

# Chapter 7

## Public Outreach

### 7.1 Introduction

Public involvement in transportation planning has always been an integral part of the overall transportation planning process. A public involvement process is also called for in the Joint Powers Agreement that the Council of Fresno County Governments (Fresno COG) has with its member agencies. However, since the passage of ISTEA, a significant emphasis has been placed on public involvement efforts. Federal regulations to implement ISTEA, TEA-21 and SAFETEA-LU call for comprehensive proactive Public Participation Plans which respond not only to federal transportation legislation but also those of related federal acts, such as the Clean Air Act and the Americans with Disabilities Act (ADA).

In keeping with the intent of SAFETEA-LU, Fresno COG is committed to a Public Participation Plan which enhances the role of citizens and interest groups in a manner designed to include early, open, and meaningful involvement in the development of plans from the beginning of the process to its end. Fresno COG, in keeping with this commitment, adopted Public Participation Plan (PPP) in November 2007 with minor updates made to it in 2009. The 2007 RTP includes additional outreach to comply with requirements of SAFETEA-LU legislation. Appendix C includes the SAFETEA-LU Gap Analysis, which indicates that Fresno COG will update the Public Involvement Procedures in 2007. This is part of a commitment for regular updates and review of the procedures, as well as an opportunity to incorporate any additional issues identified in SAFETEA-LU.

In addition, Fresno COG developed a stand alone Regional Transportation Public Outreach Plan for the 2011 Update Process. A copy of that POP is included. As Fresno COG undertakes the update of the 2011RTP a major goal of the public involvement effort is to reach out to nontraditional as well as traditional audiences to include them in the transportation planning process. This program will help ensure that environmental justice issues are addressed and that interested members of the public have ample opportunity to understand and provide meaningful input while the RTP is in its early stages and throughout the planning process.

Fresno COG includes the Native American tribal groups and communities in the transportation planning process. Fresno COG also works with the federal, state, and regional governments and the Native American tribal governments/groups to develop strategies that address the transportation issues of importance to the Native American communities. This effort promotes direct involvement by the Native American community in transportation planning and project selection and other issues that affect them.

#### 7.1.1 Fresno COG Committee Process

The Council of Fresno County Governments has standing committees which review materials and issues monthly, before forwarding them to the legislative body, the Fresno COG Policy Board, for action. The first of these committees, the Transportation Technical Committee (TTC), is made up of member agency staff, other governmental agency staff, representatives from the Building Industry Association, California Highway Patrol, Caltrans, Fresno Chamber of Commerce, Fresno Cycling Club, Fresno Area Residents for Rail Consolidation and the League of Women Voters. The second group consists of city managers or their representatives, meeting as the Policy Advisory Committee. Status reports have been given monthly to these committees, and are forwarded to the Fresno COG Policy Board. Fresno COG also has other standing or advisory committees (see the Public Participation Plan, page 30-31) and Agency staff serves on a number of other multi-agency advisory committees (General Plan, Rail Transportation, Affordable Housing, Caltrans Bicycle Advisory Committee, etc.) that include citizen representation. These committees offer the organization an excellent opportunity for expanding public awareness of the

transportation planning process. This is accomplished not only by active participation on these committees, but presentations before them as well.

## 7.2. Regional Transportation Plan Public Outreach Plan

### 2011 Regional Transportation Plan

for the

### Fresno County Region

~ Public Outreach Plan ~

October 2009



### 2011 Regional Transportation Plan Public Outreach Plan

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## Introduction

Regional Transportation Plans (RTPs) are planning documents developed by Metropolitan Planning Organizations (MPOs) and Regional Transportation Planning Agencies (RTPAs) in cooperation with Caltrans and other stakeholders. They are required to be developed by MPOs and RTPAs per State legislation, (Government Code Section 65080 et seq.) and Federal regulation (Title 23 USC Section 134).

The purpose of the RTP is to establish regional goals, identify present and future needs, deficiencies, and constraints, analyze potential solutions, estimate available funding and propose investments.

A comprehensive public involvement program is an important component for developing a RTP. As Fresno COG undertakes the update of the 2011 RTP a major goal of the public involvement effort is to reach out to nontraditional as well as traditional audiences to include them in the transportation planning process. This program will help ensure that environmental justice issues are addressed and that interested members of the public have ample opportunity to understand and provide meaningful input while the RTP is in its early stages and throughout the planning process.

## II. Summary of RTP Public Outreach Plan Requirements

### A. Public Participation Requirements:

The RTP Planning Process must foster involvement through a proactive public participation process with the all interested parties. Title 23 CFR Part 450.316(a) states the following concerning participation and consultation:

*"The MPO shall develop and use a documented participation plan that defines a process for providing citizens,*

- *affected public agencies*
- *representatives of public transportation employees*
- *freight shippers*
- *providers of freight transportation services*
- *private providers of transportation*
- *representatives of users of public transportation*
- *representatives of users of pedestrian walkways and bicycle transportation facilities,*
- *representatives of the disabled*
- *other interested parties*

*with reasonable opportunities to be involved in the metropolitan transportation planning process."*

- When significant written and oral comments are received on the draft RTP and as a result of the participation process or the interagency consultation process a summary, analysis and report of the proposed comments shall be made as part of the final RTP
- The public participation plan should be prepared prior to the development of the RTP. The public participation plan should have public input during its preparation and have a 45-day comment period before the MPOs/RTPAs

board adopts it. This enhanced public participation plan is a new requirement as a result of SAFETEA-LU.

- Title 23 CFR part 450.316(a)(1)(iii) now requires the participation plan to use visualization techniques to describe the RTP and FTIP. Visualization techniques range from a simple line drawing or hand written chart to technologically complex web cast public meetings and GIS modeling and computer generated maps. The specific type of visualization technique is determined by the MPO/RTPA.
- The public participation plan and both the draft and adopted RTP shall be posted on the World Wide Web, to the maximum extent practicable and for the life of the RTP.
- It is also recommended MPOs/RTPAs place hard copies of the draft and adopted copies of RTPs in local libraries and other locations where the public would have access to these documents.
- The MPO shall, to the extent practicable, develop a documented process that outlines roles, responsibilities, and key decision points for consulting with other governments and agencies. Non-MPO public participation efforts shall at minimum develop a documented process that outlines roles, responsibilities and provides outreach efforts to all sectors of the local community.

#### **B. Consultation & Coordination Requirements:**

Cooperative development of plans, programs and schedules with the following:

- All transportation providers
- Facility operators such as airports
- Appropriate federal, state and local agencies
- Native American Tribal Governments (shall involve federally recognized tribes, and should seek input from those not federally recognized)
- Environmental resource agencies
- Air District
- Pedestrian and bicycle representatives
- Adjoining MPOs/RTPAs
- Federal Land Management Agencies

In developing RTPs, the MPO/RTPA should consult with agencies and officials responsible for other planning activities within their region that are affected by transportation or at least coordinate the planning process to incorporate input. These areas include, but are not limited to, the listed examples:

1. State and local growth;
2. Economic development;
3. Environmental protection;
4. Airport operations; and,
5. Goods Movement.

To reflect consultation with resource and permit agencies to ensure early coordination with environmental resource protection and management plans.

**C. Private Sector Involvement**

Formally invite to participate and strive to include any long-range plans of these organizations that have an impact on the regional transportation system:

- Goods movement industry
- Trucking firms
- Freight train lines
- Taxi services
- Limousine services
- Transportation Management Associations
- Private Transit Operators
- Developers
- Chambers of Commerce
- Large Employers
- Business organizations

**D. Consultation with Interested Parties**

The MPO/RTPA shall provide the following interested parties with reasonable opportunity to comment on the proposed RTP:

1. Citizens
2. Affected public agencies
3. Representatives of public transportation employees
4. Freight shippers
5. Private providers of transportation
6. Representatives of users of public transportation
7. Representatives of users of pedestrian walkways and bicycle transportation facilities
8. Representatives of people with disabilities
9. Providers of freight transportation services
10. Other interested parties.

**E. Native American Tribal Government Consultation and Coordination**

- The MPO or RTPA should include a discussion of consultation, coordination and communication with federally recognized Tribal Governments when the tribes are located within the boundary of an MPO/RTPA.
- MPO/RTPA should establish a government-to-government relationship with each Tribe in the region. This refers to the protocol for communicating between the MPOs/RTPAs and the Tribal Governments as a sovereign nation.
- This consultation process should be documented in the RTP.
- The initial point of contact for Tribal Governments should be the Chairperson for the tribe.
- The MPO/RTPA should develop protocol and communication methods for outreach and consultation with the Tribal Governments. (In this plan)

**F. Consultation with Resource Agencies**

Current federal regulations require MPOs to consult with resource agencies, State and local agencies responsible for land use management, environmental protection, conservation, and historic preservation concerning the development of the RTP.

The consultation efforts shall involve:

1. Comparing transportation plans with State conservation plans, maps and other data, if available; and,
2. Comparing transportation plans with inventories of natural and historic resources, if available.

New federal requirements seek to receive input/comments from resource agencies early in the planning process. The following is a preliminary list of resource agencies that should be consulted in the development of the RTP:

1. Federal agencies (including FWHA, EPA and FTA)
2. U.S. Army Corps of Engineers
3. NOAA Fisheries Services
4. U.S. National Park Service
5. U.S. National Marine and Fishery Service
6. California Environmental, energy, resource and permit agencies
7. California Coastal Commission
8. California Energy Commission
9. California Office of Planning and Research
10. California Environmental Protection Agency
11. California Resources Agency
12. California Water Resources Control Board
13. California Regional Water Quality Control Board
14. California Department of Fish and Game
15. California Integrated Waste Management Board
16. California Air Resources Board
17. Bay Conservation and Development Commission (Bay Area)
18. Regional Air Quality Management Districts
19. Private sector carpools / rideshare coordinators
20. California Department of Parks and Recreation
21. Caltrans list of federal and state resource agencies

### III. Public Outreach Program Objectives for the RTP

Fresno COG's Public Participation Plan calls for setting and measuring progress on involving the public in Fresno COG's 2011 Regional Transportation Plan

#### A. Objectives:

- Solicit participation from a broad range of groups and individuals in the 2011 RTP decision-making process
- Raise awareness and offer opportunities for public input about the 2011 RTP
- Provide information to Fresno County region residents and other stakeholders
- Stimulate dialogue about the transportation challenges facing the Fresno County region
- Develop and incorporate into the 2011 RTP update realistic solutions that address the diverse mobility needs of the region's residents, visitors and business people
- Build public support for, and understanding of, the transportation improvements outlined in the 2011 RTP

#### B. Performance Measures:

*Diversity:* Participants must represent a range of socioeconomic, ethnic and cultural, geographic and user (mode) groups. They must also include a range of people with varying interests: social service, business, environment, social justice/equity, etc.

- Targeted groups include all those listed under "Summary of Outreach Requirements" including additional Fresno COG contacts
- Participating citizens represent a cross-section of people of various interests, places of residence and primary modes of travel, as reported on surveys and comments or other communications received throughout the update process

*Reach:* The program should make every effort to include the greatest number of people possible. Different levels of participation will make it more inviting for people with a range of involvement preferences to join the discussion. The success of the program will be measure by the following:

- o Number of comments received
- o Number of individuals who actively participated in the Fresno COG RTP 2011 Public Outreach Program, as measured by survey responses, focus group attendance and community outreach involvement. (excluding repeat attendance)
- o Number visits or “views” to the Fresno COG RTP 2011 section website and/or requests for information during active periods of the public outreach and involvement program

*Accessibility:* Every effort should be made to ensure that anyone who wants to participate can do so. This goal can be met by taking the participation activities to where people already are located, whenever possible. It can also be met by providing ways to participate, regardless of individuals’ language or ability to attend a meeting, access to the Web, etc.

- o Meetings are held in communities and during existing meeting dates/times whenever possible
- o 100 percent of meeting locations are accessible by transit
- o Meetings are linguistically accessible to 100 percent of participants, with 3 working days’ advance request for translation. (Meeting announcements will offer translation services with advance notice to participants speaking any language with available professional translation services.)
- o All meetings are accessible under the requirements of the Americans with Disabilities Act (ADA).

*Impact:* The feedback received through this Outreach and Involvement Program should be analyzed and provided to the Fresno COG Policy Board wherever appropriate. Interested participants should be informed of Board’s actions. Decisions to not incorporate recommendations should be noted, with a rationale provided and ready to be discussed.

- 100 percent of written comments received are logged, analyzed, summarized and communicated in time for consideration by staff and the Fresno COG Policy Board
- 100 percent of the written comments are acknowledged so that the person making them knows whether his or her comment is reflected in the outcome of a Policy Board action or, conversely, why the Policy Board acted differently

*“High-quality” Input and Participation:* Focus on receiving comments that generate discussion, add value to the process and help to build consensus.

*Education:* This outreach program is an opportunity for Fresno COG to inform a wide range of people about transportation issues in the Fresno County region, as well as the link to climate change and sustainable growth, among other issues. Each step of the process should include an educational element, whether it is about Fresno County area transportation in general, specific projects being considered for inclusion in the long-range plan or background on the outreach results to date.

*Participant Satisfaction:* People who take the time and energy to participate

should feel it was worth their while to join in the discussion and debate. The following targeted performance measures are associated with each of the goal topics.

- o Majority of participants rate the Fresno COG RTP Outreach Program as *Excellent or good* on each of the following performance dimensions (or other specific features to be determined):
- o Accessibility (meeting locations, materials presented in appropriate languages for targeted audiences, etc.)
- o Adequate notice
- o Sufficient opportunity to comment
- o Clear understanding of items that are established policy versus those that are open to public influence
- o Clear information at an appropriate level of detail
- o Educational value of presentations and materials
- o Responsiveness to comments received
- o Understanding of other perspectives and differing priorities
- o Quality of the discussion

## **IV. Implementation of RTP Public Outreach Plan**

### **Initiating Plan Development – Participation Strategies**

Fresno COG is planning to implement the following public outreach strategies throughout the development of the 2011 RTP.

#### **1. Regional Transportation Plan Community Forum**

Form a Regional Transportation Plan Community Forum of interested stakeholders to engage and obtain feedback on RTP development through the entire update process.

#### **2. Fresno COG's Stakeholder Focus Groups**

To consult and coordinate the development of the RTP with stakeholders specifically interested or involved with plans or projects identified in individual work elements, these focus groups will be organized topically and could include the following:

Non-Motorized Transportation – Users and providers of bicycle, pedestrian and multi-use trails, Fresno COG's bike/trails committee

Goods Movement - – would include providers and users of public and private aviation, rail service, freight shipping, trucking firms and others in the goods movement industry

Air quality and Environmental – Air District, Environmental Resource Agencies, Community groups with environmental focus

Transit – Providers and users of public and private transit services (urban and rural) and public transportation employees

Business and Industry Representatives – Large employers, Chambers of Commerce, business organizations, developers

Private transportation providers – Limousine and taxi company representatives, bus companies, vanpool leasing companies, etc.

Disabled and Elderly – Representatives of the disabled and elderly population including Fresno COG's Social Services Transportation Advisory Committee

Native American Tribal Governments – Representatives from Federal recognized and non-federally recognized tribal governments

#### **3. Surveys: Online and hard copy**

Solicit response through email, Roadshows, hard copy mailout, Fresno COG newsletter, public meetings—possibly using clicker technology, focus groups, Fresno COG homepage, Facebook and Twitter websites.

#### **4. Social Networks:**

Fresno COG's Facebook and Twitter pages, media websites, local social networking sites/blogs, and online calendars.

#### **5. Fresno COG's website:**

Dedicate a new section of Fresno COG's website to provide information and timely updates on the RTP development process, promote upcoming meetings and events, post documents for download and print and provide options for feedback.

#### **6. Distribute/present information at regularly-scheduled public meetings:**

Present RTP updates and solicit input at Fresno COG Committee meetings, jurisdiction council/board meetings, local/regional agency meetings, city and county community planning groups, Chambers of Commerce, Economic Development Organizations,

community and business group meetings, public service organizations, and other stakeholder groups.

**7. Fresno COG Newsletter or other written communications:**

Fresno COG's mailing list goes out to over 4,000 people and businesses around the region .

**8. Email:**

Email updates, announcements and information will go out in Fresno COG's weekly email alert, "This Week at Fresno COG", to 2200+ people on Fresno COG's current email database. Separate emails will go out as needed.

**9. Interagency Coordination:**

In developing the 2011 RTP, Fresno COG staff will consult with agencies and officials responsible for other planning activities within the MPA that are affected by transportation (including State and local planned growth, economic development, environmental protection, airport operations, or freight movements) or coordinate its planning process (to the maximum extent practicable) with such planning activities. In addition, the 2011 RTP shall be developed with due consideration of other related planning activities within the metropolitan area, and the process shall provide for the design and delivery of transportation services.

Fresno COG will also consult with resource and permit agencies to ensure early coordination with environmental resource protection and management plans.

**10. Community-Based Outreach Program:**

To help ensure diverse and direct input from environmental justice populations, Fresno COG will award grant funding to three community-based organizations to conduct public meetings/workshops for individuals not typically involved in the regional transportation planning process. The selected organizations will conduct outreach activities to secure public involvement from stakeholders in their communities and populations served, engaging them in the development of the Regional Transportation Plan and generating feedback on the 2011 RTP. The three grants will each total \$2,500.

## IV. Get Involved in the RTP Process

### How to guide

Below you will find a list of how you may participate in the Fresno COG Regional Transportation Plan Update process via the participation strategies listed in the previous chapter.

#### 1. Regional Transportation Plan Community Forum

If you are interested in joining the Regional Transportation Plan Community Forum as an interested stakeholder, please contact Fresno COG staff member Clark Thompson by phone at 559.233-4148 ext. 203, or via email at [clarkt@fresnocog.org](mailto:clarkt@fresnocog.org).

#### 2. Fresno COG's Stakeholder Focus Groups

Fresno COG staff will be coordinating and hosting focus groups organized topically as listed below. If you are interested in attending one of the focus groups please contact Fresno COG Public Information officer Brenda Lauchner by phone at 559-233-4148, ext. 219 or via email at [brendal@fresnocog.org](mailto:brendal@fresnocog.org).

- Non-Motorized Transportation – Users and providers of bicycle, pedestrian and multi-use trails, Fresno COG's bike/trails committee
- Goods Movement - – would include providers and users of public and private aviation, rail service, freight shipping, trucking firms and others in the goods movement industry
- Air quality and Environmental – Air District, Environmental Resource Agencies, Community groups with environmental focus
- Transit – Providers and users of public and private transit services (urban and rural) and public transportation employees
- Business and Industry Representatives – Large employers, Chambers of Commerce, business organizations, developers
- Private transportation providers – Limousine and taxi company representatives, bus companies, vanpool leasing companies, etc.
- Disabled and Elderly – Representatives of the disabled and elderly population including Fresno COG's Social Services Transportation Advisory Committee
- Native American Tribal Governments – Representatives from Federal recognized and non-federally recognized tribal governments

#### 3. Surveys: Online and hard copy

Surveys may be dispersed and submitted via email, community events, hard copy mailout, Fresno COG newsletter, public meetings, focus groups, Fresno COG homepage, Facebook and Twitter websites. Please contact Fresno COG Public Information officer Brenda Lauchner by phone at 559-233-4148, ext. 219 or via email at [brendal@fresnocog.org](mailto:brendal@fresnocog.org) to ensure you receive a copy of the 2011 RTP Update survey.

#### 4. Social Networks:

Fresno COG currently has Facebook and Twitter homepages listed under Fresno Council of Governments.

#### 5. Fresno COG's website:

Fresno COG's website address is [www.fresnocog.org](http://www.fresnocog.org). Each time an RTP item is added or updated on the Fresno COG website it will be listed on the homepage under "What's New Online", and oftentimes under "Announcements." Meetings are listed under "Meetings listing" on the homepage with agendas accessible through the calendar listings. At the

bottom of each page of the website there is an email link to the COG staff member that is in charge of updating the content on that page. If you would like to submit a question or comment about something on the website to staff but are unsure of who to contact, it is effective to begin with the person listed on that website page. Simply click on the email link and a new email box will appear addressed to the listed email contact.

**6. Distribute/present information at regularly-scheduled public meetings:** All of Fresno COG's regularly-scheduled meetings are open to the public and you are welcome to attend any of them. The meetings are listed on Fresno COG's website homepage under the "Meetings" tab. If you are interested in having a Fresno COG staff member attend your agency's or businesses' meeting to present or participate in discussion, please contact Fresno COG Public Information officer Brenda Lauchner by phone at 559-233-4148, ext. 219 or via email at [brendal@fresnocog.org](mailto:brendal@fresnocog.org) to coordinate that for you with the appropriate staff member.

**7. Fresno COG Newsletter or other written communications:**

Fresno COG's mailing list goes out to over 4,000 people and businesses around the region. If you would like your name to be added to the mailing list please call Fresno COG at 559.233.4148, ext. 201 and ask to be added to that list. Or email [brendal@fresnocog.org](mailto:brendal@fresnocog.org) with your request. All written communications will also be available for viewing and printing on Fresno COG's website under the "Get Involved" and RTP tabs.

**8. Email:**

If you would like to receive email updates, announcements and information regarding recent RTP developments, meetings and plan development please submit your request and email address to Fresno COG Public Information officer Brenda Lauchner by phone at 559-233-4148, ext. 219 or via email at [brendal@fresnocog.org](mailto:brendal@fresnocog.org).

