

Steering Committee Meeting #2

Fresno County Mobility Hubs Feasibility Study

November 14, 2024



Who Is Everybody?

Name

Organization

Role

Steering Committee Meeting #2 Agenda

- People introductions
- Project overview and foundation
- Existing conditions process
- Public outreach process
- Site selection process
- Next steps and future S.C. meetings
 - Preview of Hubs programming



Project Basics

- **Four sites:** Fresno, Clovis, a third city (rural), an unincorporated community
 - 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 many times more hubs.

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 (+ analysis preview)
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



COMING UP NEXT

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

Steering Committee Roles



1. Provide perspectives from viewpoints beyond what the day-to-day project team offers.
2. Gut-check the processes to look for holes and faulty thinking, and review the Study's progress towards useful findings.
3. Help expand the reach of the Study to other communities, project teams, partners, agencies, staff, and implementers.

Mobility Hubs are...

- **A Tool**
 - To organize physical space and transportation services to be simpler to provide and operate and more useful for people's varied travel needs.
- **An Idea**
 - About how transportation options and connections can be better integrated, more aligned with people's (complex and changing) needs, sustainable to operate, and useful beyond just the sum of their parts.

By the end of the Mobility Hub Feasibility Study we will...

- **Gain a better understanding**
 - Identify mobility needs and opportunities to holistically improve travel through a range of integrated modes, not simply for a single mode
 - Be honest that hubs won't solve every mobility problem, but that hubs are well-suited to tackling certain very difficult issues
- **Create durable ideas and processes**
 - Develop four hub prototypes that: 1) improve individual and local transportation in, to, and from specific communities, and 2) show how hubs become more and more useful as a region of hubs is created
 - Document important steps you can repeat - identifying unique community needs, selecting sites, building partnerships, designing concepts

What are the big needs in Fresno County?



Question 1

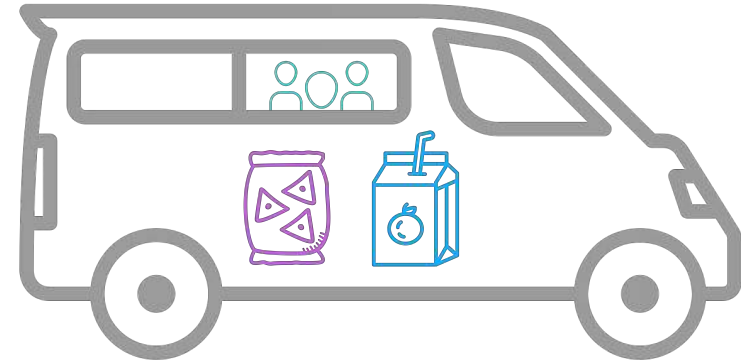
What big regional transportation, housing, development, resiliency, and land use needs are at the forefront of your mind?

Keep These Points in Mind About the Study

- **The Site Selection Process is a Deliverable**
 - Identifies the available and most relevant data
 - Develops a framework for prioritizing factors
 - Gets you thinking about synergies
 - Creates a layperson and technical language to discuss hubs
- **The Four Sites Should Explore a Range of Services and Implementation Methods**
 - We will optimize each of the four sites, but also want the four sites to collectively demonstrate a wide range of Fresno County hub ideas
- **Focus on Feasibility**
 - Expect each of the four sites to have high feasibility pieces and low feasibility factors - low feasibility is a finding, not a failure

Existing Conditions

Thank you, tour hosts!



