



Council of Fresno County Governments 2007 Public Participation Plan



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Fresno COG's 2007 Public Participation Plan

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Council of Fresno County Governments 2007 Public Participation Plan November 2007

1. Introduction

Council of Fresno County Governments

As a Metropolitan Planning Organization the Council of Fresno County Governments (Fresno COG) addresses issues of mutual concern to the county and the cities in the Fresno County region, and satisfies Federal and State transportation planning and programming mandates. Fresno COG provides a forum for planning, discussion, and study of area-wide issues, prepares and adopts regional plans and programs, serves as the regional agency for federal and state transportation programs and funding opportunities and addresses other area-wide issues based on the desires of the member jurisdictions. Fresno COG represents its member jurisdictions as planner, programmer, and broker in developing an efficient and effective inter-modal transportation system that provides for the mobility needs of people, goods, and services while protecting the environment.

Fresno COG and its member agencies are responsible for determining policy, adopting plans and programs, and awarding funds to implement these plans. This procedural document is intended to give the Fresno COG elected officials and staff guidance in providing for public involvement and interagency consultation in the regional planning process. It contains procedures and strategies Fresno COG uses to instigate, seek and foster greater public involvement regarding transportation matters within its discretion. Fresno COG's documented participation plan defines a process for providing reasonable opportunities to be involved in the metropolitan transportation planning process.

Purpose of the Public Participation Plan

Fresno COG has developed this Public Participation Plan (PPP) as a guide to meeting the requirements for public participation outlined in PPP. The PPP is intended to provide direction for public participation activities to be conducted by Fresno COG and contains the procedures, strategies and techniques used by Fresno COG for public participation. In its public participation process, Fresno COG will do the following:

- § Provide adequate public notice of public participation activities and time for public review and comment at key decision points, including but not limited to, a reasonable opportunity to comment on the proposed Regional Transportation Plan (RTP) and the Federal Transportation Improvement Program (FTIP);
- § Provide timely notice and reasonable access to information about Fresno COG's issues and processes;
- § Employ visualization techniques to describe the RTP and FTIP;
- § Make public information (technical information and meeting notices) available in electronically accessible formats and means, such as the World Wide Web;
- § Hold any public meetings at convenient and accessible locations and times;
- § Demonstrate explicit consideration and response to public input received during the development of the RTP and the FTIP;
- § Seek out and consider the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment and other services;
- § Provide an additional opportunity for public comment, if the final RTP or FTIP differs significantly from the version that was made available for public comment by the Fresno COG and raises new material issues which interested parties could not reasonably have foreseen from the public involvement efforts;
- § Coordinate with the statewide transportation planning public involvement and consultation processes;
- § Periodically review the effectiveness of the procedures and strategies contained in this PPP to ensure a full and open participation process.

2. Federal Requirements

SAFETEA-LU

The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users — better known as SAFETEA-LU — signed into law in 2005, underscores the need for public involvement and requires metropolitan planning agencies such as Fresno COG to “provide citizens, affected public agencies, representatives of transportation agency employees, private providers of transportation and other interested parties with a reasonable opportunity to comment” on transportation plans and programs.

SAFETEA-LU legislation also requires Fresno COG — when developing the Regional Transportation Plan and the Federal Transportation Improvement Program (FTIP) — to coordinate transportation plans with expected growth, economic development, environmental protection and other related planning activities within our region. Toward this end, this Public Participation Plan outlines key decision points for consulting with affected local, regional, state and federal agencies and Tribal governments.

Title VI of the Civil Rights Act of 1964

Title VI of the Civil Rights Act of 1964 requires that transportation planning and programming be non-discriminatory on the basis of race, color, national origin or disability. The federal statute was further clarified and supplemented by the Civil Rights Restoration Act of 1987 and a series of federal statutes enacted in the 1990s relating to the concept of environmental justice. The fundamental principles of environmental justice include:

- § Avoiding, minimizing or mitigating disproportionately high and adverse health or environmental effects on minority and low-income populations;
- § Ensuring full and fair participation by all potentially affected communities in the transportation decision-making process; and
- § Preventing the denial, reduction or significant delay in the receipt of benefits by minority populations and low-income communities.

Executive Orders

An Executive Order is an order given by the President to federal agencies. As a recipient of federal revenues, Fresno COG assists federal transportation agencies in complying with these orders.

§ Executive Order 12898: Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations

In February 1994, President William Clinton signed Executive Order 12898, Federal Actions to Address Environmental Justice for Minority Populations and Low-Income Populations, which mandates that federal agencies make achieving environmental justice part of their missions. This order requires that disproportionately high and adverse human health or environmental effects on minority and low-income populations be identified and addressed in order to achieve environmental justice. Minority populations are defined in the order as Black/African-American, Hispanic, Asian/Pacific Islander, American Indian and Alaskan Native. Low-income populations are defined in the order as persons whose household income (or in the case of a community or group, whose median household income) is at or below the U.S. Department of Health and Human Services poverty guidelines, with those at 0 percent of median income classified as low income and those at 50 percent of median income classified as very-low income.

§ Executive Order 13166: Improving Access to Services for Persons with Limited English Proficiency

Executive Order 13166 states that people who speak limited English should have meaningful access to federally conducted and federally funded programs and activities. It requires that all federal agencies identify any need for services to those with limited English proficiency and develop and implement a system to provide those services so all persons can have meaningful access to services.

The Brown Act (State of California Government Code sections 54950-54962)
The Ralph M. Brown Act governs the meeting and actions of governing boards of local public agencies and their created bodies. Requirements of the Brown Act also apply to any committee or other subsidiary body of a local agency, whether permanent or temporary, decision-making or advisory, which is created by such a governing board. The Brown Act

sets minimum standards for open meetings relative to access to the public, location of meetings, notice posting, agenda distribution, and public input. The public agency may adopt reasonable regulations ensuring the public's right to address the agency, including regulations to limit the total amount of time allocated for public testimony. The Fresno COG Board and its standing committees all adhere to these requirements involving proper noticing, access and the ability to address the Board and committees.

Due to time constraints, unscheduled comments by the public may be limited to 3 minutes in length, however the agency encourages interested citizens to provide written copies of presentations to the Board/Committees, particularly if the statement is too long to be presented in its entirety. Citizens unable to attend the meetings may submit their concerns and ideas in writing to staff, who will then present the comments to the respective Board/Committee in either a written or oral format.

Americans with Disabilities Act

The Americans with Disabilities Act of 1990 (ADA) stipulates involving the community, particularly those with disabilities, in the development and improvement of services. All events held for programs or projects with Federal aid and open to the general public must be made accessible to everyone, including the disabled.

Fresno COG is in compliance with the ADA by having accessible formats and public hearings, consulting with individuals from the disabled community, and conducting outreach by maintaining an extensive mailing and email lists , developing contacts, and other means of notification to participate in the planning process.

Other Requirements

A number of other federal and state laws call on Fresno COG to involve and notify the public in its decisions. Fresno COG complies with all other public notification requirements of the California Public Records Act, the California Environmental Quality Act, as well as other applicable state and federal laws.

3. Project/Plan Specific Public Participation Requirements

There are two key transportation initiatives that are specially called out in federal law as needing early and continuing opportunities for public participation — development of the Regional Transportation Plan (RTP) and the Federal Transportation Improvement Program (FTIP).

Because of its comprehensive, long-term vision, the RTP provides the earliest and the best opportunity for interested residents and public agencies to influence Fresno COG's policy and investment priorities for Fresno County transportation. It is at this earlier RTP stage where investment priorities and major planning-level project design concepts are established, and broad, regional impacts of transportation on the environment are addressed.

A. Regional Transportation Plan (RTP)

The long-range Regional Transportation Plan (RTP) prioritizes and guides all Fresno County transportation development over 25 years. The RTP is the comprehensive blueprint for transportation investment (transit, highway, local roads, bicycle and pedestrian projects), and establishes the financial foundation for how the region invests in its surface transportation system by identifying how much money is available to address critical transportation needs and setting the policy on how projected revenues are to be spent. The RTP is generally updated every four years, with a limited number of amendments as needed. Opportunities for public participation for the RTP are different for RTP updates versus RTP amendments. RTP Updates include significant revisions to the RTP document, while RTP amendments are generally specific to project scopes, schedules, or costs.

§ RTP Update

The RTP update reflects reaffirmed or new planning priorities and changing projections of growth and travel demand based on a reasonable forecast of future revenues available to the region. As necessary, Fresno COG prepares two technical companion documents for RTP updates: a program-level Environmental Impact Report per California Environmental Quality Act (CEQA) guidelines, and transportation air quality conformity analyses (to ensure clean air mandates are met) per federal Clean Air Act requirements. Certain revisions to the RTP may warrant a revision or update to these technical documents. See the update outreach requirements listed below.

