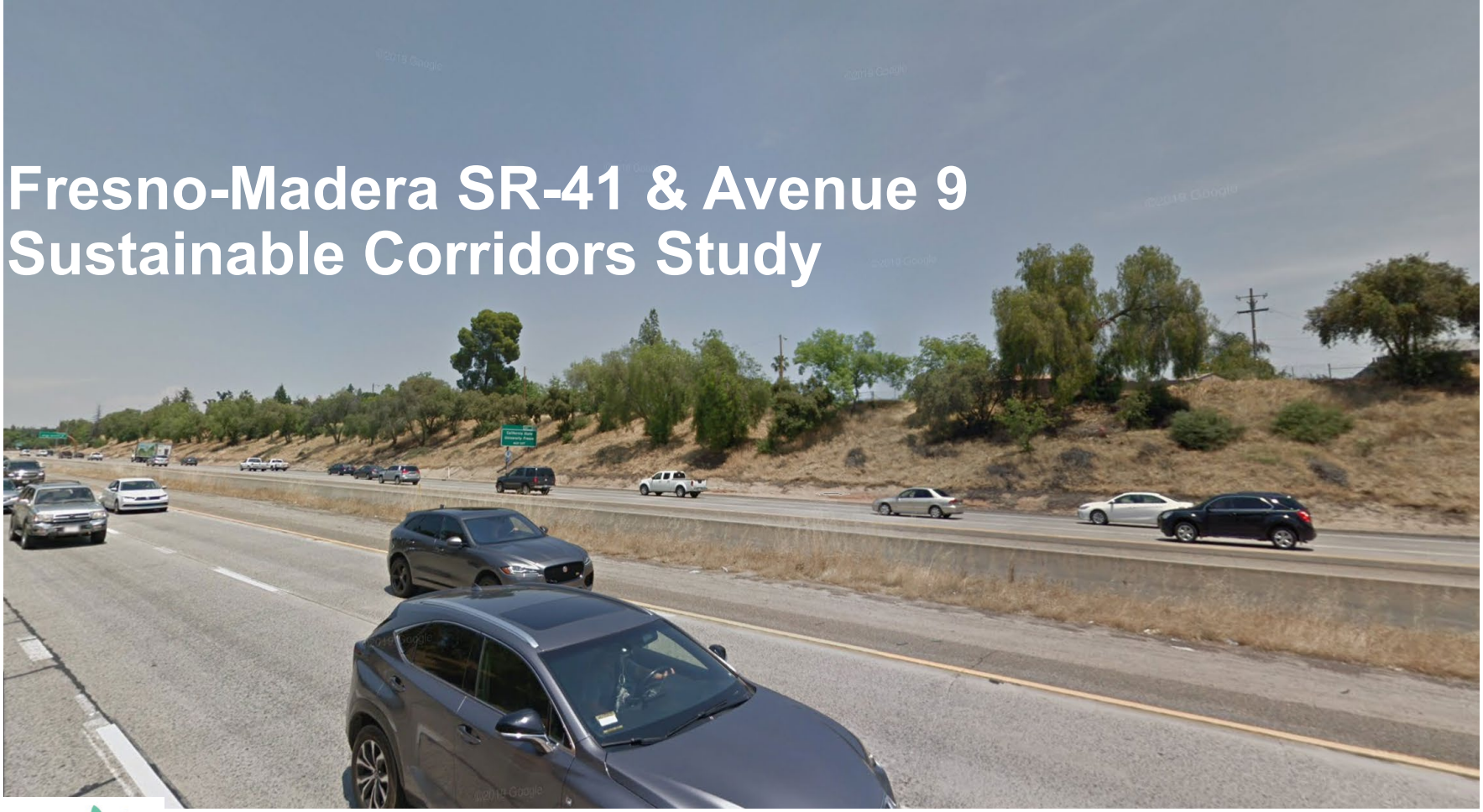
Fresno-Madera SR-41 & Avenue 9 Sustainable Corridors Study



AGENDA

- ***Project Status Update*** – Ongoing work efforts
- ***Project Goals & Objectives*** – Overview and integration with planning effort
- ***Community Engagement*** – Timeline, online info center, small group meetings
- ***Next Steps*** – Development of sustainable transportation strategies

