

# Fresno County Regional Transportation Network Vulnerability Assessment

## **Final** Public Outreach Plan

May 7, 2019



# Fresno Council of Governments

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**Final**

### Public Outreach Plan

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**May 7, 2019**

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## INTRODUCTION

As the federally-designated Metropolitan Planning Organization (MPO) and state-designated Regional Transportation Planning Agency (RTPA) for Fresno County, Fresno Council of Governments (COG) coordinates transportation planning efforts between its local partners, the state, and the federal government and serves as a central forum for collaboration and information sharing. Every four years, Fresno COG prepares a Regional Transportation Plan (RTP) that looks 25 years into the future, and sets policies for a wide variety of transportation options and projects. As required by California's Senate Bill (SB) 375, Fresno COG's recently completed 2018 RTP contains a Sustainable Communities Strategy (SCS), an integrated land-use and transportation plan for meeting the California Area Resources Board's (CARB) greenhouse gas emission (gases that trap heat in the atmosphere) reduction targets. Fresno COG developed the 2018 RTP framework through a continuous, comprehensive, and cooperative process involving Fresno County, the County's 15 cities, local public agencies, the San Joaquin Valley Air Pollution Control District (SJVAPCD), California Department of Transportation (Caltrans), other state and federal agencies, and the public.

Through the RTP/SCS, Fresno COG has been working with its local, partner agencies and stakeholders to identify regional strategies to reduce greenhouse gas emissions (GHG) associated with transportation and land use. Still, the impacts of climate change (significant change in the average temperature or rainfall, over periods of decades) are starting to present themselves today. Climate change indicators in California include: an increase in average temperatures by 1.8



degrees in the last century; increase in acreage of wildfire burns in tandem with rising temperatures; sea level rise along California's coastline (Safeguarding California Plan: 2018 Update, California's Climate Adaptation Strategy, California Natural Resources Agency, January 2018). In recent years, California has experienced historical records between droughts, excessive rain, and devastating wildfires. Researchers predict that climate change will continue to exacerbate these swings in extreme weather events. With these recent experiences at the forefront, it is essential to develop strategies to address risks associated with the unavoidable impacts of climate change such as increased temperature, wildfire risk, drought, and more severe storms and flooding.

Fresno COG has received grant funds from the Caltrans SB 1 Adaptation Planning Grants program to conduct a Transportation Network Vulnerability Assessment (TNVA) for Fresno County. A vulnerability assessment will assist Fresno COG and other local agencies in understanding the potential impacts of climate change and identify specific locations that may be affected. Signed into law in April 2017 SB 1, the Road Repair and



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Accountability Act of 2017, puts more dollars toward transit and safety and invests \$54 billion over the next decade to fix roads, freeways, and bridges in communities across California. The transportation investment is split between local city and county investments and the State Highway System. The grant funds received will allow Fresno COG to complete an assessment of the region's multi-modal transportation network to identify areas that are vulnerable to potential impacts of climate change and to identify strategies to remedy those impacts that will positively benefit local communities. Information learned through the development process will inform not only the next RTP/SCS update, but will also provide data for local, partner jurisdictions to integrate into their respective General Plans.

Objectives of the Fresno County Regional TNVA development process include:

- ✓ Convene regional partners from multiple jurisdictions
- ✓ Identify climate change impact risks to multi-modal transportation infrastructure in the project area
- ✓ Identify specific transportation infrastructure vulnerable to climate change impacts
- ✓ Develop adaptation strategies and specific actions to remedy identified climate related vulnerabilities



The project area for Fresno COG's TNVA will be the Fresno County regional area. As of 2017, Fresno County was home to approximately 979,000 residents and at 6,000 square miles, is the second largest county in the San Joaquin Valley. Fresno County is culturally diverse with residents identifying as Hispanic or Latino (52.8%), Asian (10.8%), and Black or African American (5.8%). There are fifteen incorporated cities of which thirteen are identified as disadvantaged communities along with the unincorporated areas of the County. Disadvantaged communities are especially important for transportation and land use planning as they are specifically targeted for

investments aimed at improving public health, quality of life and economic opportunity while reducing pollution that causes climate change. The California Environmental Protection Agency (CalEPA) was tasked with identifying which communities are disadvantaged. Working on behalf of CalEPA, the Office of Environmental Health Hazard Assessment released the California Communities Environmental Health Screening Tool (CalEnviroScreen) which identifies California communities by census tract that are disproportionately burdened by, and vulnerable to, multiple sources of pollution. Fresno County has been identified by CalEnviroScreen 3.0 with four out of the top ten most disadvantaged communities in the State.