Territory: San Joaquin city



- Microgrid site
- Opportunity for multiple amenities

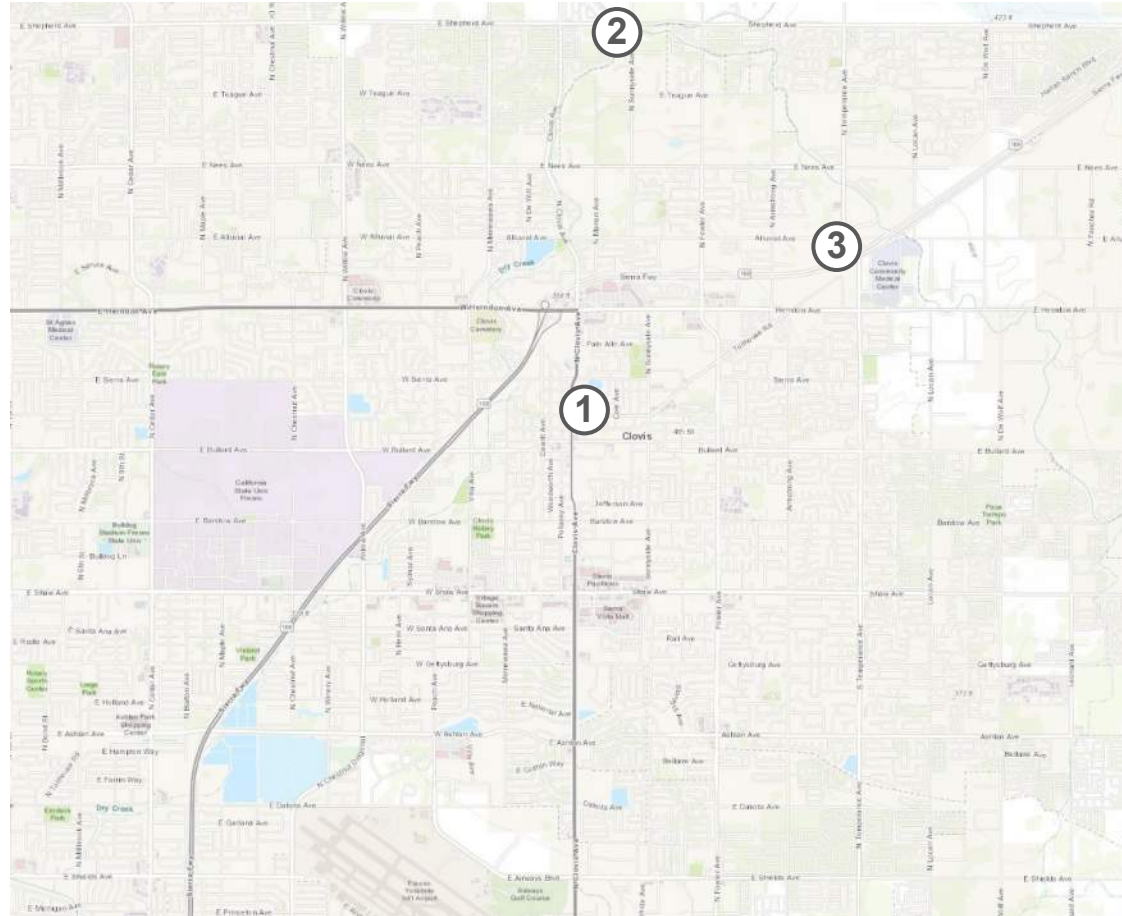


- S.J. Elementary
- Vital "last mile" destination



- New Housing Site
- Ask Elizabeth Cabrera for details

Territory: Clovis city



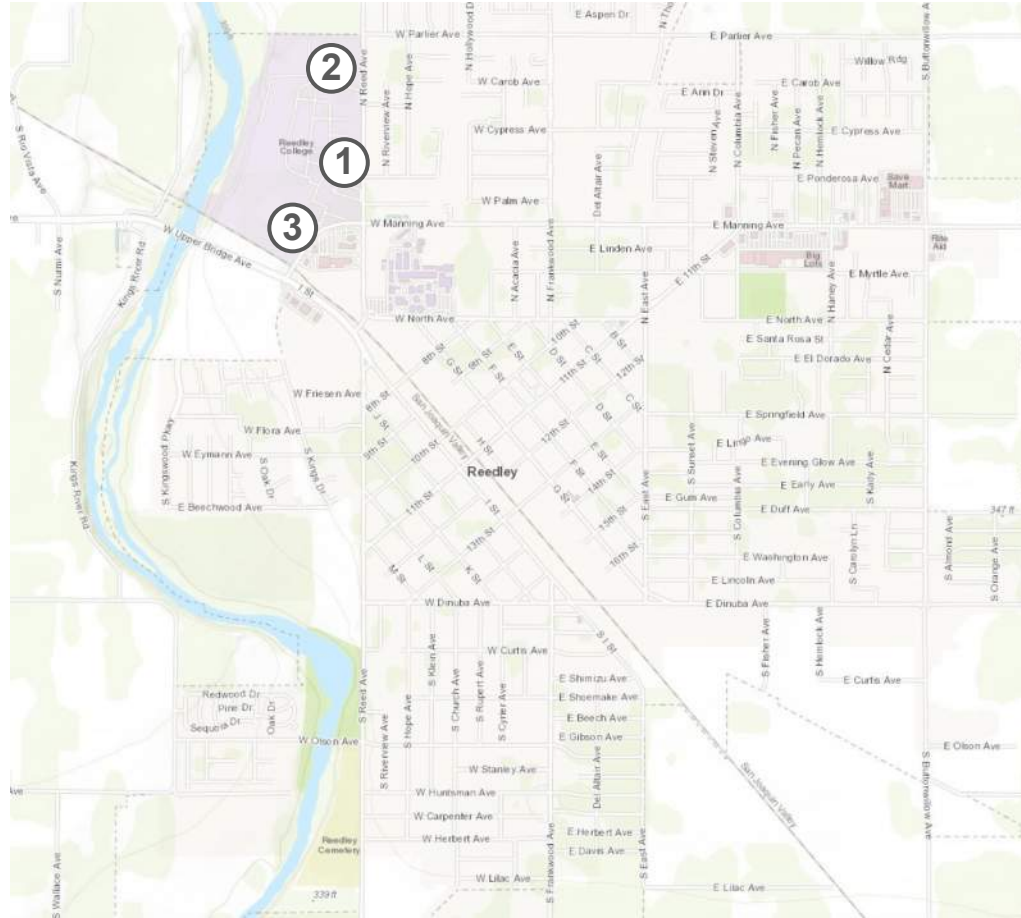
- 1 Landmark transit ctr.
- Near downtown and trails
 - Senior Activity Center