**9. Community-Based Outreach Program:**

To help ensure diverse and direct input from environmental justice populations, Fresno COG will award three \$2,500 grants to three community-based organizations to conduct public meetings/workshops for individuals not typically involved in the regional transportation planning process. The selected organizations will conduct outreach activities to secure public involvement from stakeholders in their communities and populations served, engaging them in the development of the Regional Transportation Plan and generating feedback on the 2011 RTP. If you are interested in applying for one of these three Community-Based Outreach Program grants please submit your request and email address to Fresno COG Public Information officer Brenda Lauchner by phone at 559-233-4148, ext. 219 or via email at [brendal@fresnocog.org](mailto:brendal@fresnocog.org). Grant deadlines, criteria and all related materials will be posted to the Fresno COG website, and made available via website download, email, phone or written request.

**Fresno COG contact information:**

Council of Fresno County Governments (Fresno COG)  
2035 Tulare Street, Suite 201  
Fresno, CA 93721  
559.233.4148 Phone, 559.233.9645 Fax  
[www.fresnocog.org](http://www.fresnocog.org)

### 7.3 2011 Regional Transportation Plan Summary of Public Outreach

The development of the 2011 RTP has been ongoing since the approval of the last RTP in 2007. The process of educating the public on the San Joaquin Valley Blueprint Plan As discussed in earlier chapters, Fresno COG is an active participant in the San Joaquin Valley Blueprint Planning Process. This has provided a unique opportunity to outreach and receive input from traditional and non-traditional organizations involved in the planning process. While several years from completion, the Blueprint has already involved numerous individuals in visioning and values exercises that will guide the land use, transportation and air quality decisions in the future.

Fresno COG also developed the RTP Public Outreach Plan (POP) which includes traditional outreach strategies such as email and mail communications, making presentations at existing agency committee meetings, and posting information and public outreach opportunities on the Fresno COG website. The POP also includes non-traditional outreach methods such as hosting focus groups, posting information on Social Networking sites like Facebook, and offering mini grants to a variety of organizations to do community outreach. See page 7-7 for a copy of the Public Outreach Plan.

#### 7.3.1 San Joaquin Valley Blueprint Public Outreach

The eight counties in the San Joaquin Valley have been working together through their respective Regional Transportation Planning Agencies in an unprecedented effort to develop a coordinated valley vision – the San Joaquin Valley Regional Blueprint (Blueprint). This eight county venture was conducted in each county, and will was integrated to form a preferred vision for future development throughout the Valley to the year 2050 that integrates transportation, housing, land use, economic development and environmental protection.



#### Outreach Approach

The Council of Fresno County Governments (COG), as the Regional Transportation Planning Agency for Fresno County, is responsible for the Blueprint project within Fresno County. Throughout the Blueprint planning process, Fresno COG worked diligently to engage citizens and policymakers at the local and county level in the project by utilizing existing outreach techniques and also by finding new and innovative ways to reach the almost 950,000 persons residing in Fresno County to solicit meaningful input into the Blueprint project. With help from Jeffrey Scott Advertising (JSA), a local marketing firm, Fresno COG developed an ambitious marketing campaign, including many innovative strategies, to reach out and include community stakeholders in the Blueprint visioning process.

A Blueprint Roundtable served as an advisory committee during the entire outreach and planning process. The committee was comprised of 34 members, including representatives representing the needs of community organizations, environmental, religious and health groups, housing, goods movement, the disabled and environmental justice communities, elected officials, transportation providers, local agency planners, the Chambers of Commerce and other business professionals, and developers. A complete listing of the Blueprint Roundtable members is attached on page 7-5.

Below is a summary of the tools and strategies used in the outreach campaign during the Blueprint planning process:

**Focus groups** – help refine message for the public, breakdown terms and concepts, met with young influentials, 3 groups of 8-12 people from Fresno County, rural and urban cities.

**Newspaper** – ran at least one ad in each local paper including: Reedley Exponent, Sanger Herald, Parlier Post, Orange Cove Registry, Fowler Ensign, Fresno Bee, Central Valley Guide, Selma Enterprise, Kingsburg Recorder, Kerman News, Mendota/Firebaugh Journal, San Joaquin Advance, and California Advocate. (See attached advertisements)

**Website** – video of Power Point presentation available in English and Spanish along with 7 minute video, survey from clicker presentation, and more information about the scenarios (see Fresno COG website for all items posted for Blueprint outreach).

**TV** – focus on morning news – local ABC, NBC, CBS and FOX affiliates along with Univision ran :30 spots from 4/11/08 through 4/28/08 on weekdays along with cable television purchased through Comcast cable.

**Booklet** – 12 page, full color handout with further explanation of 5 scenario options for growth and information to go on the Fresno COG website for even more detailed information. Titled *What Do You Want To Be When You Grow Up, Fresno County?*



## These future leaders need your ideas today.

Come share how you envision the future of Fresno County, and help decide how the county should be developed over the next 40 years.

Community members can review and comment on five Blueprint scenarios. Each option considers the environment, economy and social equity of individual communities.

Visit [www.fresnocog.org](http://www.fresnocog.org) for details on various Blueprint scenarios.

Then participate in an upcoming community workshop and comment on the scenarios.

So voice your vision for the Valley. After all, it's what you'd want your children to do.

**WORKSHOPS**

**SELMA**  
Monday, April 7, 2008  
Community Workshop: 6:00 p.m.  
Selma City Council: 7:00 a.m.  
Location: 1710 Tucker, Selma, CA

**MENDOTA**  
Tuesday, April 8, 2008  
Community Workshop: 6:00 p.m.  
Mendota City Council: 6:00 p.m.  
Location: 643 Quince St., Mendota, CA

**FWLER**  
Thursday, April 10, 2008  
Community Workshop: 6:00 p.m.  
Location: 128 S. Fifth Street, Fowler, CA

**CLOVIS**  
Monday, April 14, 2008  
Community Workshop: 5:30 p.m.  
Clovis City Council: 7:00 p.m.  
Location: 1033 Fifth St., Clovis, CA

**HURON**  
Wednesday, April 16, 2008  
Community Workshop: 5:30 p.m.  
Huron City Council: 6:00 p.m.  
Location: 3631 Lassen, Huron, CA

**PARLIER**  
Wednesday, April 16, 2008  
Community Workshop: 5:30 p.m.  
Parlier City Council: 7:00 p.m.  
Location: 1100 E. Parlier, Parlier, CA

**SANGER**  
Thursday, April 17, 2008  
Community Workshop: 5:00 p.m.  
Sanger City Council: 6:30 p.m.  
Location: 1700 Seventh Street, Sanger, CA

**COALINGA**  
Thursday, April 17, 2008  
Community Workshop: 6:00 p.m.  
Coalinga City Council: 7:00 p.m.  
Location: 155 W. Duran, Coalinga, CA

**FIREBAUGH**  
Monday, April 21, 2008  
Community Workshop: 6:00 p.m.  
Firebaugh City Council: 7:30 p.m.  
Location: 1575 11th Street, Firebaugh, CA

**REEDLEY**  
Tuesday, April 22, 2008  
Community Workshop: 5:30 p.m.  
Reedley City Council: 7:00 p.m.  
Location: 1717 9th Street, Reedley, CA

**ORANGE COVE**  
Wednesday, April 23, 2008  
Community Workshop: 6:00 p.m.  
Coalinga City Council: 7:30 p.m.  
Location: 633 Sixth Street, Orange Cove, CA

**FRESNO**  
Monday, April 28, 2008  
Community Workshop: 5:30 p.m.  
Location: UC Center, 550 E. Shaw, Fresno, CA

**SAN JOAQUIN**  
Wednesday, May 14, 2008  
Community Workshop: 4:30 p.m.  
San Joaquin City Council: 6:00 p.m.  
Location: 2800 Colorado, San Joaquin, CA

SPANISH TRANSLATOR AVAILABLE



**7 minute video** – produced by JSA to give viewers an overview of Blueprint process. This ran on local PBS station, KVPT, at the beginning of the Blueprint process.

**Web** – e-blasts using Fresno COG and JSA extensive contact lists to encourage people to go online to vote and/or find the local workshop nearest them for more information.

**Libraries** – all 35 branches of Fresno County libraries have copies of the Power Point video in English and Spanish.

**Radio** – 4/7/08 through 4/11/08 radio spot ran on KMJ, KJWL, KWYE, and KVPR to promote community workshops. Listeners were encouraged to see the 4/7/08 Fresno Bee ad and thereafter told to refer to the Fresno COG website for the workshop schedule to find and attend the workshop in their area. Fresno COG staff went to the top Hmong radio station to do a one-hour interview with popular radio host answering common questions about the Blueprint process. This interview was translated into Hmong and run on air.

**Power Point Presentation of Blueprint with English and Spanish audio** – posted online, available in Libraries, same version as community workshops.



**Community workshops** – held in all 15 cities in Fresno County, presented by COG staff, local elected officials, and working partners.

**Clicker Technology** - used state of the art clicker technology as a tool that allows for immediate and anonymous responses to question in community workshops and City Council/Board presentations. Feedback from participants is very positive as they have stated that "...this is the greatest tool for engaging the audience and capturing honest responses".

**City Council/Board meeting presentations** - in all 15 cities in Fresno County and the Fresno County Board of Supervisors meeting, presented by COG staff.



## Fresno COG Blueprint Roundtable Member Listing

<i>First Name</i>	<i>Last Name</i>	<i>Representing</i>
Chris	Acree	Sierra Club
Rico	<a href="#">Aguayo</a>	Councilmember, City of Fowler
Jose	<a href="#">Barraza</a>	Fresno ADA - Disability Community
Deryl	<a href="#">Bear</a>	Fresno Area Sky Train
Keith	Bergthold	City of Fresno Planning
Lee	<a href="#">Brand</a>	Fresno Area Chamber of Commerce
Kevin	<a href="#">Castanos</a>	Wathen-Castanos
A. Ben	<a href="#">Ewell Jr.</a>	Water Resources
Terri	<a href="#">Figgs</a>	League of Women Voters
Richard	Fosse	Westside Cities/I-5
Marta	<a href="#">Frausto</a>	Environmental Justice
Steve	Geil	Economic Development
Lynn	<a href="#">Gorman</a>	County of Fresno Planning
Kathleen	<a href="#">Grassi</a>	Public Health
Dianne	<a href="#">Guzman</a>	Eastside Cities Planning
Jeremy	<a href="#">Hofer</a>	Metro Ministries/Health
Debbie	<a href="#">Hunsaker</a>	Fresno Business Council
<b>Kirk</b>	<b><a href="#">Hunter</a></b>	<b>Southwest Transportation Agency, Chair</b>
Ryan	<a href="#">Jacobsen</a>	Agriculture
Richard	<a href="#">Johanson</a>	Goods Movement
Pam	<a href="#">Lassetter</a>	Business/Workforce Development
<b>Nathan</b>	<b><a href="#">Magsig</a></b>	<b>Affordable Housing, Vice Chair</b>
Larry	<a href="#">Miller</a>	San Joaquin Valley Rail Committee
Michael	<a href="#">Prandini</a>	Building Industry Association
Randy	<a href="#">Reed</a>	Education
Jeff	<a href="#">Reid</a>	Taxpayers Association
Carolina	<a href="#">Simunovic</a>	Metro Ministries/Environmental
Bill	<a href="#">Skinner</a>	Westside Cities Planning
Kim	<a href="#">Thompson</a>	Health/Air Quality
Al	<a href="#">Solis</a>	Chamber of Commerce
J. Patrick	<a href="#">Sweeney</a>	Central Transit & Development Corp.
Darrell	<a href="#">Tuckness</a>	Fresno Co, Housing Authority
Robert	<a href="#">Wood</a>	Building/Development
John	<a href="#">Wright</a>	City of Clovis Planning

## 7.3.2 Fresno COG public outreach resources and additional plans

### Environmental Justice Plan

In an effort to widen its public outreach, Fresno COG adopted the *Fresno County Environmental Justice Plan*, May 2009, to eliminate barriers to participation and encourage low-income and minority populations to take an active roll in transportation decision making. Fresno COG actively engages Native American tribal groups and communities to respond to any transportation related issues. For information (available in English and Spanish) on the Environmental Justice Plan please see:

<http://www.fresnocog.org/document.php?pid=175>

### SB 375 Task Force

In order to enhance public awareness and education regarding greenhouse gas regulation, Fresno COG established the *SB 375 Implementation Process Task Force*. The Task Force informs and receives input from a wide sector of Fresno County stakeholders, cities, Caltrans, and Air Resources Board staff. For more information on the Task Force please see: <http://www.fresnocog.org/document.php?pid=370>

### Bicycle Commuting

Fresno COG is funding a major update of the Fresno Bike Master Plan, and co-sponsoring outreach in schools to encourage bike riding to and from school. An exciting website was launched in April 2010 called "I Bike Fresno" which is the hub for all things biking in Fresno. For further information please see:

<http://www.ibikefresno.org>

### Ridesharing

Fresno COG maintains an excellent educational resource at the Valleyrides website <http://www.valleyrides.com/>. It provides carpool/vanpool matching services and information on subsidy and incentive programs, tips for successful ridesharing, cost calculator, transit information and information on greenhouse gas reductions from transportation sources.

### Climate Change

Fresno COG has established a "Climate Change Portal" website with sections for educators, general education information, and environmental education.

<http://www.fresnocog.org/files/Air%20Quality/Climate%20Change/website%20content5-14-09.pdf>

### 7.3.3 Strategies Implemented as identified in the 2011 Regional Transportation Plan Public Outreach Plan – Page 7-

#### 1. **Regional Transportation Plan Community Forum**

The Regional Transportation Plan Community Forum met on October 26, 2009. This committee was facilitated by the RTP Project Manager and was open to all interested parties.

#### 2. **Fresno COG's Stakeholder Focus Groups**

Non-Motorized Transportation – The Fresno COG Bikeways/Trails Working Group met to discuss issues surrounding the RTP Update on 2/10/10. (See attached agenda on page 7-114)

Rail Transportation – The Fresno COG Rail Committee met on 2/19/10 to discuss rail goals and policies for the 2011 RTP Update. (See attached agenda on page 7-116)

Air quality and Environmental – The Green Footprint Mini-Grant recipient held a forum on March 26, 2010, inviting members of Air Quality, Environmental, Clean Fuels, Alternative Energy, Alternative Commute agencies, general public and high school students to discuss the RTP. See Green Footprint's attached summary for more information beginning on page 7-73. In addition, representatives from Air Quality and Environmental agencies sit on Fresno COG's standing committee and were regularly briefed on the progress of the RTP and public outreach opportunities. The new Climate Change Element of the 2011 RTP was developed in close coordination with the San Joaquin Valley Air Pollution Control District, the California Air Resources Board, and other agencies and organizations.

Transit – Providers and users of public and private transit services (urban and rural) and public transportation employees were contacted and/or surveyed during mini-grant presentations by all four recipients (see attached reports beginning on page 7-27) and at Fresno COG Technical Advisory Committee meetings, Policy Advisory Committee meetings and Policy Board meetings held between September 2009 and March 2010. Also, presentations were made and comments solicited from members of the Social Services Transportation Advisory Committee and the city of Fresno's Disability Advisory Commission at their regular meetings.

Disabled and Elderly – Fresno COG staff meet with representatives of the disabled and elderly population including Fresno COG's Social Services Transportation Advisory Committee and the city of Fresno's Disability Advisory Commission (See attached agendas on pages 7-111 & 7-123).

Native American Tribal Governments – Meetings were held with two Native American tribal governments to discuss issues and concerns related to transportation that their communities have and to solicit their participation in the 2011 RTP Update. The first meeting was held on February 24, 2010 with the Cold Springs Rancheria, represented by Robert Marquez, Tribal chairperson. The second meeting was held on March 3, 2010 with Table Mountain Rancheria, represented by Judith Red Tomahawk, Tribal Governmental Affairs Director, and Dan Casas, Tribal Attorney.

#### 3. **Surveys: Online and hard copy**

Many of the mini-grant recipients used surveys to solicit response through during face to face meetings. See Mini-Grant Public Outreach summaries for Central California Regional Obesity Prevention Program, El Concilio de Fresno, Belmont Merchant's Association and Green Footprint, beginning on page 7-27.

#### 4. Social Networks:

RTP information was posted to Fresno COG's Facebook page, media websites, local social networking sites/blogs, and online calendars to publicize public input opportunities directly with Fresno COG or at Mini-Grant forums or meetings.

**facebook** Search

**Fresno Council Of Governments**

Wall Info Photos Notes Causes Links >> +

**Impact** All Time

**13 actions taken**

**Recruiting** 6 members  
6 causes supported by you

**Karma** 7 notes  
7 thanks and props received

**Fresno's Causes**

Active member in 0 of 6 causes.

**Support Multiple Myeloma Research and Treatment (Institute for Myeloma and**

**Fresno Council Of Governments's Activist Profile**

Fresno's Care Notes Write a Care Note

**Fresno Council Of Governments left you a note.**

We invite you to view and comment the Fresno County Region's Transportation Plan for the next 25 years! We're updating the 2007 Plan and would love to have you submit your thoughts on the projects, the topics covered in the plan which now include addressing Greenhouse Gas Emissions and the San Joaquin Valley Blueprint Plan for growth through 2050. You may take a look at this process as it begins at the Fresno COG website: [www.fresnocog.org](http://www.fresnocog.org). Thank you!! Brenda Lauchner, Public Information Officer

Posted at 7:59am October 28th, 2009 -

**Richard Burman thanked you.**

**Fresno Council Of Governments** I hope you will join us at the Transportation Forum! Remove

**Wall Photos**

CLEAN AIR AND GREEN TRANSPORTATION EXPO!  
Come to discuss recent transportation projects in your area!...  
By: [Fresno Council Of Governments](#)  
See More

March 18 at 8:32am · Comment · Like · Share

**Fresno Council Of Governments** Fresno COG's Regional Transportation Plan 2035 charts a 25-year course for transforming the Fresno County Region's transportation system, as Fresno moves forward to accommodate more people and the resulting addition of vehicles, and commercial and residential construction to follow. As we address greenhouse gas and other a...  
See More

**COG :: RTP / FTIP**  
[www.fresnocog.org](http://www.fresnocog.org)  
Home | About COG | Get Involved | Maps & Data | Planning | Modeling | Air Quality | RTP / FTIP | Links | Documents

October 28, 2009 at 7:52am · Comment · Like · Share

Debbie L Hunsaker and Kyle Barker like this.

Write a comment...

See more links

## 5. Fresno COG's website:

Fresno COG dedicated a new section of Fresno COG's website to provide information and timely updates on the RTP development process, promote upcoming meetings and events, post documents for download and print and provide options for feedback. Much information was also posted to the Fresno COG homepage with links to internal sections during development of the RTP Update.

The screenshot shows the Fresno COG website. The header includes the Council of Fresno County Governments logo and the title 'Metropolitan Planning Organization and Regional Transportation Planning Agency for Fresno County'. Navigation links include Home, About COG, Get Involved, Demographic Data, Planning, Air Quality, RTP/FTIP, Links, Documents, SB 375, Maps, OWP, Fresno County Modeling, and San Joaquin Valley Modeling. A search bar and a 'Member Agencies' dropdown are also present. The left sidebar lists 'Committees & Agendas', 'Calendar', 'www.valleyrides.com', 'Transit Agencies', and 'Air Quality Forecast'. The main content area is titled 'Regional Transportation Plan (RTP) and the Federal Transportation Improvement Program (FTIP) and related documents'. It includes links to 'Submit comments to Fresno COG Staff' and 'Sign up for email notifications on RTP progress and participation opportunities'. A section titled 'Fresno COG's 2011 Fresno Forward Regional Transportation Plan (RTP)' features a 'Fresno Forward ~' sub-header and a paragraph about the 2035 plan. Below this is a '2011 Regional Transportation Plan Update Public Outreach:' section with links to 'Public Outreach Plan' and 'Community Outreach Mini-Grant Program'. A 'Focus Groups:' section follows, with a link to 'Submit comments to Fresno COG staff'. The page concludes with the statement: 'We welcome your comments on all aspects of the 2011 RTP Update! Public involvement opportunities are immediately available:'. The left sidebar also displays 'Fresno COG (559) 233-4148' and 'Office Hours Monday - Thursday 7:30 a.m - 5:30 p.m'.

## 6. Distribute/present information at regularly-scheduled public meetings:

RTP presentations were made at monthly Fresno COG Committee and Board meetings. This includes several meetings with the Fresno COG Programming Subcommittee for the specific purpose of identifying and evaluating RTP Candidate Projects.

## 7. Fresno COG Newsletter or other written communications:

In lieu of expensive and out-of-date hard-copy mailings Fresno COG now sends out email alerts to those who request it. Mini-grant recipients circulated flyers in communities they were outreaching to, and via email to publicize forums and meetings. See mini-grant reports for specific explanations and copies of hard-copy communications.

**8. Email:**

RTP updates and information went out in 10 of Fresno COG's weekly email alert, "This Week at Fresno COG", to 2200+ people on Fresno COG's current email database. Each alert linked people back to Fresno COG's website for more detailed information. (See attached samples.)

**October 14, 2010 Email Alert:***This week...at Fresno COG*

**2011 Regional Transportation Plan Update to the 2007 Plan ~ Fresno Forward ~**  
Fresno COG's Regional Transportation Plan 2035 charts a 25-year course for transforming the Fresno County Region's transportation system, as Fresno moves forward to accommodate more people and the resulting addition of vehicles, and commercial and residential construction to follow. As we address greenhouse gas and other air emissions it is our goal to plan sustainably, with purpose and direction. Look forward with us to Fresno's future through the year 2035. The Regional Transportation Plan provides the mobility to keeping us moving.

**Public involvement opportunities immediately available:**

- [View](#) the 2007 RTP projects that likely will be included in the 2011 Plan
- [View](#) the current Project Evaluation Criteria for RTP Projects and offer your comments as they are being revised.
- [Visit](#) our Regional Transportation Plan Webpage

**2010 One Voice, Washington D.C. Regional Issues and Reauthorization Follow Up Meeting**

Wednesday, October 28 at 3:00 PM

Fresno COG Sequoia Room

[Meeting Agenda](#)

[Regional Issues List](#)

[One Voice webpage](#)

**Fresno COG Policy Board Meeting**

Thursday, October 29, 2009 at 5:30 p.m.