## PUBLIC OUTREACH PLAN

### Description

Public outreach is a problem-solving approach, which brings together the public and other interested parties along with planners to discuss complex issues facing communities and their residents. Working together to achieve a common goal, this partnership encourages affected parties to bring forward unique ideas and solutions to potential issues. As each interested party is different, so too are their hopes and aspirations and the

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ways to implement them. By listening to each other, the decisions generated will reflect the greater community at large.

The process of public outreach is most successful when the process is transparent with access to decisions, services, and information for all interested stakeholders and community members. The active participation of the community ensures that the outcomes are better tuned to meeting the community's needs today and into the future. The Project Team, composed of Fresno COG staff and members of the consultant team, is committed to being responsive to all interested parties and the communities they represent, to provide clear and concise informational materials, and to address the ideas and concerns raised by the community. The public engagement activities for this decision-making process will be documented and will be considered during development of the Fresno County Regional TNVA.



State and federal transportation laws, regulations, policies, and guidance require and encourage public outreach and involvement throughout the planning process, particularly regarding environmental justice populations and underserved communities, including low-income and minority populations. This Public Outreach Plan (POP) establishes consistent guidelines to ensure people have meaningful opportunities to be involved in the TNVA planning process. The POP includes examples of the tools and techniques that the Project Team may use to communicate with and receive input from the public.

### Purpose

The purpose of conducting public outreach is to involve people and to incorporate their input into decisions related to the TNVA. A comprehensive POP is crucial to the success of the public involvement process. Thorough and well-thought out plans simplify the outreach process by providing a systematic approach, maximizing the use of available resources, and minimizing delays by ensuring that public outreach engagement activities are coordinated with other TNVA tasks and milestones.

There are three specific purposes for this outreach effort:

- ✓ To provide the public multiple opportunities to learn about the TNVA, while also allowing them to provide feedback on how the transportation network and their needs are affected by climate change
- ✓ To create and distribute public information that is user-friendly and culturally sensitive to communities that may be potentially affected

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- ✓ To provide policy makers with information about the public's opinions and values regarding the TNVA, and how to respond to future climate change

#### Goals

The ultimate goal of this POP is to allow the public and other community members opportunities throughout the process to influence the development of the TNVA. The POP reflects ways to identify and contact the community, inform them of the need for the TNVA, and involve them in the decision-making process. The POP includes tasks that will identify the affected public, creating an inventory of neighborhoods and school organizations, businesses, church groups, ethnic organizations, homeowners' associations, environmental or cultural organizations, special interest groups and civil rights groups; educate the identified stakeholders on the planned TNVA; and provide opportunities for participation and feedback.

Another goal of the POP is to actively seek the participation of communities and their stakeholders, agencies, individual interest groups, and the general public throughout the TNVA development process. The POP provides the framework for achieving consensus and communicating the decision-making process between the general public, public agencies, and governmental officials to identify potential solutions to be included in the TNVA. Public involvement provides the public and agencies with continuing opportunities to be involved. Input from affected agencies and the public also lends credibility to key decisions made during the TNVA development process. Making timely, accurate, and useful information available to the general public and other community members will help to achieve the following objectives of the engagement process:

- ✓ Conduct an open and transparent public outreach process that: provides up-to-date public information and opportunities for interested members of the public and other community members to participate and provide comment; and identifies critical issues and problems in need of resolution





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- ✓ Create and implement a meaningful public outreach and involvement process, and evaluate the process on a regular basis
- ✓ Provide accurate, timely, and comprehensive documentation on the outreach process
- ✓ Keep elected officials and local city and county staff informed of the TNVA development process via email notices of upcoming meetings, public workshops, and outreach events
- ✓ Create public forums and collateral materials that provide clear, concise, and easy-to-understand information to enable the public to make informed decisions
- ✓ Seek opportunities to involve a broad range of community members, including non-traditional groups, to ensure that the Project Team understands the issues from all those who may be impacted
- ✓ Address social equity and environmental justice issues, to provide information to comply with relevant regulations, Title VI, Executive Order 12898 on Environmental Justice, and Executive Order 13166 on Limited English Proficiency and the Americans with Disabilities Act (ADA)
- ✓ Educate the public by using language that is easily understood by laypersons
- ✓ Reach out to minority and low-income populations by producing materials in multiple languages if needed to address Environmental Justice requirements