- 2 Dry Creek Trailhead
- Regional trail network
 - Housing growth area

- 3 Park & Ride
- Unsure about who are the primary users

Territory: Reedley College



Bus stop

- FCRTA improvements underway



Performing Arts

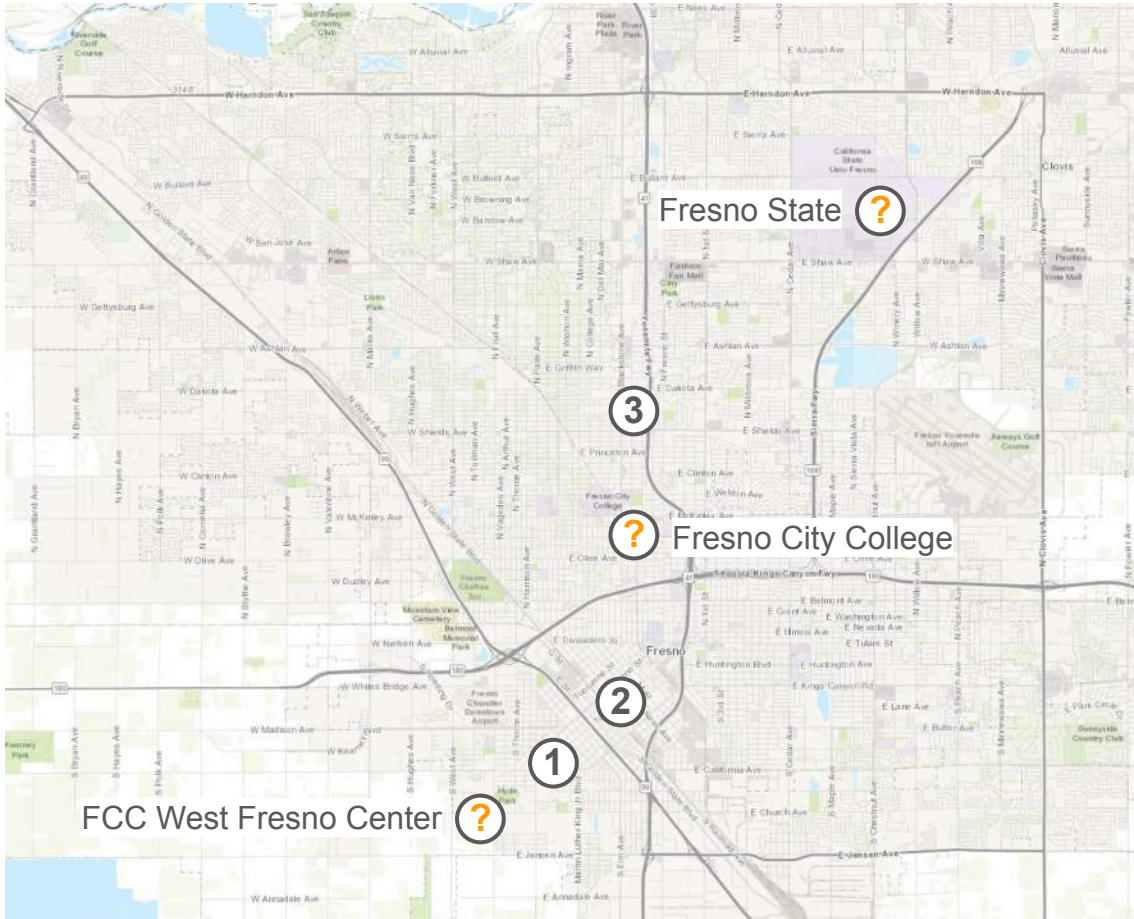
- New campus anchor on the north side



Parking Lots

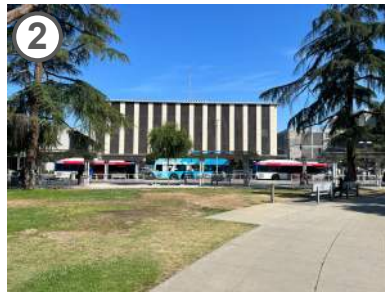
- Opp. with solar panel systems
- Micromobility nodes?

