definitions in the Fueling Industry

- **Branded Fueling Stations:** Gasoline establishments that have entered into an agreement with a major oil company to sell only their proprietary fuel blends under designated street branding. Proprietary additives include Techron by Chevron and V-power by Shell. Examples of branded fuels are 76, Chevron, Exxon Mobil, Shell, and Valero.
- **Unbranded Fueling Stations:** Gasoline establishments that are not restricted to any one major oil company's proprietary fuel blend and cannot carry a major oil company's street branding. Examples of more notable unbranded stations are Rotten Robbie and Sinclair.
- **Hypermarts:** Large retail suppliers of general merchandise or groceries that also sell gasoline. Examples of hypermarts are Costco, Safeway, and Sam's Club.

The fueling and convenience industry has a diverse workforce and ownership. According to American Community Survey data, about 32 percent of California fueling and convenience industry employees are non-Hispanic White, 20 percent are Hispanic, 29 percent are Asian, 9 percent are African American, and 9 percent are other races (including multiple races). About 57 percent of employees are male and the other 43 percent are female.

The industry provides flexible of hours for employees needing to combine earning extra income with other family obligations.The fueling and convenience industry also provides pathways to business ownership for Californians of all races and ethnicities. According to U.S. Census data, about 43 percent of establishments in California are minority-owned, and 61 percent of U.S. gas station owners are foreign born, the largest percentage of any industry (see **Figure 5**).[5]

Figure 5
Percent of Business Owners that Are Foreign Born



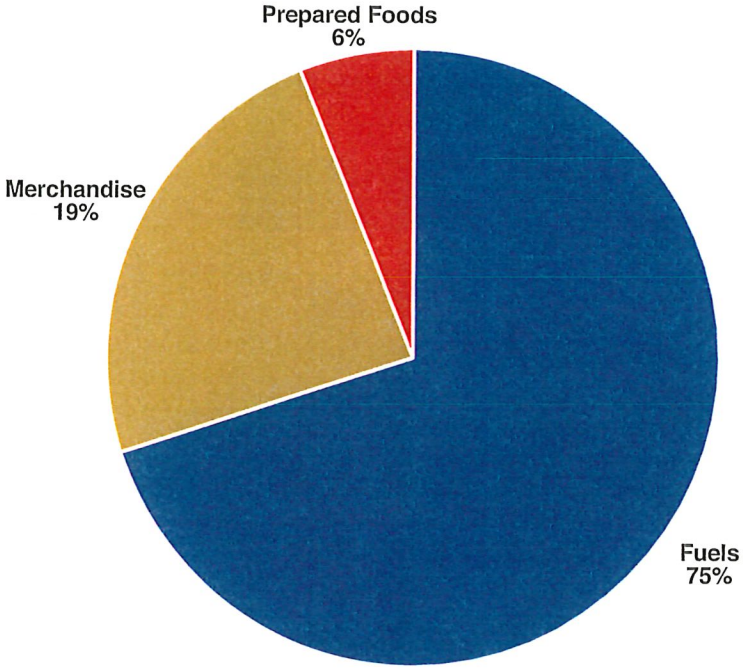
Economic Impacts of the Fueling and Convenience Industry

Our analysis in this section focuses on the 10,423 retail establishments selling gasoline, including stand-alone gasoline stations and those that combined gasoline stations with convenience stores. Our analysis does not include impacts of the approximately 3,500 convenience stores not having fueling dispensers.

[5] Data on minority-owned business from U.S. Census Bureau, Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas: 2020. https://data.census.gov/table?g=0400000US06&n=44711&tid=ABSCS2017.AB1700CSA01. Data on percent of owners that are foreign born is from "Bringing Vitality to Mainstreet. How Immigrants Small Businesses Help Local Economies Grow." David Dyssegaard Kallick, Director of the Immigration Research Initiative, Fiscal Policy Institute. January 2015. https://www.as-coa.org/sites/default/files/ImmigrantBusinessReport.pdf

The fueling and convenience industry is a major source of economic activity in California. It is directly responsible for 66,300 jobs, $2.8 billion in wage income plus another $560 million in non-wage benefits.[6] We estimate that the industry accounts for over $71 billion in sales, of which $53 billion (75 percent of the total), is related to fuel, $14 billion (19 percent of the total) is related to merchandise and $4 billion (6 percent of the total) is food service (see **Figure 6**).

Figure 6
Distribution of Sales for Typical Fueling and Convenience Store



In addition to its direct impacts on sales and employment, the fueling and convenience industry indirectly supports jobs and income in other sectors of the economy. These include local and regional businesses that supply products and services to fueling and convenience establishments. Supplying businesses include wholesalers and distributers of fuel, merchandise, food and equipment, as well as utilities and businesses providing maintenance, repair, delivery, and accounting services. These are referred to as *indirect* impacts. As one example of indirect impacts, the National Association of Convenience Stores estimates that the California convenience and fueling industry spent $464 million on utilities last year.

[6] Job and labor income estimates tie to the Quarterly Census of Employment and Wages maintained by the California Employment Development Department (https://labormarketinfo.edd.ca.gov/qcew/cew-select.asp) as well as Non-employer Statistics maintained by the U,S. Census Bureau (https://www.census.gov/programs-surveys/nonemployer-statistics/data/tables.html). Job estimates from the National Association of Convenience Stores (NACS) are substantially higher than these government-based numbers. The NACS estimate for all convenience stores and fueling stations is 193,200. Part of the difference is because the NACS includes convenience stores without fuel dispensers, which is not the focus of this report.

In addition, expenditures by the households of employees of the fuel and convenience industry generate sales, jobs, and wages in a wide range of industries, including restaurants, retail establishments, real estate offices, entertainment venues, medical services, and other professional services. These are referred to as *induced* impacts. For simplicity, the indirect and induced impacts are often combined and referred to as the *multiplier* impacts.[7]

Figure 7 shows that when multiplier impacts are included, the fuel and convenience industry supports a total of 125,400 jobs in California's economy. This includes 66,300 employees and owner/operators working in the fueling and convenience businesses, plus 59,100 jobs in other supplying industries. The fueling and convenience industry also supports $5.7 billion in labor income and $15 billion in gross state product.

Figure 7
Estimated Economic Impact of the Fueling and Convenience Industry - 2022 (Dollars in Billions)

Impact	Jobs	Labor Income	Gross State Product
Direct	66,300	$2.800	$8.470
Multiplier	59,100	$2.920	$6.550
Total	**125,400**	**$5.720**	**$15.020**

These economic impacts are for annual *operations* only. They do not include the economic benefits flowing from construction and remodels that take place each year. Regarding remodels, industry surveys indicate that about 11 percent of fueling and convenience establishments are remodeled each year, at an average expenditure of about $600,000 per facility.[8] We estimate that these remodels result in about $650 million in contract spending annually, which in turn supports thousands of jobs and generates income for workers in building and trade occupations.

State and Local Revenues Generated by the Fueling and Convenience Industry

The fueling and convenience industry supports about $9.7 billion in state and local taxes in California each year (see **Figure 8,** next page**).** The total can be broken out into two main categories. The first is excise and local sales taxes applied to motor-vehicle fuels, which primarily support state and local transportation and transit projects. We estimate these taxes will total about $8.8 billion in 2022-23. The second is the sales, property, income, utility-users, and other state and local taxes imposed on fueling and convenience operations as well as their employees. We estimate that these taxes combined totaled about $800 million during the year.

[7] We use the IMPLAN input-output model of the California economy to estimate multiplier effects.

[8] Based on industry data from the California Fuels and Convenience Alliance.