### Project Team Members

The Project Team is made up of Fresno COG staff and members of the WSP Consultant Team. Working together, the members of the Project Team will manage the development and schedule of the TNVA and resolve any issues that may occur. The Project Team will also coordinate with other agencies as needed during the development process. Project Team members include:



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VULNERABILITY ASSESSMENT WORKING GROUP

The Project Team and Fresno COG will coordinate to identify a Vulnerability Assessment Working Group (VAWG) of between six and twelve members to assist in the development of the TNVA. Caltrans representatives will be invited to participate given its role as grantor and stakeholder in the transportation system. As part of the kick-off process for the TNVA development, Fresno COG and the Project Team compiled a listing of potential TNVA stakeholders. This initial listing included a wide variety of stakeholders from large agencies and organizations to individuals. For VAWG participation, priority organizations were identified and sent an introductory letter and invites. Priority organizations are those both familiar with the region’s transportation network and its users, but also with how future climate change stressors may affect Fresno County’s residents and how they travel. Pending acceptance of invitations to participate, the VAWG is intended to include a member from the County of Fresno, the Cities of Fresno and Clovis, an eastside and westside city representative, transit, public health, community-based and non-profit organization representatives. A full listing of the priority agencies and groups reached out to for VAWG participation can be found in Appendix A. Identified priority organizations who chose not to participate in the VAWG and the remainder of the organizations not identified as “priority” are referenced in the TNVA stakeholder listing, which will continue to be expanded during the project development process. A full stakeholder listing is available upon request.



Representatives of the VAWG will represent the county at large, thinking to and beyond the boundaries of the organization they represent, speaking for the community as a whole. They will provide both policy and technical guidance, shaping how the TNVA can serve the different communities of Fresno County and adapt to the potential impacts of climate change. The Project Team will also enlist assistance from VAWG members in spreading the word concerning planned outreach activities (online surveys, workshops) to their organizations and communities and in requesting their participation. The more input and feedback that is received from the groups that these members represent the more informative the final TNVA will be.

An initial VAWG listing will be developed of potential participants and refined to a final roster. The final roster will be a living document, accommodating new members and potential alternate members and including email and telephone contact information. An invite letter will be sent to participants including a brief description of the project and inviting their participation. It is anticipated that three (3) VAWG meetings will occur over the course of a 10-month timeline. Meetings will occur on weekdays at Fresno COG offices and will last approximately 2 hours.

Work	• Initial VAWG listing
Products	• Final VAWG listing

- One (1) invite letter
- Prepare and facilitate three (3) VAWG meetings including materials (agenda, PowerPoint presentation, sign-in sheets, etc.), provide synopsis report with action item list

*Schedule:* • February – December 2019

## TARGET AUDIENCES

The targeted audiences for the Project are listed below.

### Elected Officials, Key Community Members, and Informed Parties

A full list of elected officials, key community members, and other informed parties will be created and maintained throughout the TNVA development process. Elected officials, key community members, and informed parties are located within the study area or have an interest in the outcome of the planning process. These groups are generally defined as people that need to be kept up-to-date on the project status and meetings.



Elected officials, key community members, and other informed parties will be updated on major project milestones and advised when public workshops and other outreach events are to be held. Key community members and other informed parties will be encouraged to monitor project process as materials are posted online. They will also receive project information through meeting materials and presentations that they attend. If members of this group attend VAWG sessions, they will do so as observers and will be invited to speak during a designated public comment period.

### General Public

The general public will be invited to attend community workshops and/or events. These meetings will be open house style meetings.

As Fresno County's regional planning agency, Fresno COG has adopted environmental justice principles and objectives that promote equity throughout the agency's regional planning efforts by identifying and addressing disproportionately high and adverse human health or environmental effects of all programs and activities on minority and low-income populations. Environmental justice principles also include providing opportunities for

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full and fair participation by all affected communities. As such the TNVA development process will work to incorporate Fresno COG's environmental justice principles and objectives into the planning process. In addition to minority (Hispanic, African American, Asian, and American Indian) and low-income populations, Vulnerable Communities will also be included in the public outreach processes and activities for the TNVA. Vulnerable Communities include the following populations:

- ✓ Elderly
- ✓ No vehicle availability, transit-dependent individuals, or those with no access to any form of reliable public transit
- ✓ Single parent household
- ✓ Housing cost burden: >30% of household income is spent on housing
- ✓ Education attainment: over 25 years old without a high school diploma
- ✓ Linguistic isolation: no one in the household speaks English very well
- ✓ Persons with disabilities