Fresno COG Sequoia Conference Room

**December 15, 2010 Email Alert:***This week...at Fresno COG*

Three **\$2,500** Mini-Grants Available to Community-Based Organizations for: **Fresno Forward: 2011 Regional Transportation Plan Public Outreach Assistance**

[Application Packet](#)

[Scope of Work](#)

[RTP Background Information](#)

**2010 One Voice Washington D.C.**

- Interested in Sponsoring One Voice 2010?...[please read](#)
- [Registration Forms](#) for 2010 participants
- [2010 One Voice Projects](#)
- [2010 One Voice Policy Issues](#)

**Request For Proposal - Blueprint Roadmap**

Due January 15, 2010 5:00 PM PST

[Blueprint Roadmap Announcement](#)

[Blueprint Roadmap RFP](#)

**Due tomorrow:** Golden State Corridor - Request for Proposal - Economic Development Infrastructure Improvements- Planning Engineering and Environmental Study

## 9. **Interagency Consultation Coordination:**

Fresno COG staff consulted with and coordinated planning activities during the RTP update development with resource agencies, Federal, State and local agencies responsible for land use management, environmental protection, conservation and historic preservation, including the following:

For the development of the Financial Element (Chapter 6) of the RTP and the 2011 FTIP Fresno COG coordinated efforts with FHWA/FTA, Caltrans, the Air District, state and federal resource agencies, our local jurisdictions, the other seven San Joaquin Valley counties and the general public. Fresno COG staff also solicited input from the Indian Tribal governments.

For project collection our member agencies engineers and city managers received requests for projects. We received responses (project submittals) from Kingsburg, Selma, Clovis, Fresno, and the County of Fresno.

The Fresno County Rural Transit Agency coordinated with each of the rural cities, the County of Fresno and the Fresno County Employment Opportunities Commission.

Other coordination occurred with the following agencies:

- The City of Dinuba for our inter-county connection
- Kings County for the Commuter and Farmlabor Vanpools and Medical Transportation service from Hanford through Selma to the Hospitals and on to the Children's Hospital in Madera County.
- Three unmet transit needs outreach meetings were held for all the Westside cities in Kerman, where one of the community mini-grants agencies was also in attendance The Eastside cities meeting was held in Orange Cove, and the Metropolitan Area meeting was held at the Manchester Caltrans Office. Over 400 letters went out from the Social Service Transportation Advisory Committee regarding the unmet needs process.
- Staff contacted each of the Cities' Engineering / Planning firms regarding impacts to their plans, and requesting Transit Oriented Development Considerations with bus stop turn out locations.
- Five outreach meetings were held for the Measure C Public Transportation Infrastructure Study workshops in the Fresno-Clovis Metropolitan Area.

Additional consultation occurred during the following activities:

- Fresno COG Staff also met with participants from Tulare and Merced Counties during the National Parks Study.
- The Institute of Transportation Engineer's meeting included all the governmental agencies in Counties of Madera, Fresno, Kings Tulare, and Kern Counties, and the RTP processes were discussed.
- The SB375 Task Force met prior to and during the development of the RTP, helping to draft content included in the RTP.
- Staff facilitates an eight county traffic modeling group which coordinated modeling efforts for many projects including the 2011 RTP.
- Our Executive Director regularly attended meetings of CalCOG, the California Council of Governments organization.
- The eight Valley COGs continuously meet to consult and coordination implementation of the San Joaquin Valley Blueprint Plan. Fresno COG staff consulted with the other 7 Valley agencies to develop the RTP Valleywide Chapter.

## 10. **Community-Based Outreach Program:**

To help ensure diverse and direct input from environmental justice populations, Fresno COG awarded grant funding to four community-based organizations to conduct public outreach for individuals not typically involved in the regional transportation planning process. The organizations conducted outreach activities to secure public involvement from stakeholders in their communities

and populations served, engaging them in the development of the Regional Transportation Plan and generating feedback on the 2011 RTP. Each recipient received \$2,500.

Much of the Fresno COG Public Information Officer's time was focused on the mini-grant program, writing the application and Scope of Work and working with the recipients. The four agencies who received grant funding were as follows:

- Belmont Merchant's Association
- Central California Regional Obesity Prevention Program
- El Concilio de Fresno
- Green Footprint

**Belmont Merchant's Association** convened four meetings and public forums, in urban area locations, with a total attendance of 45 people. However, a cumulative participation of 109 residents completed the transportation survey and/or participated in their public forums.

**The Central California Regional Obesity Prevention Program's** goal was to build community leadership to link transportation and community health. A total of 13 (thirteen) emerging leaders involved in the Central California Regional Obesity Prevention Program Healthy Kids, Healthy Communities (CCROPP-HKHC) program funded by the Robert Wood Johnson Foundation (RWJF) responded to expand their understanding about local and regional transportation issues affecting the health of their children and their community. After attending training meetings, the 13 community leaders obtained input and participation of other community residents in their neighborhood, completing the polling of 162 surveys from low-income, Spanish-speaking Latinos and Latinas. By utilizing the survey methodology, the core group of community leaders identified key concerns, questions and addressed proposed solutions to the transportation issues in their community. It is important to highlight that each question and optional answers were part of the array of concerns that the community leaders identified and wanted to gain insight from residents to prioritize during their future collaboration in the Fresno County RTP.

**El Concilio de Fresno** convened 7 meetings and public forums, in urban and rural locations, with a total attendance of 197 people. All participants were surveyed regarding their transportation opinions and needs. Meetings/forums were held at the following locations:

- Lowell Elementary School
- El Concilio de Fresno, Inc. offices at Dickey Playground
- Senior Citizen's Center in Kerman
- Methodist Church in Kerman
- The Sanctuary in downtown Fresno
- West Hills Community College, North District Center in Firebaugh
- César E. Chávez Adult Education Center in downtown Fresno

**Green Footprint** hosted an educational forum at the Center for Advanced Research and Technology (CART) to reach non-traditional groups and increase their awareness by inviting them to share their voice in the process of transportation developments. The goals were for social justice and an equity for all that would improve communications with people on the RTP. CART is a highly specialized High School Educational Program that is a collaboration of the best education has to offer in Clovis Unified School District and Fresno Unified School District serving 19 area high schools. CART students represent the valley's best students from every social economic, ethnic and cultural group in the central valley. There were over 150 students involved in the morning/afternoon forums and outside EXPO with hands-on technologies and vehicles.

## 7.4 Performance Measures—How did we do?

**Diversity Goals:** Participants must represent a range of socioeconomic, ethnic and cultural, geographic and user (mode) groups. They must also include a range of people with varying interests: social service, business, environment, social justice/equity, etc.

**Reached Goals?:**

- ✓ Targeted groups include all those listed under “Summary of Outreach Requirements”
- ✓ Include additional Fresno COG contacts
- ✓ Participating citizens represent a cross-section of people of various interests, places of residence and primary modes of travel, as reported on surveys and comments or other communications received throughout the update process

**Reach Goals:** The program should make every effort to include the greatest number of people possible. Different levels of participation will make it more inviting for people with a range of involvement preferences to join the discussion. The success of the program will be measure by the following

**Reached Goals?:**

- ✓ Number of comments received
- ✓ Number of individuals who actively participated in the Fresno COG RTP 2011 Public Outreach Program, as measured by survey responses, focus group attendance and community outreach involvement. (excluding repeat attendance):

Participated in Community Mini-Grant forums/surveys: 631 people

Requests for RTP updates via email: 8 people

Attended other focus group/Fresno COG meetings: 157 people

- ? Number visits or “views” to the Fresno COG RTP 2011 section website and/or requests for information during active periods of the public outreach and involvement program—*Was under the impression that we could track this by webpage, but we do not have that functionality on our current website. We are developing a new website with increased functionality that will allow us detailed analysis of site visits.*

**Accessibility Goals:** Every effort should be made to ensure that anyone who wants to participate can do so. This goal can be met by taking the participation activities to where people already are located, whenever possible. It can also be met by providing ways to participate, regardless of individuals’ language or ability to attend a meeting, access to the Web, etc.

**Reached Goals?:**

- ✓ Meetings are held in communities and during existing meeting dates/times whenever possible
- ✓ 100 percent of meeting locations are accessible by transit
- ✓ Meetings are linguistically accessible to 100 percent of participants, with 3 working days’ advance request for translation. (Meeting announcements will offer translation services with advance notice to participants speaking any language with available professional translation services.)
- ✓ All meetings are accessible under the requirements of the Americans with Disabilities Act (ADA).

**Impact Goals:** The feedback received through this Outreach and Involvement Program should be analyzed and provided to the Fresno COG Policy Board wherever appropriate. Interested participants should be informed of Board’s actions. Decisions to not incorporate recommendations should be noted, with a rationale provided and ready to be discussed.

**Reached Goals?:**

- ✓ 100 percent of written comments received are logged, analyzed, summarized and communicated in time for consideration by staff and the Fresno COG Policy Board
- ✓ 100 percent of the written comments are acknowledged so that the person making them knows whether his or her comment is reflected in the outcome of a Policy Board action or, conversely,

why the Policy Board acted differently—*We are still processing comments and responding where appropriate.*

**“High-quality” Input and Participation Goal:** Focus on receiving comments that generate discussion, add value to the process and help to build consensus.

**Reached Goal?:**

- ✓ *Many comments are general in nature and serve to solicit discussion and consideration in the development of Fresno COG’s next RTP.*

**Education Goals:** This outreach program is an opportunity for Fresno COG to inform a wide range of people about transportation issues in the Fresno County region, as well as the link to climate change and sustainable growth, among other issues. Each step of the process should include an educational element, whether it is about Fresno County area transportation in general, specific projects being considered for inclusion in the long-range plan or background on the outreach results to date.

**Reached goals?:** The whole program revolved around educating the public on what the RTP and the Fresno COG are; how to access government; how to stay involved; how their comments effect the plan; and generally considering transportation and future needs. Every element of what we did had an educational component based on the audience experience and needs.

**Participant Satisfaction Goals:** People who take the time and energy to participate should feel it was worth their while to join in the discussion and debate. The following targeted performance measures are associated with each of the goal topics.

**Reached Goals?:**

- ✓ Majority of participants rate the Fresno COG RTP Outreach Program as *Excellent or good* on each of the following performance dimensions (or other specific features to be determined) *We did not ask the Mini-grant recipients to include this question in their surveys.*
- ✓ Accessibility (meeting locations, materials presented in appropriate languages for targeted audiences, etc.)
- ✓ Adequate notice
- ✓ Sufficient opportunity to comment
- ✓ Clear understanding of items that are established policy versus those that are open to public influence
- ✓ Clear information at an appropriate level of detail
- ✓ Educational value of presentations and materials
- ✓ Responsiveness to comments received
- ✓ Understanding of other perspectives and differing priorities
- ✓ Quality of the discussion

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## 7.5 Community-Based Outreach Program Mini-Grant Summaries

# Belmont Merchants Association

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April 1, 2010

Council of Fresno County of Governments  
2035 Tulare Street Suite 201  
Fresno, CA 93721

**Attn: Ms. Brenda Lauchner, Planner III**

**RE: Community Based Outreach Program for Regional Transportation Plan (RTP)**

In compliance with the contract between CFCOG and Belmont Merchant's Association (BMA) dated January 28, 2010 BMA completed the following tasks with the outcomes as indicated and attached below. Thank you for providing the funds that allowed BMA to involve community members in providing input to the RTP.

Cordially,

Roger Hanke  
BMA Board Chair

**SCOPE OF WORK (TASK AND DELIVERABLE)**

1. **TASK:** Attend mandated orientation and training

**DELIVERABLE:** Staff and volunteers dedicated to the project attended meetings.

2. **TASK:** Convene at minimum two public forums in the urban setting in and around the corridors of Belmont avenue with an expected cumulative participation of 100-200 people. Schedule two sites for a public forum, one in the John Burroughs Elementary area and the other at Leavenworth elementary will be held in Fresno, California.

- a. Developed, produced and disseminated a roster, surveys and invitations announcement for a public forum.
- b. Invited residents to complete a survey and to attend the public forum.

**DELIVERABLE:** To ensure attendance, we will promote and advertise the forums, through a variety of media to reinforce the importance of public participation, such as a community canvass, meeting with other organizations, sending text, tweets, and emails to potential attendees; To ensure integrity in this process for the COG, we will employ the materials provided by the COG when conducting forums.

- a. BMA convened 4 meetings and public forums, in urban area locations, with a total attendance of 45.
- b. Track interested residents through use of rosters and obtain personal information as a follow up for attendance to the public forum. To use information for mailing, email and/or phoning those listed for future participation.
- c. Cumulative participation of 109, in total, residents completed the transportation survey and/or participated in public forums.
- d. Coordinated the public forum and program, this including refreshments, incentive drawings, recorded outcomes and other aspects which made the public forum a success.

3. **TASK:** Our intended audience is the residents of the Lowell/Jefferson area and Kerman, including the sphere of influence for these areas

**DELIVERABLE:** Urban participation was 109 at the locations of Burroughs and Leavenworth schools.

4. **TASK:** Identify a primary and two alternate members for the Forward Working Group and otherwise promote involvement in Fresno COG outreach activities as well as develop communication channels for future events

**DELIVERABLE:** Appointed a primary, Roger Hanke, and one alternate, Jose Luis Barraza.

5. **TASK:** Prepare a report to the COG on the public forums for the RTP

**DELIVERABLE:** Final report for COG.

## **Belmont Merchant's Association**

### **Community Transportation/Traffic Planning Meeting**

**Tuesday March 23, 2010**  
**4:00 p.m. to 6:00 p.m.**

A roundtable discussion on traffic and transportation issues that impact all of us.

#### **Discussions Will Center On:**

Ways to improve transportation needs, prioritize the issues and document the recommendations. Your recommendations will be provided to the Fresno Council of Government (COG) and will be included in the Regional Transportation Plan

**Snacks & Refreshments Will Be Provided.**  
 Includes a drawing of two gift cards from:

**\$25.00 FOOD MAXX**  
**\$25.00 BANK OF AMERICA**

**Meeting Location:**  
 John Burroughs Elementary, Cafeteria  
 166 N. Sierra Vista Ave.  
 Fresno, California

Please call Belmont Merchant's Association office to register for transportation services, if needed.  
 (559) 761-5230 Voice EMAIL: [jose Luis.barraza@att.net](mailto:jose Luis.barraza@att.net)

## **Belmont Merchant's Association**

### **Transporte de Comunidad y Reunión de Planificación de Tráfico**

**Martes, 23 de marzo 2010**  
**4:00 PM a 6:00 PM**

Llevar a cabo una discusión de mesa redonda sobre el transporte y el tránsito y los problemas que nos afectan a todos.

#### **DISCUTIREMOS LO SIGUIENTE:**

Las maneras de cómo mejorar las necesidades del transporte, priorizar las cuestiones y documentar las recomendaciones. Su aportación será proporcionada al Fresno Council of Government (COG) y será incluida en el Plan Regional de Transporte (PRT).

Habrà tentapiés (snacks) y refrigerios (refrescos, comida liviana) Habrà una rifa de dos tarjetas de regalo (gift cards) de:

**\$25.00 de FOOD MAXX**  
**\$25.00 de BANK OF AMERICA**

**Sitio de Reunión:**  
 John Burroughs Elementary School, Cafetería  
 166 N. Sierra Vista Ave., Fresno, California

**Por favor llame a Belmont Merchant's Association para confirmar su presencia y para registrarse si necesita**  
**transportación**

**Llame: (559) 761-5230 o**  
**EMAIL: [jose Luis.barraza@att.net](mailto:jose Luis.barraza@att.net)**

***Demographic Results***

***Comprehensive***

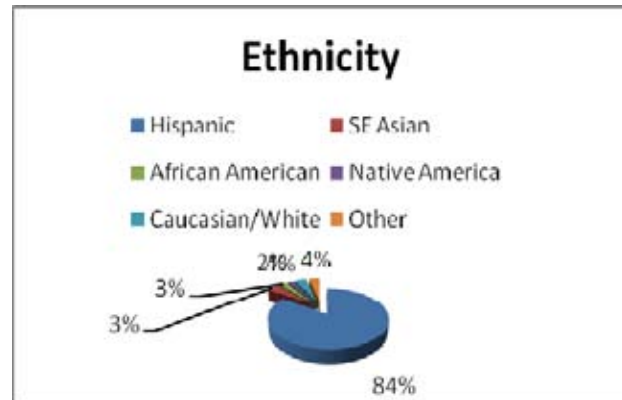
***Survey Results***

***includes Focus Group, Individual  
Solicitations and Community Presentation  
Results***

## DEMOGRAPHIC RESULTS

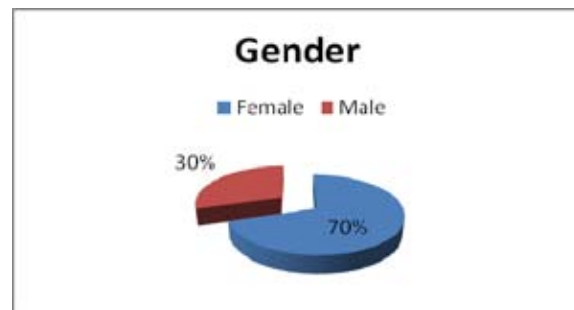
### Ethnicity

Ethnicity	Respondents
Hispanic	92
SE Asian	4
African American	3
Native America	2
Caucasian/White	4
Other	4
<b>total</b>	<b>109</b>



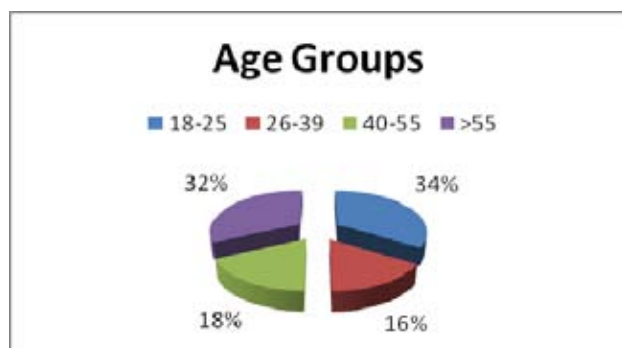
### Gender

Gender	Respondents
Female	75
Male	32
Did not respond (not charted)	2



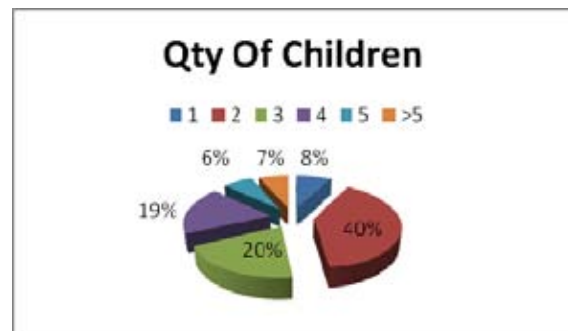
### Age Groups

Age Groups	Respondents
18-25	10
26-39	52
40-55	27
>55	8
Declined to state (not charted)	12



### Qty Of Children

Qty Of Children	Respondents
1	6
2	30
3	15
4	14
5	5
>5	5
<b>total</b>	<b>156</b>



**Physical Disabilities****Respondents**

Yes	0
No	109

**Physical Disabilities**

■ Yes ■ No

0%

100%

**Assistive Device****Respondents**

Yes	0
No	109

**Assistive Device**

■ Yes ■ No

0%

100%

**Device Types****Respondents**

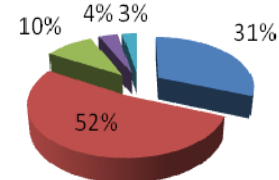
Wheel Chair	0
Scooter	0
Other	0

**Income****Respondents**

<\$12,000	32
\$12,000 - \$29,999	54
\$30,000 - \$49,999	10
\$50,000 - \$74,999	4
>\$75,000	3
Declined to state (not charted)	6

**Income**

■ <\$12,000 ■ \$12,000 - \$29,999  
 ■ \$30,000 - \$49,999 ■ \$50,000 - \$74,999  
 ■ >\$75,000

**Owns Car****Respondents**

Yes	81
No	28

**Owns Car**

■ Yes ■ No

26%

74%

**Average Number Of Miles  
Round Trip To Work**

18.99

**Rides Bicycle**

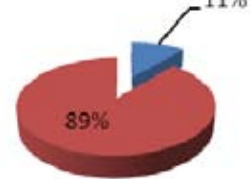
Yes  
No

**Respondents**

12  
97

**Rides Bicycle**

■ Yes ■ No

**Rides Bus**

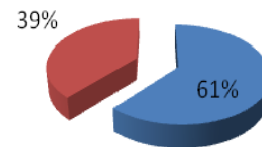
Yes  
No

**Respondents**

67  
42

**Rides Bus**

■ Yes ■ No

**How Often**

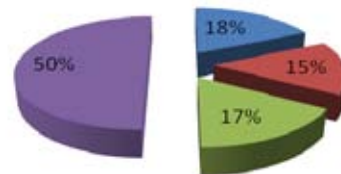
Daily  
Weekly  
2 or More Times Per Month  
Rarely

**Respondents**

12  
10  
11  
33

**How Often**

■ Daily  
■ Weekly  
■ 2 or More Times Per Month  
■ Rarely

**Pays Bus Fee**

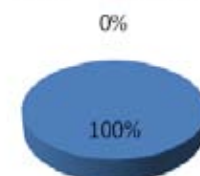
Pay Each Trip  
Buys Monthly Pass

**Respondents**

63  
0

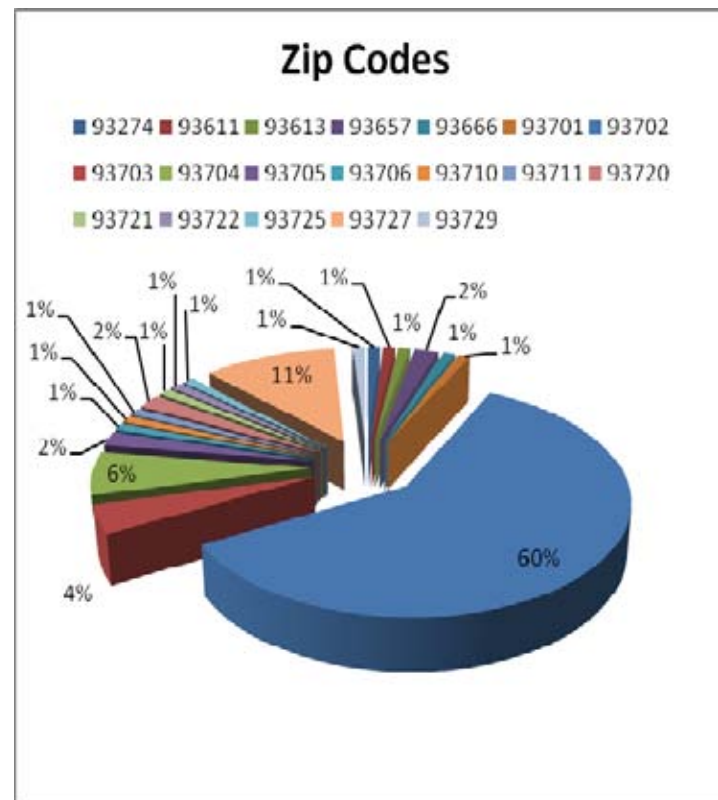
**Pays Bus Fee**

■ Pay Each Trip ■ Buys Monthly Pass



**Zip Codes****Respondents**

93274	1
93611	1
93613	1
93657	2
93666	1
93701	1
93702	58
93703	4
93704	6
93705	2
93706	1
93710	1
93711	1
93720	2
93721	1
93722	1
93725	1
93727	11
93729	1
Did not answer (not charted)	12



## SURVEY RESULTS, Includes Focus Group Participation and Responses

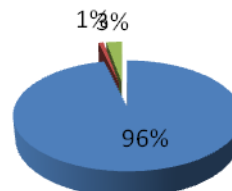
### Public Transportation

### Respondents

Important	104
Not Important	1
No Comment	4

### Public Transportation

■ Important ■ Not Important ■ No Comment



### Comments

Many people don't have transportation

Yo pienso que se necesita más servicio de bus y más vigilancia aquí en la área de la escuela de policía para la seguridad de niños.