- ***Task 4 Memo*** – Summary of previously planned improvements
- ***Task 5 Memo*** – Goals and objectives
- ***Community Engagement*** – Online Info Center is live

KEY STUDY TASKS & PROJECT SCHEDULE

	Q3 2020	Q4 2020	Q1 2021	Q2 2021
Project Definition	Existing Conditions/Plan Review	Goals and Objectives		
Planning/Analysis	Existing Conditions	Develop Transportation Strategies	Develop Recommendations	
Bi-County Model	Data Collection/ Model Development	Model Calibration/ Refinement	Modeling of Alternatives and Evaluation	
Public Outreach	Develop Public Outreach Plan	First Round of Public Engagement (Investigation)	Second Round of Public Engagement (Innovation)	Third Round of Public Engagement (Solutions)
Study Report			Draft Study Report	Final Study Report
Presentations				

We are here!

- ***SR-41***
  - Growing population and travel demand
  - Need for multi-modal strategies to address mobility demand
  - Need to address regional environmental and climate targets
- ***Avenue 9***
  - Experiencing regional traffic pressures
  - Increased traffic increases traffic safety concerns

Guiding Principals

Sustainable

Equity

Resilient

- ***Sustainability***
  - Reduce traffic congestion
  - Reduce transportation source impacts on local air quality
  - Provide mobility choices and options beyond single occupant auto travel
  - Promote mobility options with reduced or no GHG emissions
  - Manage traffic demand and vehicle miles travelled

SUSTAINABLE GOALS

Sustainable

1. Congestion:

Reduce congestion and travel delay through traffic management and operational improvements.

SR 41 South | SR 41 North | Avenue 9

Sustainable

2. Air Quality :

Reduce air pollution and greenhouse gas emissions from transportation sources along the corridors

SR 41 South | SR 41 North | Avenue 9

Sustainable

3. Traffic Management:

Manage transportation demand, vehicle miles traveled, and traffic speeds

SR 41 South | SR 41 North | Avenue 9

- ***Equity***
  - Equal access to mobility options
  - Reduce the cost of mobility
  - Improve travel options for those who do not have access to a vehicle
  - Emphasize the need for safe travel and provide transportation facilities that address safety concerns

EQUITY GOALS

Equity

4. Walking and Biking:
Improve infrastructure for walking, biking, and rolling

SR 41 South | SR 41 North | Avenue 9

Equity

5. Access:
Increase access to transit services and non-automobile mobility opportunities

SR 41 South | SR 41 North | Avenue 9

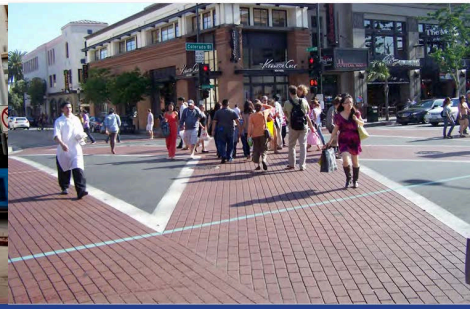
Equity

6. Connected:
Increase connections to between residential areas and key employment, education, and recreation opportunities

SR 41 South | SR 41 North | Avenue 9

Equity

7. Safety:
Improve safety for pedestrians, cyclists, and vehicular traffic



SR 41 South | SR 41 North | Avenue 9

- ***Resiliency***
  - Adapt to the changing mobility and climate conditions
  - Maintain and promote economic growth
  - Promote mobility options that contribute to healthy lifestyle choices

RESILIENT GOALS

Resilient	Resilient
8. Local Economy: Support local businesses through improved access and placemaking	**9.** Healthy and Well: Support active and healthy lifestyles within the community

SR 41 South	SR 41 North	Avenue 9	SR 41 South	SR 41 North	Avenue 9
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PUBLIC OUTREACH