Figure 8
State and Local Taxes Supported by the Fueling and Convenience Industry 2022-23

Taxes on Gasoline:	Annual Amount (In millions)
Gasoline/Diesel excise tax	$7.450
Local Sales tax on fuel and other taxable items sold	$1,380
Other Taxes:	
Property Tax on establishments	$180
State/local taxes on profits and employee income/spending	$660
Total	**$9,670**

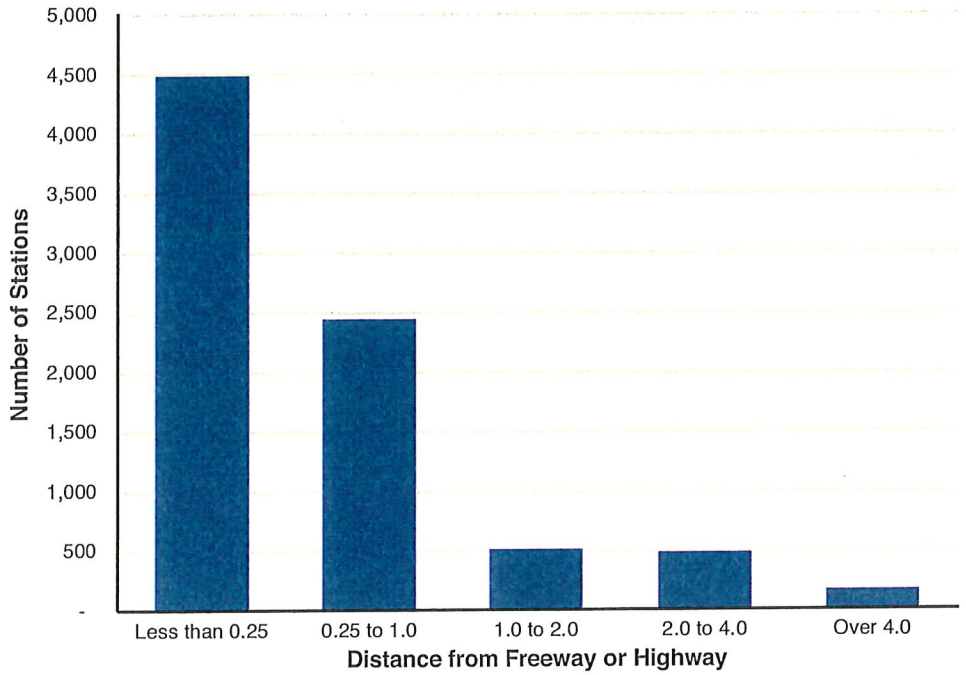
Benefits of a Robust Fueling and Convenience Industry to Households and Businesses

While the jobs, income and taxes attributable to the fuel and convenience industry are important, the main beneficiaries of a robust industry are California's 21 million licensed drivers, which benefit from the convenience and reliability of the network of fuel distribution and sales that has evolved over 100 years. "Range anxiety" is not a concern for drivers of gasoline-powered vehicles. There are plenty of fueling options almost wherever and whenever motorists travel in California, and there is virtually never a concern about the quality of the fuel. There is also plenty of redundancy, so if a station is out of commission, there is likely to be another one within a few miles, if not a few blocks.

Most households and businesses in urban areas are located within a few minutes of fueling establishments and, just as importantly, the majority of establishments are located near major thoroughfares. As indicated in **Figure 9** (next page), slightly over one-half of all fueling establishments in California are located within one-quarter mile of a highway or freeway, and over one-quarter more are located between 0.25 and 1.0 miles from these main thoroughfares.[9]

[9] Source: California Energy Commission, Petroleum Watch. January 2020. https://www.energy.ca.gov/sites/default/files/2020-02/2020-01_Petroleum_Watch.pdf

Figure 9
Number of Establishments Distributed by Distance from Freeway or Highway



Refueling takes less than 5 minutes – often less than 3 minutes – and fuel purchases can be combined with purchases of prepared foods, snacks, beverages, and household items, further saving time for motorists.[10] Shoppers benefit from convenient locations, extended hours of operation, one-stop shopping, grab-and-go food service, and fast transactions. Regarding "inside purchases," a national association of convenience stores speed metrics study found that it takes customers, on average, 3 minutes and 33 seconds from the time they leave their cars until the time they get back in their cars with a purchase.[11] For motorists traveling for business purposes, the time savings associated with both refueling and convenience purchases translate into higher productivity and more profit.

[10] See, for example, "Staying Safe at the Pump." American Petroleum Institute. https://www.api.org/oil-and-natural-gas/consumer-information/consumer-resources/staying-safe-pump#:~:text=But%20the%20average%20fill%2Dup,be%20discharged%20at%20the%20nozzle.

[11] See "Time Counts. Digital technologies help customers save time—still the No. 1 criteria for a convenient shopping experience," Chris Blasinsky, National Association of Convenience Stores Magazine. October 2020. https://www.nacsmagazine.com/issues/october-2020/time-counts

Local Bans to-Date

As of mid-February 2023, eight cities in Marin, Sonoma, and Napa counties have approved bans on new gasoline establishments or improvements to existing establishments (see **Figure 10**). These cities have a combined population of 339,000, or about 0.9 percent of the statewide total. In March 2023, the Sonoma County Board of Supervisors adopted a ban that will affect stations in the unincorporated areas of the County. Two additional cities have passed moratoriums on new establishments while their city councils debate more permanent bans. Several other local entities are considering bans, including the cities of Los Angeles, Cloverdale, Healdsberg, and Sonoma, as well as Napa County.[12]

Figure 10
Local Fueling Station Construction Bans Enacted in California to Date

City (County)	Population	Date
Petaluma (Sonoma)	59,403	March 2021
Calistoga (Napa	5,187	December 2021
Rohnert Park (Sonoma)	44,411	March 2022
Sebastopol (Sonoma)	7,448	April 2022
Cotati (Sonoma)	7,498	June 2022
Santa Rosa (Sonoma)	136,938	August 2022
Novato (Marin)	52,708	August 2022
Windsor (Sonoma)	26,039	October 2022
County of Sonoma	146,739*	March 2023
	Moratoriums Passed	
American Canyon (Napa)	21,605	March 2021
San Anselmo (Marin)	12,693	February 2023

* Population in unincorporated areas of Sonoma County.

[12] Based on CMC review of local ordinances. A listing of cities that have adopted local ordinances, as well as language contained in local ordinances is provided by the Coalition Opposing New Gas Stations (CONGAS). https://con-gas.org/resources/

The ordinances that have been enacted to-date prohibit construction of new fueling facilities and prohibit improvements and alterations to existing establishments. The restrictions on improvements and alternations apply broadly to all items related to the sales, storage, conveyance, and dispensing of gasoline or other fossil fuels. The ordinances generally allow exceptions for maintenance, as well as installation of hydrogen dispensers and electrical chargers. We note that these exceptions have been opposed by environmental groups, which assert that (1) charging should be done at home and workplaces, and (2) installation of chargers and hydrogen dispensers will sustain operations of fueling establishments, thereby delaying the phase-out of petroleum-based fuels. The ordinances also allow exceptions for specific public health and safety purposes, such as when the city determines the investments will improve traffic safety or water quality. Modifications for purposes unrelated to the storage, conveyance, and dispensing of fuel would continue to be allowed, though in reality the incentives for such upgrades will be diminished due to the strong connection between fueling sales and "inside sales."

Legislative Proposal to Study a Statewide Ban

AB 1614 (Gabriel), as amended on April 26, 2023, goes a step further by requiring the California Energy Commission, in coordination with the California Air Resources Board, the Governor's Office of Business and Economic Development, local air districts, and local governments to conduct a study on the feasibility of phasing out *existing* gasoline fueling stations by a specified date. The study is to include an assessment of potential incentives and regulatory barriers for gasoline fueling stations to convert to electric vehicle charging stations. The bill ignores transition incentives for dispensers of hydrogen or other alternative fuels (discussed further in the following section), which could play important roles in California's renewable energy future. The study would be due by June 30, 2026.

Impacts of a Statewide Ban

Bans on fueling station construction and improvements will not accelerate the transition to zero emission vehicles (ZEVs). However, such bans and shutdowns *will* hurt California workers, small business owners and consumers in multiple ways.

Fewer jobs and entrepreneurial opportunities. A statewide ban will result in fewer jobs and opportunities for small business ownership. At stake would be significant share of the 125,000 jobs currently supported by the industry. A statewide ban would also eliminate potentially thousands of building and trades jobs associated with new construction or remodeling of existing facilities. Given the synergy between fuel sales and inside sales, restrictions on investments in dispensing equipment and storage will make non-fuel-related investments less attractive as well.

Loss of fueling options for drivers, especially in growing communities. One of the major problems created by a statewide ban is that it fails to consider the dynamic nature of California's population and its economy. Even in the case where statewide fuel consumption is flat or declining, fuel consumption within specific local markets can be increasing sharply, due to local population increases, new residential and business development, and changes in transportation patterns. A statewide ban is a blunt instrument that fails to recognize varying circumstances that motorists face throughout California.