§ RTP Amendment

An amendment is a major revision to a long-range RTP, including adding or deleting a project, major changes in project costs, and/or design concept and scope (e.g., changing project locations, open to traffic dates, or the number of through traffic lanes). Changes to projects that are included in the financially unconstrained portion of the RTP (as information only) do not require an amendment. An amendment requires public review and comment, demonstration that the project can be completed based on expected funding, and/or a finding that the change is consistent with federal transportation conformity mandates. Amendments that require an update to the air quality conformity analysis will be subject to conformity and interagency consultation procedures. See the update outreach requirements listed below.

§ RTP Administrative Modification

This is a minor revision to the RTP for minor changes to project/project phase costs, or funding sources. An administrative modification does *not* require public review and comment, demonstration that the project can be completed based on expected funding, nor a finding that the change is consistent with federal transportation conformity requirements.

Outreach for RTP Updates

Public Meetings, workshops, and surveys during the RTP development period to solicit public dialogue and comment on the RTP process including, but not limited to issues such as:

- Overview of the planning process
- RTP goals, objectives, performance indicators
- RTP project lists
- RTP funding scenarios
- Legally noticed public comment period on the Draft RTP Update. The length of the public comment period is generally 45 days
- Legally noticed public hearing

RTP Updates also generally require an amendment to the Federal Transportation Improvement Program (FTIP) and a new Air Quality Conformity Analysis.

Outreach for RTP Amendments

As such, the public participation process for RTP amendments follow the requirements as outlined for the FTIP, as applicable.

B. Federal Transportation Improvement Program (FTIP)

The Federal Transportation Improvement Program (FTIP) implements the policy and investment priorities expressed by the public and adopted by Fresno COG in the Regional Transportation Plan (RTP). In this way, public comments made as part of the RTP are reflected in the FTIP as well. The FTIP covers a four-year timeframe, and all projects included in the FTIP must be consistent with the RTP. The FTIP is a comprehensive listing of Fresno County Area surface transportation projects — including transit, highway, local roadway, bicycle and pedestrian investments — that:

- receive federal funds, or are
- subject to a federally required action, or are
- regionally significant, for federal air quality conformity purposes.

The FTIP includes a financial plan that demonstrates there are sufficient revenues to ensure that the funds committed (or “programmed”) to the projects are available to implement the projects or project phases. Adoption of the FTIP also requires a finding of conformity with federal transportation-air quality conformity mandates.

The FTIP is updated every two years, with amendments occurring as needed. FTIP updates are generally considered similar to the Type 5 amendment (see below), and follow a similar public participation process. For FTIP Amendments, FHWA identifies six types, each with specific participation requirements, as indicated below.

Expedited Project Selection Procedures (EPSP) allows eligible projects to be moved between FTIP fiscal years as long as the project cost and scope do not change. Fresno COG staff is federally authorized to utilize EPSP without additional State or Federal approval action. Fresno COG does not require a formal public participation process for EPSP actions. A more detailed description of the EPSP is available from Fresno COG staff upon request.

Federal rules allow MPOs to group or combine projects that are not considered to be of appropriate scale for individual listing. Such grouped projects are often referred to as “Lump Sum Project Listings.” Fresno COG uses this ability to program lump sums within the FTIP. Such projects may be grouped by function (e.g., bike lanes), work type (e.g.,

maintenance), or geographical area. Once grouped, the MPO is required to maintain, outside of the FTIP, a detail list of the projects contained in each group.

Modifications to the projects or costs within the lump sum listings are conducted on an as needed basis and do not require a formal public participation process. However, any changes to the overall lump sum costs or scope are done in accordance with the amendment types below. Lump sum project listings are made available through the Fresno COG website and distributed to Caltrans and FHWA.

Amendment Type 1. Administrative Modification

Administrative amendments include minor changes to project cost, schedule, description, or funding sources. Administrative amendments require action by Fresno COG and approval by Caltrans. Federal agencies are notified, but do not take approval action on Type 1 amendments. Public notification of an administrative amendment is posted on Fresno COG's website at the time of action, and subsequently posted on Caltrans website after Caltrans' approval.

Amendment Type 2. Formal Amendment – Funding Changes

Type 2 amendments primarily include project cost changes that are greater than 25% of the total project cost or \$5 million, whichever is higher. Type 2 amendments require approval by Fresno COG, Caltrans, and FHWA. Publicly accessible notification of a Type 2 formal amendment is posted on Fresno COG's website at least 14 days prior to action, and distributed to local agency partners through Fresno COG's standing committees. Fresno COG will consider public comments on the amendment prior to approval action.

Amendment Type 3. Formal Amendment – Exempt Projects

Type 3 amendments primarily include adding or deleting projects that are exempt from regional air quality emissions analyses. These amendments typically include transit or safety projects. Type 3 amendments require approval by Fresno COG, Caltrans, and FHWA. Public notification of a Type 3 formal amendment is posted on Fresno COG's website at least 14 days prior to action, and distributed to local agency partners through Fresno COG's standing committees. Fresno COG will consider public comments on the amendment prior to approval action.

Amendment Type 4. Formal Amendment – Conformity Determination that Relies on a Previous Regional Emissions Analysis

Type 4 amendments primarily include adding or deleting projects that have already been appropriately modeled for air quality purposes as part of the RTP. In this case, the federal approving agencies can use a previous analysis of the project's impact on air quality for approval purposes. Type 4 amendments may be accompanied by an RTP amendment to maintain consistency. The FTIP amendment and RTP Amendment (if applicable) follow the same public process. Type 4 amendments require approval by Fresno COG, Caltrans, and FHWA. Public notification of a Type 4 formal amendment includes the following:

- § Legally noticed 30-day public comment period
- § Legally noticed public meeting
- § Posting of amendment information on Fresno COG's website during public comment period
- § Publishing amendment information as part of the following publicly available Fresno COG agendas: Transportation Technical Committee, Policy Advisory Committee and Fresno COG Policy Board
- § Consideration and response to public comments received during comment period

Amendment Type 5. Formal Amendment – Conformity Determination and New Regional Emissions Analysis

Type 5 amendments are the highest level amendment and primarily involve adding or deleting new projects that must be modeled for their air quality impacts, or significantly changing the design concept, scope, or schedule of an existing project. Type 5 amendments are accompanied by a new Air Quality Conformity Document that demonstrates conformity with applicable air quality requirements, and if applicable, an RTP amendment to maintain consistency. The FTIP amendment, Air Quality Conformity Document, and RTP Amendment (if applicable) follow the same public process. Type 5 amendments require approval action by Fresno COG, Caltrans, and FHWA. Public notification of a Type 5 formal amendment includes:

- § Legally noticed 30-day public comment period
- § Legally noticed public meeting
- § Posting of amendment information on Fresno COG's website during public comment period

- § Publishing amendment information as part of the following publicly available Fresno COG agendas: Transportation Technical Committee, Policy Advisory Committee, and Fresno COG Policy Board
- § Consideration and response to public comments received during comment period

Public Participation Plan

Major revisions or updates to the Fresno COG Public Participation Plan include a 45-day public review period and public hearing. Fresno COG staff will conduct a periodic review of the effectiveness of the Public Involvement Process to determine if current strategies are effective.

4. Development of the 2007 Public Participation Plan

While updating the 2007 Public Participation Plan in compliance with Federal legislation (Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users, known as SAFETEA-LU), Fresno COG embarked upon a four-month evaluation of our current public participation practices by requesting input and consultation on how to best engage the public and interested parties in our transportation planning process. This was accomplished via online and hard copy survey and through focus groups. The survey results and focus group communication summaries are included in Appendices C and D in this Public Participation Plan.

The five focus groups were organized as follows:

- § Public and Private Transportation Providers (September 28, 2007)
- § Fresno COG's Member Agency planning staff and city managers (October 1, 2007)
- § Agencies representing Environmental Justice populations (October 2, 2007)
- § Fresno County community (October 2, 2007)
- § Public Information/Relations Officers (October 4, 2007)

Two additional focus groups were attempted with Resource Agencies and student leaders, but invited representatives were unresponsive. Additional input was received in writing, and via phone and email.

The 2007 Public Participation Plan has been enhanced in response to all comments received prior to and during this public process.

5. Public Participation Strategies

Fresno COG Staff uses several strategies to provide interested parties with reasonable opportunities to be involved in the planning process. Staff understands that prior to involvement in Fresno COG's planning activities, members of the public must understand what Fresno COG's mission is, and what issues are under consideration.