## ROLES, RESPONSIBILITIES, AND EXPECTATIONS

### Project Team

- ✓ Facilitate project planning meetings and related materials
- ✓ Develop clear, concise, easily understood outreach materials
- ✓ Plan for and facilitate meetings and public workshops
- ✓ Coordinate facility arrangements, develop agendas, prepare meeting and workshop synopsis reports
- ✓ Develop questions for the public to respond to and provide an online survey for those who cannot attend in-person meetings
- ✓ Post outreach materials to related webpage and social media platforms if available; provide project materials to partner agencies for posting to their website and social media platforms
- ✓ Collect public comments and coordinate responses



### Vulnerability Assessment Working Group

- ✓ Provide policy and technical guidance
- ✓ Represent key issues and concerns for their areas of expertise; assist in distributing project and public workshop information to their constituencies
- ✓ Assist in the development of the Vulnerability Assessment components
- ✓ Attendance at meetings with Fresno COG and other key stakeholders during the development of the TNVA



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#### Target Audiences

- ✓ Take an interest in the project and become involved in the planning process
- ✓ Become educated on climate change its impact on the transportation network in their communities
- ✓ Provide input that assists in identifying strategies for addressing climate change impacts on the transportation network
- ✓ Share project information with others
- ✓ Participate in public meetings and workshops

## RECOMMENDED ACTIVITIES AND STRATEGIES

The following section identifies proposed public outreach activities designed to support development of the TNVA.

#### Project Branding

Project branding will allow the Project Team to establish a clear project identity, to present and convey consistent messaging, and to associate a positive image for the TNVA. Three (3) graphical design comps and one (1) final design comp of the following graphical items will be developed for use in all public outreach materials:

- ✓ Project Logo
- ✓ PowerPoint Presentation slide templates
- ✓ Print Material Theme Graphics (postcards, posters, report template)
- ✓ Quick Response (QR) Code – as part of the branding process, a QR Code can be created that can be added to noticing and potential postcard surveying instruments to point users to the TNVA webpage, survey instrument, or other important information.



Work Products	<ul style="list-style-type: none"><li>• Project Logo (three (3) draft design comps, one (1) final design comp)</li><li>• PowerPoint Presentation Slide Templates (three (3) draft design comps, one (1) final design comp)</li><li>• Print Materials Theme Graphics (three (3) draft design comps, one (1) final design comp)</li><li>• If desired, QR Code</li><li>• Source files</li></ul>
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*Schedule:* • April 2019

Stakeholder Database

Stakeholders are persons or groups who are directly or indirectly affected by a project, as well as those who may have interests in a project. Stakeholders also have the ability to influence the outcome of a project either positively or negatively. Stakeholders may include locally affected communities or individuals and their formal or informal representatives, local government authorities, politicians, religious leaders, civil society organizations, special interest groups, the academic community, and businesses.

The Project Team will research and create one (1) stakeholder database. Existing databases will be compiled and augmented with additional interested community members. The database will contain the name of the agency or individual, their physical and email addresses, telephone number(s), notes regarding attendance at workshops or events, and comments received. This task will be an on-going task with the database updated throughout the TNVA development process including member agency meetings and workshop attendees, webpage commenters, and other community members or individuals requesting notification of upcoming public workshops and other outreach events.

Work Product:	• Stakeholder Database
Schedule:	• Project Duration

Member Agencies Coordination

As needed, the Project Team and VAWG members will reach out to local agencies to engage them in the TNVA development process. Meetings may be held to educate staff on the nature of the project, to collect or share data, or to obtain feedback on identified issues. One recommended approach for completing this in an effective and efficient manner is to receive feedback via two Fresno COG standing committees for the project. This will be supplemented by a webpage for uploading and downloading documents and data, as well as for communicating with Fresno COG member agencies.

The Project Team will coordinate the best course of action for reaching out to the Fresno COG Transportation Technical Committee (TTC) and the Policy Advisory Committee (PAC). One course of action could include a brief, initial educational presentation to the committees to ensure that both groups have an awareness of the TNVA prior requesting review of the final draft of the related report. Other meetings could be on an as-needed, as-requested basis. A conference call-in number is also available for both committee meetings allowing for Project Team members to participate via phone as well.

