

# Steering Committee Meeting #1

## Fresno County Mobility Hubs Feasibility Study

August 14, 2024



# Steering Committee Meeting #1 Agenda

## Grab Lunch First

- Brief project introduction
- People introductions
- Discussion of Steering Committee role
- Project overview
- Agency and consultant roles
- Project visioning and objectives



# Project Basics

- **Four sites:** Fresno, Clovis, a third rural city, an unincorporated place
  - In-depth site opportunity and selection process
  - Establish local partnerships for implementation
  - Expecting each to have different mobility needs and hub purposes
- **Mobility Hub concepts:** design, programming, operations, cost estimation
  - Improve options for local and regional transportation
  - Realistic to implement and clear next steps towards development
  - Prototypes as models for the County, State, and nation
- **Extensive public outreach**
  - Shaping site selection and hub services - defining Hubs for the county
  - Early project task to define why, how, and with whom

**We will study the feasibility and usefulness of each of the four hubs individually.**

**But, just as importantly:**

**A major overall goal is to conceive of four hubs that function well in a Fresno County future with potentially dozens of hubs.**

**Who  
Is  
Everybody  
?**

**Name**

**Organization**

**Role**

**Your Hopes for Hubs**

# Steering Committee - Formation Nearly Complete

## ROLE

- Provide countywide perspective
- Advise and guide:
  - methods
  - public engagement
  - Hub concepts
  - locations selection partnerships
  - implementation
- Help us gut-check that this is useful
- \*Informally convened

## MEMBERSHIP

- FCOG, FAX, Clovis Transit, FCRTA
- Caltrans
- City of Fresno
- City of Clovis
- City of San Joaquin
- City of Mendota
- Fresno County
- Leadership Counsel for Justice and Accountability
- California Air Resources Board
- Fresno Economic Opportunities Commission (EOC)
- Education, Housing

# Project Phases and Sequence

## (1) INVESTIGATING AND DEFINING

**EXISTING CONDITIONS** Understanding the County's transportation situation, needs, and potential

**PUBLIC OUTREACH** Defining how mobility hubs can serve a region and its people

**ANALYSIS** Identifying hub opportunities

## (2) MOBILITY HUB CONCEPT DEVELOPMENT

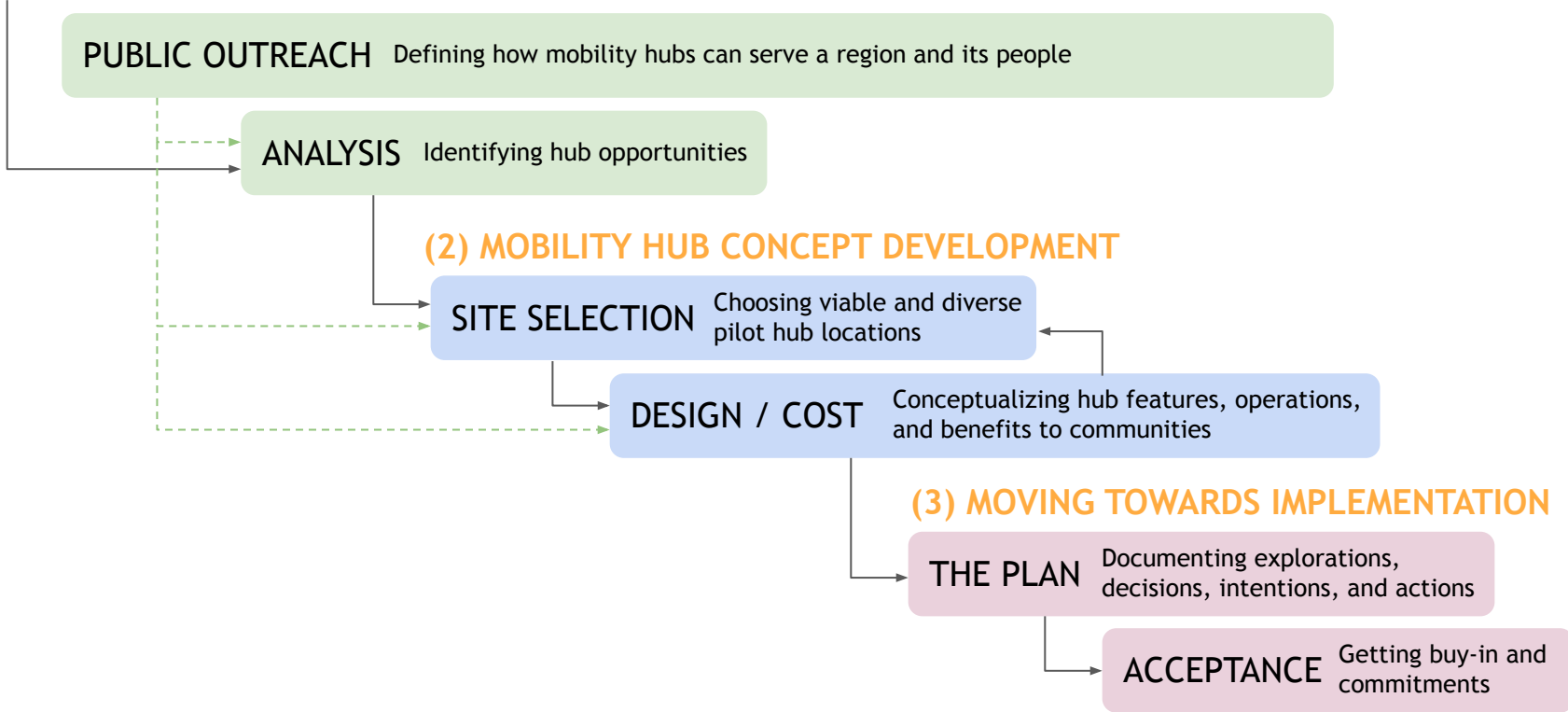
**SITE SELECTION** Choosing viable and diverse pilot hub locations