To provide an indication of how dynamic fuel consumption patterns can be, we reviewed California Energy Commission data on fuel sales in California's 369 cities. **Figure 11** shows that over the 9-year period between 2012 and 2021, statewide fuel consumption fell by 9 percent. (The decline was driven by the Covid-19 pandemic, which temporarily depressed vehicle miles traveled in 2020 and early 2021.) Underlying this 9 percent statewide decline, however, were 134 cities that experienced fuel sales *increases* averaging 28 percent, and 235 cities that experienced fuel sales decreases averaging 22 percent.

Figure 11
Change in Gasoline Consumption by City: 2012 to 2021

	Number of Cities	Cumulative Change (Millions of Gallons)	Unweighted % Change 2012-2021
Increases	134	582	28%
Decreases	235	-1,013	-22%
Total	369	-431	-9%

Similar divergence between regions is reflected in county-level data related to fueling establishments and population. Between 2016 and 2021, the total number of fueling establishments in the state fell by 56. Underlying this total, however, were 24 counties that experienced increases totaling to 164 establishments, and 34 counties that experienced decreases totaling to 220 establishments. Similarly, total California population increased by 201,000 between 2016 and 2021. This consisted of 39 counties that experienced a total increase of 548,000 people, offset by 19 counties with population decreases totaling 347,000.

The key point conveyed by this data is that California is a dynamic state, with population, fueling establishment and sales patterns varying significantly from one community to another. In this environment, a statewide ban on all new fueling establishments would be a blunt tool. In particular, its effects on drivers in growing areas could be substantial. In these expanding areas, especially, motorists will have fewer fueling options, will need to travel longer distances to refuel, and will likely have to pay more for gasoline due to less competition among retailers (see discussion below).

While impacts on growing communities will be the most severe, impacts on communities experiencing steady or declining fuel demand may also be significant due to changes in consumption patterns within the areas. For example, if an establishment were to close on one route due to completion of a thoroughfare that diverts traffic, there would no longer be the opportunity for a replacement station to be built in a more favorable location. Similarly, hypermarts such as Costco or Sam's Club sometimes move locations within communities due to the need for more floorspace, more parking, or better customer access. A gas station ban would require a hypermart considering such a move to either give up fueling dispensers in the new location or to forgo the move and remain in a suboptimal location. Either way, the impacts on consumers would be negative.

Less investment in renewable fueling infrastructure. Existing ordinances banning construction and improvements to fueling establishments contain exemptions for installation of chargers and hydrogen fuel dispensers. However, owners of fueling establishments that are precluded from upgrading existing fueling facilities will be less likely to generate the cash-flows needed to support investments in these new technologies – especially in the near term, prior to when the uptake of zero emission vehicles has reached significant levels.

This would be an unfortunate outcome, given the enormous challenge California faces in building an infrastructure sufficient to support a transportation system based on renewable fuels.

Of particular concern is the loss in opportunities to build a hydrogen fuel infrastructure. In its 2022 annual review of hydrogen vehicle and fueling markets, the California Air Resources Board indicated that that that meeting California's Zero Emission goals "will require growth of hydrogen fueling and fuel cell electric vehicles (FCEVs) alongside battery-electric vehicles (BEVs) and plug-in hybrid electric vehicles (PHEVs), *as auto manufacturers need to provide technology options for all vehicle segments, vehicle use patterns and behaviors, and individuals' access to ZEV fueling and charging infrastructure" (italics* added for emphasis.)[13] As one example, FCEVs would be a logical alternative for the millions of California families living in apartments where there is a lack of dedicated space – and in some cases a lack of adequate electrical infrastructure – for overnight charging of battery powered vehicles.

The primary scenario evaluated in CARB's *2020 Mobile Source Strategy* found the potential for more than 20 percent of the new car market to be met by FCEVs by 2045. California would need thousands of hydrogen fueling stations to support a FCEV fleet of this size, yet as of early March 2023 the state only has 63 operating retail stations in place.[14] Existing and prospective fueling stations would be particularly well suited for delivery of hydrogen as well as other renewable fuels.

[13] See page viii of "2022 Annual Evaluation of Fuel Cell Electric Vehicle Deployment and Hydrogen Fuel station Network Development," California Air Resources Board. https://ww2.arb.ca.gov/sites/default/files/2022-09/AB-8-Report-2022-Final.pdf.

[14] California Energy Commission, Hydrogen Refueling Stations in California. https://www.energy.ca.gov/data-reports/energy-almanac/zero-emission-vehicle-and-infrastructure-statistics/hydrogen-refueling

We also believe that greater emphasis should be placed on financial incentives for hydrogen fuel stations, given the importance of establishing a viable fueling network for fuel-cell vehicles in the state. This is especially true given that up-front installation costs for hydrogen stations can range up to several millions of dollars per station.

Along these lines, *Assembly Bill 2127 Electric Vehicle Charging Infrastructure Assessment* (AB 2127 assessment) has become the state's principal planning document relating to fueling infrastructure needed to support ZEV-related fueling needs under Governor Newsom's executive order N-79-20 and CARBs Advanced Clean Car II regulation (both of which require that zero emission vehicles account for 100 percent of new cars sold in California by 2035.) Unfortunately, the document focuses exclusively on charging infrastructure, even though CARB's 2020 Mobile Source Strategy identifies a potentially major role for hydrogen vehicles, and there remains considerable uncertainty about how renewable technologies will evolve in the future. For these reasons, we believe that the AB 2127 assessment should be broadened to include hydrogen as well as other renewable fuels.

Reduced competition and higher retail fuel prices. There have been numerous studies examining differences in retail gasoline prices between communities and between states. These studies have found several factors are responsible for price differences. At the state level, key factors include differences in state and local taxes, environmental fees, costs of producing reformulated gasoline, and market factors at every stage of the supply chain. Differences within states can also be due to varying costs of land and construction, operating expenses for energy and labor, distance of the station from major terminals, and local government permitting restrictions. Demand-side factors also play a role, such as differences in consumer preferences and loyalties to specific brands, and the distribution of household income in a locality.

However, a key factor affecting retail prices is the degree of competition between establishments and barriers to entry.[15] On this front, California is already at a disadvantage to other states across the country, which have, on average, nearly twice the number of establishments per-capita as California.[16] The reduced competition among retail establishments is often cited as a factor contributing to California's above-average retail prices (beyond what is explained by higher taxes and environmental charges as well as tight wholesale markets).[17] A statewide ban would further reduce the number of gas establishments relative to population in California, as establishments close and are no longer replaced. The result would likely be less competition and higher prices for consumers, especially in communities where station shortages emerge.

[15] See for example: Marvel, Howard P. "Competition and Price Levels in the Retail Gasoline Market." *The Review of Economics and Statistics* 60, no. 2 (1978): 252–58. https://doi.org/10.2307/1924978; "Gasoline Explained: Regional Price Differences." U.S. Energy Information Administration. https://www.eia.gov/energyexplained/gasoline/regional-price-differences.php

[16] See for example, Dave Hackett, "California Gasoline Prices – Part 2," Stillwater Associates, June 26, 2019. https://stillwaterassociates.com/california-gasoline-prices-part-2/

[17] Ibid.

The impacts of price increases and loss of consumer choices will be regressive, to the extent that low- and-moderate income Californians are less likely to be early adopters of ZEVs and thus, will bear the brunt of fewer gasoline establishments and higher fueling costs.

Conclusion

Aside from being a major economic force in California, the fuel and convenience industry provides numerous benefits to California motorists, including convenience, reliability, and many choices of brands and pricing points. A statewide ban on new gasoline station construction and improvements to existing facilities would have multiple negative impacts on Californians. These include losses in industry jobs and income, as well as a loss in small business-ownership opportunities for California's diverse population. Just as important, bans will hurt California motorists, who will need to travel further and pay more for fuel. The impacts would fall heavily on lower- and moderate-income households, which are less likely to be early adopters of more expensive ZEVs, and thus will exposed to the impacts of the ban on consumer choice and gasoline prices. Given these factors, a much better approach would be to allow decisions about new construction and remodeling of fueling facilities during the transition period to renewable energy to be determined by local supply and demand for fuel.

ATTACHMENT C

CITY OF KERMAN

Retail Saturation Study

Prepared For

CITY OF Kerman
Community Comes First
EST. 1946

Prepared By

Fresno County EDC

Fresno County EDC
Growing the California Dream

Background

The purpose of this report is to provide a complete picture of retail industry saturation for both grocery and fuel uses in the city of Kerman, California. We begin by first examining the city's industry composition. We then identify the industries' location quotients and employment trends before taking a deeper dive into retail demand, sales, and spending potential. The latter half of this report focuses on foot traffic and visitation trends for select retailers identified within the city. This report draws on data from three different sources: Esri ArcGIS, Lightcast Developer, and Placer AI. Data provided by Esri is based on Kerman city limits, while figures provided by the latter two sources are based on the 93630 ZIP code.