- ✓ The Fresno COG TTC is a standing committee that reviews materials and issues monthly before forwarding them to the PAC. Membership includes local planning and engineering staff as well as representatives from a wide variety of transportation community interest groups. The TTC meets on the second Friday of each month at Fresno COG.
- ✓ The Fresno PAC is composed of the Chief Administrative Officer or City Manager of each member agency of their designee. The PAC also meets on the second Friday of each month at Fresno COG immediately following the TTC meeting.

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| Work Products | <ul style="list-style-type: none"><li>• Member Agency Coordination</li><li>• Shared data and files from coordination</li></ul> |
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Schedule:	<ul style="list-style-type: none"><li>• April – November 2019</li></ul>
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### Regional Public Workshop

During the initial VAWG meeting held March 20, 2019 the draft POP was reviewed and discussed. The draft POP included a set of three (3) regional workshops with one (1) located in the Fresno metro area, one (1) in the east Fresno County area and one (1) in the west Fresno County area. Feedback on the draft plan included challenges to the regional public workshop approach. It is noted, that this type of approach doesn't work well for the rural portions of the county which have a higher number of low-income communities. Residents of these communities often struggle to attend a public workshop for a number of reasons such as lack of transportation or transit accessibility, and conflicts with scheduling and or daycare issues. In response, the Project Team has modified the approach to include one (1) workshop in the metro area of the County, attendance at three (3) pop-up events, and completing stakeholder interviews individually or in small groups. Additional information on the pop-up events and stakeholder interviews can be found later in this document in the Other "Out-of-the-Box" Outreach Options section.



A regional public workshop will allow for organized group discussions with the goal of exchanging and gathering information. The workshop will give the Project Team and VAWG members the opportunity to share information with a large number of diverse stakeholders who can ask questions and explore issues in detail while also encouraging stakeholders to network and share their experiences. The regional workshop will likely follow an open house format and will likely include an introductory PowerPoint presentation. TurningPoint polling software will be used to ensure that all workshop participants can provide input, not just those who are vocal. TurningPoint is a tool used to solicit answers, alternatives, and priorities using a real-time response key pad. Interactive stations may be used to engage and receive feedback from workshop participants.

The regional workshop will be a method of listening to the needs and opportunities expressed by city and county residents, business owners, and other key stakeholders so that the TNVA reflects their experiences and needs. The workshop will be a standalone meeting conducted in the metro area of the County. The workshop will be scheduled in coordination with the Project Team, VAWG, and local agency staff.

To maximize attendance, the workshop venue will be ADA accessible, located near transit if appropriate, and held at times convenient for public stakeholders. Possible venue options for the metro area workshop are Fresno City College or the Fairgrounds. The Project Team has successfully completed workshops at both locations.



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and stakeholders are likely to be familiar with them. The workshop will be held as technical work on the Vulnerability Assessment begins.

To further ensure broad participation of all community stakeholders and meet environmental justice requirements, it is suggested that all the workshop include Spanish translation services. Multilingual events and materials are a powerful way to reduce barriers and facilitate communication between TNVA stakeholders and the Project Team. Interactive exhibits will be presented with technical Project Team members available to discuss questions and concerns. Small group discussions may also be facilitated. Comment cards will be available for comments and feedback. Stations for registration, comments, and refreshments will also be provided.

It is anticipated that workshop participants will include residents, workers, business owners, school administrators, school district officials, transit operators, city and county officials, and members of the bicycle and pedestrian community. Key community members and other informed parties will be notified of the workshop/other outreach events through postcards, and or posters. For additional noticing information refer to the noticing section below.

As noted above, a large percentage of the County's population is Hispanic or Latino, thus Spanish translation is suggested at the workshop using available translation equipment or participant cell phones using free conference call-in services. In addition, workshop materials can be translated for ease of understanding by members of the minority populations. Finally, the Project Team will coordinate with members of the VAWG, and the Environmental Justice Advisory Committee, to ensure that members of disadvantaged and underserved communities are engaged, invited, and have access to the workshop or other public outreach activities. The Project Team may also contact Community-Based Organizations (CBOs), Faith-Based Organizations (FBOs), health associations, youth organizations, local partners, and key cultural institutions, to assist with the identification and noticing of workshop participants. These organizations have established relationships with the members of the communities they serve and are trusted messengers. They also have contact lists and local knowledge that can help create effective ways of reaching community members. The Project Team knows the values of these groups and their established relations and will look to them for alternative options that may not be presented in this POP.

The Project Team is aware that everyone is busy with limited time available for public outreach activities or workshops. Our goal is to have successful, well attended events that provide quality input into the TNVA development process. Evening workshops are good for working stakeholders, but often difficult for those with young children. The Project Team will keep these limitations in mind and work to provide "best fit" alternatives.



