

**Fresno County Infrastructure for Prosperity
in the Central Valley’s Industrial Triangle
(IPIVIT) Plan Kickoff Meeting
(Meeting #1)**

Agenda

Date: Tuesday, March 19, 2019
Place: Fresno COG Sequoia Room
 Call-in Information: For those unable to attend:
 (877) 253-2715 Code: 579149935#
Time: 9:00 AM – 11:00 AM

Item Description

1. Introductions – Please sign in

a. Fresno COG & Partners

Kristine Cai, FCOG	Carolina Ilic, FAX
Braden Duran, FCOG	Jim Anderson, MCWD
Scott Mozier, City of Fresno	Moses Stites, FCRTA
Sophia Pagoulatos, City of Fresno	Janelle Del Campo, FCRTA
Jill Gormley, City of Fresno	David Padilla, Caltrans District 6
Brian Spaunhurst, Fresno County	Lucio Avila, LCJA
<small>FAX – Fresno Area Express FCOG – Fresno Council of Governments FCRTA – Fresno County Rural Transit Agency</small>	<small>LCJA – Leadership Council for Justice and Accountability MCWD – Malaga County Water District</small>

b. GHD Team: GHD, Regional Government Services (RGS), New Economics & Advisory, Townsend Public Affairs (TPA)

Gary Mills, GHD	Kendall Flint, RGS (phone)
Jim Damkowitch, GHD	Isabel Domeyko, NEA (phone)
Joe Ramirez, GHD	Richard Harmon, TPA (phone)
Brad Evans, RGS	
<small>NEA – New Economics Advisory RGS – Regional Government Services TPA – Townsend Public Affairs</small>	

- 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 San Joaquin
- City of Sanger
- City of Selma
- County of Fresno

2. Acronym/Nomenclature – Infrastructure for Prosperity in the Central Valley’s Industrial Triangle Plan. Suggestions/recommendations: IPIVIT, Reverse Triangle Plan, Other?

Gary M. opened up discussion regarding acronym/nomenclature for project. Discussion ensued among the group and ideas expressed included:

- Infrastructure for Prosperity in the Central Valley’s Industrial Triangle (IPIVIT)
- Reverse Triangle
- Industrial Triangle Transportation Plan (ITTP)
- Reverse Triangle Transportation Plan (RTTP)
- Reverse Triangle Area Plan (RTAP)
- Reverse Triangle Transportation Area Plan (RTTAP)
- Triangle Reverse Area Plan (TRAP)
- Triangle Transportation Reverse Area Plan (TTRAP)
- Triangle Reverse Infrastructure Plan (TRIP)

Group requested more time and will follow up with their recommendations. There was no action taken.

Action Item:

- ✓ Follow up with group for a final consensus on name.

3. Lines of Communication

a. Email contacts (sign in sheet)

Gary M. announced that a sign in sheet was provided and set up by COG staff. Gary M. will work with Kristine C. to ensure all project team members be included in the correspondence.

b. All correspondence should go through Project Manager (Gary.Mills@ghd.com) and Fresno COG representative (kcai@fresnocog.org).

Gary M. stated that all email correspondence should be directed through himself and Kristine Cai.

c. GHD website – *GHD 2Big4Email* for large files

Gary M. announced GHD’s company portal *2Big4Email*. The *2Big4Email* tools allows GHD employees, clients, and suppliers to easily upload and share files with each other for business purposes.

4. Scope of Work (handout – discussion on specific Tasks)

a. Background Data/Existing Conditions Analysis

- i. Task 1.5 Coordination Meetings
- ii. Task 1.6 Review Existing Plans

Gary M. reiterated from the scope that GHD will be gathering existing documents prepared by the various agencies as noted in this task. Gary M. also disclosed if any of the documents listed in this section in the scope are dated (gathered through their agency website) to please provide the most recent material.

A discussion ensued with the following team members comments on current documents/and or ongoing efforts:

Sophia P. (City of Fresno) discussed the availability to the public of the South Industrial Specific Plan (Plan) within a few weeks. The plan is described as a compilation of policies related to industrial development in the study area from the general plan, the Roosevelt Community Plan, the Southwest Specific Plan and the Downtown Neighborhoods Community Plan. In addition, Sophia P commented that an EIR will accompany the Plan. Secondly, Sophia noted that they are updating their General Plan Master EIR and converting it over to a programmed EIR.

Brian S. (County of Fresno) reported that the County just launched the Trails Master Plan portion of the Fresno County Regional Bicycle and Recreational Trails Master Plan. He also stated it is in its infancy stages and recommended to use the current plan. In addition he added that the County is working on their Draft General Plan Update, which is out for public review. He also noted that any new information will be forwarded to the team.

Scott M. (City of Fresno) informed the team regarding the upcoming public workshops (scoping meetings) regarding the interchanges around the project area which are:

1. North Ave/Cedar Ave and SR 99
2. American Ave and State Route 99
3. Central Ave/Chestnut Ave and State Route 99

David P. (Caltrans District 6) followed up and mentioned as they finalize the alternatives for each specific project he would share the information with the team.