Territory: Fresno city



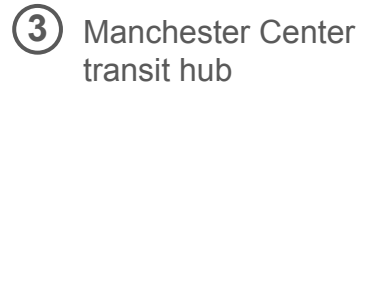
1 Fresno Housing site

- Future EV Werks hub



2 Courthouse Square

- Key FAX / FCRTA hub



3 Manchester Center transit hub

Influential Plans and Programs

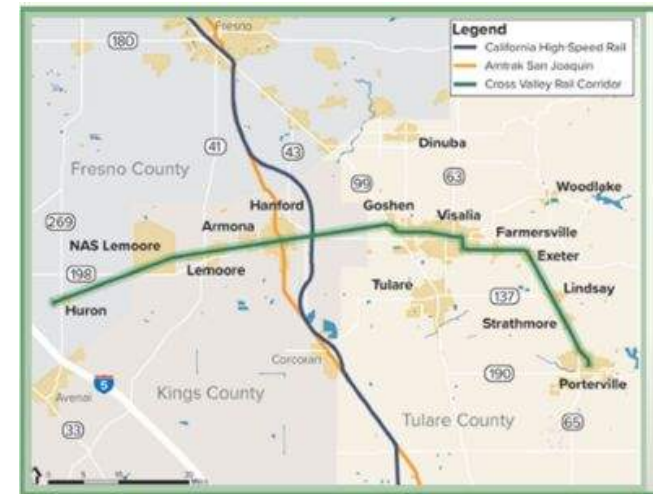
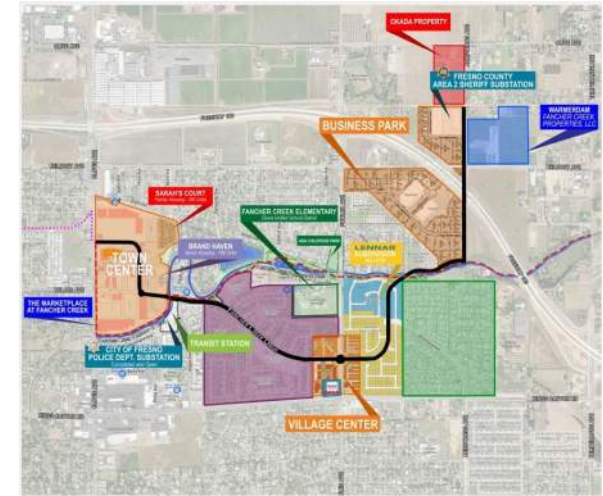
How do these shape
Hub feasibility?

- FCOG Regional Long-Range Transit Plan 2019-2050 (2019) (FCOG staff)
 - Transit hubs in the city of Fresno, page 76
 - Develop a network of transportation nodes, page 80
 - Active Transport Access to Transit Project, page 98
 - Paratransit expansion, page 112 (FAX Handy Ride, Clovis Round Up, FCRTA)
 - Extensive list of funding sources, pages 104-109
- Clovis Active Transportation Plan (2023) (Tatiana Partain)
 - Sidewalk gap filling projects
 - “High” / “Medium-High” bikeway priorities, including near Landmark Transit
- Active Transportation Plans (Reedley Moves - Marilou Morales, City Eng.)
- 2026 RTP/SCS (RTP Roundtable?, FCOG)
- FCRTA San Joaquin hub / microgrid for rural microtransit
- Clovis bus reroute, TIRCP application for maintenance expansion, ZEV fleet
- Fresno REAP 2.0 housing strategy (FCOG staff)

Also Good to Know About

- Francher Ranch (Fresno)
 - 1M sf Town Center
 - 1.5M sf business parks
 - Planned FAX transit station
 - Linear park / trail

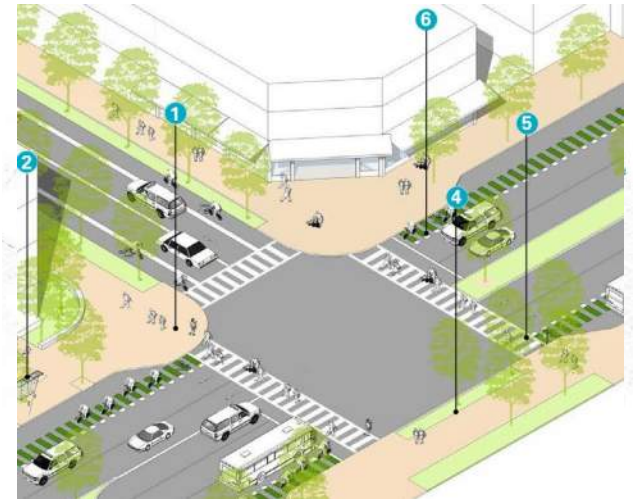
- Cross Valley Corridor (multi-jurisdiction)
 - Huron in Fresno County to Tulare Co.
 - Express bus service
 - Connect to Amtrak and future high-speed rail