**DESIGN / COST** Conceptualizing hub features, operations, and benefits to communities

## (3) MOVING TOWARDS IMPLEMENTATION

**THE PLAN** Documenting explorations, decisions, intentions, and actions

**ACCEPTANCE** Getting buy-in and commitments



# Public Participation Process Diagram

## ROUND 1: Investigation and Defining the Need

- Survey: link Hubs + RTP/SCS
- Pop-ups
- Stakeholders
- Ongoing digital content

Education/awareness about hubs  
County mobility needs  
Desired connections and services  
Support and partnerships

**FEASIBILITY STUDY**  
GENERAL COUNTY-WIDE  
Assessment of interest, capacity, feasibility, and usefulness to Countywide people

## ROUND 2: Developing Four Hub Concepts

- Hubs survey
- Location workshops
- Pop-ups
- Stakeholders
- Ongoing digital content

**FEASIBILITY STUDY**  
FOUR LOCATIONS  
Sites, programming, design, services, operations, funding, etc.

# Steering Committee: Project Touchpoints

UP TO SEVEN MEETINGS (through the end of 2025)

- 1. Introductions, roles, needs and opportunities, brainstorming**
2. Guiding public outreach and advising on existing conditions
3. Reviewing the location selection framework
4. Helping select the four study sites
5. Shaping Hub uses, programming, services, and design
6. Guiding implementation planning
7. Reviewing the study findings, conclusions, and action recommendations

# Local Agencies' Roles



Co-manage the project

Build the vision for Fresno County mobility hubs

Guide project objectives and site selection

Interpret public and stakeholder input

Vet methods, assumptions, and findings

Coordinate Committee and Board review

Bring realism about implementability and post-Study next steps

# Consultants' Roles



SOUTHWEST STRATEGIES

- Project management
- Location selection
- Hub programming
- Design concepts
- Plan and action steps

- Mobility assessments
- Location selection
- Hub programming
- First/last mile linkages
- Plan and action steps

- Community context guidance
- Partnerships
- Regional mobility
- Action steps planning

- Public participation
- Project promotion
- Guiding community communications

WITH  
Lazar Translating & Interpreting  
Dumont Printing



**All good  
ideas in  
a  
brainstorm**

# Mobility in Fresno County

## Challenges and Needs

- Urbanized areas vs. rural areas - difference needs
- How to make sure it is a safe haven for commuters?
- Transit ridership is low
- Who are we targeting - choice riders or commute riders (Moses)
- Need to consider maintenance and upkeep (e.g. vandalism)
- Reliability of transit, needing to be on time
- Seamless transition to alternative transit lines