Carolina I. (FAX) stated that Route 38 will include electric buses in the near future (a year and a half or so).

- b. Current Plans and Past Studies (if not available on website)
 - i. Task 2.1 Local and Regional Data
 - ii. Task 2.2 Project Area Data

Gary M. reiterated from the scope that traffic counts will be conducted (traffic, bicycle and pedestrian) and requested existing data from Caltrans, City/County of Fresno and Fresno COG within the limits.

Gary M. directed the group to review the Fresno County Reverse Triangle Plan map that was provided for input on the potential study intersections for any additions to or changes to the map. He also noted that the threshold for the number of intersection potential analysis be 30.

A discussion ensued regarding the existing data request and map. Team member agencies will review existing and ongoing projects to determine if those ongoing efforts will fall within the project area and provide any recent traffic counts. Additionally with regards to the map, Moses S. recommended locating the

sphere of influence and city boundary as well as adding Routes 38 and 32 as suggested by Carolina I. to identify the route locations/services within the project area.

It was also noted that the project area's boundary can exceed the limits of the map/project area (map that was provided). Therefore, the opportunity was presented to Jim A. from the County Water District regarding adding potential intersections analysis in the Malaga area. Jim A. will follow up with the project team regarding potential intersections additions to the study area to be considered by the group.

Additionally, a conversation ensued regarding the Cherry Auction and subsequent area with regards to traffic impact (passenger cars and trucks) and business operations. Recommendation from Gary M was to a weeklong vehicle classification traffic counts to observe traffic variations and develop a factor to account for Cherry Avenue Auction traffic.

Action Items:

- ✓ Review and provide comments from the team regarding the map within a week or so.
- ✓ Request of existing data from the team member agencies.
- ✓ Add the sphere of influence, city boundary limits and Routes 38 and 32 to the map.
- ✓ Jim A. to provide potential intersections for analysis in the Malaga area.
- ✓ Brian S. requested intersection names listed on the map.

iii. Task 2.3 Plan Line Data – Cedar Avenue (51:15)

Gary M. briefly described/defined what a plan line is and the importance of an official Plan Line of Cedar Avenue in relation to the High Speed Rail Maintenance Facility station (HSRMF). In terms of gathering information regarding the HSRMF, Mr. Mills will work with FCOG and staff who was pivotal in the Fresno Works Proposal (Expression of Interest for the California High Speed Rail, Heavy Maintenance Facility).

c. Public Outreach and Community Engagement

i. Task 3.1 Community Engagement Plan (54:00)

Kendal F. (RGS) identified as one of their initial tasks is refining the community Engagement Plan, as identified in the scope along with finding alternative ways involving key stakeholders, i.e., community groups, clubs and churches in the area to engage in the process. A key resource in finding other ways to connect with the community will be to reach out to Lucio A from the Leadership Council.

ii. Task 3.4 Community Meeting Promotion

Kendal F. suggested in the past they normally use a combination of fliers, social media and working with all the partners. Other approaches include using door hangers or directly engaging the community.

d. Task 3.5 Community Meetings and Public Comment

i. When (days/times of week) and where?

Kendal F. inquired regarding what would be the best time(s) and day(s) for meetings to take place. A key source she will be reaching out to is the COG and Lucio A from the Leadership Council.

Lucio A. (LCJA) commented having more than one meeting at different location during the weekdays at various times (morning/evenings) work best for the groups that their organization has worked with. For example, parents who are dropping off their children at Orange Elementary, could possibly attend a meeting soon after if time permits.

Lucio A. also indicated to ensure that the community is involved he recommended to use post cards and fliers and cited the Southwest study as a success (target churches, schools, Cherry Avenue Auction, etc.) in doing so.

ii. Strategies to garner interest

Kendal F. indicated a major strategy to garner interest would be to clarify what message or information that they would be seeking from the community. Additionally, another way to encourage interest would be to coordinate efforts and leverage relationships with community groups that are established within this community, posing a question regarding who these community groups would be. As a follow up, Lucio A would get her that information.

Other ways to garner interest would be to also use community events, fairs, farmers market, etc., to better connect with the community. These will be summarized in a document.

Lucio A. pointed out what disengages the community to participate is their role as solely advisory with no decision making power and encourage the team for a place for the community during the decision making process. Gary M followed up stating that they can be part and included in the stakeholder group to be invited to meetings and comment on the data that gets distributed among the team members.