Also Good to Know About

- **Blackstone Corridor Transportation + Housing Study (Fresno)**
 - Street and mobility improvements
 - Land assembly for catalyst development
 - Partnerships for placemaking (FCC)
 - ½ mile segment: Harvard - Home Aves

- **South Blackstone Ave Smart Mobility Project (Fresno)**
 - Intersection safety
 - Active mobility projects
 - Transit corridor
 - Dakota St. to Hwy 180







Question 2

What past, present, and coming planning efforts are relevant to mobility hubs, and which initiatives from these plans are higher or lower priority?

Public Outreach

Seeking Your Help: Social Media Postings

Suggested Date	Platform	Copy	Media
Wed, Nov 13	Facebook	<p>Fresno COG and local transit agency partners, @FresnoCA, @clovis.ca, and the FCRTA, are seeking community input on locations, mobility services, and amenities for four potential mobility hubs. 📄</p> <p>📄 Fill out our survey here: https://publicinput.com/e1736#tab-55889</p>	 <p data-bbox="1251 238 1595 301">Help us shape the future of mobility in Fresno County!</p> <p data-bbox="1271 532 1595 561">Complete our survey today!</p> <div data-bbox="1290 572 1572 604">  </div> <p data-bbox="1244 653 1619 701">¡Ayúdenos a dar forma al futuro de la movilidad en el condado de Fresno!</p>  <p data-bbox="1271 947 1595 969">¡Complete nuestra encuesta hoy mismo!</p> <div data-bbox="1290 987 1572 1019">  </div>
	Instagram	<p>Fresno COG and local transit agency partners, @CityOfFresno, @cityofclovis.ca, and the FCRTA, are seeking community input on locations, mobility services, and amenities for four potential mobility hubs. 📄</p> <p>📄 Fill out our survey here: https://publicinput.com/e1736#tab-55889</p>	
	LinkedIn	<p>Fresno COG and local transit agency partners, FAX, @city-of-clovis and the FCRTA, are seeking community input on locations, mobility services, and amenities for four potential mobility hubs. 📄</p> <p>Fill out our survey here: https://publicinput.com/e1736#tab-55889</p>	
	X (223/280)	<p>We, with @FresnoFAX, @ClovisTransit, and the FCRTA, are seeking community input on locations, mobility services, and amenities for four potential mobility hubs. 📄</p> <p>Fill out our survey: https://publicinput.com/e1736#tab-55889</p>	

Public Participation Process Diagram

ROUND 1: Investigation and Defining the Need

- Surveys:
 - RTP/SCS (ended Oct '24)
 - Hubs (Sept '24 - Jan '25)
- 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, including public-facing event
- Pop-ups
- Stakeholders
- Ongoing digital content

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

Public Outreach Update

Survey Live - through mid-January

6 multi-project pop-ups - September-October

Stakeholder Interviews: Round 1 - through January

Website and social media updates - ongoing

Questions within RTP/SCS survey - recently closed

Future

- Stakeholders Round 2
- Public event at each of the four Hub site workshops



- Central California Women's Conference, 9/17/2024
- Kerman Harvest Festival, 9/19/2024
- Kingsburg Crayfish Festival, 9/21/2024

- Clovisfest, 9/28/24-9/29/24
- Big Fresno Fair Seniors Day, 10/7/2024
- Reedley Fiesta 10/11/2024-10/12/24

- Fresno City College (Christine D. Miktarian, Vice Chancellor of Operations)
- Build a Better Blackstone (Christina Ortega, Fresno Metro Ministry)
- Clovis Chamber of Commerce (Greg Newman. President/CEO)
- Hispanic Chamber of Commerce
- Fresno Housing (Tiffany Mangum, Strategic Initiatives and Partnerships)
- Fresno Black Chamber of Commerce (Cassandra Little, President & CEO)
- Fresno EDC (Will Oliver, Julian Ramos, Spencer Bremer)
- Self Help Enterprises (Betsy, Sheila, Heather - from our Steering Committee!)