## Opportunities

- Exciting, visible, reliable feeling - help increase transit ridership
- Toolkit for future mobility hub - e.g. criteria for rural hubs vs. urban hubs



# Mobility Hubs

## What should they be and provide?

- Varies across context
- Park & Rides? For the 21st Century
- Connected at all scales - local to regional/state (rail projects)
- Toolkit of features
- Reliability is vital
- Seamless transition between lines
- Question of who is served, and how ties into location, creating supportive land uses is important
- Looking at car access data



Image: sharedusemobilitycenter.org

# Location Methodology “Stress Test” - Initial Steps

## TECHNICAL FACTORS

- Size, access points
- Buildability, site ownership
- Proximity to people, services, existing and planned mobility
- Ownership
- Need indicators of populace: pollutants, environmental justice, economic well-being, education
- Utilities
- What else?

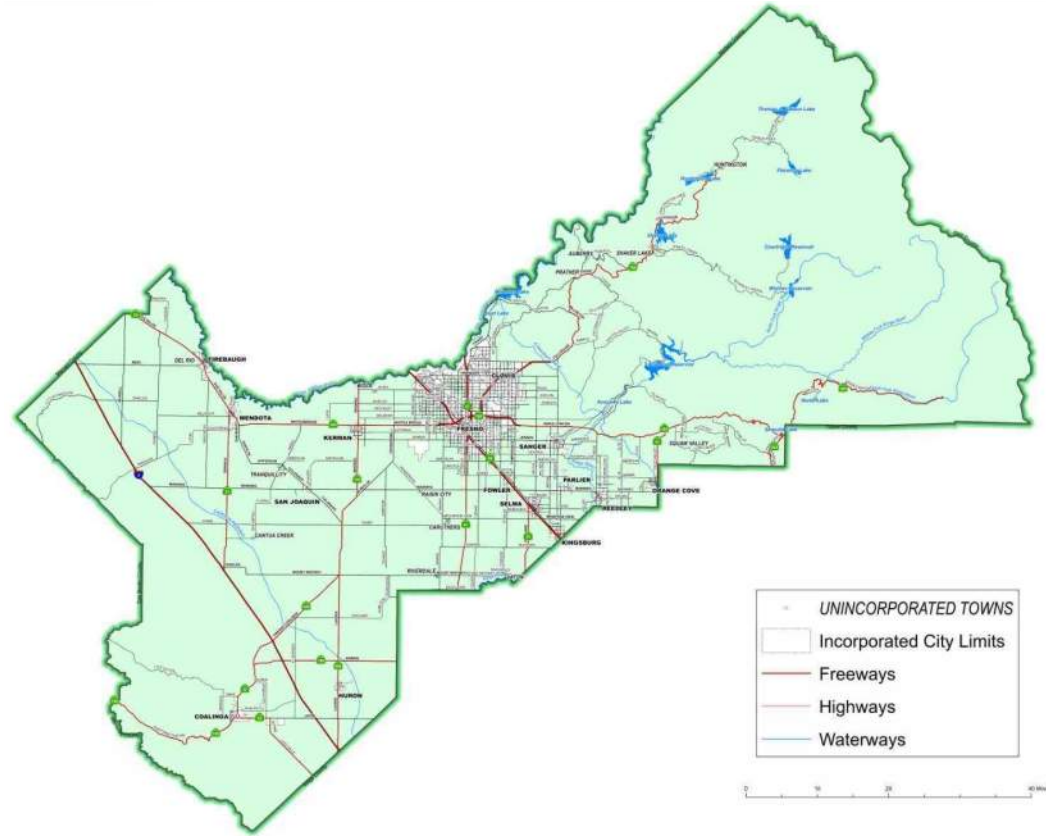
## PRACTICAL FACTORS

- Prominence and awareness
- Local and regional plans
- Partnerships potential
- Amenities already in place
- What else?