Would like to see more people get interacted in what goes on in our city. Our city is a wonderful place. Also to see more greenery on our median islands, more plants, etc.

The overall No! They need to consider outreach to get people to survey and surveys need to be thought out culturally and translated. When you see an empty room and ask why? Their comments is that the "State" mandated that we do these assessments in order to know what to ask for when planning road improvements.

Take bus as well. Because sometimes when my car isn't working I take the bus to some places.

When my car breaks down public transportation is a solution to get to my place of work.

Because I don't have any other way to get around.

Many low-income residents find it difficult to engage in daily activities such as: work, school, doctor, etc. Because of poor public transit system.

To improve the quality of transportation.

I don't think I am being heard. The board of Supervisors and City Politicians have the last word

In case I lose my transportation to school it may help me as well as others and older people

Public Transportation should be easier for people`

Am a tax payer and want to see my tax money being spent right

It is a necessary for those that persons that don't have the means of transportation and have to get to one place or another within the city.

I would like to believe so but I really need the speaker to speak English.

Quiero que arreglen las calles y que haya más autobuses para transportar a la gente.

It is very important but I think we need more buses.

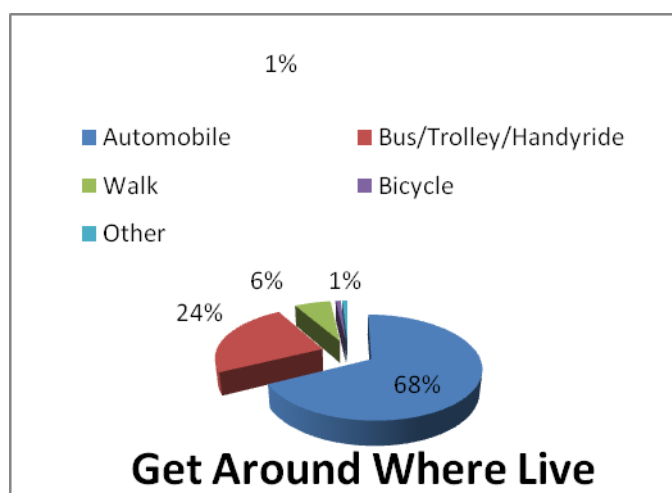
Because this might be the only time any of us could be heard and who knows better than the people who transport someone every day, whether it be public or just our own.

Yes & If this survey serves its truest purpose it will have no other direction

Interested in improving Fresno's transportation and making it work for all people

**Get Around Where Live****Respondents**

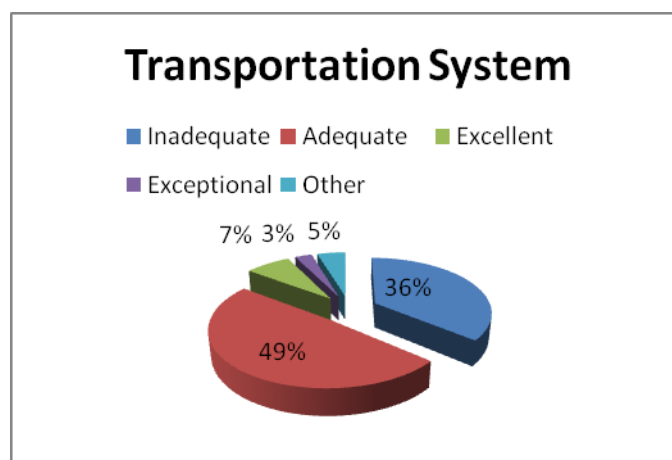
Automobile	73
Bus/Trolley/Handyride	26
Walk	7
Bicycle	1
Other	2

**Comments**

B, C, & D  
 B,C,& D  
 Carpooling is fine but depending on other people sometimes lets you down.  
 Sidewalks need to be paved.  
 Whatever is available and depending on the weather.  
 B  
 Bu use the bus when I can.  
 Bus use as well  
 Car pool as well.  
 Carpool  
 Walk  
 Walk as well.

**Transportation System****Respondents**

Inadequate	39
Adequate	53
Excellent	8
Exceptional	3
Other	6

**Comments**

Adequate most of the time. Inadequate during times when students use transportation to get to school - mornings - get out of school - afternoon.  
 Hay muchos accidentes por el exceso de que maneja muy recio y luego los semáforos no tienen flecha para cruzar.  
 I would like to see more left arrows instead of just green lights.  
 It takes forever to get to your destination on the bus.  
 Many inadequate roads without bike lanes.  
 exceptionally inadequate

I have no idea. I never take the bus in Fresno

I would like it if the bus could come by every 15 minutes at times of transfer I miss a bus by a second and have to wait a long time for the next one.

Lack of complete streets, sidewalks and effective transportation

More bikes lanes, I would love to ride my bike and there isn't any bike lanes in my area.

no comment

Road & transportation system are built for autos and don't take pedestrians and bicyclists into consideration

Sometimes the bus is late and that is difficult when you have to be somewhere at a certain time.

The freeway 99 is very congested it's the only system from North CA to South CA unless you use the Train System make more roads.

## Top Two Transportation Issues

### Score

63

Traffic Congestion And Delays

34

Crumbling Roads And Bridges

Comments	
Traffic Congestion Suggestions	Respondents (some respondents answered multiple times)
Give cash incentives to employees who ride public transit, carpool, bike or walk to work	24
Promote car and van pools with incentives, tax breaks, etc.	21
Dedicate lanes of freeways for freight vehicles and public transit	18
Give incentives to businesses that offer employees flexible work hours	15
Build new housing/business facilities closer to public transit	13
Allow single riders to use carpool lanes or express lanes for a fee	11
Other	7

Other Notes
(Delays) The buses should run every 15 minutes. more frequent times with public transportation Que hagan mas baces de la cuidad.

### Improvements (Order Of Importance)

### Respondent Avg Rating (1 is The Highest, 9 is the lowest)

Other (comments recorded below)	1	7.7
Make rail intersections a 'quiet zone'	2	6.6
Add more carpool only lanes	3	5.8
Designate more 'high occupancy' lanes	4	5.6
Expand train service	5	4.8
Build lanes for buses only	6	4.6
Build more freeways/roads	7	4.1
Build light rail system	8	3.4
Add lanes to existing roads/freeways	9	3.3

Other Notes
let the handicap have their own buses. More bike lanes. We need more routes that pass more often. Put express routes

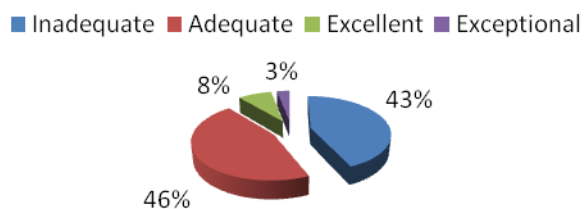
Repair the roads as there are times when they are not good.

### Public Transit Services

### Respondents

Inadequate	43
Adequate	45
Excellent	8
Exceptional	3

### Public Transit Services



### Comments

Again because most times its delayed or will never show up until the next scheduled time.  
 El transporte está bien durante la semana pero necesita mejorarse los sábados y domingos.  
 Expand Bus Routes to Tulare County and all other counties  
 I don't use it  
 I don't use it right now but it must be working and need up grades.  
 I really do enjoy riding the buses. It's a great way to relax - no road rage!  
 If there were more riders more buses and routes would be needed  
 Inadequate during peak hour traffic.  
 Increase/improve public transit  
 It would take me two hours to get to work. Ridiculous!  
 Long wait times and Bus Safety  
 No respetan al peaton.

### Improvements For Public Transit Service

Respondent Avg Rating  
 (1 is The Highest, 6 is the lowest)

Other (comments recorded below)	1	5.8
Improved accessibility for people with disabilities	2	4.2
Extend existing routes	3	3.7
Add or extend express routes	4	3.6
Expand trolley service	5	3.0
More bus routes	6	1.9

### More Bus Routes(Where?) Comments

During peak hours when students use buses to get to school and to get home after school.  
 From Sanger to Fresno  
 McKenzie and Clovis avenues  
 Por la Belmont.  
 Por la Cedar y la Belmont  
 Rural  
 Rural areas  
 To the east of Fresno route 22 to be exact because it takes 30 minutes.  
 Westside  
 Where there isn't any (McKinley).

### Improved Accessibility For People With Disabilities(How?) Comments

22 route and 30 route  
 45 make it run every 30 minutes  
 Belmont and Shaw, etc.

Put more benches

#### Extend Existing Routes(Which?) Comments

A route down Maple.  
Golden state between Shaw and Ashlan.  
Towards DMV  
On the Freeways

#### Add Or Extend Express Routes (Which And Where?) Comments

Towards Belmont  
During school hours. A lot of children ride public transportation.,  
More buses, Chestnut y Belmont

#### Expand Trolley Service (Where?) Comments

To The Zoo and DMV  
Menthol (unable to decipher respondent's meaning)  
Kerman

#### Other (What?) Comments

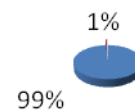
Make more lanes

How Do You Pay When You Use The Bus Respondents

Single Fare With Each Trip	101
Monthly Pass	1

### How Do You Pay When You Use The Bus

■ Single Fare With Each Trip ■ Monthly Pass



#### Comments

Encourage city planners to reduce sprawl and the renovate inner core housing where people would be more likely to use public transit for local and long assistance travel.  
I don't use the bus but I'm certain there is.  
I have been on city buses that have had 3-4 disabled riders n wheelchairs at the same time - slows down route.

Where Should Funds Come From

Respondent Avg Rating  
(1 is The Highest, 8 is the lowest)

Other (comments recorded below)	1	7.15
Increase the local tax rate by one percent for 20 years	2	5.72
20 cent per assessed value on commercial/industrial zoned properties	3	5.68
Increase residential property taxes by 1 percent for 20 years	4	5.51
Increase fees for public transit services	5	5.01
Place a 1/2 cent sales tax on public transit service	6	4.11
Increase taxes on commercial/industrial properties	7	3.81
Increase building permit fees by 1 percent for 20 years	8	3.29

#### Other Notes

Because the people who use it shouldn't have to pay extra or it shouldn't be taxed to people who don't even use it...We didn't create it we just use it and deal with it  
Cut Government spending!  
Find new innovative way's & when I get some I will see the transportation Department  
No increases for tax payers. Get the senators to spend less money on their personal needs.  
Spend less so we have more taxes

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### FINAL REPORT

Project:	Fresno Forward 2011, Regional Transportation Plan "Healthy Transportation, Healthy Communities" Healthy Kids, Healthy Communities Leadership Development Program Central California Regional Obesity Prevention Program
Report Period:	February 1 <sup>st</sup> – March 31 <sup>st</sup> , 2010
Grant Amount:	\$2,500
Goal:	Developing community leaders to direct advocacy and change initiatives affecting access to healthy transportation in the Fresno County region

The purpose of this project was to build community leadership to link transportation and community health. A total of 13 (thirteen) emerging leaders involved in the Central California Regional Obesity Prevention Program Healthy Kids, Healthy Communities (CCROPP-HKHC) program funded by the Robert Wood Johnson Foundation (RWJF) responded to expand their understanding about local and regional transportation issues affecting the health of their children and their community. A total of 4 training sessions were held at the Neighborhood Resource Center of the Burroughs Elementary School in south east Fresno. Through these series of meetings, the community leaders discussed their preferred methodology to obtain input and participation of other community residents in their neighborhood. For the initial session, a curriculum module was developed to provide an overview of general transportation issues and facilitate dialogue with the community leaders. The participants explored the lesson and discussed with the group their main concerns and challenges to transportation and the current and future need for improved transportation systems. The community leaders engaged in dialogue around the Fresno County Regional Transportation Plan (RTP). Through their active participation and enhanced understanding, the emerging leaders decided to develop their own outreach campaign utilizing a community survey to obtain feedback from community residents. For this purpose, during the second, third and fourth sessions there was training provided on survey planning, design, and implementation, to build their capacity as contributors to the upcoming RTP revision and progress. Subsequently, the 13 community leaders successfully implemented a total of 162 surveys from low-income, Spanish-speaking Latinos and Latinas mainly residing in the following zip codes: 93702, 93722, 93725, 93727, 93705, 93706 were surveyed. A compendium of major findings is attached in appendix A.

#### Summary of findings:

By utilizing the survey methodology, the core group of community leaders identified key concerns, questions and addressed proposed solutions to the transportation issues in their community. It is important to highlight that each question and optional answers were part of the array of concerns that the community leaders identified and wanted to gain insight from residents to prioritize during their future collaboration in the Fresno County RTP.

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Approximately 55% of the survey participants were under the age of 35 and almost 80% were women. Nearly, 65% of the participants use a car as their main mode of transportation, however a third of the respondents are currently utilizing alternative methods of transportation.

Based on the findings, 51% of survey participants were not aware of the significant interconnectedness between transportation and community health. This outcome highlights a vast awareness gap, which can be changed by further community involvement.

On the same note, when the respondents were asked if they knew who to contact for concerns and suggestions about their transportation system, 86% did not know where to go. Furthermore, when asked if they knew about the current Fresno County RTP, 95% did not know anything about the plan. However, when asked if they wanted to make specific suggestions if there was such a plan over 98% indicated that they would like to access the plan in their own language; 60% suggested that simplifying the plan would be beneficial. The core group would like to see all ages involved in the RTP by incorporating appealing transportation related educational activities that are age-appropriate.

Another critical finding was that the respondents perceived safety as a key factor in determining their mode of transportation and suggested that their number one concern was to provide safe routes and sidewalks for pedestrians and cyclists.

Another key area that is worth noting was the satisfaction levels expressed by the respondents with the government's work in the areas of community inclusion, providing education on the health impact of transportation, and the lack of safe routes for pedestrians and cyclists, including crosswalks and sidewalks.

In addition to identifying the needs and the challenges the community also expressed possible solutions to improved community transportation systems. Thus, 38% of the survey participants considered more lighting on streets, sidewalks and safe routes as a priority for pedestrians. Also, more than 50% of the respondents indicated that transportation and safety education in their own language is essential to improve transportation in their communities. In the public transportation arena, over two thirds expressed the need to increase frequency of services and also improve the safety of the bus stops.

Suggestions for improving community inclusion in the Fresno County RTP upcoming revision included input to RTP through community surveys, receiving information in their own language and having local contact information that can answer questions and concerns.

Specifically addressing community health, over 53% indicated that improving street safety and routes for pedestrians and cyclists would have a positive impact in their health.

A key lesson learned in this process demonstrates that community residents are concerned about improving healthier alternative modes to the automobile and increasing safe and effective public transportation. Community residents' input calls for improving their opportunities to walk and bike in their neighborhood, public transportation and local neighborhood infrastructure investment.

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In light of the limited time frame to complete the proposed activities, the project was completed successfully and as part of the ongoing activities of this undertaking, members of the core community leadership group who designed the outreach campaign will be nominated by the group at large to be representatives to the Fresno Forward Working Group (FFWG) to be key informants and active participants. Also, the group would like to explore the possibility with Fresno COG to follow up with a newsletter in Spanish to communicate findings and address major issues and successes derived from their future involvement in the FFWG.

The project grant by Fresno COG is also supported by funds from the Robert Wood Johnson Foundation to achieve the level of quality required in projects of this nature. The intended audience of this project has long been disenfranchised and neglected, therefore the need to make an adequate level of investment to achieve their continued input and collaboration honoring their competing commitments and trust. Furthermore, CCROPP's Program Specialist provided the essential consulting and training to the core group of community leaders to design and implement the survey tool. The Fresno County CCROPP partner based in Fresno Metro Ministry provided supportive accommodations and played a crucial role in this initiative. Both positions are funded through The California Endowment. Additionally, the Burroughs Elementary Neighborhood Resource Center provided invaluable support by allowing us to host the training on their premises at no charge.

It has been an honor to work on community leadership development in Fresno County; CCROPP-HKHC feels privileged and grateful for the Fresno COG's investment. CCROPP's initiative has received recognition as an innovative way to promote sustainability and a legacy for creating safe places to be physically active and access to healthy food. CCROPP's capacity to serve as technical assistance providers in the area of transportation and community empowerment has continued to develop with this endeavor and we are willing to share our knowledge and lessons learned to enrich and guide the process of other COG's in the Central Valley that seek to implement similar programs.

The successful and illustrative endeavor of the community leaders necessitated the dissemination of the Fresno COG 'En Español' web content which currently displays linguistically inappropriate translation. There are major quality issues with the translated text on the website and resource documents are not available in Spanish. Therefore, CCROPP and the community leaders would like to address this issue with the FFWG.