- **Scheduling individuals and groups**
- **Determining who from the project team (and Steering Committee?) should attend**
- **Giving stakeholders advance notice**
 - **Project background**
 - **Discussion agenda**
 - **Key topics**
 - **Community mobility needs**
 - **Relationships and partnerships**
 - **Tie-ins with other projects and programs**
 - **Positive and negative impacts on feasibility**
 - **Implementation approaches**
 - **Next steps and staying informed**

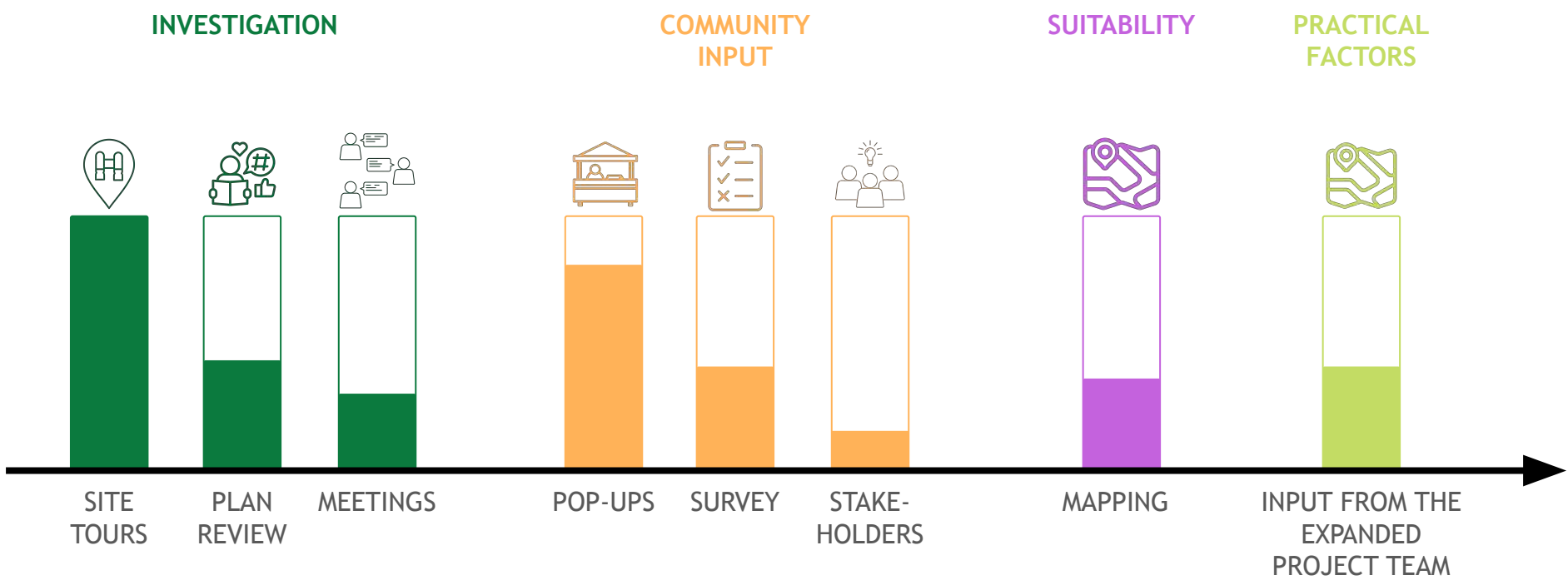
Questions 3 & 4

3. What other people and organizations should we talk with to understand existing conditions better?

4. What other people and organizations should we talk with to hear stakeholders ideas and concerns (implementation, operations, promotions, recruiting users, etc.)?