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An evening workshop will include refreshments and coloring books/crayons that parents may use to keep their young children occupied while they participate in event activities.

Following each workshop, a written summary of comments, input received, and recommendations will be prepared for review.

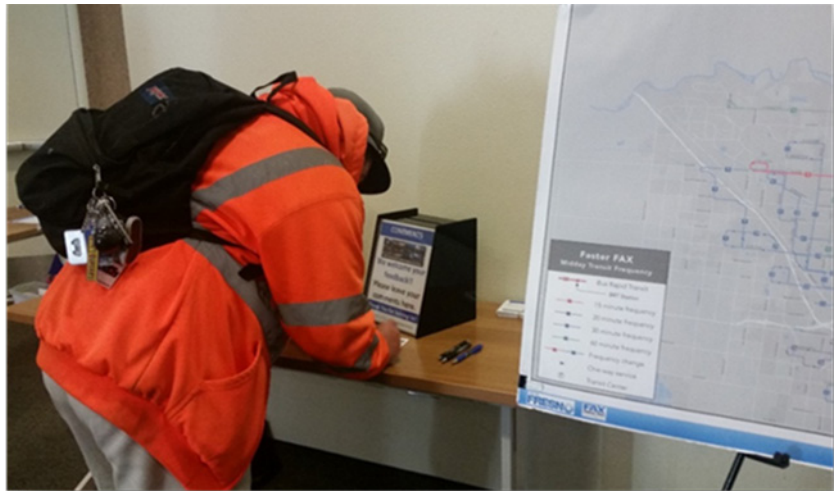
Work Products	<ul style="list-style-type: none"><li>• Coordination for one (1) regional workshop facility</li><li>• Facilitation of one (1) regional workshop at identified facility</li><li>• Materials for one (1) regional workshops</li></ul> <p>(Workshop materials will include: invitation, agenda, PowerPoint presentations TurningPoint polling presentation and data outputs, sign-in sheets, comment cards, display boards, and refreshments)</p> <ul style="list-style-type: none"><li>• Workshop synopsis report and public comment logs</li></ul>
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*Schedule:* • June 2019

### Noticing

Primarily, noticing will be related to the regional workshops and ensuring attendance by members of the general public. An initial notice will be sent out to the Stakeholder database inviting participation in the TNVA development process.

- ✓ Invitation letter to community leaders and stakeholders distributed via email to the Stakeholder database. The invitation letter will be a brief letter introducing the TNVA project and inviting the recipient to participate in the public outreach and engagement process.
- ✓ One (1) graphical postcard will be created for the regional workshops. Postcards will contain date, time, and location information for each of the regional workshops to be conducted. Postcards will be distributed via email to the Stakeholder database.
- ✓ Postcard notices will be provided to Fresno COG staff for placement on the Project webpage as well as to their social media platforms. Postcard notices will also be available to members of the VAWG, CBOs, FBOs and local agencies for posting to their respective websites and social media platforms. These groups can also pass along the postcard noticing to their contact lists with the added benefit of bringing a more personal message and request for feedback.



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- ✓ One (1) graphical poster will be created with all postcard information. Posters will be distributed to city and county agencies, transit centers, CBOs, FBOs, and local business for posting.

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|----------------|---|
| Work Products: | <ul style="list-style-type: none"><li>• Introductory Invitation Letter</li><li>• One (1) introductory invite eblast</li><li>• One (1) Graphical Postcard Design and One (1) Graphical Poster Design</li><li>• One (1) noticing eblast and one (1) reminder noticing eblast</li><li>• 35 Printed Posters for Regional Workshop Series #2 - Options</li></ul> |
|----------------|---|

*Schedule:* • March 2019 – April 2019

### Online Survey

Online surveys are quick, efficient means of gathering information from a large, diverse group of participants. Surveys are easy to use for the participants and allow for easy analysis by the Project Team. Surveys allow participants to answer questions at their convenience increasing engagement and improving response rates. Often times, interviewers conducting in-person surveys can have an effect on the responses that are provided. This effect is eliminated in online surveys making the responses more valid, adding objectivity to the feedback.