# The Entire County is Under Consideration

## Where should hubs go? Why?

- Ideas
- High speed rail stations (Chris)
- West Fresno Area Plan opportunities (Casey)
- Manchester Center (Casey)
- Criteria for successful/promising sites
- Connection between rural and urban area - where hub is relative to destination
- Mobility options in rural areas, more difficult to manage
- Need to consider the elements (heat and cold)
- Distinguish mobility hub versus bus transfer point
- Most important is to education individuals what is mobility hub and what are the benefits



# Whose Voices Should We Hear?

## Implementation Partners

- Ideas
- Ideas

## Governance

- Ideas
- Ideas

## Community Stakeholders

- Ideas
- Ideas

## Operators

- Ideas
- Ideas

## Others?

- Ideas
- Ideas

Site owners, mobility providers, transportation and environmental advocacy groups, religious orgs, schools, health care, community groups, tribes, transit riders, employers, employee associations, Black Chamber of Commerce, Hispanic Chamber of Commerce, Fresno EDC, Riverpark/Amazon, Jakara Movement, A Hopeful Encounter, FIRM.

Farmers Markets (Riverpark, Old Town Clovis, KP), Cherry Ave auction, Kerman Harvest Festival, community health fairs, Fresno Cty Office of Education Fairs, at/near the four sites

# Upcoming Steps

- Next Steering Committee: Public Outreach (TBD, October-November-ish)
- Active tasks
  - Preparing and launching Outreach Round 1: Investigation and Ideas
  - Documenting existing conditions and mobility context
  - Developing location criteria methodology
    - Fine-tuning and weighting Technical Factors
    - Defining Practical Factors and people who should weigh in

# Clovis Location Brainstorm (6/20/24)

- Park and Ride at 168/Temperance
  - Land owner owned by the State of California
- Sierra Vista Mall
- Water Tower parking lot in Old Town Clovis - existing EVCS; near Veterans Memorial, Old Town, City Hall, Library, Clark Intermediate
- Walmarts - Shaw; Herndon
- Landmark Transit Hub (bus stop, bike shelters)
- Clovis Community College (albeit in Fresno)
- Dry Creek Park Near Shepherd and Sunnyside (identified as tentative microtransit site)



# Fresno Location Brainstorm (6/20/24)

- Shaw/Bradley
- River Park
- New Clovis Transit Center (Clovis?)
- Shaw/Clovis
- Fresno State - Cedar/Shaw (near 38 line 15-minute frequency)
- Manchester Center
- Existing FAX Hub - is this on Blackstone near Shields?
- Q Corridor - promising
- City Senior Center and affordable housing - Blackstone/Shaw (frequent #9 bus)
- Downtown FAX hub
- Fresno City College
- SW FCC
- Cedar + Kings Canyon

# FAX

## FRESNO AREA EXPRESS

### System Map



Transit  
Cove Intercity Transit  
Quin Intercity Transit  
Reedley College  
of Transit  
Transit  
Transit

Sources: Esri, USGS, NOAA



### Downtown Transit Center

Whitaker Bridge  
Charles Airport  
Maxwell Park  
Mary Ella Bryan Community Center Library

BUS SHELTER/REFUGIO  
EASTBOUND  
22 20  
WESTBOUND  
32 34 38  
AL MONTE

Courthouse Park

BUS SHELTER/REFUGIO  
NORTHBOUND  
22 26 28  
SOUTHBOUND  
26 28 30  
AL MONTE

ROUTE 1  
BRT  
STATION  
Madison & Van Ness

BUS SHELTER/REFUGIO  
NORTHBOUND  
28 26 28  
SOUTHBOUND  
28 26 30  
AL MONTE

- Fast Frequency Service
- 15 Minute Frequency WEEKDAY FROM 6AM TO 6PM
- Clovis StageLine Service
- Pass Outlet Location
- BRT Station (Bus Rapid Transit)
- BRT Station TICKET VENDING MACHINE

## Small City / Rural Location Brainstorm (6/20/24)

- Firebaugh College
- Firebaugh - Fresno Housing, Habitat for Humanity
- Mendota Airport
- Boys & Girls Clubs
- Millerton Newtown
- Reservation - south of Auberry and Shaver Lake
- Zad Phase? (on County boundary near Auberry)
- Central Valley Indian Health Clinic
- Sanger Community Center - Landmark Housing
- Lanare Community Center (unincorporated)
- Riverdale Library
- Easton - Washington Union High School
- Reedley College
- Reedley or Orange Cove