Kristine C. noted that this is a plan (a recommendation) that will be forwarded to the City/County of Fresno for further implementation.

iii. Social media (also see below)

iv. Multilingual effort

Kendal F. noted that there will be literature and correspondence in English and Spanish along with Hmong. As a consensus working directly with a population and with community institutions for those specific populations would increase participation of those community populations.

e. Task 3.6 Project Branding and Interactive Web Based Marketing

Jim D. (GDH) touched on Project Logo, Interactive Web-Based tool and Project Information Card as identified in the scope. In terms of Project Logo, a main

priority will be for the Project Team to agree upon the name of the project. Once project name has been selected GHD will generate a number of alternatives brands for the Project Team to discuss and select. In terms of Interactive Web-based tool, Social Pinpoint will be a tool use that is an effective tool to supplementing public input. A primary feature of the web based tool is that it is Google base, therefore can provide geo-spatial input along with having the user select from a library of languages (50) for the user to use. In addition to the Interactive Web-Base tool is the use of Project Information Cards. These project information cards which look similar to business cards provides the logo, project name and links to the interactive web based tool. These cards can be circulated at public workshops, local businesses, to stakeholders and the public.

f. Task 4.1.3 Multimodal Performance Metrics

Jim D. opened with a broad overview of the state and federal competitive grant process, that funding is derived from benefit/cost driven process. The costs associated with a project are evident in the design process, although when it comes to monetizing the benefits it can be more challenging but can ultimately be monetized. Therefore, the goal will be capturing all the benefits. Using a toolbox of analysis tools, i.e., pedestrian and bike improvements as they related to health, mode shift which results in VMT change, the use of the EMFAC model, level of traffic stress assessment of the connectivity within the triangle area, mode shift analysis and traditional roadway analysis (delay) to name a few of the tools.

Shelby M. (City of Fresno) requested that all calculations, assumptions and technical type data to be included in the appendices along with a copy of the digital calculator for grant applications in the future moving forward.

Action Items:

- ✓ Shelby M. requested all calculations, assumptions and technical data along with the digital calculator be included in the appendices.

g. Task 4.1.5 Major Intersection/Interchange Analysis (see attachment of potential study intersections/interchanges)

As part of the materials handout for the meeting a draft map was provided that identifies the potential study intersections/interchanges for analysis. As previously discussed, an action item from Task 2.2 is to review and provide comments from the team regarding the map within a week or so.

h. Task 4.1.8 Economic Diagnostics

Isabel D. reiterated from the earlier discussion regarding collected existing data which she emphasized also pertains to economic studies. Therefore, she requested from the project team agencies to provide her any economic study strategies that could effect this project.

Isabel D. specified they will be assessing a variety of different metrics; demographics in the area, jobs, business, wages, real estate conditions, planned and approved projects and conducting interviews. Main focus will be the economics of the businesses, how they are doing, where there employees are

driving from.

The bulk of the assignment will be working with agency staff and what the economic priorities are for this project, i.e. job creation, job retention, work force development for the residents, better paying jobs, diversifying the businesses in the area....etc.

A consensus was ensured regarding what economic development priorities are for this project, the a consensus of the Project Teams was the priorities that Isabel D. mentioned along with attracting new that create high paying jobs which is a real necessity for job creation.

Action Items:

- ✓ Isabel D. requested from Project Team agencies any economic studies pertaining to project area.

i. Task 4.1.9 Economic Development Priorities/Phasing

Gary M. reiterated from Jim D's earlier discussion, the data and tools that we will be using to identify how the pieces of the puzzle fit in terms of their cost and need to determine available funding.

j. Task 5.2 Finalize IPIVIT Plan (funding opportunities and constraints)

5. Tentative Schedule

a. 20 Months, per RFP

6. Next Steps (discussion)

- Existing Plans and Studies
 - ✓ City/County of Fresno: To provide Specific General Plan and EIR Study Updates
 - ✓ Caltrans: To provide Interchange Studies and Information
 - ✓ FAX: New services that will be starting to be released soon in the area
- Traffic Count Collections (Referring the Draft Fresno County Reverse Triangle Plan figure that was emailed and provided at the meeting)
 - ✓ Caltrans, County and City to provide existing traffic counts that each agency currently have pertinent to study area
 - ✓ Caltrans, County and City to provide input regarding potential traffic count locations
 - ✓ Malaga County Water District to provide input on the addition of potential traffic count locations for analysis
- High Speed Rail Heavy Maintenance Facility
 - ✓ Fresno COG to provide information
- Leadership Council for Justice and Accountability
 - ✓ Lucio Avila to provide contact information from the community groups that the organization works with in the area for communication during the public process

- Economic Studies
 - ✓ Sophia Pagoulatos, City of Fresno to provide Southwest Fresno Specific Plan (part of the existing conditions report)
 - ✓ Isabel Domeyko, New Economics Advisory to provide where employees are commuting from and employment shift times from major employers in the area. Note: Journey to work data can also be obtained through the American Community Survey system by block.
 - ✓ Shelby M. requested all calculations, assumptions and technical data along with the digital calculator be included in the appendices.

- Potential Intersections for Analysis (Referring the Draft Fresno County Reverse Triangle Plan figure that was emailed and provided at the meeting)
 - ✓ GHD to provide the County of Fresno a list of the potential intersections for analysis

- Title of the Study

7. Adjourn