The Project Team will prepare a survey instrument that reflects the questions desired for the development of the TNVA while being presented in a format and language easily understood by the general public. The survey instrument will contain approximately ten (10) to twelve (12) approved questions and will be ordered in such a manner that they will be comfortable and understandable. Questions will be tested by the VAWG prior to being posted live to a survey platform such as MetroQuest or Survey Monkey. If desired, a shortened version of the survey can be created for workshops, meetings or pop-up events. Noticing for the survey will be completed via eblast to the stakeholder database, will be included as a link on the Project webpage, and can be shared by Fresno COG, VAWG members and other stakeholders through social media platforms. Once completed, survey results will be compiled and summarized.

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| Work Products: | <ul style="list-style-type: none"><li>• Online Survey Instrument</li><li>• Survey Noticing Eblast</li><li>• Compiled and Summarized Survey Results</li></ul> |
|----------------|--|

*Schedule:* • March – June 2019



## Fresno County Regional Transportation Network Vulnerability Assessment

### Public Outreach Plan

#### Webpage Information

A project webpage will be added to Fresno COG's website to provide user-friendly, easy internet access to information about the TNVA development process. The Project Team will coordinate with Fresno COG's webmaster regarding webpage design and provide materials for posting. The webpage will be utilized to keep all interested parties including key stakeholders and the public informed, as well as to provide an opportunity for their input through a comment section and by providing the online survey link. The webpage will allow members of the community who might not participate in regional workshops an opportunity to participate in the process. Interested stakeholders will be able to request to be added to the Stakeholder Database through the webpage.

The webpage will provide general project information such as project description and need. Additional items that may be posted to the webpage include, but are not limited to:

- ✓ VAWG agendas and meeting notes
- ✓ Public Outreach Plan
- ✓ Regional workshop materials
  - Graphical noticing postcard
  - Workshop PowerPoint Presentation
  - Workshop TurningPoint Presentation
  - Workshop session summaries including TurningPoint data

Work Products: • Materials for posting to the Fresno COG project webpage

Schedule: • Project Duration

#### Other “Out-of-the-Box” Outreach Options

##### Pop-up Events

Based on recent experience in the Fresno County area, it is increasingly difficult for rural communities to participate in public workshops. As an option, the Project Team and VAWG may want to look at completing a series of pop-up events in place of the east and west area workshops. Not all stakeholders or interested parties have the time to attend a full workshop, so incorporating the use of pop-up events allowing the team to engage stakeholders in locations where they already planned on being increases participation while decreasing the time needed to participate.

During development of the POP, the Project Team, Fresno COG and Members of the VAWG agreed that regional workshops are not an effective method of public outreach in the rural areas of Fresno County. As such, the East and West area workshops that had originally been requested by Fresno COG have been modified to three (3) pop-up events, to be completed in the rural areas of the County. Pop-up events to be completed for the TNVA process include:

- ✓ Kerman Almond Festival, Scholarship Fun Run/Walk, Car Show – Saturday, May 4, 2019, participation times to be determined
- ✓ Reedley Street Faire – Sunday, May 5, 2019, participation times to be determined

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- ✓ City of San Joaquin Carnival – Friday, June 7, 2019, participation times to be determined

Pop-up event booths are staffed by Project Team members with activities including display boards, comment cards, and postcard sized survey instruments including QR code if created. Project Team members, including one bilingual public engagement specialist, actively engage bystanders educating and encouraging them to provide feedback. If a survey instrument is incorporated into the pop-up event activities, an incentive for survey participation can be used with respondent's names entered into a raffle drawing for a gift certificate.

Work Products:	<ul style="list-style-type: none"><li>• Pop-up Event Materials</li><li>• Survey Instrument, if used</li><li>• Event synopsis report</li></ul>
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Schedule:	<ul style="list-style-type: none"><li>• May – June 2019</li></ul>
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### Stakeholder Interviews

Stakeholder interviews are a structured, yet informal opportunity to obtain an initial assessment of key planning issues, perceptions, and opinions from a select sample of identified stakeholders through one-on-one or small group interviews. The purpose of these interviews will be to identify key issues, opportunities, and community concerns related to the TNVA and assess issues that will need to be addressed during the development process. Interviews may be conducted in person or over the phone, with translators made available if necessary. Detailed notes/recordings will be taken for project records, with key soundbites/opinions culled for use at appropriate times of the project. Interview results will be summarized for the Project Team's use and will be utilized to help redirect the project approach as needed. The goal of the Stakeholder Interviews is to better understand where various stakeholders are coming from, and to ensure their voice and perspective are heard and incorporated into the development process.