Undoubtedly, this intervention has significantly motivated the community leaders and expanded their knowledge in the importance of being a transformative partner to provide feedback in the upcoming revision of the Fresno County RTP by sharing the results obtained from the survey and outreach campaign. As Fresno COG has made this pioneering investment to ensure community participation it is our recommendation to provide quality-proven interpretation, resource and reference material, accessible hours and key accommodations

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Healthy Transportation, Healthy Communities - Appendix A



*Central California*  
REGIONAL OBESITY  
PREVENTION PROGRAM  
Healthy Environments • Healthy Choices • Healthy People

**Table 1.**

**TOTAL POPULATION SURVEYED:  
162 Latino/Latina, Spanish-Speaking  
Participants**

<b>GENDER</b>	
Female	79.4%
Male	20.6%
<b>AGE</b>	
18 through 35	54.3%
36 through 50	34.3%
51 and over	11.4%
<b>MODE OF TRANSPORTATION</b>	
Car	64.2%
Walk	22.2%
Bus	11.1%
Bike	1.9%
Other	0.6%

**Table 2.**

**TRANSPORTATION SYSTEM AWARENESS**

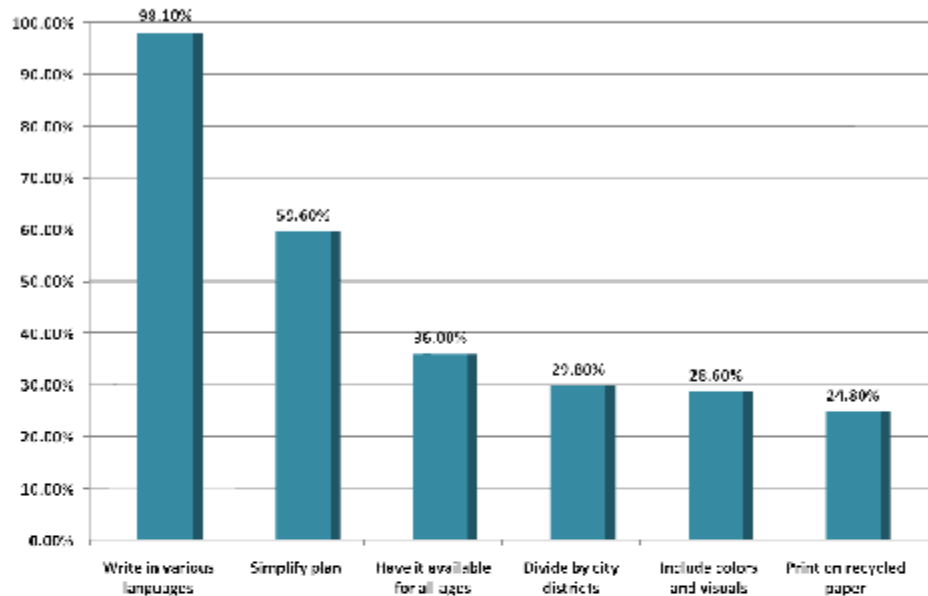
<b>Does transportation have an impact on your health?</b>	
No	50.9%
Yes, somewhat impacts	21.1%
Yes, greatly impacts	20.5%
I don't Know	7.5%
<b>Do you know who to contact for complaints or suggestions?</b>	
No	85.8%
Yes	14.2%
<b>Did you know there is a Regional Transportation Plan for Fresno County?</b>	
No	95.0%
Yes	5.0%

## Healthy Transportation, Healthy Communities - Appendix A

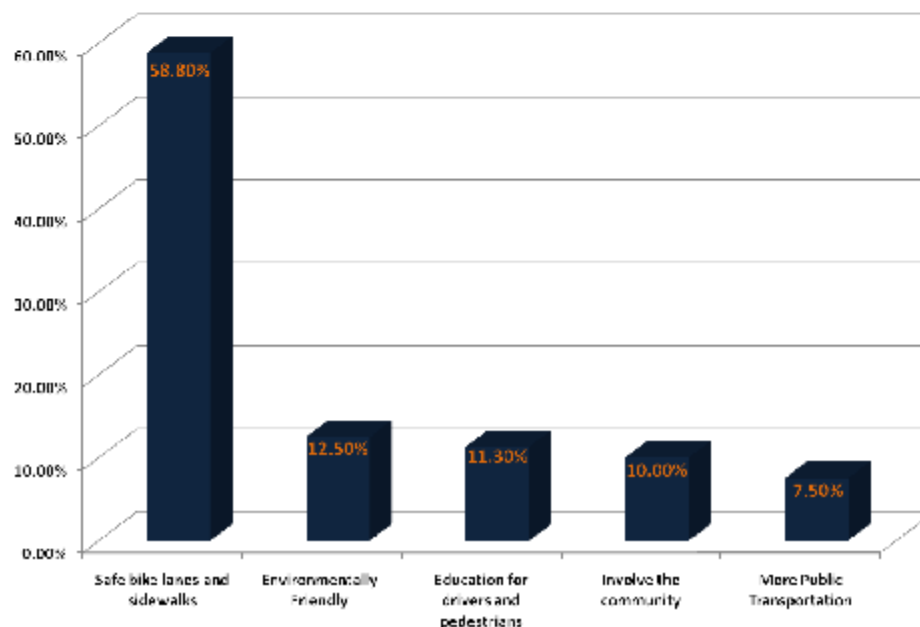


*Central California*  
REGIONAL OBESITY  
PREVENTION PROGRAM  
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**Graph 1. Community Suggestions for Regional Transportation Plan (N=161)**



**Graph 2. Main Transportation Concern in the Community (N=160)**



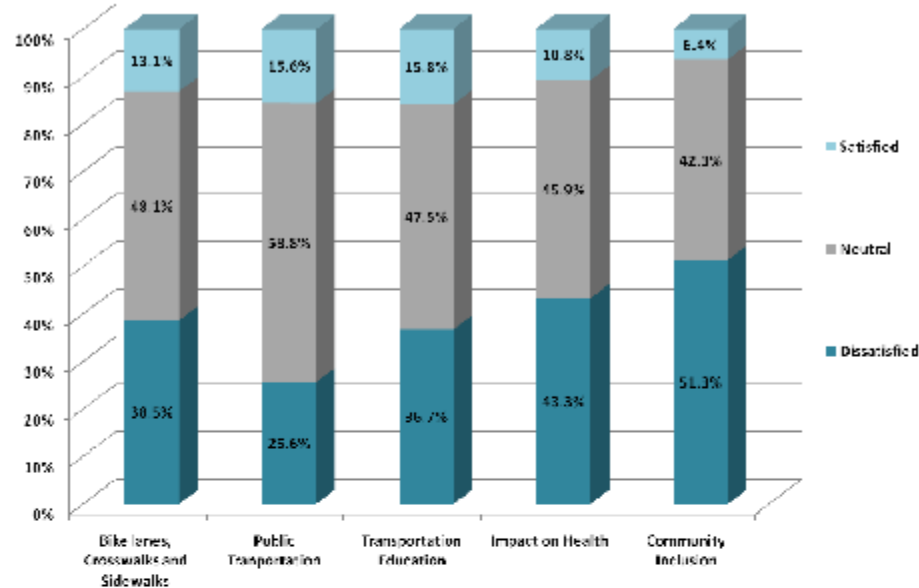
## Healthy Transportation, Healthy Communities - Appendix A



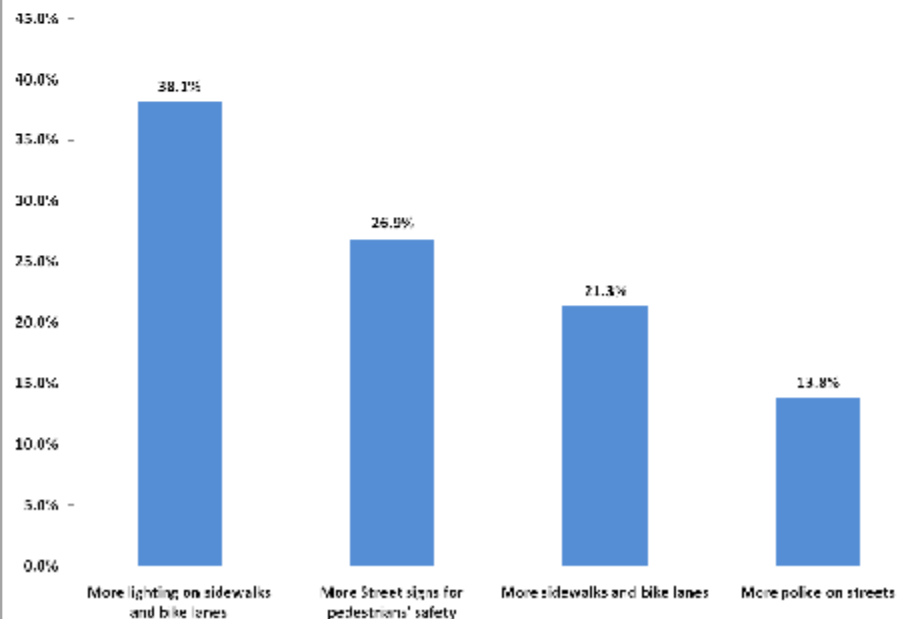
Central California  
REGIONAL OBESITY  
PREVENTION PROGRAM

Healthy People

**Graph 3. Satisfaction with Government Work on the Various Transportation Areas**



**Graph 4. Suggested Solutions to Meet Pedestrian Needs**

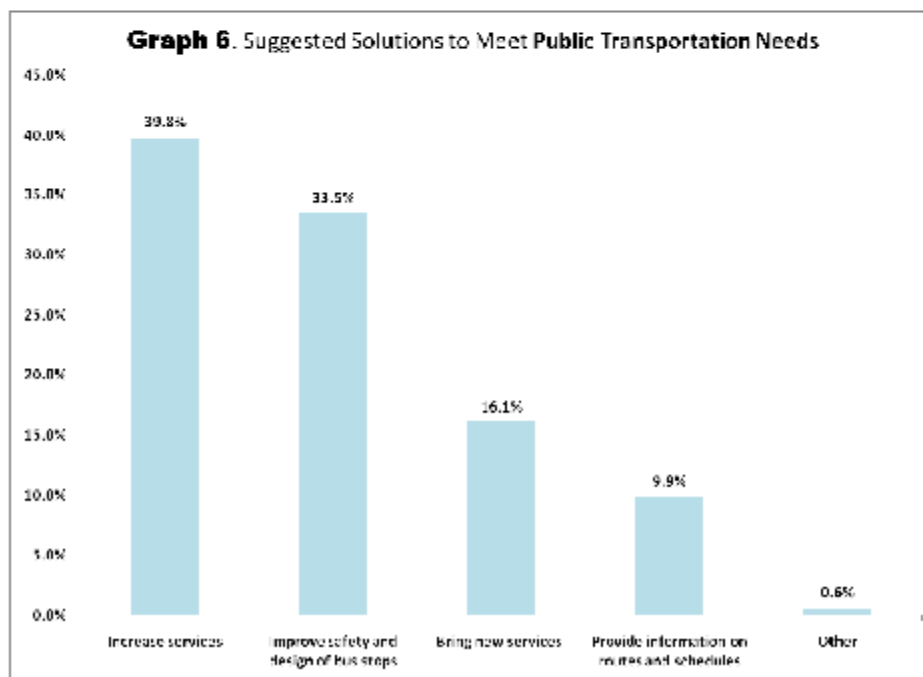
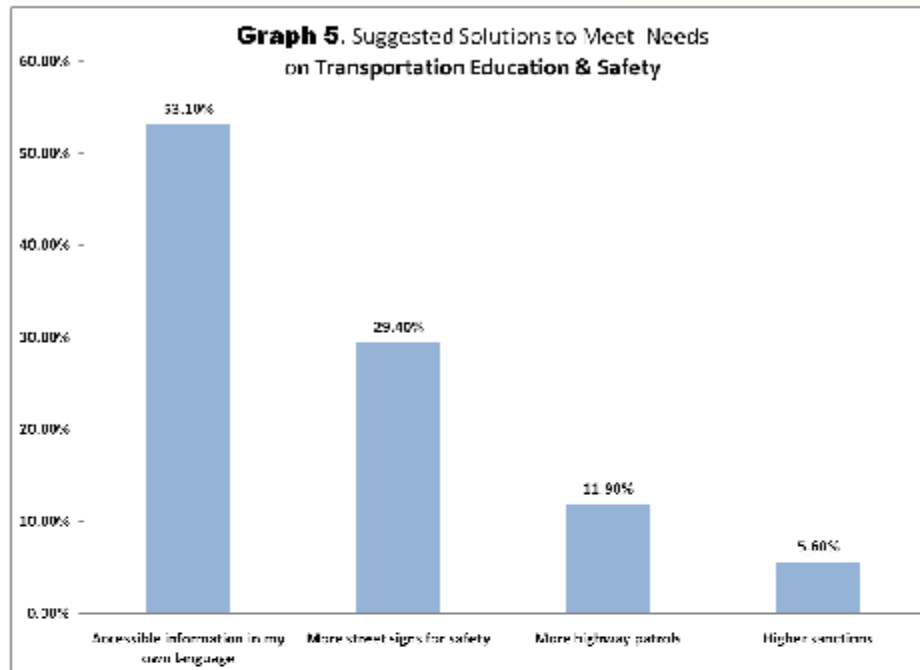


## Healthy Transportation, Healthy Communities - Appendix A



*Central California*  
REGIONAL OBESITY  
PREVENTION PROGRAM

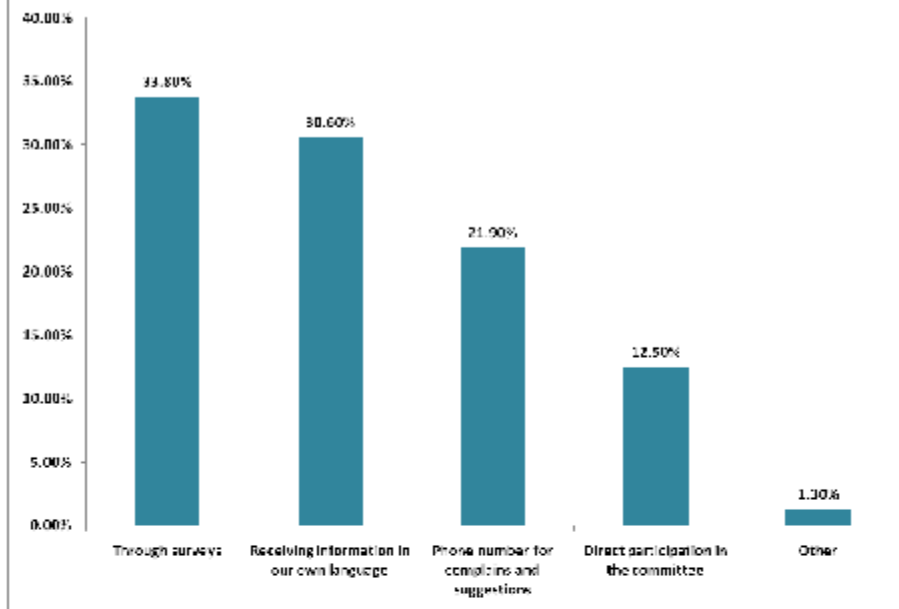
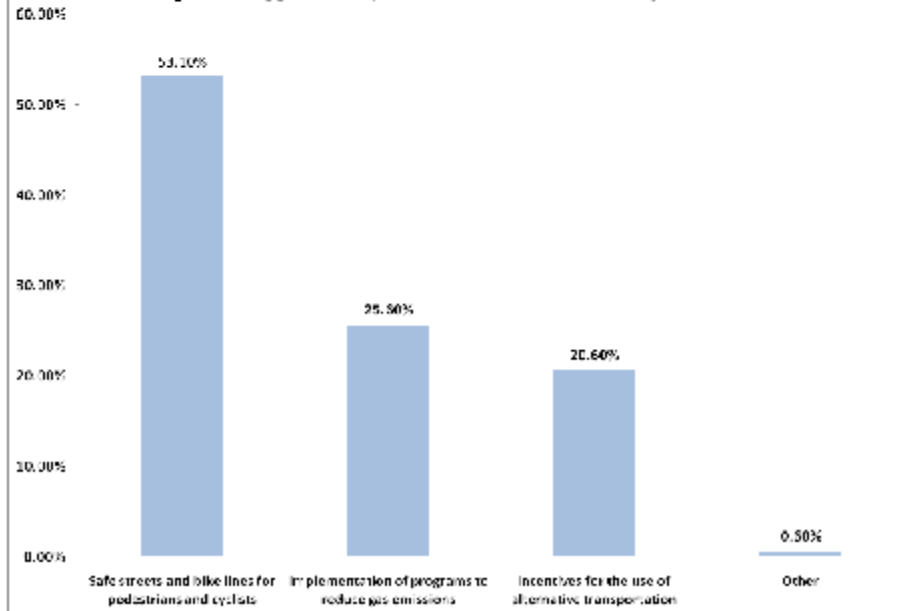
Healthy Environments • Healthy Choices • Healthy People



## Healthy Transportation, Healthy Communities - Appendix A



*Central California*  
REGIONAL OBESITY  
PREVENTION PROGRAM  
Healthy Environments • Healthy Choices • Healthy People

**Graph 7. Suggested Solutions to Improve Community Inclusion****Graph 8. Suggested Improvements for a Positive Impact on Health**



## Healthy Transportation, Healthy Communities

### GENERAL

1. ¿What is the main mode of transportation you use for your daily activities?  
(Circle one only)
  - A. Walk
  - B. Bike
  - C. Car
  - D. Taxi
  - E. Bus (FAX)
  - F. Other: \_\_\_\_\_
2. Do you believe your health is impacted by the way streets, signs, and transportation regulations are designed?
  - A. No
  - B. Yes, somewhat impacts
  - C. Yes, greatly impacts
  - D. I don't know
3. Do you know who to contact for complaints or suggestions about Fresno's transportation system?
  - A. Yes
  - B. No
4. Did you know a plan has been written to design Fresno County's transportation system from 2007 until 2030?
  - A. Yes
  - B. No
5. The plan is over 300 pages of text and is available in English only. If you had the chance to give 3 suggestions to improve the document, what would they be?  
(Circle 3 suggestions)
  - A. Write the plan in various languages, including Spanish
  - B. Simplify the plan
  - C. Divide the plan by city council districts
  - D. Include color and visuals
  - E. Have it available for all ages
  - F. Print on recycled paper

6. Which is your main concern regarding the transportation system in your community?

*(Circle one only)*

- A. We need safer routes and sidewalks to walk or ride bikes
- B. We need more public transportation options
- C. More education for pedestrians and drivers on the correct utilization of streets, roads and signs (transportation education)
- D. Need for a healthier and environmentally friendly transportation system
- E. Involve the community in the transportation planning process
- F. Other: \_\_\_\_\_

#### SATISFACTION

7. Using a scale from 1 to 3, state your level of satisfaction with the work the government has done in the following transportation areas:

**1: Dissatisfied      2: Neutral      3: Satisfied**

A. Safety and condition of routes, crosswalks, and sidewalks for pedestrians and cyclists	1	2	3
B. Public transportation	1	2	3
C. Education for pedestrians and drivers on the correct utilization of streets, roads and signs (transportation & safety education)	1	2	3
D. Transportation regulations and their impact on people's health	1	2	3
E. Inclusion of community in the decision making process	1	2	3

#### SOLUTIONS

*(For questions 8 through 12, circle one option only)*

8. What solution would best meet the needs of pedestrians and cyclists in your community?

- A. More sidewalks and routes
- B. More lighting on sidewalks and routes
- C. More police on the streets
- D. More street signs to protect pedestrians
- E. Other: \_\_\_\_\_

9. What solution would best meet the needs for public transportation in your community?

- A. Bring services
- B. Increase services
- C. Give us information on routes and schedules
- D. Improve safety and design of bus stops
- E. Other: \_\_\_\_\_

10. What solution would improve education for drivers and pedestrians use of streets, roads, and signs in your community?

- A. More highway patrols
- B. More street signs
- C. Higher sanctions
- D. Having accessible information in my own language
- E. Other: \_\_\_\_\_

11. What improvement in the transportation system would impact your health favorably?

- A. More safe streets and routes for pedestrians and cyclists
- B. Implementation of programs to reduce gas emission
- C. Incentives for the use of alternative transportation (e.g. carpool)
- D. Other: \_\_\_\_\_

12. What would be the best solution to include your community in the decision making process?

- A. Through surveys
- B. Through direct participation in the committee
- C. Receiving information in our own language
- D. Providing a phone number to call with complaints or suggestions
- E. Other: \_\_\_\_\_

(The following information will be kept confidential. It will only be used to create a database for the analysis of the answers. Name and phone number will be used to contact you, in case of additional questions, only with your permission)

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ GENDER: F M

ZIP CODE: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

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# El Concilio de Fresno

NON-PROFIT CONSORTIUM

P.O. Box 4236 Fresno, California 93744-4236

A UNITED EFFORT  
FOR A STRONGER  
COMMUNITY



April 1, 2010

Council of Fresno County of Governments  
2035 Tulare Street Suite 201  
Fresno, CA 93721

**Attn: Ms. Brenda Lauchner, Planner III**

## **RE: Community Based Outreach Program for Regional Transportation Plan (RTP)**

In compliance with the contract between CFCOG and El Concilio de Fresno (ECF) dated January 28, 2010 ECF completed the following tasks with the outcomes as indicated and attached below. Thank you for providing the funds that allowed ECF to involve community members in providing input to the RTP.

Cordially,

Venancio Gaona  
ECF Board Chair

### SCOPE OF WORK (TASKS AND DELIVERABLES)

3. **TASK:** Attend mandated orientation and training  
**DELIVERABLE:** Staff and volunteers dedicated to the project attended meetings.
  4. **TASK:** Convene at minimum two bilingual public forums in one urban and one rural community, with an expected cumulative participation of 100-200 people. Scheduled two sites for a public forum, one in the Lowell Jefferson area and the other held in Kerman, California.
  - c. Developed, produced and disseminated bilingual (Spanish-English) rosters, surveys and invitations announcements for public forums.
  - d. Invited residents to complete a survey and to attend the public forum.
  - e. Collected 197 completed surveys.
- DELIVERABLE:** To ensure attendance, we promoted and advertised the forums, through a variety of media to reinforce the importance of public participation, especially the non-English speaking Latino, such as a community canvass, meeting with other organizations, sending text, tweets, and emails to potential attendees; to ensure integrity in this process for the COG, we employed the materials provided by the COG when conducting forums.
- e. El Concilio translated the survey into Spanish, which stimulated Latino participation.
  - f. El Concilio convened 7 meetings and public forums, in urban and rural locations, with a total attendance of 197.
  - g. Tracked interested residents through use of rosters and obtained personal information as a follow up for attendance to the public forums. Used information for mailing, email and/or phoning those listed for future participation.
  - h. Collected a cumulative participation of 197, in total, residents completed the transportation survey and/or participated in public forums.
  - i. Coordinated the public forum and programs, including refreshments, incentive drawings; recorded outcomes and other aspects which made the public forum a success.
3. **TASK:** Our intended audience is the residents of the Lowell/Jefferson area and Kerman, including the sphere of influence for these areas  
**DELIVERABLE:** A total participation was 197 at the locations of:
    - i. Lowell Elementary School,
    - ii. El Concilio de Fresno, Inc. offices at Dickey Playground,
    - iii. Senior Citizen's Center in Kerman,
    - iv. Methodist Church in Kerman,
    - v. The Sanctuary in downtown Fresno,
    - vi. West Hills Community College, North District Center in Firebaugh,
    - vii. César E. Chávez Adult Education Center in downtown Fresno.
  4. **TASK:** Identified a primary and two alternate members for the Forward Working Group and otherwise promoted involvement in Fresno COG outreach activities as well as developed communication channels for future events  
**DELIVERABLE:** The Board appointed Venancio Gaona as primary and Jose Luis Barraza and Carol Scroggins as alternate members.
  5. **TASK:** Prepare a report to the COG on the public forums for the RTP  
**DELIVERABLE:** Final report for COG completed on April 6, 2010.