A list of participation strategies follows that includes tried-and-true approaches as well as new suggestions received during the Public Participation Plan development process. Fresno COG staff will define appropriate outreach strategies for each plan/program on a case-by-case basis, and select appropriate options from the following lists.

Public Meetings/Workshops

- § Participate in or speak at meetings of existing agencies/community groups
- § Co-host workshops with community groups, business associations, etc.
- § Partner with community-based organizations in low-income and minority communities for targeted outreach

Techniques for Public Meetings/Workshops

- § Open Houses
- § Facilitated discussions
- § Question-and-Answer sessions with planners and policy board members
- § Break-out sessions for smaller group discussions on multiple topics
- § Interactive exercises
- § Customized presentations
- § Vary time of day for workshops (day/evening)

Visualization Techniques

- § Maps
- § Charts, illustrations, photographs
- § Table-top displays and models
- § Web content and interactive games
- § Electronic voting
- § PowerPoint slide shows

Polls/Surveys

- § Statistically valid telephone polls
- § Electronic surveys via Web
- § Intercept interviews where people congregate, such as at transit hubs
- § Printed surveys distributed at meetings, transit hubs, on-board transit vehicles, etc.

Focus Groups

- § Participants recruited randomly from telephone polls
- § Participants recruited by interest area

Printed Materials

- § User-friendly documents (including use of executive summaries and simplified language)
- § Post cards
- § Maps, charts, photographs, and other visual means of displaying information

Targeted Mailings/Flyers

- § Work with community-based organizations to hand deliver flyers
- § Mail to targeted database lists—either COG's an outside agency's or purchased
- § Distribute "Take-One" flyers to key community organizations
- § Place notices on board transit vehicles and transit hubs

Utilize local media

- § News Releases
- § Submit human interest stories that center around COG projects
- § Invite reporters to news briefings
- § Meet with editorial staff
- § Opinion pieces/commentaries
- § Purchase display ads/radio & TV advertising
- § Negotiate inserts into local printed media
- § Visit minority media outlets to encourage use of Fresno COG news releases
- § Place speakers on radio/TV talk shows
- § Public Service Announcements on radio and TV
- § Develop content for public access/cable television programming
- § Civic journalism partnerships

Electronic Access to Information

- § Website with updated content and simplified layouts
- § Audio/videocasts of current and past public meetings/workshops
- § Electronic duplication of open house/workshop materials
- § Interactive Web with surveys, comment line
- § Access to maps, charts, plans
- § Provide information in advance of public meeting
- § Post event/meeting information on online news sites, calendars, community & discussion websites

Notify Public via

- § Blast e-mails
- § Notice widely disseminated through new partnerships with community-based and interest organizations
- § Newsletters
- § Printed materials
- § Electronic access to information
- § Local Media
- § Notices placed on board transit vehicles and at transit hubs
- § Public utility bill inserts

Newsletters

- § Fresno COG's newsletter COG Outlook
- § Project specific email and print newsletters
- § Board Action Summaries
- § Submit articles for publication in community/corporate/online newsletters

Techniques for Involving Environmental Justice Communities

- § Make regular reports to Fresno COG's ongoing committees such as the ADA Advisory Council, SSTAC, etc.
- § Grants to community-based organizations to organize & tailor meetings, customize presentation materials, provide incentives and remove barriers to participation in their communities
- § "Take One" flyers on transit vehicles and transit hubs
- § Outreach in the community (flea markets, churches, health centers, etc.)

- § Partner with other agencies to reach the public at their scheduled meetings/events
- § Convert materials going out to the general public to a 6th grade reading level
- § Translate materials; have translators available at meetings as requested
- § Include information on meeting notices on how to request translation assistance
- § Robust use of “visualization” techniques, including maps and graphics to illustrate trends, choices being debated, etc.
- § Use of community and minority media outlets to announce participation opportunities
- § When conducting public outreach on regional plans/projects, develop explanations of the impacts to each city or local area involved

Techniques for Reporting on Impact of Public Comments

- § Summarize key themes of public comments in staff reports to Fresno COG standing committees
- § Direct mail and email to participants from meetings, surveys, etc. to report final outcomes
- § Newsletter articles
- § Updated and interactive Web content

Other Outreach

- § Information/comment tables or booths at community events and public gathering spaces
- § Form public review committee during plan development to review documents for readability
- § Form a public outreach committee with representatives from each member agency as well as community groups

6. Additional Fresno COG Public Participation Policies

The following requirements will apply as deemed appropriate by the Fresno COG management staff and Policy Board Chair:

1. No person shall be denied participation.
2. As required, a public notice will be placed in the legal advertising sections of at least one newspaper of general circulation within the affected community, including a Spanish-language publication when possible.
3. Fresno COG shall provide appropriate assistance, auxiliary aids, a translator/interpreter for non-English speaking and hearing impaired individuals and/or services when necessary if requested 3 working days in advance of the meeting, to afford disabled individuals an equal opportunity. If Fresno COG is unable to accommodate a request for a public hearing then the hearing will be continued on a specified date when accommodations are available.
4. Fresno COG will also obtain a subscription to a language line as needed for day-to-day public inquiries.
5. Fresno COG's website shall maintain a link to a translation service for information contained on the agency site.
6. Meeting agendas and minutes are currently made available upon written request via regular mail, and they are added regularly to Fresno COG's internet website. Agendas are also posted at meeting locations are posted at least 72 hours before regular meetings of advisory or standing committees or 24 hours before special meetings. Fresno COG circulates an annotated agenda with supporting documents to all committee members and support staff, and annotated agenda packets are sent to the main branch of the Fresno County library. The Brown Act (CA Government Code 54954.1) also states that any person may request a copy of the agenda or a copy of all the documents constituting the agenda packet, of any meeting of a legislative body be mailed to that person. That request is valid for the calendar year in which it is filed, and must be renewed following January 1st of each year. The legislative body

may establish a fee for mailing the agenda or agenda packet, which fee shall not exceed the cost of providing the service.

7. Public hearings will be held prior to a decision point as a formal means to gather citizen comments and positions from all interested parties for public record and input into the decision making process. Fresno COG hearings are required for the adoption of major plans, programming of money and for the annual Unmet Transit Needs analysis. Notices for public hearings will be published in a general circulation newspaper. Fresno COG will accept prepared comments from the public during the period between the notice and hearing date. These comments will be considered part of the public record. Also during this period, Fresno COG staff will accept questions and provide clarification on issues raised by the public.
8. Fresno COG's media list includes newspapers, radio and television broadcast media, and appropriate business or government publications and contacts serving Fresno County.
9. If major amendments are made to any plans or programs during the review and comment period, the plan(s) will be made available for an additional 30-45 day public review and comment period prior to final adoption. Such changes shall also be advertised via news release to all media outlets, on community flyers and on the Fresno COG website as deemed necessary in the specific project area prior to final adoption.
10. The Executive Director or her designee will coordinate with the state to enhance public consideration for the State Transportation Plan or the State Transportation Improvement Plan.
11. For high-profile projects/plans Fresno COG may form a citizens' advisory committee specific to that particular plan or project, or determine what, if any, existing committees would appropriately review the plan or project.

6. Designing Project Specific Public Participation Plans

Based on the activities outlined in Chapter Four, below is a recommended outline for public participation planning which should assist staff in developing an effective plan.

1. Define Purpose and Objectives for Public Involvement

Before initiating public dialogue, project managers should clearly define purpose and objectives

2. Consultation and Coordination with Other Agencies

- a. Determine appropriate agencies (e.g., EPA, FTA, FHWA, Native American Indian tribal governments, California Air Resources Board, California Department of Transportation, California Department of Rehabilitation, congestion management agencies, air districts, transit operators, regional transportation planning agencies, environmental resource agencies, local planning/public works departments)
- b. Explain how the plan will be coordinated with other plans (e.g., statewide plan)

3. Identify Stakeholders and Target Audience

- a. Identify target audience (e.g., general public)
- b. Determine strategies to reach traditionally underserved citizens.
- c. Identify stakeholder groups (e.g., local agencies & jurisdictions, neighboring regional planning agencies, public agency planning partners, transportation and air quality planning implementation agencies, environmental and bicycle advocacy groups, disabled, senior, and minority advocacy and service groups)
- d. Identify mailing list/identify sources (e.g., business directories, phone directories, minority listings including Native American nations, business development agencies, Chamber of Commerce directories including ethnic and small business Chambers, county assessor's records, professional and business organization mailing lists, etc.)
- e. Update mailing/email lists

4. Public Hearings

Before adopting final plans, decide:

- a. Notification:
 - 1) Who will be notified of hearings?
 - 2) Which newspaper(s) will be used?
 - 3) Who will receive staff reports/how will public have access to staff reports?