Up to twelve (12) one-on-one, or small group, meetings with identified stakeholders will be completed and summarized. Identified stakeholders include:

- ✓ East Fresno County Cities – Fowler, Kingsburg, Orange Cove, Parlier, Reedley, Sanger, Selma,
- ✓ West Fresno County Cities – Coalinga, Firebaugh, Huron, Kerman, Mendota, San Joaquin,
- ✓ Metro Fresno County Cities – Fresno, Clovis
- ✓ County Departments: Office of Emergency Services, Public Works, Engineering, Planning
- ✓ Public Health Agencies – Central California Asthma Collaborative, Fresno County Public Health, Central Valley Air Quality Coalition
- ✓ State Agencies – Cal Fire, Caltrans
- ✓ Environmental Justice Organizations – California Rural Legal Assistance, Fresno Building Healthy Communities, Leadership Counsel, Cultiva La Salud, Central California Environmental Justice Network, Self Help Enterprises

As Stakeholder interviews are completed, the Outreach Team will inquire with each of the participating groups to see if they would be willing to help by posting a Project Flyer including online survey information at their

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organization and other local Community Centers, Neighborhood Resource Centers, schools, and libraries that they partner with for other activities. This will allow additional reach for the survey instrument.

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| Work Products: | <ul style="list-style-type: none"><li>• Stakeholder Interview Instrument</li><li>• Interview Summarization</li></ul> |
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Schedule:	<ul style="list-style-type: none"><li>• April – June 2019</li></ul>
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As noted above, language interpreters and materials translation as well as Environmental Justice collaboration and coordination are other “out-of-the-box” ideas that can be incorporated to ensure that completed public outreach activities are successful and provide the needed information for an informative final report.

## EXPECTED OUTCOMES

The following expected outcomes are presented to highlight the resulting impact of the POP once implemented.

- ✓ Outreach and educational programs will be developed and implemented to increase awareness and understanding of the TNVA
- ✓ Underrepresented communities and individuals will be educated about the TNVA, its purpose, need, and how it benefits them and their communities
- ✓ Partnerships will be developed with key community members to disseminate TNVA education materials and information
- ✓ Coordinated efforts will be forged with CBOs, FBOs, and other local, state, or regional partners to enhance the awareness of the TNVA in underrepresented communities
- ✓ Documentation of public concerns and opportunity for input
- ✓ Better use of agency resources as evidenced by effect, results-oriented meetings





## Appendix A

### Vulnerability Assessment Working Group Initial Invite Listing



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#### Vulnerability Assessment Working Group Stakeholder Listing

As of February 20, 2019, the following agencies/groups were invited to participate in the Vulnerability Assessment Working Group:

- ✓ CalFire
- ✓ California Highway Patrol
- ✓ California Rural Legal Assistance
- ✓ California Department of Water Resources
- ✓ Caltrans
- ✓ Central California Asthma Collaborative
- ✓ Central Valley Regional Water Quality Control Board, Region 5
- ✓ City of Clovis, Engineer
- ✓ City of Clovis, Planning Director
- ✓ City of Coalinga, City Manager
- ✓ City of Firebaugh, City Manager
- ✓ City of Fowler, Interim City Manager
- ✓ City of Fresno, Planning Director
- ✓ City of Fresno, Fresno Area Express, Planning Manager
- ✓ City of Fresno, Traffic Engineer
- ✓ City of Huron, City Manager
- ✓ City of Kerman, City Manager
- ✓ City of Kingsburg, City Manager
- ✓ City of Mendota, Director of Planning and Public Works
- ✓ City of Orange Cove, Interim City Manager
- ✓ City of Parlier, City Manager
- ✓ City of Reedley, City Engineer
- ✓ City of Reedley, Planning Director
- ✓ City of San Joaquin, City Manager
- ✓ City of San Joaquin, Public Works
- ✓ City of Sanger, City Engineer
- ✓ City of Sanger, Public Works Director
- ✓ City of Sanger, City Manager
- ✓ City of Selma, Interim City Manager
- ✓ Fresno County Agricultural Department
- ✓ Fresno County Community Health Department
- ✓ Fresno County Office of Emergency Services
- ✓ Fresno County, Engineering Director
- ✓ Fresno County, Planning
- ✓ Fresno County Public Health
- ✓ Fresno County Rural Transit Agency
- ✓ Fresno Metropolitan Flood Control District
- ✓ National Park Service
- ✓ Pacific Gas and Electric
- ✓ San Joaquin Valley Air Pollution Control District
- ✓ Table Mountain Rancheria Tribe
- ✓ United States Forest Service