**Lunes, 22 de marzo 2010**  
**6:00 a 8:00 p.m.**  
**Sitio de Reunión**  
**Kerman Community Center**  
**15101 West Kearney Plaza**  
**Kerman, California**

## **Transporte de Comunidad y Reunión de Planificación de Tráfico**

Llevar a cabo una discusión de mesa redonda sobre el transporte y el tránsito y los problemas que nos afectan a todos

### **Discutiremos lo siguiente:**

Las maneras de cómo mejorar las necesidades del transporte, priorizar las cuestiones y documentar las recomendaciones. Su aportación será proporcionada al Fresno Council of Government (COG) y será incluida en el Plan Regional de Transporte (PRT).

Habrà tentapiés (snacks) y refrigerios (refrescos, comida liviana) Habrà una rifa de dos tarjetas de regalo (gift cards) de:

**\$25.00 de FOOD MAXX**  
**\$25.00 de VISA**



Por favor llame a El Concilio de Fresno, Inc.'s para confirmar su presencia y para registrarse si necesita transportación. LLame: (559) 761-5230 o Email: [joseluis\\_barraza@att.net](mailto:joseluis_barraza@att.net)

**Monday, March 22, 2010**  
**6:00—8:00 p.m.**  
**at the**  
**Kerman Community Center**  
**15101 West Kearney Plaza**  
**Kerman, California**

## **COMMUNITY TRANSPORTATION & TRAFFIC PLANNING**

A roundtable discussion on traffic and transportation issues that impact all of us!

### **Discussions Will Center On:**

Ways to improve transportation needs, prioritize the issues and document the recommendations. Your recommendations will be provided to the Fresno Council of Governments (COG) and will be included in the Regional Transportation Plan

**Snacks & Refreshments Will Be Provided.**  
**Includes a drawing for two gift cards from:**

**\$25.00 FOOD MAXX**  
**\$25.00 VISA GIFT CARD**



Please call El Concilio de Fresno, Inc.'s office to register for transportation services if needed at (559) 761-5230 or email us at [joseluis\\_barraza@att.net](mailto:joseluis_barraza@att.net)

***Demographic Results***

***Comprehensive  
Survey Results***

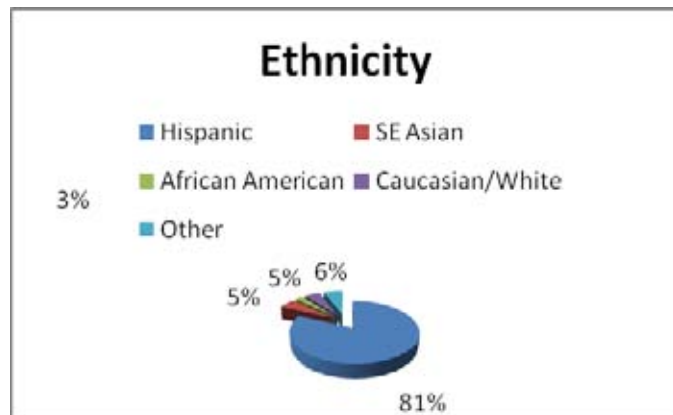
***includes Focus Group, Individual  
Solicitations and Community  
Presentation Results***

## DEMOGRAPHIC RESULTS

### Ethnicity

### Respondents

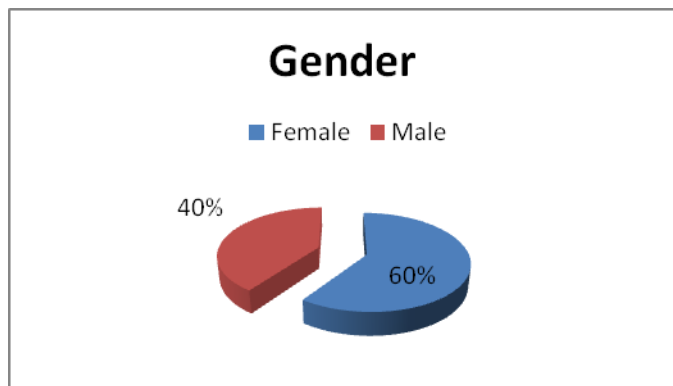
Hispanic	155
SE Asian	10
African American	5
Caucasian/White	9
Other	11
Declined to state (not charted)	7
<b>Total</b>	<b>197</b>



### Gender

### Respondents

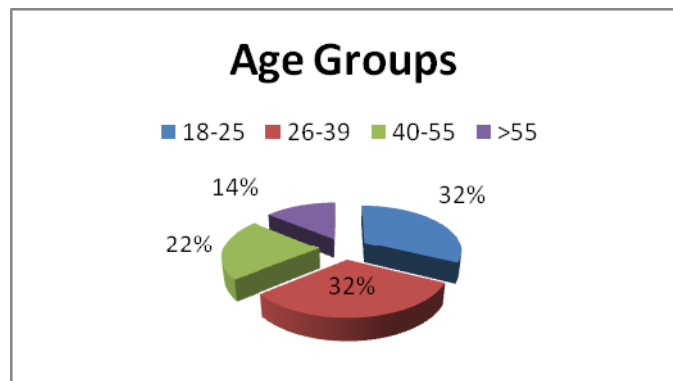
Female	116
Male	78
Declined to state (not charted)	3
<b>Total</b>	<b>197</b>



### Age Groups

### Respondents

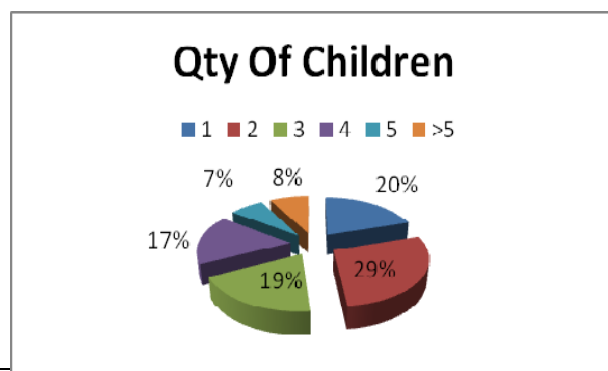
18-25	53
26-39	52
40-55	36
>55	23



### Qty Of Children

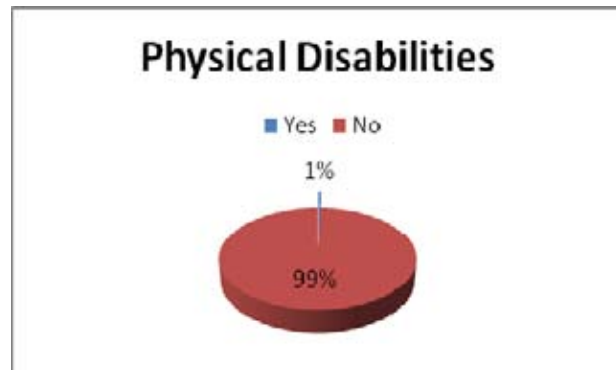
### Respondents

1	20
2	28
3	19
4	17
5	7
>5	8
<b>Total</b>	<b>99</b>

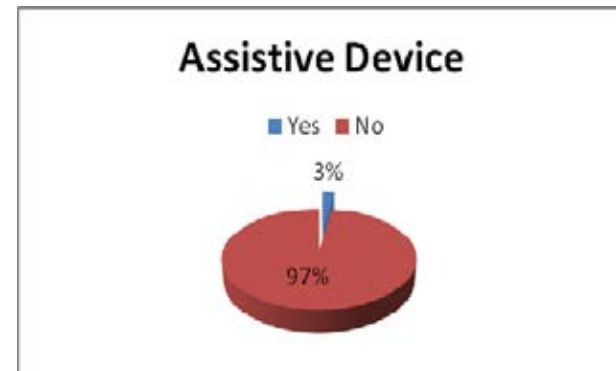


**Physical Disabilities****Respondents**

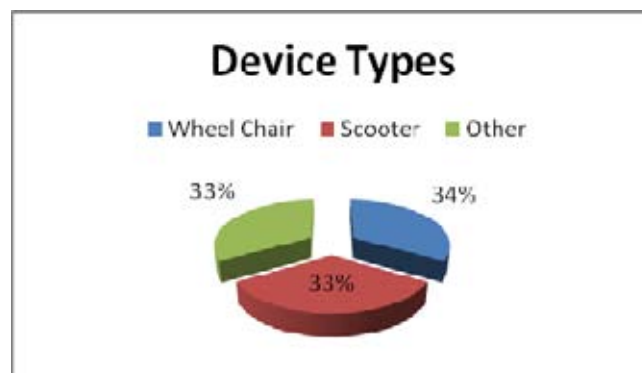
Yes	1
No	196

**Assistive Device****Respondents**

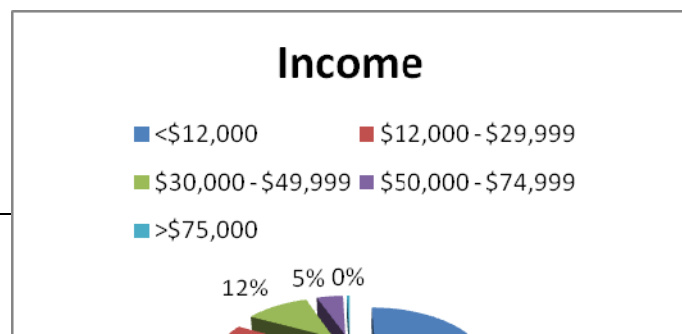
Yes	5
No	192

**Device Types****Respondents**

Wheel Chair	1
Scooter	1
Other	1

**Income****Respondents**

<\$12,000	115
\$12,000 - \$29,999	42



\$30,000 - \$49,999	22
\$50,000 - \$74,999	9
>\$75,000	1
Declined to state (not charted)	8

<b>Owns Car</b>	<b>Respondent</b>
Yes	120
No	77

**Average Number Of Miles Round Trip To Work**

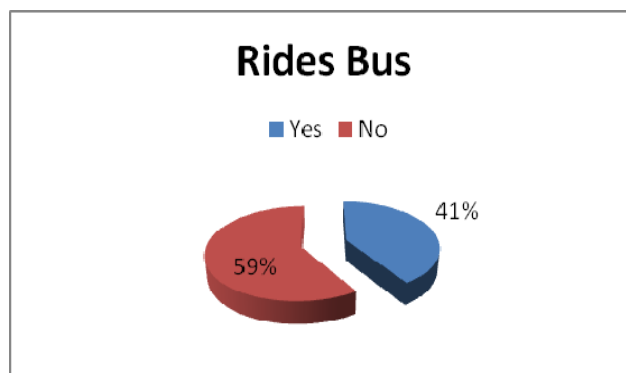
16.04



<b>Rides Bicycle</b>	<b>Respondents</b>
Yes	4
No	193

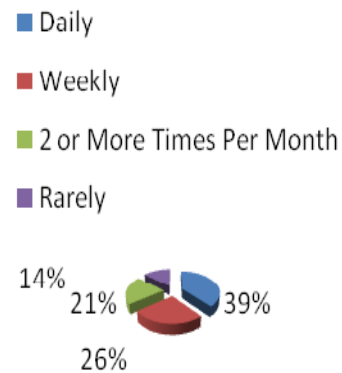


<b>Rides Bus</b>	<b>Respondents</b>
Yes	81
No	116



**How Often (of those who use bus)****Respondents**

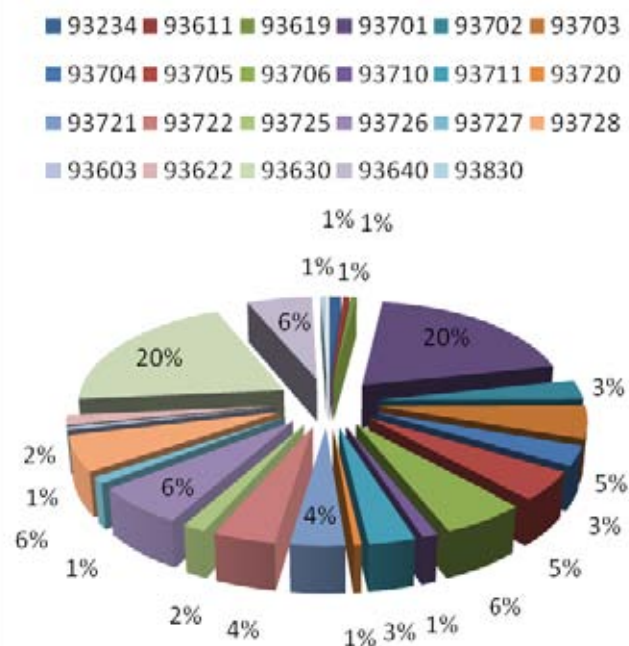
Daily	31
Weekly	21
2 or More Times Per Month	17
Rarely	12

**How Often****Pays Bus Fee****Respondents**

Pay Each Trip	59
Buys Monthly Pass	2

**Pays Bus Fee****Zip Codes****Respondents**

Declined to give(not charted)	13
93234	2
93611	1
93619	1
93701	37
93702	6
93703	10
93704	6
93705	9
93706	11
93710	2
93711	6
93720	1
93721	7
93722	8
93725	3
93726	12
93727	2

**Zip Codes**

93728	11
93603	1
93622	3
93630	38
93640	11
93830	1



## RESULTS OF SURVEYS

**includes feedback from focus groups, community presentations,  
community meetings and individual encounters**

**To ensure uniformity of results, everyone was asked to complete  
the same survey.**

**A comprehensive compilation is detailed in the charts below.**

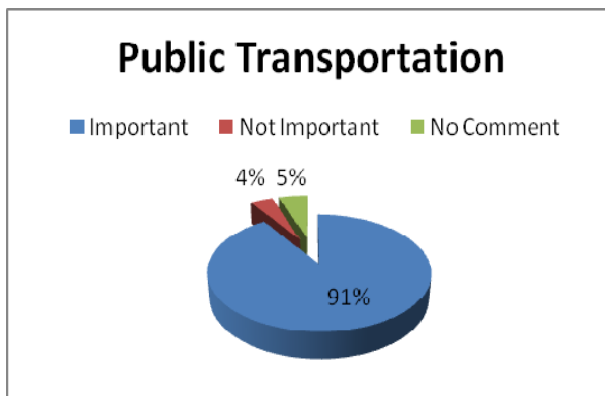
## SURVEY RESULTS

### Your opinion & input into the RTP/Public Transportation Plan

#### Respondents

Important	177
Not Important	8
No Comment (in writing)	12

Oral and written commentary responses offered below:



#### Comments, in response to Q 1 of the survey (Spanish responses translated into English)

Ride bike as well.

It's important to me because not always that my parents can come and pick me up.

Yes, very important for me, because there is no car in my house. So the bus is the only transportation. If there is no bus I cannot come to school for ESL and for everything else.

COG has never reached out to the community I've lived in west Fresno and tower district.

Public transportation gets us where we need to go.

Not everyone can afford a car.

Fairness in consideration of our Latino community members.

It's important to me because it helps my mom save on gas.

public transportation helps save on gasoline and quality of air

Fresno becoming too congested because people are not accessing public transit willingly, only when it is necessary.

The future and success of this city will depend on a better public transit system and bigger effort to make public aware.

I use it every day to go to school and work.

Public transportation is important to me, it is important because not all people have cars. There can be an emergency and public transportation is your way there.

Because many of friends and family ride public transportation to get to work, school etc.

To improve the community

We shouldn't be using our vehicles for locations close to home such as shopping and work, only for long distance

We are the ones that live in this community and we know the problems.

It is important for our community and for our children.

It could be for reasons of emergency. For example when my car breaks down I can get to work or to a doctor.

Public transportation is important but I use a vehicle.

It is important because I don't want to walk.

Yes it is important for me because if my car breakdown then I'm assured transportation.

I drive a car but public transportation is very important to all those people who don't have a car.

Many don't have money or benefits to have a car or even drive it.

The public transportation is important to me, because there are a lot of people without cars or without driver licenses and they decided to get a bus. Also we help to care for the environment.

Public transportation is very important to me because if there wasn't buses for me to take I would not have ride to get to school.

If I don't have car I'll will transport by bus.

Nowadays the gasoline is too expensive for the community, every railroad crossing near downtown should go under the streets and I need more skyline downtown. I need our county so let's have more discussion on this.

It's important because that's the only way to get to where you need to go.

Well it's very important to me because I need the bus every day to go to school, and sometimes I need the bus on weekends to go different places.

Because it helps the community.

Usually we Latinos are not given a voice to express concerns.

It is very important to have public transportation because the gas is expensive.

Because I can't take a ride from other people all the time.

It's very important because if you don't have a car or you don't drive and/or drivers license has been suspended you can use the bus.

Public transportation is important because more vehicles on the road means more pollution and streets less busy.

Dr. appointments, school, business, social services, required appointments, socializing and recreation and the list goes on.

It is important for me because I haven't a car.

It is important.

The public transportation is my only transportation to and from school, etc.

The pervious car I owned broke down, and I had to use public transportation for a while. (BUS)

because I like to get to where I need to go.

because it would help people to do the errands and wherever they need to go.

I can't travel out of town.

Yes, important

I have to use the bus daily because I don't have a car.

People need to get jobs or buy food and transportation for everyone isn't available.

Yes, it is important for other commuters that don't have a car or if the car is broken you can use public transportation.

Because I go back and forth to school and work.

It's important for me to use public transportation because it's my only way to get around. If I don't then I have to walk.

Public transportation is important to me because I use it to go places when I don't have a ride.

Bus as well.

I think Pubic Transportation is important because at the same time...

We will be better off with a bus route

I want my voice heard

I want my voice heard

We need more buses going into Fresno.

No I don't feel my opinion is important.

Yes I think it is very important to be heard even if I do have a car, because the transportation they provide is for everybody around the community.

I think it is important that my voice is heard. If I wanted something to be fixed in the RTP and my voice wasn't heard then there could be fatalities or injuries.

Well sometimes we don't know when we will have a moving automobile and there is important places in Fresno.

Because the community is growing and transportation would be an important issue for Kerman.

Because most people in town can't get to a store in Fresno or Madera because they have no transportation

To me it is important to have my own transportation I have a lot to do. If the city of Fresno could get high speed rail in Fresno people will have jobs, plus people would be able to get around faster.

We will be better off with bus service

Because we have single mothers or elderly that need to get to Fresno because most of the resources are in Fresno.

Busses from Kerman to Fresno throughout the day.

There are times when I would like to go to the store to buy things and I do not have a ride.

Sometimes daughter cannot take me to Fresno

We will be better off with a bus route

Lots of people need a way to get around here in Kerman

Because I have a right to express my opinion about my community when I know people who have a need for transportation options because they do not have any.

Kerman/Fresno

Our voice is our vote to say what is required

I don't have a car so it is really important to me because I move around the city, especially for school and work and/or whatever I want to go.

I am in need of public transportation a lot because I have a 10 month old daughter who I need to take to doctor appointments, to get diapers, wipes, etc.

Because my voice counts

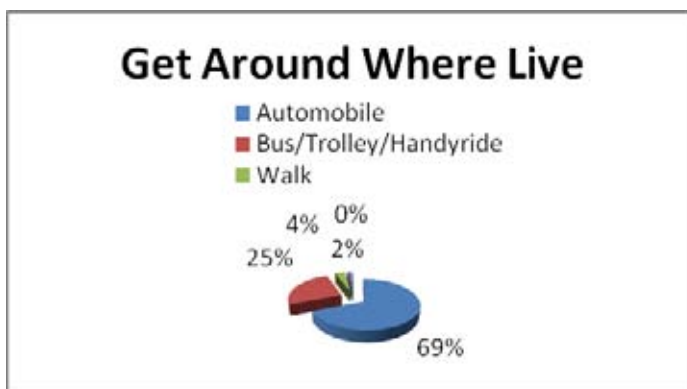
To get around

Sometime we do not have a car and we ask for rides. That is why we need public transportation

### Get Around Where Live

#### Respondents

Automobile	133
Bus/Trolley/Handyride	49
Walk	7
Bicycle	3
Other	5



#### Comments, in response to Q2 of survey (Spanish responses translated into English)

B as well-Public transportation

bus as well-Sometimes I use the car but mostly the bus.

bus when necessary

I have to walk because I have no money for the bus.

I walk around where I live because stores and places are close to me.

In the evenings there is buses for the commuters.

Sometimes bus.

use bus as well.

use other forms of transportation such as public and car pool

walk and bicycle

Walk as well.

We need more transportation resources (low cost)

A lot of crazy drivers and also public transit isn't always reliable.

Also bus, walking and bicycle

Car pool

Carpool

Carpool for work!

Carpool with other people.

I plan to use my car less and use the bus system.

I take the bus.

I use my car because my experiences with drivers of buses have racist

I use to be a county resident.

I was use the bus when I go too far places in the community.

In our family of 5 we must carpool. Absolutely wherever my two older sons ride their bikes frequently as well.

In my opinion we need to have more public transportation.

My mom is the one that is able to give me a ride.

put I use the bus

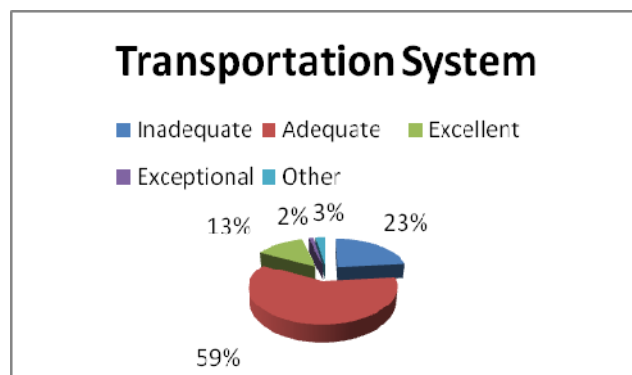
Rides bus as well.

Use automobile as well.