4) What other notification techniques will be used other than newspaper (e.g., Fresno COG Internet Home Page electronic bulletin board, posting, mail, direct contact with advocacy/community groups, fax)? See Chapter 5 for strategies.

5) How long before hearing date will notices need to be posted?

b. Public comment period:

How long will the comment period be (e.g., 30 to 45 days minimum)?

c. Public hearings

1) Date, location (check Fresno COG meeting location) and schedule / alternate location and time for more convenient access?

2) Purpose of each identified hearing?

3) What materials will be made available during the hearings?

4) In what languages or formats will materials be made available?

5. Advisory Committees:

a. Which Fresno COG committees will be used to present staff analysis and products (See committee listing in Appendix B.)

b. If an ad hoc committee is created, how will members be selected?

c. What types of input are being sought (e.g., general comments, approval/disapproval, recommendations, etc.)?

6. Visualization techniques and Public Access to Information:

Decide:

a. What information will be made available (e.g., draft plans, writing on estimates of funds available, project selection process, and analytical methodology, transportation and air quality model, technical supporting documents, maps, charts, photos)?

b. How information will be available (e.g., libraries, Internet, mailing, emailing, at workshops and hearings, press releases, schools, Fresno COG office)?

c. What alternative languages and/or formats (e.g., plain text) will be made available?

7. Distribution of Final Documents

a. Who will receive final documents/how they will be distributed (e.g., affected agencies, commenters, libraries, local colleges, at hearings, Fresno COG office)?

8. Response to Public Input

a. How will feedback be provided (e.g., newsletter, computer bulletin boards, reports and publications, response letters and final plans to commenters)?

b. What input level will determine Direct or Consolidated Feedback ?

9. Review of Public Involvement Process

- a. Who will review (e.g., Fresno COG, FHWA, FTA, public) / how often?
- b. How the strategies will be evaluated (based on what criteria, e.g., SAFETEA-LU and Fresno COG policy)?

10. The Brown Act

How the plan will comply with the requirements (e.g., 72-hour to one-week notice prior to meetings, meetings open to public)?

11. Americans with Disabilities Act

How the plan will comply with the requirements (contract out review, specially trained staff, legal review)?

12. Native American Indian Governments

How the plan will comply with requirements (communicate on a government-to-government basis, seek to keep tribes informed)?

13. Environmental Justice and Underserved Communities

How the plan will comply with requirements to engage minority, low-income, youth, seniors, persons with disabilities, and non English-speaking communities?

Appendix A: Partnerships/Organizational Contacts/Committees

Partnerships

Fresno COG maintains regular involvement with the following agencies: (Receive monthly meeting packages, the COG Outlook newsletter, annual reports and any “special” mailings such as notices, project specific newsletters or flyers, etc. Citizens and privately owned businesses currently on our mailing list are not mentioned here):

Airport Land Use Commission	Big Sandy Rancheria of Mono Indians of CA
Building Industry Association	California Data Researchers
California High-Speed Rail Authority	California Air Resources Board
California Highway Patrol	California Public Utilities Commission
California Regional Water Quality Control Board	California Trucking Association
Caltrans, District 06	Calwa Recreation and Park District
Central Valley Ridesharing	City of Clovis
City of Coalinga	City of Firebaugh
City of Fowler	City of Fresno
City of Huron	City of Kerman
City of Kingsburg	City of Mendota
City of Orange Cove	City of Parlier
City of Reedley	City of Sanger
City of San Joaquin	City of Selma
Clovis Transit	Cold Springs Tribe
Consolidated Transportation Service Agency	County of Fresno
Economic Opportunities Commission	Federal Highways Administration
Federal Transit Administration	Five Cities Economic Development Authority
Fresno Area Express (FAX)	Fresno Area Citizens for Effective Transportation
Fresno Area Residents for Rail Consolidation	Fresno Area Workforce Investment Council
Fresno Business Council	Fresno County/City Chamber of Commerce
Fresno County Community Health Department	Fresno County Economic Development Corp
Fresno County Economic Opportunities Comm.	Fresno County Farm Bureau
Fresno County Rural Transit Agency	Fresno County Transportation Authority
Fresno County Bicycle Coalition	Fresno Cycling Club
Fresno-Madera Area Agency on Aging	Fresno Metropolitan Flood Control District
Fresno Work Force Investment Corporation	High Speed Rail Authority
I-5 Business Development Corridor	KFSN-TV Channel 30
KFTV Channel 21	KGPE-TV Channel 47
KMPH-TV Channel 26	KSEE-TV Channel 24
Latino Issues Forum	League of Women Voters
Local Agency Formation Commission	National Federation of the Blind
North Fork Rancheria	Picayune Rancheria
San Joaquin Valley Air Pollution Control District	Sierra Club
Southwest Transportation	Table Mountain Rancheria
Westar Transportation	

Other Organizational Contacts:

These contacts receive newsletters, annual reports and any “special” mailings or emails such as notices, project specific newsletters or flyers as requested:

1000 Friends of Fresno	A Recovery Center for Chemical Dependency
Adult Protective Services	Alzheimer’s Disease and RDA
American Lung Association of Central CA	American Protective Services, Inc.
American Red Cross	Asian Interpreting Services
Association for Retarded Citizens	Balderas Elementary School
Bella Vida Group Home	Big Brothers, Big Sisters
Boys and Girls Clubs of Fresno	Burlington Northern Santa Fe Railroad
California Armenian Home	California Conservation Corps
Catholic Charities, Diocese of Fresno	California Dept. of Fish and Game
California Department of Rehabilitation	California Detoxification Corp. Baart Clinic
CSUF (Several Departments)	Central Community Church
Central Valley Aids	Central Valley Regional Center
Center for Independent Living	Cental Valley Indian Health Center
Centro La Familia	Children and Family Services
Children’s Services Network	Civil Air Patrol
Clovis Chamber of Commerce	Clovis Unified School District
Coalinga Senior Center	Coalinga-Huron Recreation & Parks
Coalition for Community Trails	Community Food Bank
Comprehensive Youth Services	Deaf and Hard of Hearing Service
Delno Terrace Elderly Housing	East Fresno Baptist Church
Easter Seal Society of Central CA	Employment Development Department
EOC Local Conservation Corps	Evangelicals for Social Action/LOVE
Inc.Exceptional Parents Unlimited	Fowler Chamber of Commerce
Firebaugh Community Health Center	Frente Indigena Oaxaqueno Binacional
Fresno Air National Guard	Fresno Association of Realtors
Fresno Bee	Fresno City Colleg
Fresno County Adult Services	Fresno County Adult Protective Services
Fresno County Bicycle Coalition	Fresno County Democratic Party
Fresno County Fire Protection District	Fresno County Hispanic Comm. on Alcohol
Fresno County Info. & Referral Network	Fresno County Office of Education Fresno
County Sheriff’s Office	Fresno Covenant Foundation
Fresno Fire Department	Fresno Food Bank
Fresno Metro Ministry	Fresno Neighborhood Alliance
Fresno Pacific University	Fresno Police Department
Fresno Rescue Mission	Fresno Unified School District
Fresno West Economic Development Corp.	F.X. Singleton Emergency Food
Golden Valley Girl Scouts	Governor’s Office of Emergency
ServicesHabitat for Humanity	Highway City Thrift Center
Hinton Center	Hmong-American Advisory
Hospice of Fresno, CA	Housing Authority
Hy-Pana Convalescent Hospital	I-5 Social Services Cooperation, Inc.
Interdenominational Refugee Ministries	Kerman Senior Center
Kingsburg Office of Emergency Services	Kingsburg Senior Center
Lao Buddhist Temple	Lao Family Community
Lao Veterans of America	Las Casitas Village, Sr. Nutrition
Malaga Community Center	Mennonite Disaster Services
Mosqueda Center, Senior Nutrition	New United Way
National Parks Conservation	North-Central Fire Department

Older Adult Social Services
Parlier Senior Services
Poverello House
Reedley Chamber of Commerce
Romain Center
San Joaquin River Conservancy
San Joaquin Senior Center
Senior Citizens Village
SER-Jobs for Progress, Inc.
Sierra Oaks Senior Center
S.P.C.A.
Ted C. Wills Center, Senior Nutrition
United Hmong Foundation
USDA Forest Service
Valley Caregivers Resource Center
Volunteer Bureau
Woodward Park Mobile Homeowners Assn.
Young Men's Christian Association

People First
Proteus
Reedley Senior Services
Salvation Army
San Joaquin River Parkway Trust
Selma Senior Center
Sequoia Safety Council
Sierra National Forest
Southern Baptist Convention
State Center Community College District
United Cerebral Palsy of Central CA
United Way of Fresno County
Valley Advocacy & Communications Center
Victory Christian Fellowship
Winners on Wheels
World Relief Refugee Services
Young Women's Christian Association

Appendix B: Fresno COG Committees:

Below are descriptions of each Fresno COG standing or advisory committee. Agency staff also serves on a number of other multi-agency advisory committees (General Plan, Rail Transportation, Affordable Housing, Caltrans Bicycle Advisory Committee, etc.) that include citizen representation. These committees offer the organization an excellent opportunity for expanding public awareness of the transportation planning process. This is accomplished not only by active participation on these committees, but presentations before them as well.