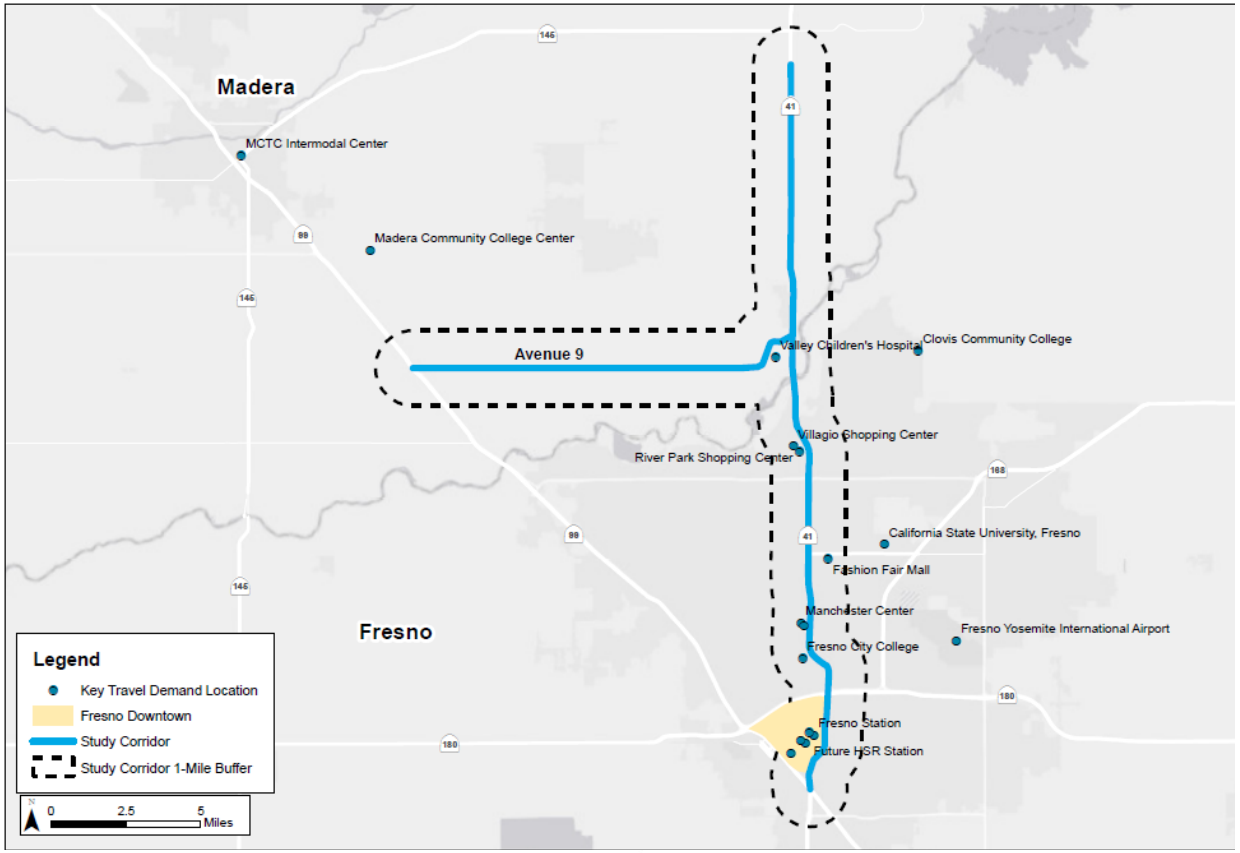
Phase	Main Objective	Main strategies	Timeline
1 - Investigation	Understanding the public's challenges and what they envision for the future.	Review and understand conditions for the study corridor now and in the future. Building trust, active listening, and fact finding through community engagement.	October-December 2020
2 - Innovation	Disperse local knowledge from stakeholders and gather input on what should be added to existing knowledge.	Critical analysis of the corridors, origins and destinations, travel patterns, potential mobility solutions, and interconnectedness.	February-March 2021
3 - Solutions	Present findings to community members.	Hosting a digital open house/ open foyer to present findings	April-May 2021

ONLINE INFO CENTER

https://www.ibiviz.com/41_9InfoCenter/

- ***Spreading the Word About Engagement Opportunities***
  - Encourage participation from your networks
  - Distribute/share social media posts and email blasts
- ***Small Group Meetings***
  - Suggestions on participation
  - Potential follow-up on invitations

- *Develop potential sustainable transportation strategies*
- *Develop evaluation criteria and process to inform recommendations*
- *Completion of bi-county travel demand model*
- *Public review of draft strategies and recommendations – Early 2021*

Thank You!

PROJECT STUDY AREA