Use bus as well.  
 Uses bus as well  
 Uses bus rides as well.  
 Walk as well.  
 walks as well.  
 weekly the bus  
 Carpool a lot because I do not have a car  
 If we had public transportation we would use it.  
 Sometimes do not have a car and need a ride  
 Also walk.  
 Carpool or family vehicle.  
 Carpool, family vehicle.  
 Carpool.  
 Carpool-obtain rides.  
 I do not use public transportation  
 People ride bikes at night and don't use lights or signal flashers.  
 Well carpool is good but sometimes my family or friends don't have time so that is when I use the bus.  
 Yes I have a car.

#### Transportation System Respondents

Inadequate	46
Adequate	117
Excellent	26
Exceptional	3
Other	5



#### Comments in response to Q3 of the survey (Spanish responses translated into English)

FAX needs more frequent buses once an hour is unacceptable and unreasonable.  
 Bus service sucks! Evening hours and weekend hours suck the most.  
 Not so good on routes such as evening hours when I have to work late  
 The bus system may be satisfactory at best due to the inefficiency of many bus routes. Bike lanes are only on major streets where bikers are afraid to bike around an congestion is terrible.  
 5 (unable to decipher respondent's meaning)  
 Alright  
 But Fresno needs more transportation, like more buses, and routes, trains and subways.  
 Could be more frequent  
 For example I take the 22 bus and it takes allot of time to arrive.  
 I like the idea of a carpool system  
 I live in Fresno.  
 I would like it if the bus routes were more frequent. When I do use the bus I don't like waiting an hour for a ride.  
 need more bikeways and signs.  
 Public transportation is important an excellent way to help many people to get to work and for other important reasons.  
 Put more transportation for the public.  
 Some intersections near my house need some work.  
 Streets are a mess, they are so bad that my car shakes wildly.

There are no great roads, not bad but the streets need to get fixed.  
 There should be more crosswalks and more stop signs and children are at play signs.  
 We need to minimize our driving to lower vehicle pollution.  
 Give us more information  
 I have no trouble on the streets of Kerman  
 It would be nice if we could get transportation to and from places, more than once a day due to appointments, etc.  
 The community has no transportation where the community has full access too, we have to call in advance to schedule appointment pickups.  
 The roads have potholes and are cracking up!  
 Need to put busses in Kerman  
 Where I live everything is good.

### Top Two Transportation Issues

#### Score

88 Traffic Congestion And Delays  
 63 Crumbling Roads And Bridges

#### Comments in response to Q 3 from the survey (Spanish responses translated into English)

Bus drivers don't respect the disabled people much less the public in general  
 F as well. (unable to decipher respondent's intent)  
 It helps in this new life style we live in today to transport people much more rapidly from one location to another. It also helps in lowering the smog that causes congestion.  
 Need more buses/better frequency  
 Please help work on improving this area and thank you for what you can do.  
 Please stop the blasting!! train horns are especially bad, like every 20 minutes!  
 Some roads have gotten really bad, pot holes and there are some old people that shouldn't be driving because they don't drive right.  
 That you help us with this security.  
 The bus drivers don't wait for us when they see us running up to the bus stop during a transfer.  
 The buses come late.  
 The trains need to be more silent -- they make too much horn noise all day and all night  
 We need less cars on the road cause traffic is getting more dangerous.

### Traffic Congestion Suggestions

#### Respondents

Give cash incentives to employees who ride public transit, carpool, bike or walk to work	52
Dedicate lanes of freeways for freight vehicles and public transit	36
Give incentives to businesses that offer employees flexible work hours	32
Promote car and van pools with incentives, tax breaks, etc.	28
Allow single riders to use carpool lanes or express lanes for a fee	26
Offered no response	25
Build new housing/business facilities closer to public transit	23
Other (comments below)	11

#### Comments (Spanish responses translated into English)

allow single drivers to use carpool lanes when lane is empty.  
 carpool and limited car use.  
 crazy ass people on the bus.  
 have a back up bus close-by  
 Have back up when buses are late.

I don't know.  
 make more streets and roads.  
 More buses should run every 15 minutes  
 no explanation given.  
 no explanation.  
 our roads look horrible.  
 Provide bikes free to the public to move around.  
 something for the elderly.  
 The city needs a subway

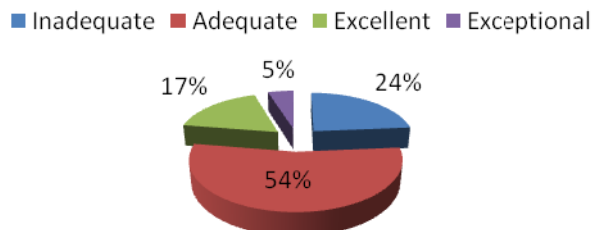
Improvements (Order Of Importance)	Respondent Average	Rating, highest to lowest
Other	1	8.4
Make rail intersections a 'quiet zone'	2	6.7
Build more freeways/roads	3	5.7
Add more carpool only lanes	4	5.3
Designate more 'high occupancy' lanes	5	5.1
Build light rail system	6	5.1
Build lanes for buses only	7	4.6
Add lanes to existing roads/freeways	8	4.2

#### Other Notes, comments for survey and forums (Spanish translated into English)

Anything besides A & C  
 Bet a better and faster transportation system  
 Build city trains that go through the bigger cities  
 Expand streets and bridges  
 have contact with buses.  
 Hire bus drivers that are more considered.  
 Increase bus time and hours.  
 More intelligent people...  
 More lanes wider.  
 more need of bicycle zones  
 Need to build sidewalks in west Fresno, more needed.  
 Need to improve our roads, streets  
 Street Improvements-crumpling roads and potholes-focus  
 use more cars.  
 Build four subways.  
 Buses  
 Taxi Scripts For The Poor

Public Transit Services	Respondents
Inadequate	39
Adequate	89
Excellent	29
Exceptional	8
Did not respond	32

#### Public Transit Services



Comments in response to Q5 on the survey and offered at forums (Spanish translated into English)

depending on how long buses take.

I don't drive on freeways if I want to go out of town I can't go! Only I drive in the city of Fresno.

I think a east-west line for Herndon Avenue is necessary.

If bus drivers paid more attention to bus users, such as taking their tickets as they pay attention to cell phone calls. It is wonder they don't get a traffic ticket for being on the phone.

It has been a long time since I used public transportation so I can't give an adequate opinion but adequate will do.

It is adequate but you need to make more improvements.

It is not a bad system, it is just not used to its fullest capacity.

It's alright I think people are selfish when they drive because cars give pollution and many people drive

It's alright, it's not bad but alot of delays and I don't like that. Also I think that there should be another bus only for disabled people (wheelchairs)

more vans are needed.

My aunt who lives with me depends greatly on handyride (FAX)

Sometimes the buses are late and that means that it makes people late to their appointments.

That the drivers of buses respect the flow of traffic.

The buses are filthy.

The buses are packed or run late alot.

The population of Fresno has grown significantly yet the bus system has not. The bus line are to early during the week and on the weekends. This prevents people from getting jobs outside of the core work hours.

Why don't they put more buses into the system.

Being a resident in Kerman since 1973 I have seen many changes a lot more people in Kerman today need automobiles and/or public transportation.

FAX is excellent, Kerman transit is inadequate!

It only comes once per day.

More people need jobs and can't get them if they can't commute!

We need more information about what transit Service exists

We need more transportation options in our community

**Improvements For Public Transit Service**

**Respondent Avg Rating**

(1 is The Highest, 6 is the lowest)

Other (comments noted below)	1	5.8
Expand trolley service	2	5.2
Add or extend express routes	3	4.4
Improved accessibility for people with disabilities	4	4.4
Extend existing routes	5	4.2
More bus routes	6	3.4

More Bus Routes(Where?) Comments offered on Q6 on survey and at forums (Spanish translated into English)

All the way to Selma and Kerman

Ashlan and Cedar. Bus routes 22,45,20. Clovis avenue. Jensen & Arthur. McKinley. Ness and Bullard. Fresno Street.

Bus stop on W. Bullard Brawley Fig Garden area.

buses to get people to work in the agricultural fields.

every part of the city

Every weekend (Fresno)

Fowler.. Fresno and Clovis. From Kerman To Fresno. Beyond Kerman. Within Kerman.

In all parts of the community.

in the Clovis area.

major streets

more bus routes and improvements to the roads

More routes are needed on both major and minor streets

On the Westside of Fresno

Outlining areas of town  
populated areas  
Routes to work  
Set up like in San Francisco.  
The most used.

**Improved Accessibility For People With Disabilities(How?) Comments offered in public forums (Spanish translated into English)**

4 more places in buses.  
Charge them for the use of more space  
charter buses for people in wheelchairs. For them to have their own buses. Have their own bus to be more comfortable.  
Fix the streets  
Give them more space to sit on the bus. Giving them more room on buses. Let disabilities have their own buses.  
Less moving around.  
make it faster for people with wheel chairs to get on bus.  
make room on all sections of the buses  
More Handyride vehicles for people with disabilities to minimize use on FAX  
More room in buses, and bus stops with shade shelters  
Need more handiride vehicles. Put more areas for disabled people. That all buses today should comes with lifts.  
On routes that the majority use buses.  
Their own private buses. to have more buses to serve them. Make room to carry a scooter on bus  
Accessible Taxi cabs.

**Extend Existing Routes(Which?) Comments offered in public forums (Spanish translated into English)**

22,23, 26, 33, 34, 38  
all of them in every section  
All in Fresno.  
Anywhere  
Don't know I have road for awhile.  
downtown area.  
Every community in Fresno.  
Make it free for students, and low income!  
roads out in the county.  
Route 45 extend it to Ashlan and Flower.  
Routes to school, Blackstone, Shaw and Van Ness  
streets  
That there is services all over the county.  
the busiest ones  
Those that lead to work centers at the frequencies of the community,  
Where traffic is more congested need to extend the routes. Belmont, San Pablo and Blackstone  
Fresno State, Hospitals  
Kerman to Fresno  
North Madera

**Add Or Extend Express Routes (Which And Where?) Comments offered in public forums (Spanish translated into English)**

Downtown to River park Express  
San Pablo & Belmont, Hughes and Ashlan, McKinley across town, McKinley Ave.  
The Lowell community very poor area  
22, San Pablo and Belmont area. .26, Bullard and Marks. 38, Jensen and Arthur  
All of them (Fresno), Everywhere in Fresno  
Build an express train.,  
Freeways, Fresno  
Outskirts-Clovis, Kerman, Sanger, and Selma, North and Northwest areas  
That there should be new routes to be considered, To all shopping centers and hospitals

To all designated school areas., within the system  
to the major shopping centers and hospitals,

**Expand Trolley Service (Where?) Comments offered in response to Q6 of survey and in public forums (Spanish responses translated into English)**

all over. populated areas  
all trolley service. Bullard and Marks  
Downtown, To star bucks near library. Downtown Fresno to Clovis area.

**How Do You Pay When You Use The Bus**

**Respondents**

Single Fare With Each Trip	108
Monthly Pass	10

**Where Should Funds Come From**

**Respondent Avg Rating**

Highest to lowest (1-8)

Other (offered no written opinion)	1	7.50
Increase residential property taxes by 1 percent for 20 years	2	7.47
Increase fees for public transit services	3	7.42
Increase the local tax rate by one percent for 20 years	4	6.96
Increase building permit fees by 1 percent for 20 years	5	6.64
Increase taxes on commercial/industrial properties	6	6.14
20 cent per assessed value on commercial/industrial zoned properties	7	6.04
Place a 1/2 cent sales tax on public transit service	8	5.89

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*Green Footprint Company Report on the*

**What Moves You?**

**REGIONAL TRANSPORTATION FORUM**

*March 26, 2010, Clovis, CA, Fresno County, USA*



Carla J Neal  
Green Footprint Company  
4/14/2010



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## Executive Summary

The Green Footprint Company is committed to creating a sustainable healthy world through distribution, service and branding of clean energy fuels for a vibrant life. We are proud of our efforts to promote and grow the biodiesel industry, to do our part to employ sustainable environmental practices as responsible corporate citizens, to help educate the community about biofuels, and to work with cities and fleets in making transitions to clean renewable energy made regionally. We are the “got biodiesel?” Company that can Coordinate, Collaborate, Cooperate and Communicate to move the valley *FORWARD in its vision.*

We are a Green Company internally and externally focused on the triple bottom line to establish a company that cares about profitable finances with transparency, people and positive relationships, and the environment we love and call home. Green Footprint is a California valley-wide company focusing on putting people back to work with “good green” jobs through training in new technologies and ways of collaborating with a focus on community and human development. Our goals are to: 1.) significantly reduce foreign oil and use of fosile fuels in California for regional sustainability, 2.) reduce pollution to increase valley livability and healthy well-being for all, and to 3.) increase sales and service of biodiesel 30% by 2020 and future fuels made regionally through our networks of producers, oil companies and customers. We value green footin’ people, the planet and our companies profits made from our resolve and committment to win-win-win solutions that keep people happy!

In January of 2010, Green Footprint entered into an agreement with the Fresno County Council of Governments to implement a community based outreach program to involve the public in its preparation for the 2011 Regional Transportation Plan. The intention of our educational forum was to reach non-traditional groups and increase their awareness by inviting them to share their voice in the process of transportation developments . The goals were for social justice and an equity for all that would improve communications with people on the RTP which affects the community with its vision, policies and planned actions into the targeted year 2035.

The Fresno COG’S mission to achieve this scope of work by listening to the community allowed us to customize a plan with our targeted contacts to elicit their ideas. It was quite exciting as it aligned perfectly with the vision of our company. Green Footprint utilized a mini-grant of \$2500.00 to make this impact at CART or Center for Advanced Research and Technology. CART is a highly specialized High School Educational Program that is a collaboration of the best education has to offer in Clovis Unified School District and Fresno Unified School District that serves 19 area high schools. CART students represent the valley’s best students from every social economic, ethnic and cultural group in the central valley. There were over 150 students involved in the morning/ afternoon forums and outside EXPO with hands-on technologies and vehicles.

Students asked interesting thought-provoking questions and were an excellent interactive audience. The facility at CART was top notch for educational purposes that gave maximum visual and auditory participation. Students completed a survey at the end of the forum to give feedback on what they learned and how we should move into the future. An audio and video of the event are also instruments for consideration on ways to improve transportation.



January 3, 2010

Fresno COG  
2035 Tulare Street, Suite 201  
Fresno, CA 93721

Dear Ms. Lauchner,

Green Footprint Company, LLC is very interested in working together with the Fresno COG to educate and outreach to Educational stakeholders with a focus on the 2011 Regional Transportation Plan (RTP). Our goal will be to increase the public's interest, awareness, and participation in the process of transportation planning for a vibrant future. Green Footprint is a local business specializing in green renewable transportation fuels and technologies, which keeps current of transportation issues, CARB, CEC and EPA goals and policies. Because of our active involvement, Green Footprint Company is interested in committing our resources to interactively help stimulate the dialog through education networks in Fresno County.

With the guidance of the Fresno COG, Green Footprint will proactively reach out with an invitation to people in Education from valley school board members, teachers, parents and students to participate at one of the January–February Community Transportation Workshops. Four Community Transportation workshops will be arranged in the cities of Reedley, Caruthers, Clovis, Fresno or alternate location. Green Footprint will coordinate and facilitate the district meetings with students, families and staff utilizing appealing visual story boards, interesting topics and informative PowerPoint presentations. Furthermore, key topics will be addressed such as how families, students and educators can get involved in transportation. Air quality, climate change, land use, renewable energy, bike paths, green space, and regional economic development issues are so important to all valley citizens that to include students, parents and educators is essential to implement the Regional Transportation Plan.

Green Footprint staff will connect people through a multimedia of public announcements and e-blasts in Spanish, Hmong and English on local radio, news and television stations and flyers via the internet (E-mail, Facebook, Twitter, Linked-In, & websites such as [greenfresno.org](http://greenfresno.org) and district/agency sites) Green Footprint can make all arrangements with school districts to implement local meetings/webinars ([dimdim.com](http://dimdim.com)) and presentations encouraging people to participate in a myriad of ways. Participation methods will include dialog on-line or in-person, informational resources sharing via internet, surveys, emails, phone calls and multi-media exposure to the plan. Green Footprint's broad range of contacts within our education and green networks will reach far and wide to Educational Organizations. The school Districts have shown progressive leadership in clean transportation and recently formed a Great Valley Biodiesel Consortium with EPA to utilize regionally made biodiesel in school buses. Moreover, other educational leading programs include the new Buchanan Energy Academy in Clovis. Science teacher Julie McShay has her students involved in biodiesel, clean energy and future transportation technologies. The workforce Connection in Fresno also has a dynamic student green team under the direction of T.J. Taylor and Arbor Education and Training. Our outreach will focus on the families, students and educators from these connections to get involved with Fresno Counties Plan.

At the conclusion of the workshops, surveys and comments from citizen and stakeholders will be compiled by Green Footprint. All data will be shared with Fresno COG. *The Regional Transportation Plan is important to our valley's healthy and sustainable Blue Print for growth which will affect everyone, young and old, into the immediate and long-term future.* With this in mind, we look forward to working with the Fresno County Council of Governments staff to serve the people of Fresno County and creatively secure their input and equity for all to the regional transportation process and plans.

Best Regards,

Carla J Neal  
CEO, Green Footprint Company, LLC

### **Green Footprintin' Deliverables and Workplan**

6 weeks of Marketing, Educating and Outreach of the RTP for Fresno County Council of Governments

#### **Week 1 Understanding and Organizing the Campaign**

- + Read the RTP- Regional Transportation Plan (Fresnocog.org)
- + Meetings with the team from COG, School Districts, and FSU Interns
- + Marketing Strategy and Workplan Development

#### **Week 2-3 Preparation for the Campaign**

- + Arrange target market contacts/schedule face to face meetings
- + Email letter with graphics and flyers
- + Create maps and storyboards/ messages to communicate
- + Create powerpoints
- + E-blasts with constant contact through e-mail to communicate the event needs
- + Set dates for events with targets, arrange speaker for forum

#### **Week 4-5 Implementation of Campaign with Targets (\* Future )**

- + Host meetings with discussions
- + Interactive presentations and details
- + Create survey and event logistics
- + Informational report/follow-up with all involved
- + Website presentation for Fresno COG w/ link to Green Footprint site
- + \*Continue to consider how to Develop and Implement workplan Outcomes and tasks from Survey results of the Regional Transportation Plan in cooperation with local RTP's and agencies
- + \*Serve on the Fresno Forward working group
- + \*Seek further committment for positive progress in transportation development for a vibrant community as needed

**Collaboration Organization's Websites**<http://www.fresnocog.org>**Fresno County Council of  
Governments**<http://www.biogreenfootprint.com>**Green Footprint Company**<http://www.cart.org>**Center for Advanced  
Research and Technology,  
Clovis & Fresno Unified  
School Districts****Event Invitation ~ March 26, 2010    Hyperlink**[RTP-flyer \(4\) \(1\).pdf](#)**Event Agenda    Hyperlink**[RTF-agenda \(2\).pdf](#)



# What Moves You?



**Come to discuss recent transportation projects in your area!**

Are you concerned about air pollution and interested in making Fresno a greener Community? Green Footprint Company is working with the Council of Fresno County Governments to bring you information about the recent Regional Transportation Plan.

We are looking for YOUR input and opinion!

**Friday, March 26<sup>th</sup> 9:30-11am and 1-2:30pm in Auditorium Clean Air and Green Transportation Expo 11am-1pm Outside Center for Advanced Research and Technology (CART) 2555 Clovis Avenue, Clovis 93612**

# What Moves You?

## Regional Transportation Forum

### Agenda

#### 8:30-10:20 am Morning Panel

1. A Call to Action/Opportunity, *Carla J. Neal*, Green Footprint Company (5 min)
2. RTP/GOG Story, *Clark Thompson*, Fresno COG Planner (10 min)
3. Interactive SJV Blueprint, *John Wright*, Fresno COG Planning Consultant (30 min)
4. *Break* (10 min)
5. Engine Technologies, *Bob Gaffney*, Advanced Emission Control Consultant (15 min)
6. School Buses that ROCK, *Lee Peterson*, CUSD Fleet Manager (15 min)
7. *Panel Q&A* (15 min)
8. *Conclusion* (10min)

#### 12:00 am -1:00 pm Clean Air and Green Transportation Expo

- Tri-sport Bicycles, Real Goods Solar, Chevrolet green car, Honda hybrid, Compressed Natural Gas car, Volkswagen green car, Green Footprint Company, CUSD B20 Bus, Clean Air Coalition, Jamba Juice, San Joaquin Valley Jobs Coalition, Fresno COG, City of Clovis Planners, Advanced Emissions, Fresno State Industrial Arts Department, Unlimited Green Technologies

#### 1:10-3:25 pm Afternoon Panel

1. A Call to Action/Opportunity, *Carla J. Neal*, Green Footprint Company (5 min)
2. RTP/COG Story, *Clark Thompson*, Fresno COG Planner (10 min)
3. Keeping it Green, *Bryan D. Jones*, City of Fresno Traffic Engineer (25 min)
4. Project Temperance Before/After, *Steve E. White*, City Engineer/Assistant Planning and Development Services Director for Clovis (15 min)
5. *Break* (10 min)
6. SB375- Regional Planning/Climate Change, *Kristine Cai*, Fresno COG Planner (30 min)
7. Biodiesel Fuel, *Dr. Chris Guay*, Director of R&D of Community Fuels (15 min)
8. *Panel Q&A* (15 min)
9. *Conclusion* (10 min)



## What Moves you?... Forum Survey Evaluation

The topics with the most comments are highlighted in **green**. The total number of comments or responses are given in { # } at the end of the comment.