Executive Summary

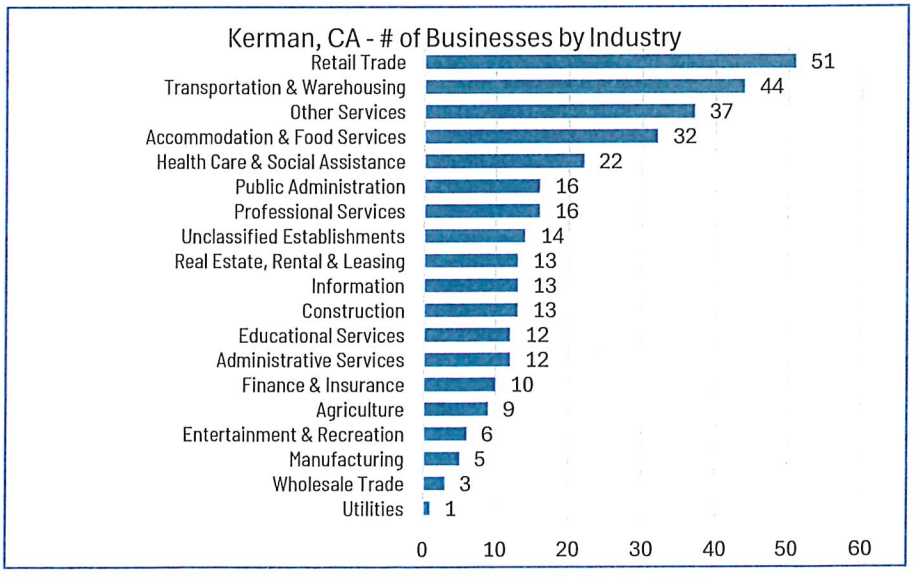
Through this saturation study, we find that fuel retail does not appear to be oversaturated in the city of Kerman, supported by three key indicators: below-average location quotients, unmet local demand, and a wide customer draw from outside the city. Among the seven local fuel retailers identified, only about one-third of visitors were Kerman residents, highlighting regional traffic as a driver of business.

The grocery sector presents a more nuanced picture. While its location quotient is near average, indicators suggest limited growth potential; employment has remained stagnant since 2019, sales exceed local demand, and the Walmart Supercenter dominates the market with foot traffic volumes nearly five times higher than the next most frequented grocery store. Although local grocers serve a higher share of Kerman residents, most household grocery demand is still being met by retailers outside the 93630 ZIP code.

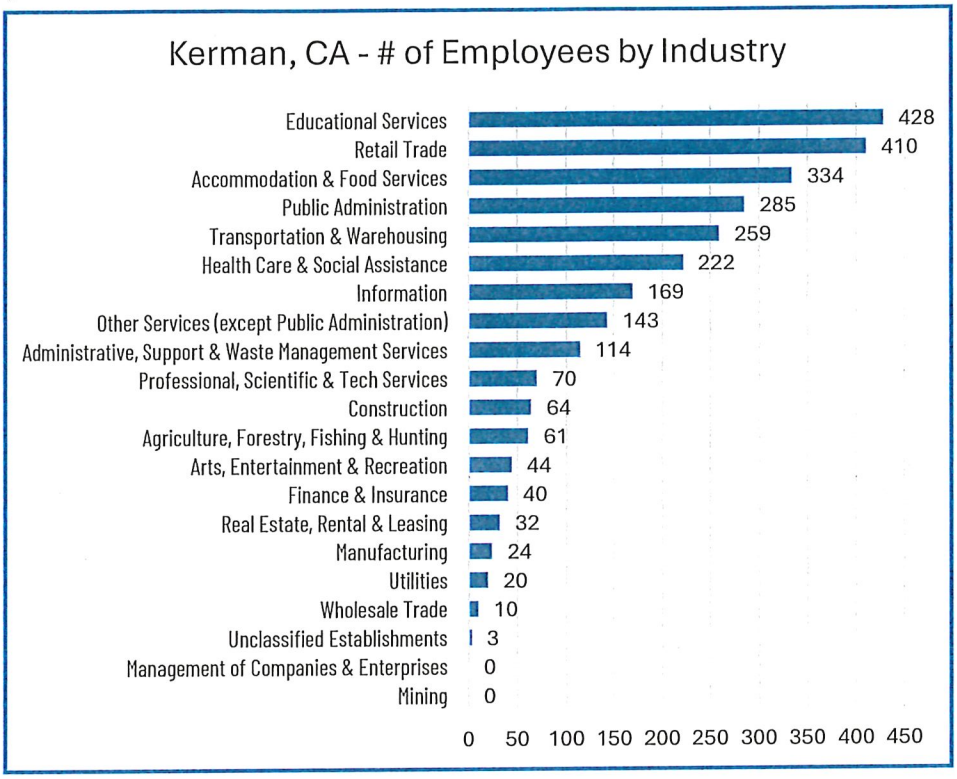
These findings point to strategic opportunities, such as identifying which external chains are capturing Kerman's grocery demand. Using this information, the city can shape a targeted retail attraction strategy. With momentum on its side, the city is well-positioned to make a compelling case for future retail investment.

Industry Composition

According to Esri data, the largest industries in terms of number of establishments are retail trade, transportation & warehousing, and other services. The latter category includes repair & maintenance, personal, and laundry services, as well as civic organizations.



When ranked by number of employees, the three largest industries in Kerman are educational services, retail trade, and accommodation & food services, respectively. No management firms or mining operations exist within the city.



MEASURES OF INDUSTRY SATURATION

All figures presented in this section are based on the following NAICS code descriptions:

- *NAICS 445 – Food and Beverage Stores*
- *NAICS 457 – Gasoline Stations and Fuel Dealers*

Employment

The number of jobs within a given industry and the resulting location quotients (LQ) are important indicators of industry saturation. Location quotient provides a benchmark of employment concentration, allowing us to compare a region's industry employment to the national average. These measurements provide a general estimate of the availability of goods and services in a region.

NAICS Code	2014	2019	2024
445			
Employment	115	188	191
Location Quotient	0.47	0.81	0.80
457			
Employment	9	21	26
Location Quotient	0.12	0.27	0.34

Source: Lightcast

In 2024, Kerman food and beverage stores had an average annual employment of approximately 191, for a slightly below average location quotient of 0.80. By contrast, gas stations and fuel dealers had an average annual employment of 26 and a location quotient of 0.34, indicating far below average employment concentration.

The employment trend of these industries has remained relatively stable since 2019, with a five-year percentage increase of 1.6% for grocery stores and a 23.8% increase for gas stations, with the latter reflecting an increase of 5 jobs.

By contrast, since 2014, industry employment has soared. Over this ten-year period, grocery store employment increased by 66.1% while gas station employment nearly tripled. Moreover, the location quotients trend indicates rapid growth for both industries between 2014 – 2019, with this trend continuing for gas stations into 2024. These figures include both W-2 employees and self-employed individuals.

Regional Requirements: Industry Demand & Sales

Using the same parameters, we ran a basic input-output model on these industries, revealing what portion of localized demand is met by in-region sales. In the table below, industry demand is defined as the region's total need for output from a given industry. By contrast, industry sales represent an industry's gross receipts and includes both B2C and B2B sales. The difference between demand and sales results from local businesses selling to customers outside the region, as well as local customers buying from businesses outside the region.

Industry	Food and Beverage Stores	Gasoline Stations and Fuel Dealers
2024 Total Demand	**$ 19,458,638**	**$ 12,124,704**
Kerman, CA (93630)		
2024 % Demand met In-Region	4.2%	8.6%
2024 % Demand met by Imports	95.8%	91.4%
2024 Demand met In-Region	$ 821,108	$ 1,040,612
2024 Demand met by Imports	$ 18,637,529	$ 11,084,092
Fresno County		
2024 % Demand met In-Region	50.4%	66.3%
2024 % Demand met by Imports	49.6%	33.7%
2024 Demand met In-Region	$ 9,798,808	$ 8,034,756
2024 Demand met by Imports	$ 9,659,829	$ 4,089,948
2024 Total Sales	**$ 24,062,527**	**$ 6,100,562**

Source: Lightcast

For food and beverages stores, total sales exceeded total demand in 2024, coming in at over $24 million. However, only 4.2% of local demand was met in-region. This is common when examining input-output data at smaller geographical levels, such as ZIP codes in this case. Moreover, B2B transactions are included in the aggregate, further inflating the total figures. By contrast, at the county-level, 50.4% of demand for food and beverage stores is met in-region.