Blueprint Roundtable

The Blueprint Roundtable serves as an advisory committee during the San Joaquin Valley Blueprint Planning Process. The committee is comprised of professional planners (Cities of Fresno and Clovis, County of Fresno, Eastside Cities, Westside Cities), the public-at-large and one representative from each of the following fields:

- Chamber of Commerce/Business
- Economic development
- Development/Construction
- Goods movement
- Farming/Agri-business
- Education
- Housing Authority
- Environment/Resources

The committee meets once a month to review recent staff work, recommend actions to the Fresno COG Policy Board and provide staff with input on Blueprint planning issues.

Association for the Beautification of Highway 99

The Association for the Beautification of Highway 99 was formed in 1998. Its members include concerned businessmen, community activists, and elected officials. The group's official role is to advise Caltrans, Fresno County, and the cities of Fresno, Fowler, Selma, and Kingsburg on matters relating to the aesthetics of Highway 99. Fresno COG provides staff support to the Association, and also funded the *Highway 99 Beautification Master Plan* of 2000.

Farmland Conservation Model Program

The Farmland Conservation Model Program convened in around May of 2007 to oversee implementation of the Farmland Conservation Model Program within Fresno County.

Fresno COG and key stakeholders were awarded \$200,000 from the San Joaquin Valley Partnership to implement such a plan for first, Fresno County followed by the remaining San Joaquin Valley counties. Currently, only a steering committee is in place to oversee day to day activities for the program. The steering committee is in the process of convening an advisory committee to provide input on the implementation process. The advisory committee will be comprised of individuals who are involved in agricultural activities on a daily basis. The general public will also be asked to provide feedback on the implementation process and will do so to both steering and advisory committee members.

Fresno County Model Steering Committee

The Fresno County Model Steering Committee oversees the improvements and updates to the travel demand model. The Model Steering Committee is a sub-committee of the Fresno COG Transportation Technical Committee and meets quarterly and when needed. The model and its assumptions are constantly being updated based upon the latest planning information.

Coordinated Human Services Transportation Plan Committee

With the passage of SAFETEA-LU, Fresno COG was required to create a Transportation Services Provider Consolidated Plan to consolidate federal funding activities for Section 5310, 5311, and 5317 funds under one plan. The Consolidated Planning process involves a great deal of input from stakeholders and the public. To satisfy this requirement, Fresno COG combined the membership of the Social Services Transportation Advisory Council (SSTAC) with human services transportation providers throughout Fresno County to provide input on the planning process. The group was asked to complete two sets of surveys to gauge the current status of services in Fresno County as well as determine needs. Once the surveys were completed and analyzed, the information gathered was used as the basis for the Consolidated Plan. It is expected that this group will continue to meet on a quarterly basis once the final Consolidated Plan is approved.

The Land Buffer Task Force

The Land Buffer Task force was formed at the beginning for 2007 at the request of the Fresno County Board of Supervisors to find the best way to go about implementing land buffers or community separators within Fresno County. Currently the task force is meeting on an ongoing basis and is surveying community leaders on their expectations for land buffers within their community. When

completed, the Land Buffer Task Force will provide recommendations to the Fresno County Board of Supervisors on how to best go about implementing land buffers or community separators between communities within Fresno County.

Model Coordinating Committee (MCC)/Programming Coordination Group (PCG)

The Model Coordinating Committee (MCC) has been established to provide a coordinated approach to valley air quality, conformity and transportation modeling issues. The committee's goal is to ensure valleywide coordination, communication and compliance with Federal and State Clean Air Act requirements. Each of the eight Valley Metropolitan Planning Organizations (MPOs) and the San Joaquin Valley Air Pollution Control District (SJVAPCD) are represented. In addition, the Federal Highway Administration, the Environmental Protection Agency, the California Air Resources Board and Caltrans are all represented on the committee.

The Programming Coordination Group (PCG) has been established to provide a coordinated approach to valley transportation programming issues. The group's goal is to ensure Valley-wide coordination, communication and compliance with Federal and State transportation planning requirements. Each of the eight Valley Metropolitan Planning Organizations (MPOs) is represented. In addition, Caltrans, FHWA, and FTA are included in the group.

Policy Board

Policy decisions are made by the Fresno COG Policy Board. The Board is composed of the mayors of each incorporated city and the Chairman of the County Board of Supervisors, or their designated elected representatives.

Policy Advisory Committee (PAC)

The Policy Advisory Committee (PAC) is composed of the Chief Administrative Officer or City Manager of each member agency or their designated representative. With the exception of urgency matters, all items must first be considered by the PAC before submission to the Policy Board.

Programming Coordination Group

The Valley Programming Coordination Group has been established to provide a coordinated approach to valley air quality and transportation programming issues. The committee's goal is to ensure Valley wide coordination, communication and compliance with federal and state Clean Air Act requirements. Each of the eight Valley Transportation Planning Agencies (TPAs) and the San

Joaquin Valley Air Pollution Control District (JVAPCD) are represented. In addition, the Federal Highway Administration, the Environmental Protection Agency, the California Air Resources Board and Caltrans are all represented on the committee.

Rail Committee

The Fresno COG Rail Committee was formed in 1999. Its purpose is to consider and report directly to the COG Policy Board on issues related to rail consolidation, high-speed rail, rail abandonments, Amtrak service and improvements, and other rail matters. The Rail Committee includes 13 members, including elected officials and members of the general public.

Regional Transportation Plan (RTP) Steering Committee

This committee guides the development of Fresno COG's Regional Transportation Plan. Membership includes Fresno COG staff, Caltrans, member agency representatives, interested stakeholders and the members of the general public.

Social Services Transportation Advisory Council (SSTAC)

The COFCG Policy Board established its Social Service Transportation Advisory Council (SSSTAC) on May 26, 1988, to aid in its review of transit issues with emphasis on the annual identification of transit needs within Fresno County. Transit needs include the needs of transit dependent and transit disadvantaged persons, including the elderly, disabled and persons of limited means. The COFCG's establishment of this Advisory Council is consistent with State law (SB 498, Chapter 673, 1987) which mandates both the purpose and minimum membership of this body. All SSTAC meetings are open to the public. Citizens can request to be placed on the mailing list to receive committee agendas.

Title VI and Environmental Justice Task Force

The Task Force will be composed of transportation planners, community leaders, and representatives of low-income and minority populations. The purpose of the Task Force is to review current projects being undertaken by the Fresno COG to determine how they will impact the target populations identified as part of the Fresno COG Environmental Justice Plan. The target populations identified by the Fresno COG Environmental Justice Plan include senior citizens, the disabled community, the minority and low income communities. Additionally, the Task Force will review and update, as necessary, the Public Involvement Plan to ensure that it complies with Title VI and Environmental Justice.

Transportation Technical Committee

The Transportation Technical Committee (TTC) serves as a standing committee that reviews materials and issues monthly before forwarding them to the Policy Advisory Committee.

Membership includes member agency staff and representatives from the Fresno Cycling Club, League of Women Voters, Building Industry Association, California Highway Patrol, Caltrans District 6, Fresno Chamber of Commerce, Fresno County EOC/CTSA, Fresno County Rural Transit, Fresno-Madera Agency on Aging and the San Joaquin Valley Air Pollution Control District.

Appendix C: Public Participation Plan Update Introductory letter and level of involvement request form.

The following letter was mailed and emailed out to all of Fresno COG's public outreach listings.

TO: Interested Parties

FROM: Brenda Lauchner, Planner III, Public Information
Jason Paukovits, Planner III

DATE: August 9, 2007

SUBJECT: FRESNO COG'S PUBLIC PARTICIPATION PLAN UPDATE

Fresno COG is beginning the update process for our 2003 Public Involvement Procedures. Federal legislation (Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users, known as SAFETEA-LU) requires metropolitan planning organizations such as Fresno COG to adopt such a plan to provide the public with opportunities to be involved in the transportation planning process. As a result, we are embarking on a four-month evaluation of our current public participation practices by requesting input and consultation on how to best engage the public and interested parties in our transportation planning process.