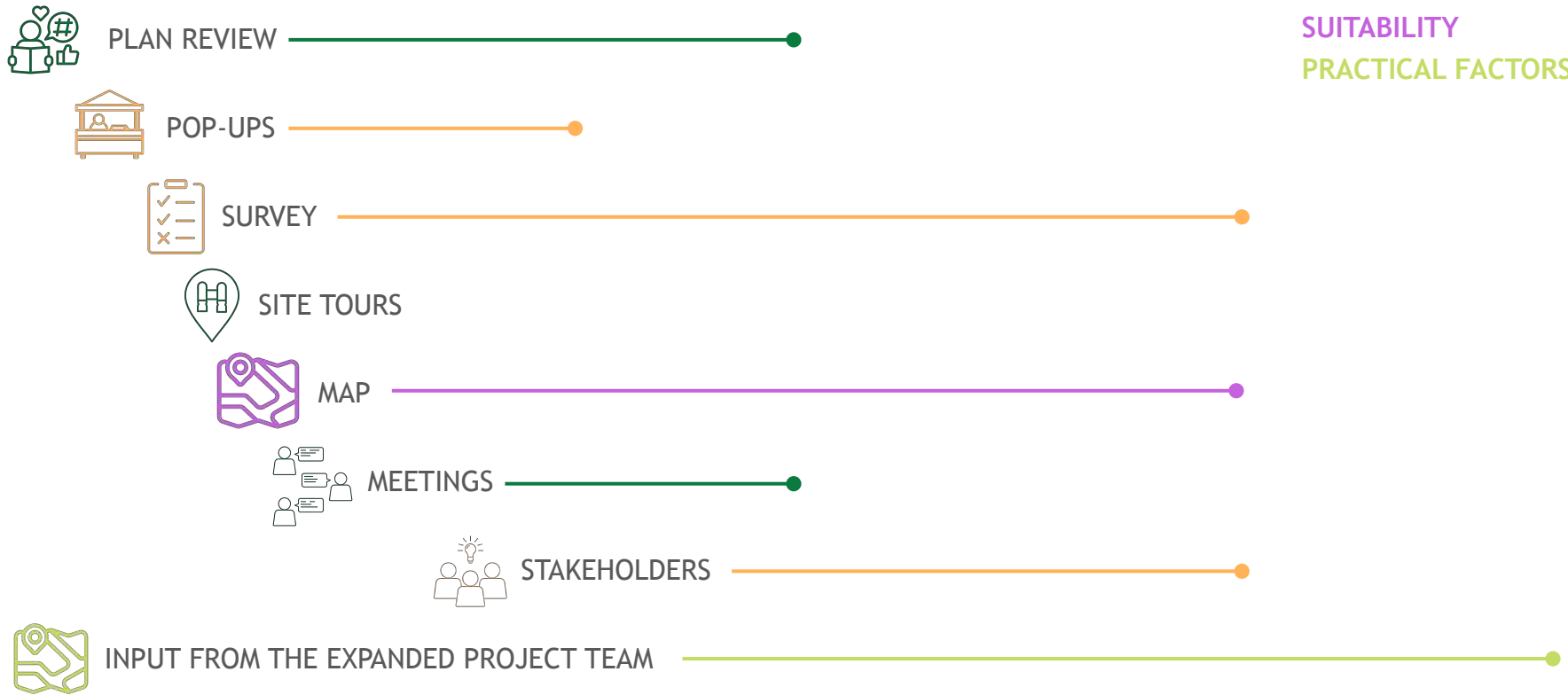
Site Selection

Site Selection Framework: Officially Scoped Sequence



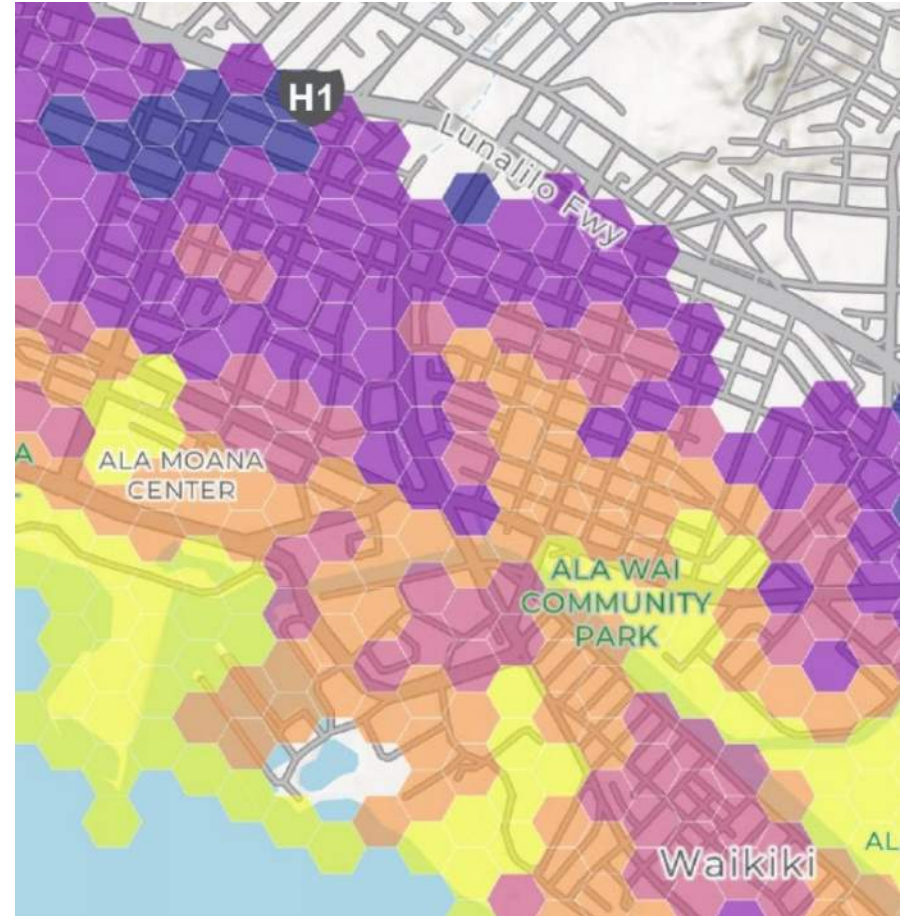
Site Selection Framework: Actual Process and Overlaps

INVESTIGATION
COMMUNITY INPUT
SUITABILITY
PRACTICAL FACTORS



Site Selection Process: Mapping

- Logical, defensible methodology
- Mix-and-match, and weight, the data
- Phased, iterative approach
- Changeable as priorities change
- Build in practical factors
 - Planning complements
 - Regional distribution
 - Variety in the four sites