Gas stations and fuel dealers had far fewer gross receipts in 2024 compared to grocery stores, coming in at $6.1 million. Total demand exceeded total sales by nearly double, however only 8.6% of industry demand was met in-region. At the county-level, 66.3% of demand for gas stations and fuel dealers is met in-region.

This data suggests that gas stations tend to capture more sales from local customers compared to grocery stores. While demand indicates a stronger preference for local fuel, in absolute terms these amounts are relatively small. There is substanial leakage occuring with Kerman residents doing the bulk of their grocery spending outside of the 93630 ZIP code, where other big retailers are established. It should also be noted that NAICS 445 includes local supermarkets, standalone convenience stores, specialty food retailers, and alcohol retailers. In either case, however, there is clearly room for more fuel retailers in the local market, as confirmed by both the industry location quotients and input-output model. This will become more evident as we uncover foot traffic data in a later section.

Industry Spending Potential

According to Esri data, the average Kerman household spends approximately $4,340 at food and beverage stores over the course of one year. Similarly, the average amount spent at gasoline stations is $2,899 per year. With a *Spending Potential Index* (SPI) of 77 and 80, respectively, this indicates that Kerman households are spending less for these products and services relative to the national average. The following consumer spending data is derived from the U.S. Consumer Expenditure Survey conducted by the BLS.

NAICS Code	Industry Description	SPI	Avg. Amount Spent (Per HH)	Total Amount Spent
445	Food and Beverage Stores	77	$4,340	$19.75M
4451	Grocery Stores	77	$4,056	$18.46M
4452	Specialty Food Stores	78	$139	$632K
4453	Beer, Wine, and Liquor Stores	76	$145	$ 660K
447	Gasoline Stations	80	$2,899	$13.19M

Source: Esri, Bureau of Labor Statistics

VISITOR TRENDS & FOOT TRAFFIC

In this section we will examine the visitation trends of select retail establishments in the City of Kerman. This data reveals the total foot traffic volumes of these storefronts as well as the customer origin location. The figures presented in the table below represent visits that occurred over a full 12-month period, from May 2024 to April 2025.

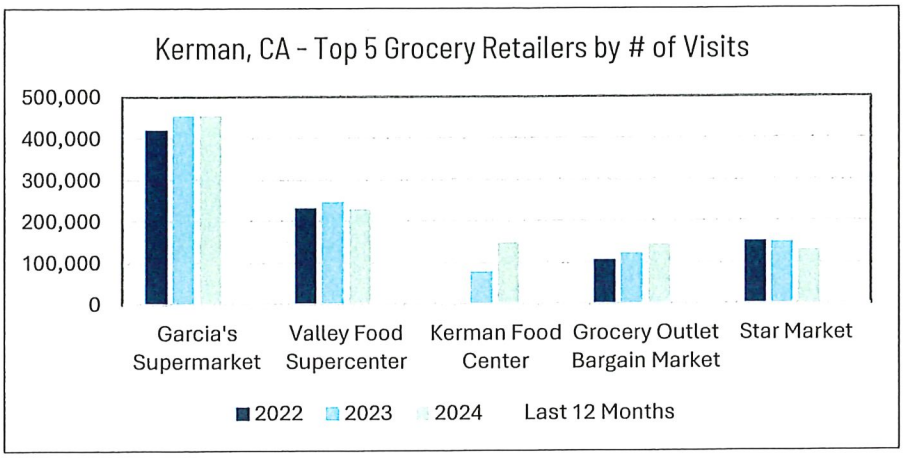
Kerman, CA – Top 5 Grocery Stores by Number of Visits

Retailer	# of Visits	# of Visitors	Visit Frequency
Walmart Supercenter	2,228,111	156,508	14.25
Garcia's Supermarket	460,449	62,072	7.44
Valley Food Supercenter	225,671	25,134	9.00
Kerman Food Center	153,963	27,829	5.55
Grocery Outlet	137,269	29,968	4.57
Star Market	134,509	30,984	4.35

Source: Placer AI

This table shows the top five grocery retailers in the City of Kerman, plus Walmart Supercenter, ranked by the number of visits over a 12-month period. Visit frequency refers to the average number of visits per unique visitor and serves as a good indicator of customer loyalty.

The chart below visualizes this data for the top five grocery retailers, excluding Walmart Supercenter. While the majority have seen increases in visits between 2022 and 2024, Valley Food and Star Market experienced declines in visits over this period, at -1.33% and -14.41% respectively. Kerman Food Center began operations in 2023, and as such, lacks an observation for 2022.



To determine which retailer attracts the most local customers, we ranked the top ten origin locations of each individual visit. An alternate dataset based on the number of unique visitors can be found in the appendix.

For individual visits, Valley Food saw the highest percentage of Kerman residents, with over 80 percent of its visits coming from residents of the 93630 ZIP code. Walmart saw the lowest percentage, with only 46.2 percent of its visits coming from Kerman-based customers. Garcia's Supermarket was not far off at 49.8 percent. Similar patterns arose when looking at unique visitors (see Appendix B for details).

Home Location	% of Visits
Walmart Supercenter	
1. Kerman, CA	46.2
2. Fresno, CA	15.2
3. Mendota, CA	13.8
4. San Joaquin, CA	5.67
5. Madera, CA	4.06
6. Firebaugh, CA	2.71
7. Tranquillity, CA	2.13
8. Biola, CA	1.92
9. Cantua Creek,	1.59
10. Clovis, CA	0.63
Grocery Outlet	
1. Kerman, CA	60.4
2. Fresno, CA	12.4
3. Mendota, CA	6.27
4. Madera, CA	5.58
5. San Joaquin, CA	2.93
6. Tranquillity, CA	2.5
7. Firebaugh, CA	1.37
8. Caruthers, CA	1.2
9. Biola, CA	1.04
10. Clovis, CA	0.96

Home Location	% of Visits
Kerman Food Center	
1. Kerman, CA	58.6
2. Fresno, CA	13.1
3. San Joaquin, CA	4.66
4. Mendota, CA	3.78
5. Madera, CA	3.06
6. Cantua Creek, CA	2.71
7. Biola, CA	2.58
8. Tranquillity, CA	1.79
9. Caruthers, CA	1.12
10. Five Points, CA	1.03
Valley Food Supercenter	
1. Kerman, CA	80.2
2. Fresno, CA	9.2
3. San Joaquin, CA	2.19
4. Madera, CA	1.61
5. Biola, CA	1.09
6. Tranquillity, CA	0.96
7. Mendota, CA	0.87
8. Clovis, CA	0.73
9. Chowchilla, CA	0.47
10. Cantua Creek, CA	0.18

Home Location	% of Visits
Garcia's Supermarket	
1. Kerman, CA	49.8
2. Mendota, CA	12
3. Fresno, CA	12
4. San Joaquin, CA	5.1
5. Biola, CA	2.96
6. Cantua Creek, CA	2.9
7. Tranquillity, CA	2.47
8. Madera, CA	2.01
9. Firebaugh, CA	1.71
10. Chowchilla, CA	0.96
Star Market	
1. Kerman, CA	58.4
2. Fresno, CA	15
3. Mendota, CA	4.61
4. Madera, CA	3.54
5. San Joaquin, CA	3.41
6. Cantua Creek, CA	1.82
7. Chowchilla, CA	1.07
8. Biola, CA	1
9. Selma, CA	0.99
10. Tranquillity, CA	0.95

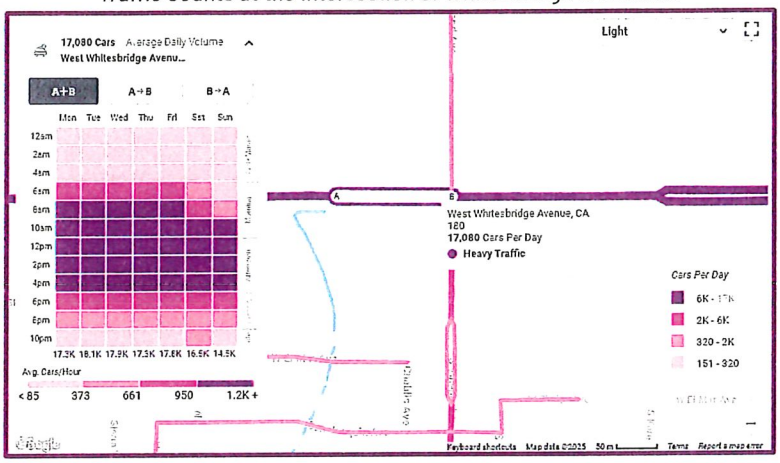
The table below shows the top seven fuel retailers in the City of Kerman ranked by the number of visits over a 12-month period. Visit frequency refers to the average number of visits per unique visitor and serves as a good indicator of customer loyalty. Given that four of these retailers are located along CA-180, which sees traffic volumes up to 17,000 cars per day, we may expect to see increased diversity among visitor origin locations. In other words, for these high-visibility sites, there may be a wider distribution of customer types due to commuters.