We invite you to participate in the update process in any capacity you feel appropriate. Opportunities to engage in the process include the following:

- Web survey that will be available at the Fresno COG website on Wednesday, August 22, 2007
- Peer panel focus group with public information officers from a range of government agencies, non-profit organizations and private businesses
- Public meetings with a wide variety of interested parties

SAFETEA-LU also updates the title of the document to a Public Participation Plan (PPP). Key dates leading up to the adoption of the Fresno COG Public Participation Plan are shown below:

Date	Update element
Thursday, August 9	Fresno COG staff begins consultation with all interested parties
Wednesday, August 22	Survey available on website
Wednesday, September 12	Last day to submit surveys

Wednesday, October 3	Draft PPP update goes out with Transportation Technical Committee (TTC) package
Wednesday, October 10	45-day review initiated
Thursday, November 29	Final Draft PPP Adopted at COG Policy Board Meeting

Additional information on the focus groups and public meetings, including schedules and agendas, will be provided in the near future. The Participation Plan must meet requirements noted in the federal regulations, including, but not limited to:

- Develop in consultation with “interested parties”;
- Employ visualization techniques to describe plans and programs;
- Make information available in electronic means;
- Provide numerous and reasonable opportunities to comment on the planning process and its products;
- Hold meetings at convenient and accessible locations

We need to document your level of interest in the Public Participation Plan Update Process. Therefore, please take a moment to complete the attached form and return it to our office by August 20, 2007.

If you would like to view the 2003 Public Involvement Procedures document, it is available on the Fresno COG website at www.fresnocog.org under the “Get Involved” section. You may also request a hard copy by calling our office at 559-233-4148. Please contact Brenda Lauchner by phone or email at brendal@fresnocog.org if you have any questions or need additional information.

DATE

Brenda Lauchner
Council of Fresno County Governments
2035 Tulare Street, Suite 201
Fresno, CA 93710

Dear Ms. Lauchner:

I have received the notice regarding the Council of Fresno County Governments' (Fresno COG) request to comment on the public participation process.

____ I would like to consult with Fresno COG on the public participation process update.

_____ I would like to request a meeting. Please contact me to schedule.

_____ Please contact me to discuss my comments.

_____ I will submit my comments in writing no later than _____, 2007

____ I decline to comment at this time.

____ My agency declines to be a participating agency.

____ I would like additional information regarding:

Sincerely,

NAME

[AGENCY]

[CONTACT INFORMATION]

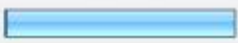
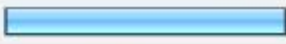
Please FAX this completed form to Fresno COG at 559-233-9645 -or-

Mail this form to Fresno COG, 2035 Tulare Street, Suite 201, Fresno, CA 93721






Appendix D: Public Participation Plan Update Survey & Results

The following survey was mailed and emailed to over 700 people/agencies currently on Fresno COG's email/ mailing list for completion. The survey response rate was excellent, at approximately 22%, or 151 responses.

1. Fresno COG has meetings or events to introduce transportation-related topics to the public, or to ask input from the public on specific transportation issues. What would encourage you to attend a meeting or event to discuss Fresno County transportation issues? Please rate each item below from 1 (extremely likely) to 4 (extremely unlikely)					
	Extremely Likely	Likely	Unlikely	Extremely Unlikely	Response Count
Interesting meeting topic	38.2% (55)	52.8% (76)	8.3% (12)	0.7% (1)	144
Meeting topic that effects me directly (personally or for work)	61.2% (90)	35.4% (52)	3.4% (5)	0.0% (0)	147
Meeting co-sponsored by a familiar local group or entity	15.6% (23)	56.5% (83)	24.5% (36)	3.4% (5)	147
Meeting provisions (e.g., childcare, food, transit, parking validation, etc.,)	9.0% (13)	27.6% (40)	47.6% (69)	15.9% (23)	145
Transit pass or other gift	3.5% (5)	13.3% (19)	55.9% (80)	27.3% (39)	143
With advance notice, a translator is available and meeting materials are available in other languages.	2.8% (4)	10.6% (15)	43.3% (61)	43.3% (61)	141
Other	16.9% (10)	15.3% (9)	37.3% (22)	30.5% (18)	59
	<i>answered question</i>				149
	<i>skipped question</i>				2

2. How far would you travel to attend a meeting (keeping in mind that the meeting may or may not be served by public transit)? Please select one.		
	Response Percent	Response Count
1 to 10 miles 	32.7%	49
11 to 20 miles 	39.3%	59
21 to 40 miles 	16.7%	25
Over 40 miles 	11.3%	17
	<i>answered question</i>	
	150	
	<i>skipped question</i>	
	1	







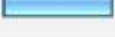
3. When do you prefer to attend a meeting? Please select one.

		Response Percent	Response Count
During business hours		52.0%	78
During the lunch hour		12.0%	18
Evening		34.0%	51
Weekends		0.7%	1
Other times/days of the week		1.3%	2
<i>answered question</i>			150
<i>skipped question</i>			1

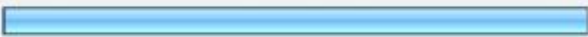

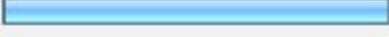
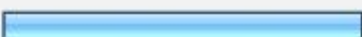

4. What is the best way to notify you about a meeting? Please rate each item below from 1 (excellent) to 5 (extremely poor).

	Excellent	Good	Average	Poor	Extremely Poor	Response Count
Email notice	86.0% (129)	12.0% (18)	1.3% (2)	0.0% (0)	0.7% (1)	150
Postcard or letter	23.6% (35)	41.9% (62)	23.0% (34)	8.1% (12)	3.4% (5)	148
Ad in newspaper (which one?)	2.8% (4)	4.3% (6)	37.6% (53)	37.6% (53)	17.7% (25)	141
Fresno COG's Web Site	2.1% (3)	12.0% (17)	37.3% (53)	31.7% (45)	16.9% (24)	142
Community or media sponsored Web site with event listings	2.8% (4)	16.7% (24)	38.9% (56)	30.6% (44)	11.1% (16)	144
Announcement from community group or church	4.1% (6)	20.7% (30)	29.0% (42)	31.0% (45)	15.2% (22)	145
Personal telephone call	23.4% (34)	31.7% (46)	17.9% (26)	19.3% (28)	7.6% (11)	145
<i>answered question</i>						150
<i>skipped question</i>						1





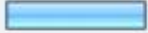
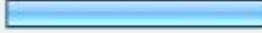
5. Other than a meeting, what other methods would you most likely use to express your views? Select all that apply.

	Response Percent	Response Count
Online survey 	90.0%	135
Focus group 	43.3%	65
Mail survey 	38.7%	58
Email comment 	70.0%	105
Letter 	22.0%	33
Online discussion board 	15.3%	23
Phone comment line 	15.3%	23
Other (please specify)		5
answered question		150
skipped question		1

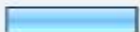


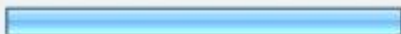






6. How do you prefer to have detailed or complicated material presented to you? Select all that apply?

	Response Percent	Response Count
Information online for review in advance 	82.0%	123
Web or audiocast 	23.3%	35
Live presentation 	54.7%	82
Brochure, flyer or other printed material 	50.7%	76
Map, chart or other visual aid 	58.7%	88
Other (please specify)		1
answered question		150
skipped question		1




















7. How would you identify yourself? Please select one.











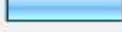


	Response Percent	Response Count
Businessperson 	25.7%	37
Concerned individual 	22.2%	32
Elected official 	3.5%	5
Environmental group member or staff 	4.2%	6
Community group member or staff 	19.4%	28
Government agency staff 	36.8%	53
Other (please specify)		13
<i>answered question</i>		144
<i>skipped question</i>		7

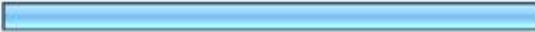






8. What part of Fresno County do you live in? Please select one.

	Response Percent	Response Count
Clovis 	18.5%	28
Coalinga 	0.7%	1
Firebaugh	0.0%	0
Fowler 	0.7%	1
Fresno 	55.6%	84
Huron	0.0%	0
Kerman 	0.7%	1
Kingsburg 	2.7%	4
Mendota	0.0%	0
Orange Cove	0.0%	0
Parlier	0.0%	0
Reedley	0.0%	0
San Joaquin 	0.7%	1
Sanger 	2.7%	4
Selma 	1.3%	2
Fresno County (unincorporated) 	8.6%	13

area)			
Outside of Fresno County		6.6%	10
Unincorporated community of (please specify)		1.3%	2
		<i>answered question</i>	151
		<i>skipped question</i>	0