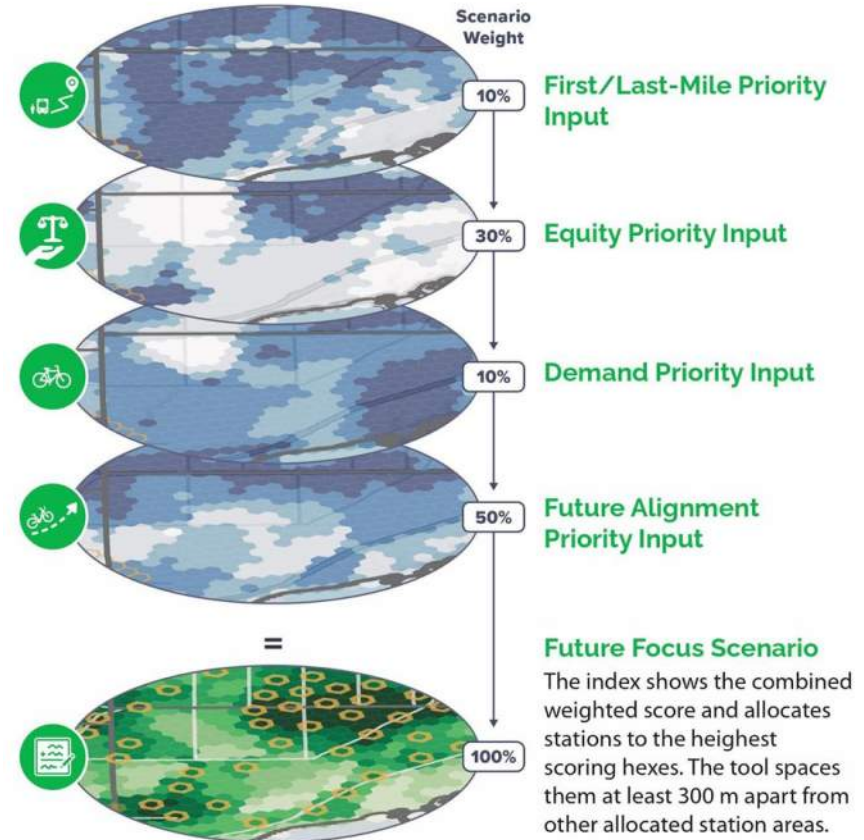


Oahu Mobility Hubs - Alta Planning & Design

Whole Area Prioritization

Whole area prioritization - uses an “evaluation grid” consisting of a neighborhood scale hex grid to evaluate possible hub locations

- Flexible approach enables scoring of different geographies
- Benefits sampling approaches



Quantitative Analysis - REGIONAL

GOAL	CRITERIA	METRICS	DATA SOURCE	STATUS
Community Need	Transportation Equity	Transportation EQI	Caltrans EQI	Available
	Environmental Burdens	CalEnviroScreen Index	CalEnviroScreen 4.0	Available
	Justice 40	Justice 40	Justice 40	Available
Regional Destinations	Activity Center Proximity	Replica Non Home-based Trip Density (weekdays)	Replica Places	Available
	Future Land Use Support	Future High Intensity Land uses (mixed-use, multifamily, office)	Geocoded General Plans	Partial (Fresno) Expected Dec. Countywide
Sustainability	Multimodal Orientation	VMT Per Capita	FMCOG Model Outputs	Available
	Fill Gaps in Charging Public Network	Public Charger Density	USDOE Charger Data	Available
	Hazard Risk Index	Flood Hazards/ Fire Hazards	FEMA National Risk Index	Available
	Future Heat Index	Extreme Heat	CA Heat Assessment Tool	Available

Qualitative Analysis - LOCAL (jurisdictional)

GOAL	CRITERIA	METRICS	DATA SOURCE	STATUS
Land Availability	Available Parcels	Public Parcels	Property Appraiser	TBD/ Pending
Access	Transit Service & Ridership	Transit Service + Ridership / Trip frequencies as proxy for ridership	GTFS	GTFS Processed
	Alignment with Future Infrastructure	Presence of Existing/Future Transit & Active Facilities	<ul style="list-style-type: none"> •Existing/Planned Sidewalks •Existing/Planned Bike Facilities •Existing/Planned fixed route transit 	Available
Public Support	Survey Results	Positive Survey Result Density	Public Engagement Efforts	TBD/ Pending
Practical and Political Feasibility	Practical & Political Feasibility	Local knowledge + partnership potential	Findings from Stakeholder Interviews	TBD/ Pending
	Grid Capacity	PG&E Grid Assessment Data	FCRTA Grid Analysis	Available

Question 5

Do you have thoughts on the key factors we are using in the site selection analysis, or additional data we should add or use differently?