Kerman, CA – Top 7 Gas Stations by Number of Visits

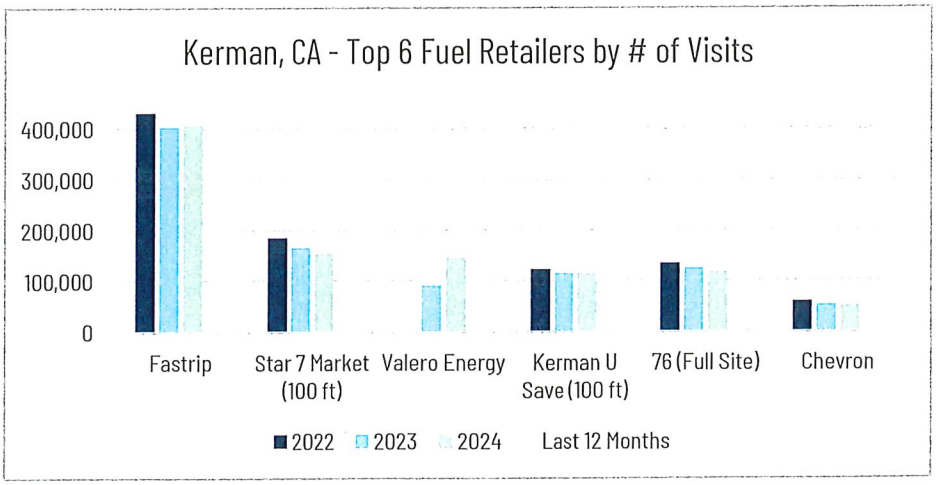
Retailer	# of Visits	# of Visitors	Visit Frequency
Walmart Fuel Station	771,754	68,199	11.31
Fastrip	407,162	47,280	8.61
Star 7 Market (100 ft)	153,988	23,823	6.46
Valero Energy	141,750	26,171	5.45
Kerman U Save (100 ft)	121,720	18,329	6.64
76 (Full Site)	114,839	34,675	3.33
Chevron	50,062	21,058	2.38

Source: Placer AI

Traffic Counts at the Intersection of Whitesbridge & Vineland



The chart below visualizes this data for six of the top seven fuel retailers in Kerman, excluding the Walmart Fuel Station. Between 2022 and 2024, Walmart Fuel increased its visits by nearly 50,000, despite seeing better performance in 2023 with up to 827,000+ total visits. By contrast, apart from Valero, which opened in 2023, all other fuel retail chains identified here saw a decline in visits over this period. This suggests that the Walmart Fuel Station has absorbed customers who previously patronized these other businesses.



To determine which fuel retailers attract the most local customers, we again looked at the origin locations of each individual visit. For individual visits, Star 7 Market saw the highest percentage of Kerman residents, with

over 74 percent of its visits coming from residents of the 93630 ZIP code. Chevron had the lowest percentage, with only 39.4 percent of its visits coming from Kerman-based customers. As expected, we generally see more diverse customer origin locations across the board with fuel stations compared to grocery stores, which tend to serve more hyperlocal populations.

Home Location	% of Visits
Walmart Fuel Station	
1. Kerman, CA	42.8
2. Mendota, CA	23
3. Fresno, CA	12.8
4. Firebaugh, CA	4.05
5. San Joaquin, CA	3.6
6. Tranquillity, CA	3.15
7. Cantua Creek, CA	2.21
8. Madera, CA	1.32
9. Biola, CA	1.22
10. Clovis, CA	1.03

Home Location	% of Visits
Fastrip	
1. Kerman, CA	52.3
2. Fresno, CA	12
3. San Joaquin, CA	7.19
4. Mendota, CA	5.63
5. Madera, CA	4.2
6. Biola, CA	2.55
7. Clovis, CA	1.88
8. Cantua Creek, CA	1.47
9. Coalinga, CA	1.31
10. Chowchilla, CA	1.27

Home Location	% of Visits
Star 7 Market (100 ft)	
1. Kerman, CA	74.7
2. Fresno, CA	10
3. Madera, CA	3.43
4. Mendota, CA	1.88
5. San Joaquin, CA	1.44
6. Firebaugh, CA	0.92
7. Chowchilla, CA	0.89
8. Clovis, CA	0.52
9. Tranquillity, CA	0.5
10. Salinas, CA	0.48

Home Location	% of Visits
Valero Energy	
1. Kerman, CA	57.1
2. Fresno, CA	14.7
3. Mendota, CA	8.27
4. Madera, CA	3.27
5. Firebaugh, CA	2.04
6. Clovis, CA	1.9
7. San Joaquin, CA	1.73
8. Tranquillity, CA	1.17
9. Modesto, CA	0.95
10. Biola, CA	0.92

Home Location	% of Visits
Kerman U Save (100 ft)	
1. Kerman, CA	59.9
2. Fresno, CA	20.9
3. Madera, CA	9.12
4. Mendota, CA	1.37
5. San Joaquin, CA	1.1
6. Chowchilla, CA	0.97
7. Clovis, CA	0.81
8. Biola, CA	0.75
9. Coalinga, CA	0.54
10. Tranquillity, CA	0.49

Home Location	% of Visits
76 (Full Site)	
1. Kerman, CA	46.1
2. Fresno, CA	15.5
3. Mendota, CA	11.5
4. Madera, CA	4.27
5. Firebaugh, CA	3.75
6. Tranquillity, CA	2.77
7. Cantua Creek, CA	2.29
8. San Joaquin, CA	2.07
9. Biola, CA	1.35
10. Clovis, CA	1.05

Home Location	% of Visits
Chevron	
1. Kerman, CA	39.4
2. Fresno, CA	17.2
3. Mendota, CA	10.3
4. Madera, CA	4.87
5. San Joaquin, CA	4.14
6. Tranquillity, CA	2.18
7. Firebaugh, CA	1.82
8. Clovis, CA	1.78
9. Five Points, CA	1.26
10. Biola, CA	1.26

Discussion

Based on these findings, fuel retailers do not appear to be oversaturated in the City of Kerman. This is confirmed by a number of factors: (1) far below average location quotients, (2) industry demand exceeds total sales, and (3) greater diversity in customer origin locations. When looking at the top seven fuel retailers combined, just over one-third of visitors were Kerman residents.

The findings for grocery retailers is more nuanced. While the industry location quotient is only slightly below the national average, there appears to be less room for growth, as indicated by the following observations: (1) employment has stagnated since 2019, (2) total sales exceeded industry demand, and (3) Walmart Supercenter holds an outsized market share, with total visits more than 4.8 times the most-visited local grocery store. While Kerman residents represent a larger share of visitors for local grocery retailers, the vast majority of household demand for groceries is being met by imports (i.e. retailers outside the 93630 ZIP code).

Conclusion

By identifying which retailers are drawing in customers, Fresno County EDC, in partnership with the City of Kerman, can leverage the data from this report and design a retail strategy for the city to resolve leakage. By leveraging datapoints such as those found in this report, we can make a compelling case to prospective retailers about considering the City of Kerman for investment.