9. What topics would you like to be notified about in the future? (check all that apply)			
		Response Percent	Response Count
San Joaquin Valley Blueprint		62.3%	91
One Voice Lobbying Trip to Washington D.C.		28.1%	41
Rail Consolidation		34.9%	51
High-Speed Rail		63.7%	93
Light Rail Projects		47.3%	69
Goods Movement		19.2%	28
Beautification of Highway 99		29.5%	43
Affordable Housing		34.3%	50
Land Buffer Task Force		28.8%	42
Farmland Conservation Model Program		26.7%	39
Fresno COG Board Actions		28.8%	42
Air Quality/Environment		56.2%	82
Fresno COG's Regional Transportation Plan Update		48.0%	70
Federal Transportation Improvement Program (Transportation Funding)		30.1%	44
Freeway Service Patrol		4.8%	7
Regional Transportation Guide Updates		21.2%	31
City of Fresno Transit - Fresno Area Express (FAX)		26.7%	39
Rural Area Transit		18.5%	27
Fresno Trolley Plans		33.6%	49

Bus Rapid Transit Plans		29.5%	43
FAX Long Range Master Plan		19.9%	29
Social Service Transportation Advisory Council		9.6%	14
Coordination Plans		13.7%	20
Public Transportation Infrastructure Study, Phase 2		21.9%	32
Downtown Circulation / Revitalization Study		43.2%	63
Fresno COG's Overall Work Program		12.3%	18
COG Outlook Quarterly Newsletter		21.2%	31
Measure C Citizen Oversight Committee Meetings		27.4%	40
Unmet Transit Needs		17.1%	25
Grant Programs (CMAQ/New Freedoms/JARC/5310/Safe Rides to School Program/etc.)		16.4%	24
Bikeway Map Updates		30.8%	45
Measure C (please specify)		15.8%	23
		<i>answered question</i>	146
		<i>skipped question</i>	5

10. How would you like to be notified of the project/s you selected in question 9?		
	Response Percent	Response Count
Email 	75.9%	110
Postcard or letter 	12.4%	18
Newspaper ad 	1.4%	2
Fresno COG's Web site 	4.1%	6
Community or media sponsored Web site with event listings 	1.4%	2
Announcement from community group or church 	0.7%	1
Personal Phone Call 	4.1%	6
Mailing / email addresses you wish to have the requested information sent to:		60
	<i>answered question</i>	145
	<i>skipped question</i>	6

11. Thank You! You have now completed the survey. If interested, please provide any additional comments in the box below:		
	Response Count	
	25	
	<i>answered question</i>	
	25	
	<i>skipped question</i>	
	126	

Additional Comments generated from the Public Participation Survey

Question #5:

- 1.County events, life county fair, etc.
- 2.Lunch Meeting
- 3.Letters to the editor - Bee
- 4.face to face is best
- 5.Interactive website

Question #6:

- 1.statistics,of course, AND where exactly they are gathered

Question #7:

- 1.Government Staff (excluding Agencies)
- 2.non-profit director
- 3.enviornmental planning consultant
- 4.Non-profit social service agency representative
- 5.clergyman
- 6.Non profit Leader
- 7.Chair CVB
- 8.I'd like to present a program for transforming our alleys to neighborhood gathering areas and play area, all work to be done by the neighbors themselves.
- 9.Policy Researcher
- 10.Retired Citizen
- 11.planning commissioner
- 12.Labor Organization
- 13.School District Transporation Official

Question #11

- 1.Hey Barbara! Good work! Lee
- 2.questions 1 and 4 were not web ccessible.
- 3.Thanks for asking.
- 4.Fresno COG staff has been a wonderful source for assistance, information, education, outreach and advisement to many organization. We want to extend a thank you for all your efforts and schievements for the region and for the State.
- 5.I believe I already get the majority of the information listed above. This was for survey purposes only. Thank you
- 6.In my experience, the COG has degenerated somewhat into a rather lazy servant (read lazily and perenially being first in line--much like Halliburton and Parsons Brikerhoff are--to get entitlement-like government sponsored grants)largely to serve little more than the notion of process and perpetuate its entitlement to be the preferred local recipient of any money available. All too often, in my opinion, the COG exercises this de-facto entitlement to grant money knowing its intention is only to be the lead contractor to other process-oriented subcrontractors and consultants, rather than taking resposability to deliver performance oriented results. I would prefer to see COG and its associates rather than its subs and contractors do work the COG's staff and member associates are qualified to do--and charged with doing. At some point, the over-use of sub-contractors and consultants is a collusively corrupt exploitation of the funding process and an abrogation of the COG's job and mission: Subcontractors and consultants rarely feel obligated to have any responsibility for being a champion for performance and progress. And, in all too many cases, subcrantrators and consultants yeild the self-preserving pressure to deliver the independent assessments and conclusions that their benefactors wanted to hear (and paid for)in the first place. One clear example of this is the COG's notion of "outreach." Outreach

should be just that...going TO the community to get the word out and involve the community in decision making, not merely offering to allow people to attend a meeting at the COG and be heard. This approach is condescending, lazy, and antithetical to the spirit and object of the work. Worse, in terms of results, the current "in-reach" approach all too often meterly dredges up the usual voices and opinions. This, of course, allows the COG to claim it held public information meetings and thus claim to have performed on its various fundings, while in fact it largely wastes most of the grant money by merely going through the motions for the sake of accountability to the language of the funding without really accomplishing the deeper aims and objectives of the funding. Put more practically, it would be had to imagine the private sector stupidly wasting money to promote a product, service, or test marketing a concept by inviting the public (through announcements sent almost exclusively to a handful of supposed stake-holder groups) to meetings at corporate headquarters. You can be sure that the private sector (which is rarely entitled to government grants that require only "good story" accountability) digs for real outreach and input by aggressively marketing, advertising, canvassing door to door, phoning for valid statistical samplings. One might cite specific examples of how the above tendencies weaken the COG's role in transportation planning and make it vulnerable to private interests, largely but not exclusively in real estate development, as opposed to addressing the larger public interests that government and its agencies are chartered to serve. To do so, however, would be to take this response beyond the scope of this survey. Larry Miller

7. Good luck!

8. It would be helpful to provide and explain transportation information in laymen's terms, and not use transportation technical language or acronyms.

9. Thank you for soliciting feedback rather than designing in a vacuum.

10. Is it your intent to get input from those less fortunate who do not have access to computers? On question #1 I personally do not need special accommodations such as childcare or translation. I checked the "likely" on this option because these needs need to be met in order to accomplish a more diverse participation. I live in Selma, my office is stationed in Fresno, but the target population I serve is in the northwest rural areas of Fresno County.

11. Question #1 had an "other" option, but no place to put any information about the "other". My "other" is that the location of the meeting and the time that it is held during the day are the most significant issues. Meetings that are in the central part of the urban area, where parking is free, are more convenient and are likely to draw more participants than are meetings downtown during the day.

12. Fresno COG I feel has only become an elitest group with no outreach to outside areas of the county and no interest in promoting financial growth and business aid to the whole county with your small minded plans.

13. I am concerned that there is no transportation provided for the disabled in the area that I currently reside. (Herndon and Macall)

14. What my bike friends as well as government officials need to realize is that money will only stretch so far and that in order to get the most miles per dollar, we need to settle for clean and well maintained shoulders and trash the separate (expensive) path fantasy.

15. Thank you for taking the time to go beyond the regular steps in reaching Fresno residents to comment on the work that is being done to improve the quality of life for everyone in the San Joaquin Valley.

16. COG is a very open, transparent, friendly & productive organization with great outreach that is a marvelous asset to our community.

17. Yes, Good Communications is very important to me as I want to be on that top edge of what is going on in the county.

18. Everyone I've spoken to has been very enthusiastic about the neighborhood alley beautification (N.A.B.) program. It would be a voluntary program and no

one would HAVE to participate. I strongly believe that when others see what can be done, they'll want to be a part of this. In addition, this certainly would give our city a much better image and reputation. I see this spreading south to other areas that are poor. This would also be a good vehicle for community relations as well as holding landlords accountable and making sure they take care of their properties. I see eventually a much greater embracing of neighborhood pride. In addition, I have to say I think this is one of my missions in life, and ordained by God (as you do or don't know him). Thank you for your time. I have many pictures of the sad and dangerous (fire hazard) state of how the alleys are looking now.

19. It would be more efficient to have any meetings outside of the downtown area. Access to COG offices is difficult! How about local schools or the Fresno State campus?