Appendix A – Vehicle Traffic Counts

Exhibit 1. Intersection of Whitesbridge (CA-180) & Goldenrod Avenues

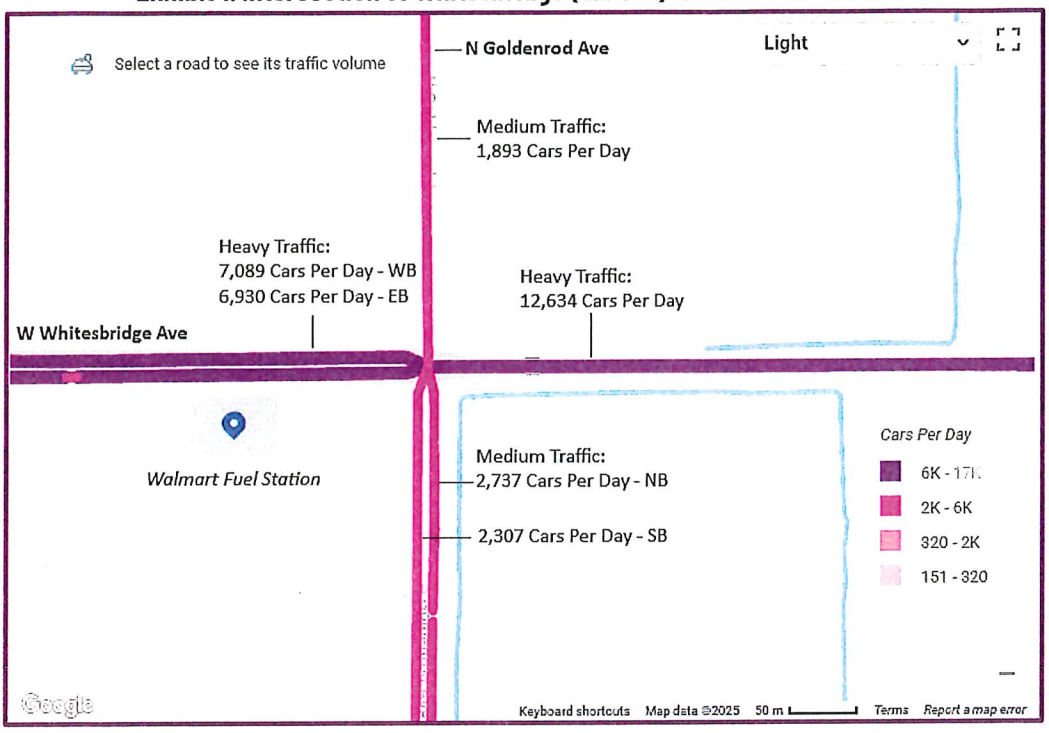


Exhibit 2. Intersection of Whitesbridge (CA-180) & Vineland Avenues

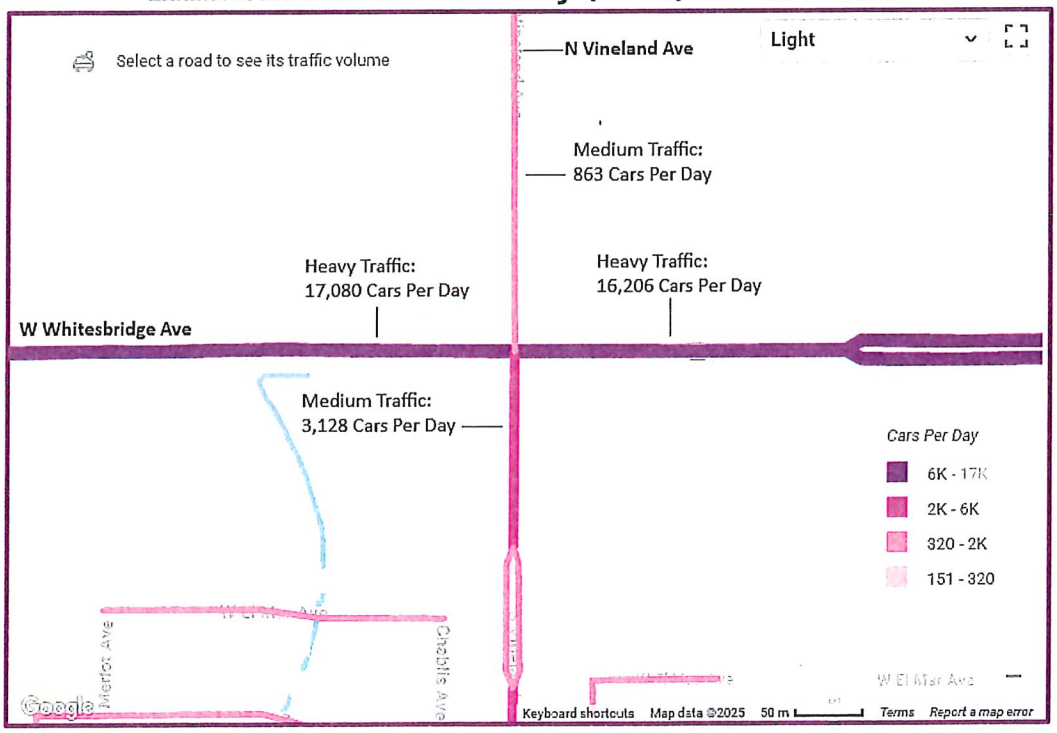


Exhibit 3. Intersection of Whitesbridge (CA-180) & Madera (CA-145) Avenues

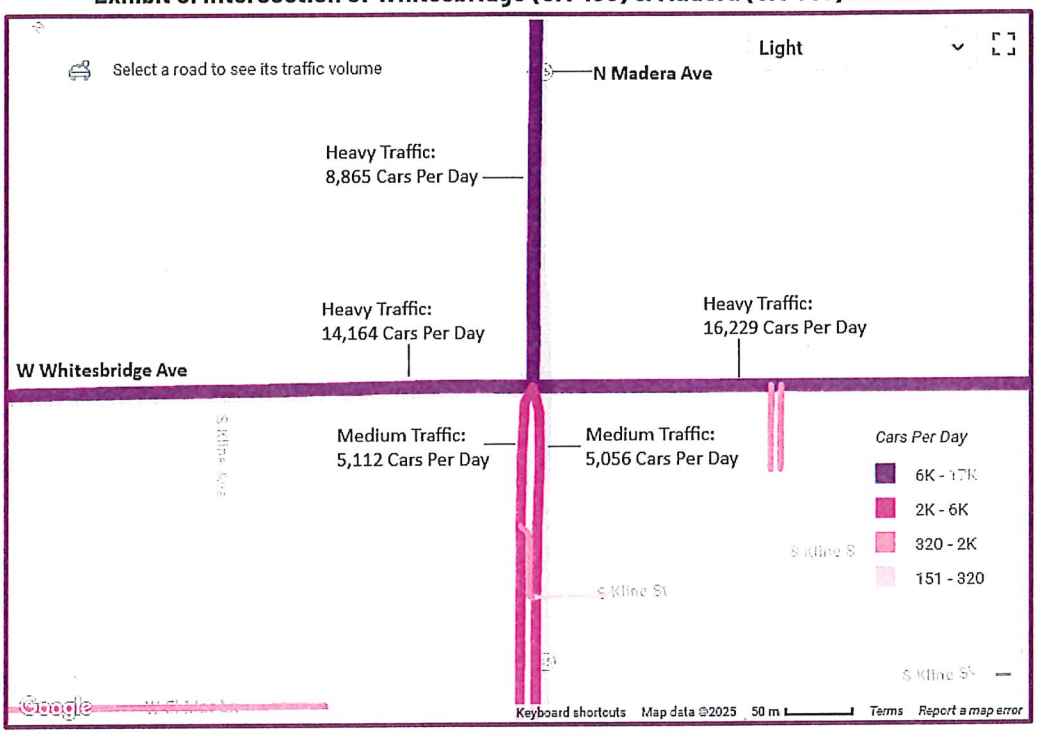
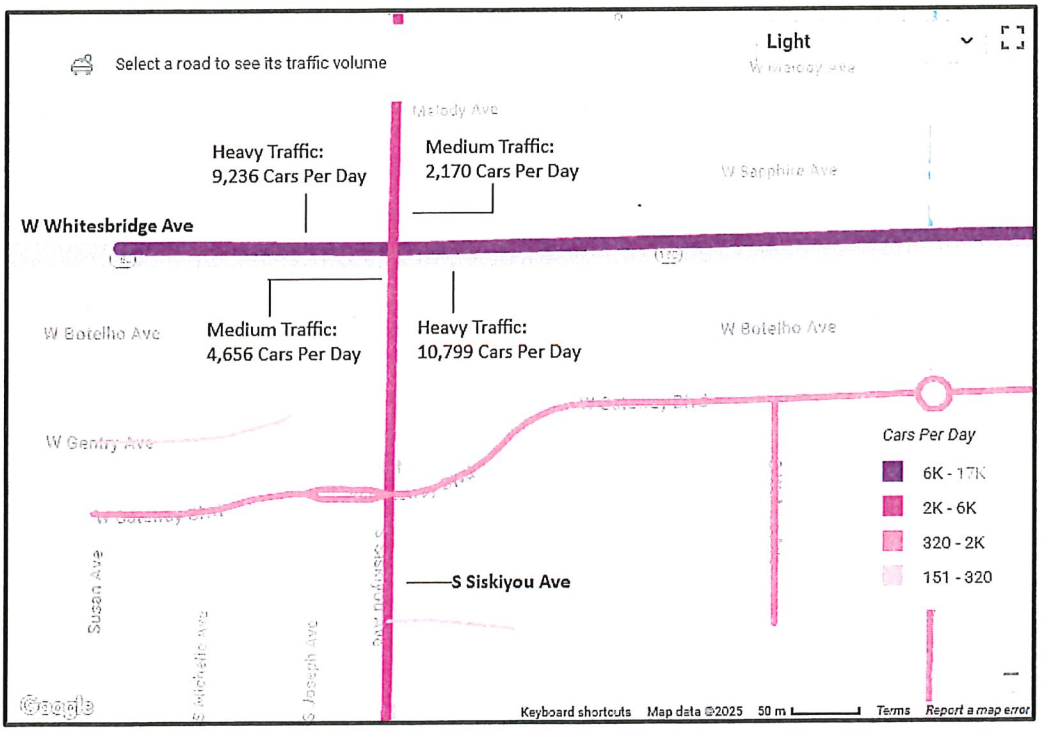


Exhibit 4. Intersection of Whitesbridge (CA-180) & Siskiyou Avenues



Appendix B – Visitors by Origin

Grocery Stores

Valley Food places first with 65.9 percent of its overall customer base comprised of Kerman residents. Walmart ranked lowest at 18.8 percent, making it the only retailer where Fresno residents made up a larger percentage of its customer base.

Home Location	% of Visitors
Walmart Supercenter	
1. Fresno, CA	29.1
2. Kerman, CA	18.8
3. Madera, CA	11.4
4. Mendota, CA	9.54
5. Firebaugh, CA	4.56
6. San Joaquin, CA	2.96
7. Clovis, CA	2.01
8. Coalinga, CA	1.2
9. Biola, CA	1.08
10. Caruthers, CA	1.05

Home Location	% of Visitors
Garcia's Supermarket	
1. Kerman, CA	26.9
2. Fresno, CA	19.2
3. Mendota, CA	15.2
4. Madera, CA	5.62
5. San Joaquin, CA	5.09
6. Firebaugh, CA	3.9
7. Biola, CA	1.72
8. Cantua Creek, CA	1.53
9. Coalinga, CA	1.5
10. Tranquillity, CA	1.43

Home Location	% of Visitors
Valley Food Supercenter	
1. Kerman, CA	65.9
2. Fresno, CA	14.5
3. San Joaquin, CA	3.41
4. Madera, CA	2.58
5. Mendota, CA	2.16
6. Tranquillity, CA	1.37
7. Biola, CA	1.33
8. Clovis, CA	1.12
9. Firebaugh, CA	0.67
10. Chowchilla, CA	0.46

Home Location	% of Visitors
Kerman Food Center	
1. Kerman, CA	44.3
2. Fresno, CA	19
3. Madera, CA	5.69
4. Mendota, CA	5.56
5. San Joaquin, CA	5.07
6. Biola, CA	2
7. Tranquillity, CA	1.76
8. Cantua Creek, CA	1.6
9. Firebaugh, CA	1.47
10. Clovis, CA	1.15

Home Location	% of Visitors
Grocery Outlet	
1. Kerman, CA	44.5
2. Fresno, CA	17.6
3. Madera, CA	10
4. Mendota, CA	6.34
5. San Joaquin, CA	3.34
6. Firebaugh, CA	2.39
7. Tranquillity, CA	1.77
8. Clovis, CA	1.61
9. Biola, CA	1.56
10. Caruthers, CA	0.82

Home Location	% of Visitors
Star Market	
1. Kerman, CA	39
2. Fresno, CA	21
3. Mendota, CA	7.64
4. Madera, CA	5.32
5. San Joaquin, CA	4.14
6. Clovis, CA	1.59
7. Cantua Creek, CA	1.53
8. Biola, CA	1.24
9. Tranquillity, CA	1.19
10. Firebaugh, CA	0.96

Gas Stations

When looking at unique visitors, Star 7 Market places first again with 45.1 percent of its overall customer base comprised of Kerman residents. Walmart Fuel Station ranked lowest at 27.9 percent, barely surpassing Fresno, whose residents made up 24.4 percent of its customer base.

Home Location	% of Visitors
Walmart Fuel Station	
1. Kerman, CA	27.9
2. Fresno, CA	24.4
3. Mendota, CA	14.5
4. Firebaugh, CA	5.9
5. Madera, CA	3.76
6. San Joaquin, CA	3.55
7. Clovis, CA	2.37
8. Tranquillity, CA	1.33
9. Biola, CA	1.05
10. Cantua Creek, CA	0.98

Home Location	% of Visitors
Fastrip	
1. Kerman, CA	34.2
2. Fresno, CA	20.5
3. Madera, CA	7.14
4. Mendota, CA	5.85
5. San Joaquin, CA	4.84
6. Firebaugh, CA	2.07
7. Coalinga, CA	1.9
8. Clovis, CA	1.36
9. Huron, CA	1.32
10. Tranquillity, CA	1.17

Home Location	% of Visitors
Star 7 Market (100 ft)	
1. Kerman, CA	45.1
2. Fresno, CA	20.7
3. Madera, CA	5.51
4. San Joaquin, CA	2.73
5. Mendota, CA	2.66
6. Clovis, CA	1.52
7. Tranquillity, CA	1.29
8. Chowchilla, CA	1.16
9. Firebaugh, CA	1.08
10. Caruthers, CA	0.71

Home Location	% of Visitors
Valero Energy	
1. Kerman, CA	37.5
2. Fresno, CA	22.5
3. Mendota, CA	7.26
4. Madera, CA	5.32
5. Clovis, CA	3.81
6. Firebaugh, CA	2.84
7. San Joaquin, CA	2.3
8. Tranquillity, CA	1.11
9. Biola, CA	0.86
10. Dos Palos, CA	0.79

Home Location	% of Visitors
Kerman U Save (100 ft)	
1. Kerman, CA	40.4
2. Fresno, CA	23.5
3. Madera, CA	7.43
4. Mendota, CA	4.3
5. San Joaquin, CA	3.03
6. Clovis, CA	2.57
7. Firebaugh, CA	1.65
8. Tranquillity, CA	1.53
9. Chowchilla, CA	1.13
10. Coalinga, CA	0.93

Home Location	% of Visitors
76 (Full Site)	
1. Kerman, CA	34.7
2. Fresno, CA	21
3. Mendota, CA	10.9
4. Madera, CA	7.36
5. San Joaquin, CA	2.69
6. Firebaugh, CA	2.53
7. Tranquillity, CA	1.74
8. Clovis, CA	1.59
9. Biola, CA	1.13
10. Cantua Creek, CA	0.95

Home Location	% of Visitors
Chevron	
1. Kerman, CA	33.9
2. Fresno, CA	20.7
3. Mendota, CA	7.57
4. Madera, CA	5.99
5. San Joaquin, CA	3.02
6. Clovis, CA	2.38
7. Firebaugh, CA	2.33
8. Tranquillity, CA	1.32
9. Biola, CA	1.11
10. Cantua Creek, CA	0.85

Fresno County EDC

Growing the California Dream

About the Fresno County Economic Development Corporation

The Fresno County Economic Development Corporation is a private non-profit organization established to market Fresno County as the premier location for business prosperity. We facilitate site selection for new businesses and assist in the retention and expansion of local businesses within Fresno County.

To learn more, visit www.fresnoedc.com

Lauren Nikkel, Director of Business Services

(559) 721-2241

lnikkel@fresnoedc.com

Spencer Bremer, Research Analyst

(559) 476-2509

sbremer@fresnoedc.com