20. Good work--but keep the move towards a SJV Regional Planning Organization.

21. Thanks for asking

22. I applied for the Measure C oversight committee and never received a response.

23. I want the meetings and my time to make a difference not just listen to special interest groups blab about stupid stuff. Pick out the things that can make a difference short term, mid term, and long term. What are they going to cost and how do we get there. I don't feel we should do things that only effect a small group of people, (bike paths-trails), until we have the major problems solved that deal with large groups of people. Highway beautification to me is having enough smooth lanes of highway to move the people and goods and not beat me or my equipment to death. Jim Ganduglia

24. Don't do public input for show or PR. Be authentic. I think the public input exercise is getting better. Continue the good efforts. Work on better settings where the exchange is more natural. Avoid stiff formal atmospheres. Maximize Internet tools.

25. My responses are more focused on computer generated notices as I am on a computer daily and do not have limited access to incoming mail. Other participants with more limited work access would not have the same flexibility.

Appendix E: Public Participation Plan Update Focus Groups

Sample Invitation:

Dear Community Representative,

On behalf of the Council of Fresno County Governments, **I would like to invite you to participate in a Public Information Focus Group** we are hosting on Tuesday, October 2, 2007 at 3:00 p.m., held (tentatively—if you have other meeting location suggestions please contact me ASAP at the University of California Center, Fresno, 550 E. Shaw Avenue in Fresno.

We are embarking upon a four-month evaluation of our current public participation practices as we update our Public Participation Plan to reflect federal legislative requirements. I would greatly appreciate your input as an expert in your field, on how best to engage the public and interested parties during the development of transportation plans and projects.

Fresno COG is developing high profile transportation plans and programs that affect all of those who live and work in Fresno County. If you are unfamiliar with our current projects please visit our website at www.fresnocog.org. We also co-sponsor a Rideshare website at www.valleyrides.com. A listing of all scheduled focus groups and invited representatives, as well as other Public Participation Plan update efforts will be posted on the Fresno COG website.

Invitations to attend this particular focus group are being extended to representatives from the following agencies:

- Big Sandy Rancheria
- California Department of Rehabilitation
- Caltrans' Native American Liaison
- Center for Independent Living
- Central California United Cerebral Palsy
- Central Valley Regional Center
- Centro La Familia
- Choinumni Tribe
- Cold Springs Rancheria
- Deaf & Hard of Hearing Services
- Dumna Tribal Council
- Dunlap Band of Mono Indians
- Fresno County Department of Employment & Temporary Assistance
- Fresno Madera Agency on Aging
- Fresno Metro Ministries
- Fresno Native American Health Center
- Fresno West Coalition for Economic Development
- Habitat Fresno
- HUD
- Latino Issues Forum
- National Federation of the Blind
- Proteus
- Relational Culture Institute
- Salvation Army
- Southeast Asian Institute
- Workforce Connection

Some invitations are going out regular mail. If you know of other agency representatives that may be interested in participating please contact me with their name, phone number and email address. I would be happy to invite them, upon your recommendation.

I truly hope you will be able to participate in this focus group. We will keep the meeting as short as possible (1 to 1 ½ hours) out of respect for your busy schedule. Please let me know if you will be able to join us. Should the date and time I have selected for this group be inconvenient for many of you, I will reschedule to accommodate your current commitments. If you are unable to attend, I would greatly appreciate you sending someone in your stead, as you were chosen to participate in the focus group because of your field of expertise.

With thanks and appreciation,

Brenda Lauchner
Planner III
Council of Fresno County Governments
2035 Tulare Street, Suite 201
Fresno, CA 93721
Phone: 559-233-4148
Fax: 559-233-9645
www.fresnocog.org
brendal@fresnocog.org

Focus Group Input:

Each of the five focus groups was presented with samples of Fresno COG's current outreach materials. At three of the focus groups Fresno COG's website was briefly reviewed, and all five focus groups reviewed the Public Participation Survey and results. We then asked the following four questions of each group:

1. How are we doing?
2. What can we do better?
3. Who else should we reach?
4. How do we reach them?

The following input, listed by focus group, was received in response to our questions.

Public and Private Transportation Providers (September 28, 2007)

- Fresno COG should do more scientific surveys of the community. The results are undisputed.
- Connect with elected officials to reach their constituents. They send out regular emails and call public meetings Fresno COG staff could attend to present information to attendees.

- The city of Selma has a phone broadcast system talk to Selma’s city manager to find out more about it.
- For each plan with project lists, include indentifying maps for each project
- Submit articles to the Chambers newsletter and email lists
- Participate in online public forums such as Mindhub and Fresno Famous
- There is a big gap between the participation of “general public” and those involved with Fresno COG projects consistently. Can we bridge the gap between the them?
- The Regional Jobs Initiative has a Logistics Cluster. Perhaps we could connect with their community members.
- Seek presentations to the following clubs: Elks, Rotary, Optimist, Knights of Columbus, Kiwaniis, Chamber of Commerce.
- Develop a brief document explaining the following:
 - Ø Who is COG? What is COG’s relationship to the local agencies?
 - Ø When or for what would I contact COG?
 - Ø How the public can comment on an issue, and how that comment will effect the final plan/project
 - Ø Who they would contact and how they would reach them to make comments
 - Ø How and when to speak at Board and committee meetings
- The COG’s website is extremely helpful
- COG should partner with other agencies doing public meetings
- Live audio feed for Board Meetings

Fresno COG's Member Agency planning staff and city managers (October 1, 2007)

In regard to new contacts in the rural areas, and the unreached in the urban area:

- Contact the Senior Centers-check with the Fresno-Madera Agency on Aging
- Contact Community Centers—FAX uses them to disseminate information on unmet needs
- Public Access television
- Would like internet broadcasts of meetings, audio &/or video. This option is important to reach people under 35 years of age
- Outreach to social justice or leadership programs

In regard to public meetings:

- Use many visuals in the meeting advertisements and at the meetings
- Translate documents into different languages
- Meet with elected officials and city managers to find out how best to reach their communities
- Attend community fairs
- Schedule time on agendas of Service Clubs and church groups
- Consider “branding” for each COG project
- When doing public participation for the RTP break out the projects and impacts for each city to present locally.
- Require public agencies to do public outreach on their own local projects prior to submittal into the regional plans

Agencies representing Environmental Justice populations (October 2, 2007)

Reconvene the Environmental Justice Task Force to review public outreach plans or develop a public outreach committee that reviews documents and materials for public use, and assists in the dissemination of information.

In regard to new contacts in the rural areas, and the unreached in the urban area:

- AARP
- National Association of Retired Federal Employees
- Northfork Rancheria has a website
- Fresno Housing Alliance
- Homeless Coalition—has 20 organizations associated with it
- California Rural Legal Assistance
- Rural Communities Coalition
- I-5 Network—many community associations
- Relational Culture Institute—employment and faith-based groups
- Health-Land Use Issues
- Lion’s Club
- National Public Radio—doing shows on Quality of Life issues
- Submit information to be included in water bills

To reach the disabled community:

- FAX-ADA Advisory Committee
- Fresno County’s ADA Advisory Committee
- Kaiser Hospital’s Healthy Living Program

Fresno County community (open to the public) (October 2, 2007)

- Contact the Regional Jobs Initiative
- Fresno Business Council
- Partnership for the San Joaquin Valley
- Insertions into the Fresno Bee—publication developed to be circulated to Fresno Bee customers. In every article give a way for people to get involved in that issue.
- Convert all documents to 3rd-6th grade reading levels. Make documents simpler, less wordy
- United Way is operating a new 211 phone system for people to call when they are trying to find an appropriate service their health care, social service, etc.

Public Information/Relations Officers (October 4, 2007)

In regard to Fresno COG's public participation materials:

- Have materials reviewed by the public during development—form public committee?
- Convert materials to 6th grade reading level
- Key messages should be delivered and received within 1 minute and 30 seconds
- Convert messages to bullets; say why it is important; consider the safety issues involved. Example:
 - Ø Better air quality
 - Ø Connecting neighborhoods
 - Ø Safer or faster travel
- Citizen's Guide should not be used to reach the general public. It is too large. The COG brochure would be better, if the information were brought down to a 6th grade level. Include a simpler explanation of COG—"We don't do this, but we do this" approach.

Website review:

- Home page is too busy. Very overwhelming
- Fresno COG's mission statement should be on the top of the homepage
- Obtain research on the preferred languages in each community—Census or Department of Finance
- Definitely need a public participation budget. To help them establish an ongoing participation budget the FCTA researched public outreach budgets for Self-Help Agencies around the state. They just approved an annual budget of \$300,000 for outreach activities

- Need a radio/television marketing campaign for disbursement of the Regional Transportation Guide
- Consider public utility bill inserts
- Public Outreach grants are available for reaching underserved communities: Asian-Pacific Partnership
- Form a public outreach committee with representatives from each city and the county, as well as community groups