### 1. What do **You** Feel were the Most Important Topics Discussed Today?

#### Interpretation of Responses

We like many different options for both housing and transportation to create a more vibrant valley. Air quality is very important to us for human health and for the well being of our land, agriculture, work, leisure and housing plans. We look to the future and have questions about the cost, freedom to make choices, and the quality of life we will live and pass on to future generations.

We appreciate having a voice in the process of building our community. We appreciate new technologies and changes that bring a positive value to our lives. We are aware of the RTP and how the way we move and grow as a community is impacted by our individual choices and the leadership of the community.

#### Specific Comments (bold areas addressed by forum panel speakers) {# of comments}

- Types of residential ways of living, i.e. mobile homes, city homes, apt, work/live spaces, (levels and housing choices that need to change for a bigger population-Density) {23}
- **Types of Multi-modal Transportation, i.e. bus, carpool, walking, auto, bike, high speed rail** {24}
- Change our ways of Transportation to Control of Emissions of Vehicles {11}
- Improved Bus Transportation {5}
- Air Quality in the SJ Valley (reduce pollution/fossil fuels/GHG) {18}
- Talk about better methods of transportation, *but no solid actions* {1}
- Use of Biodiesel and filter systems in Diesel Transportation {17}
- Agriculture (loss of AG and Land Use Planning) {4}
- Clovis School District Fleets and Fuels {10}
- Mufflers and technical Equipment for Engines {15}
- Human Health Problems related to Pollution from Emissions {8}
- What the Future holds for us -Encouraging Alternative Methods {7}
- **Green Transportation (Economical & Environmentally)** {5}
- Transportation Problems i.e. road maintenance, , traffic lights, train station {6}
- **More Bike lanes Make Fresno "Walkable"** {15}
- Having a Voice/Completing the survey {1}
- Roundabouts, Street and Road Planning (Road Diets) {9}
- How transportation can help the planet and become Safer {2}
- CARS are getting more efficient with MPG (improved cars) {3}
- Need for \$ Money in Transportation (where\$)/Public taxes { 5}
- Construction of COMMUNITY /Fresno COG {2}
- Making Transit MORE Attractive {1}
- We should allow Diesels (get over it- black smoke) {2}
- Cars and Fuel /hybrid cars/saving \$ on Gas {2}
- Natural Gas Conversion {1}
- The Planning Aspect of the way cities play out /Living Conditions {2}

## 2. What was the Most Interesting Topic for you Today and why?

### Interpretation of Responses

We enjoy the *freedom of the mobility*, yet we really want **improved technologies** of greater miles per gallon, cleaner technologies such as renewable biodiesel, hybrid electric and muffler/equipment technologies in our private and public vehicles. We *especially* appreciate the value of *driving less* and relying other means of transportation such walking, carpooling, bike riding and using mass transit systems because we care about density and air pollution in our valley. We enjoy the beauty of our environment.

We need to encourage more awareness and support of actual technologies, plans and fleets that are addressing the Regional Transportation cares and concerns for *all* valley folks. We enjoy having a voice and an interactive way to learn about our community. We are thinking about where we will live and the quality of our lives into the future. We worry about air pollution, agriculture reduction, poor land use, inefficient systems, the high cost and our reduced freedom to make choices in regards to transportation.

We trust in the leadership of our valley's leaders to hear our voice and to reduce our worries wherever possible so that we and all citizens can lead happy and productive lives with a bright future. **Together, we can change the future of transportation to align with our values and positive belief in a better future for the valley, its diverse peoples and communities.**

### Specific Comments {bold is 5 or > than comments made}

- ✓ High Speed Rail {3}
- ✓ **Future Planning of Density Housing/Land Use/Blueprint** {27}
- ✓ **Engine Technologies Hybrid/Biodiesel/Biofuels/Mufflers/Retro-fits Filters** {40}
- ✓ **Diesels/Regulations and Solutions** {6}
- ✓ **CUSD Fleet Bus Fueling** {8}
- ✓ **Future of the Central Valley/Freedom to Choose** {6}
- ✓ **New Transportation Types/Multi-Mobility Improvements** {6}
- ✓ **Voting/Student Voice/Clickers Blueprint Survey** {8}
- ✓ **Worry of Loss of Agricultural Lands/** {8}
- ✓ **Improving Air Quality/Reducing Green House Gases SB 375 & Pollution** {12}
- ✓ **Human Health Impacts** {1}
- ✓ **Driving Topics, mpg, driving less, being aware of pedestrians and bikes, safety** {1}
- ✓ **Appreciate Statistics/Facts** {2}
- ✓ **Improved New Buses/Easier/Shorter Bus Routes** {2}
- ✓ **How fixing "things" in transportation will take time and money** {1}
- ✓ **Creating More Bike (enjoying Bike and Pedestrian Paths)** {12}
- ✓ **Need to Reduce Cars/congestion** {2}
- ✓ **Improved Planning "vision" to increase human safety/complex systems/& ITS** {15}
- ✓ **How [past streets and planning] changed to accommodate the automobile** {1}
- ✓ **Project "Temperance" - it's where I live...** {1}
- ✓ **Should encourage more MPG and not suppressing it** {1}
- ✓ **Population Increases of People in the cities** {3}
- ✓ **Level of Service Policy/Leadership (impressed)** {2}
- ✓ **The subject (audience comment) "white people are lucky" {1}- (race/social inequities)**

### 3. What is Your Most Important Transportation Need?

#### Interpretation of Responses

Decisively, we prefer the automobile for our primary transportation and desire cheap gas to keep us moving where we need and want to go. Our primary need in transportation is the automobile for school and work. We are also dependent on gas for our primary fuel source for this mobility, but we are definitely thinking about fuel costs and ways to improve our mpg, emissions, and how we can conserve or drive less overall.

We are open to cleaner alternatives with many voices rising to request more efficiently safe road systems, shorter and faster bus routes, cleaner technologies such as Electric and Biofuels, more bikes and walking paths. With a renewed vision for the 21<sup>st</sup> century, we also realize the value of less driving to the community. At the same time remain dependent on an automobile for school and work in the present year 2010 unless the RTP changes with noticeably improved actions overtime. Hence, the previous question showed a substantial interest in vehicle technologies since we must primarily depend in driving automobiles until other options are more accessible and convenient to our lifestyles.

Our alternatives to the car include walking biking, mass transit, and wise planning in personal choices and responsible community planning. We are more aware of other options and will seek them out as they begin to make sense in our lives and become available in meaningful and positive ways. It is not likely that we can see a way past our dubious reliance on the automobile at this time, but we are open to change and technologies that might help us all. We appreciate that the Fresno COG and our community leaders are thinking of the future of how, when, where, what and why it can be better in transportation with a little input from CART students and the community.

#### Specific Comments

- ❖ A car {76}... a Substantial and Decisive Need for Mobility
- ❖ Vehicles that are fuel efficient (better mpg) and Low pollution {6}
- ❖ A truck with better MPG and pollutes less {5}
- ❖ A school bus {4}
- ❖ A bike {5}
- ❖ Airplanes {2}
- ❖ Driving distances and ability to get to work and school {14}
- ❖ Need Cheap gas, high cost of petro fuel has a negative impact {19}
- ❖ Need an alternative to Gas, more environmentally friendly biofuel {7}
- ❖ Less Fuel Emissions {2}
- ❖ Easier way to fuel car {1}
- ❖ Mobility to get to my destination without negative environmental impact {4}
- ❖ Types of cars & their impact on the environment {1}
- ❖ More railways and buses to transport us faster/efficiently {2}
- ❖ City Bus/Transit ( some said its slower- need faster bus routes) {8}
- ❖ Walking Space/long-Skateboards (safer and larger paths near roads) {9}
- ❖ Better/Less traffic/ flow/efficiency, ease of moving, "quickness" and safety {7}
- ❖ Personal Transportation {1}
- ❖ A more diverse transportation system and less dependence on "driving" {2}
- ❖ Need more money for gas prices or a cleaner vehicle {1}
- ❖ Blueprint Planning and where business are built will affect how much people drive {1}
- ❖ More marketing and incentives to Carpool, rideshare, telecommute, and ride mass transit. {4}

#### 4. What do you Feel is still Needed in the Regional Transportation Plan that wasn't Discussed Today?

##### Interpretation of Responses

We believe that most issues were covered, however, the cost and the time it will take to implement the regional transportation plan was not discussed. We also need more discussion of mass transit and alternative fuels to really begin addressing problems that are vital to our valley's quality of life. We need more information on the actual plan and how it will be implemented. We have more questions than answers. The general public needs to give more citizen input to the RTP.

##### Specific Comments

- Everything was discussed {60}
- Capacity on buses/slow routes/ more routes in Clovis/ 24 hours {7}
- Hover Cars/Underground speed cars/hybrids/more efficient buses/planes /flying cars/ Motorcycles {6}
- Need an alternative way to get to city to city besides cars {2}
- The quality of transportation/ add more and larger, safer sidewalks {4}
- High speed rail and public transportation {3}
- How are plans going to get implemented with actions in this economy? {1}
- Need to begin new efficient fuels before we run out of fossil fuels/more about alternative fuels (biodiesel) and gases {7}
- Finances/cost/prices for new projects/different transportations/how will that affect the future and taxes/how long will it take? {13}
- How can we make public transportation cleaner, faster, better and nicer? {3}
- How much emissions will be reduced with the RTP? {5}
- Need more about how cars will run on alternative fuels/technologies {7}
- Need more resident participation/ voice in approval {2}
- People who own houses need to give their input{1}
- Need clearer, longer presentations, some information difficult to understand, {2}
- How will our air quality change in 2025 for the better (more specifics) {4}
- Need a Final Plan! Need plans that will WORK! Show plan in action, a plan for EVERYONE, not just certain areas/cities {3}
- How can I support cleaner fuels on city buses instead of just school buses with biodiesel? {1}
- What about classic cars and emissions and how to maintain horse power in engines with alternative fuels {1}
- Ways we can drive our own cars without pollution? {2}
- How can we create sustainable land use with Biofuels? {3}
- Mobile Vehicles outside the valley and their impact? {1}
- Need Parking Garages for Fresno City and Universities {1}
- More on Environmental Impact of Plans, loss of land increase of foot traffic with high density and car traffic {1}
- How will the RTP affect Wildlife? {1}
- How fuels are made and why renewable fuels are important? {1}
- Private Jets and Airplanes/scooters not covered {1}
- What about vans or vehicles that have no restrictions on outputs? {1}
- How to lower gas prices in Fresno? {1}
- Lower the speed limit {1}
- How to make buses more fuel efficient and run on biodiesel like in San Francisco {3}
- Human Health Impact and the RTP {1}

## 5. If You think Californians will be Driving Less by 2030, how do You Think We should be Getting Where We Need to Go?

### Interpretative Response

We definitely feel that we will be *biking and walking more in the future* because we will telecommute or work close to our homes. When we do need to travel further distances, we will be using more efficient vehicles, cleaner fuels with little to no emissions, either on public transit or in individual vehicles. **High Speed** trains, subways or raised rails for city to city travel are desirable.

We may drive less, more or about the same and choice will be important to us to allow for control over our schedules. Much of the future is unknown and there may be changes we cannot foresee or predict in technologies that will need to be a part of the RTP. Sometimes the future is scary or worrisome, but we also believe can be much better. Transportation for everyone should be reliable and affordable.

### Specific Comments

- Biking, Walking or (running) {45}
- Don't know? {9}
- Driving cars, but with more efficient technologies and better fuels {16}
- High Speed Rail {18}
- Rapid Buses, with more environmentally friendly fuel source, and more attractive buses& Routes /Everyone has a seat {19}
- I'm getting worried about what 2030 will look like. {1}
- More public transport (rails, subway, raised rail) {24}
- Less driving {8}
- Driving more or the same/control your own schedule {8}
- Faster and more reliable transportation systems {4}
- Buses and trolleys like in San Francisco {3}
- Yes, something fast and less expensive{1}
- Better blueprint planning/cooler homes will create a better future {1}
- Amtrak or BART {4}
- Not sure if we will, maybe something new will be created? {1}
- New Cars or transport, something futuristic not yet made/teleportation? {3}
- Start Thinking {1}
- Electric System Public Transit System (buses or train) {3}
- Railways
- Alternative Fuels or Carpooling {6}
- More people will be flying/flying cars? {5}
- Need More cool diesels (hybrid diesels) {3}
- Easier way to get gas? {1}
- Choices that are more affordable and fast {3}
- We will need to increase gas prices to afford 2030 technologies {1}
- We need to get more people informed of ideas and technologies in transportation {1}
- Build business close to residences {1}

**6. Has the Fluctuation in Fuel Prices Changed You or Your Family's Driving Habits?**

Yes **83** No **52**

**7. If Yes, please Choose How They Have Changed?**

- ☐ **Drive Less {83}-** \*[Primary Mode of Transport is significantly reduced]
- ☐ **Walk or Ride my Bike More {10}**
- ☐ **purchased a more fuel efficient vehicle or Greener Vehicle {4}**
- ☐ **Run my Car on Veggie Oil from the fryer like the Hippies {2}**
- ☐ **Use Transit/Public Transit {8}**
- ☐ **Carpooled {8}**

**8. On Average How Many Times a Month do You Drive or Ride-in (round trip) a Private Vehicle to Work/School? Please Check One.**

- ☐ {9} - 0-1 times
- ☐ {14} - 2-4 times
- ☐ {16} - 5-10 times
- ☐ {15} - 11-20 times
- ☒ {84} - **More than 20 times**

**9. If You were Given \$100 Million and Asked to Make Investments in Our Transportation System, please Rank 1-8 (highest to lowest) what Areas would You Prioritize?**

- Highways and Freeways {28}\***
- Local/Regional Roads {23}**
- Bus Rapid Transit System {21}**
- Light rail/Modern Streetcar {8}**
- Commuter Rail/High Speed Rail {13}**
- Intercity Rail {10}**
- Bike and Pedestrian Paths {11}**
- New Alternatives {25}**
- Suggestions for alternatives include, Biofuels, electric, green cars, steam driven, battery powered bikes, airports**

**10. Please Select the Most Important Considerations when Making Decisions about the Future Transportation System?**

- Cost {46}**
- Mobility Options {19}**
- Safety {32}**
- Reliability {27}**
- Maintenance {12}**

## 11. Additional Written Comments and Questions

- I don't know what an alternative engine is or what CARB is along with other terms.
- "Thank you" repeated 15x
- Great Presentation
- I was not joking when I said horse and carriage for (a new alternative). I honestly think it would be a good idea because they could make a lot of money and save gas.
- Why did you come to CART and how can we make an impact on topics discussed today?
- It was a great presentation. It was well prepared and I gained new knowledge that I was curious about. Learned a lot about using a lot of gasoline
- What is the estimated total cost of this fix? When will it be done and how?
- State should invest in Amtrak to make it more spread through all parts of California.
- Diesel is the best. Hybrid electric cars are useless; I want my car louder that's why I cut off my muffler.
- Explain how you will get a private diesel owner to buy a muffler that will ruin performance and tell exhaust companies like BANKS to get rid of their mufflers.
- Is there any way you can expand this idea of using compressed natural gas to Fresno Unified?
- I want to thank you for taking your time to come to CART. I was really surprised on some of the demand for better transportation and I took something with me. So thank you for your time.
- I think its good how you guys are trying to inform younger people about public transportation. Keep up the good work!
- You guys did a really good job of presenting and getting your points across. Getting us involved with the surveys was a good job. You guys are passionate about what you do so that makes it 10X better to hear and actually be interested for the fact that you guys want to help us.
- Your speaker was unprofessional. John Wright's phone went off during his presentation. I was not happy.
- It was a great presentation and I was very into it!
- I really think the biking project is a great idea and hopefully people will respond to it which will bring us many benefits.
- Can alternative fuels be used for the cities of the valley or state more frequently?
- At Shaw and Park they expanded the housing behind the Island Waterpark and there now isn't an arrow coming from the new houses back onto Shaw. There is a lot of traffic and it takes about 10 minutes to get through the light. It's also very dangerous because of the absence of the arrow. I got hit by a car walking across the street because a car turned when an arrow light would have been green.
- We are already doing a lot for emissions but is anything being done about pollution already in the air?
- Why's there no push for motorcycles and universal bike transportation?
- In the next 5-7 years, I can see myself living in a high density area, but when I grow up and have a family (and a dog); I will want a house with a yard for room for my family to live, not a balcony with a foreman grill.

- If the improved muffler can find a way to use them on alternative fuels, it will benefit the community the most and more people will find it a positive thing.
- When will all the buses become biodiesel?
- We would all like to thank you for your time and all the information given was very valuable.
- This was really great information and I enjoy being here, and I want to thank you for your time.
- If we are trying to save the earth by switching to fuel efficient vehicles, how come it is so expensive to switch?
- Question for Lee Peterson: the buses changed to CNG allowing CUSD to save thousands of dollars; however why was that 6 years ago, some elementary schools had to pay for bus transportation for students who rode the bus home?
- I don't have any real comments just that when introducing new ideas don't make them look so futuristic like in the movies. That just makes people become uneasy.
- Questions should be answered with facts. Maybe they should know what they are talking about and be able to give facts.
- Thank you for coming to CART.
- Increasing density sounds like it would be convenient, but it sounds like it would be more negative than positive in the long run. It would allow easier travel and less car travel, but it sounds like it would increase pollution with all the businesses and neighborhoods closer together and it sounds like it would increase agitation in people as well.
- When a question I asked be more direct other than using a bunch of words such as: I asked will the man's land be taken from him you responded with legal matters and stuff with many words that basically meant yes we will take it from him through court, so just say that and stop it with the fancy words. With that photo that showed getting rid of the big parking lot looks good and that's great that the bus can drop you off right in front, however something that you did not address is what will happen to the people that drive their cars? What will happen is that now they will need to park possibly several blocks away making that 600 feet or so that you were complaining about be nothing compared to nothing what they will now need to do. So in general you address the pros to this but none of the cons. That really makes me sketchy on this because I know that there are more cons not listed.
- Why is biodiesel not readily available if it is so helpful to our environment?
- I thank you for teaching me what is going on.
- How would we be if transportation was never invented?
- There are answers out there; they need to be thought of first.
- What happens to classic cars?
- In reality how are you able to make transportation available for thousands who need to go to different places at different times? Need more facts to be supported.
- I'm really impressed with the school buses that rock presentation because the decision to present a topic which related to our everyday life is really a great strategy for getting our attention, well my attention at least.
- Loved the interactive remotes!
- Bus system isn't reliable. I wait 30 minutes and get really tired and end up having to walk.

- ° It was fun.
- ° I really appreciate the opportunity to listen to speakers and what you guys are trying to accomplish. This has definitely encouraged me to use alternative transportation and makes me want to get involved. I think it all makes so much sense and makes me want to help get the word out. I think if people were more informed they would understand and wonder why we haven't started yet.

### **Forum Verbal Comments and Questions during the Q&A**

- ✓ "Isn't biodiesel a better alternative than just retro-fitting trucks?"
- ✓ "In class we learned that biodiesel is sustainable"
- ✓ "How do you get people to go from driving their own individual cars to the transit system?"
- ✓ "My dad drives a diesel truck will he get fined for his black truck?"
- ✓ "Is there a reason for buses taking 30 minutes as opposed to being less frequent than bigger cities like San Francisco?"
- ✓ "Concerned about the buses. Are they really useful in Fresno? Running these big trucks? Is it a waste?"
- ✓ "Classic cars. The emissions on those cars? Will they be fined?"
- ✓ "Not just bike lanes but also truck lanes for slower moving vehicles"
- ✓ "Health care costs in the Central Valley, what is that cost versus the vehicle conversions"
- ✓ "The fuel converting....Where will the existing smog go?"
- ✓ "The pollutions from agriculture and other sources? Are those being regulated?"
- ✓ "Methane. Can we capture that and recycle that?"
- ✓ "Can any new health problems can from the new muffler and the new emissions that come of it?"
- ✓ "What fuels are the city buses running on?"
- ✓ "If you have an old diesel and can't afford the retro-fit can you trade in your old diesel car for money or rebate on new diesel? "
- ✓ "Why did you decide to make changes now and not in past years?"
- ✓ "What do you do with your glycerin bi-product?"

**\*An audio and video recording of the forum and EXPO is available upon request.**

**Panel of today's guest Speakers**

**Kristine Cai**, Fresno Council Of Governments Planner (FresnoCOG) Kristin Cai is the Project manager for Fresno County SB375 implementation, and the Fresno County Congestion Management Process. She is a Fresno County Blueprint Modeler with a Master's degree in Regional and Community Planning. Kristine has been with Fresno COG for close to 8 years.

**Bob Gaffney**, Advanced Emission Control Consultant In 2003, Bob was hired as a Consultant to help develop a low emission diesel fuel for Robert V. Jensen, Inc. In the process of marketing the fuel, Bob began his understanding of the California Air Resource Board's many diesel emission mandates. Going into 2010 Bob has been hired as an Emissions Consultant by 2 very large construction companies, as well as 3 cities and counties in Fresno and the Central Coast. Bob Gaffney holds a Masters Degree in Public Administration from Cal State Hayward, and a B.S. Degree in Business Administration with emphasis in Marketing from Cal State Fresno.

**Bryan D. Jones**, City of Fresno Traffic Engineer Bryan Jones is the City of Fresno City Traffic Engineer. He is responsible for the roadways, signs, traffic signals, traffic control construction plans, roundabouts, traffic circles, streetlights, transportation planning, bicycle/pedestrian transportation, safe route to schools program, and the Intelligent Transportation System (ITS signal synchronization). He has a professional engineering license in Traffic Engineering (TE), a Professional Transportation Planning (PTP) certificate, and an American Institute of Certified Planners (AICP). He has both private sector and public sector experience in Transportation Engineering and Planning. Bryan has been with the City of Fresno for more than 4 years and is currently managing the Bicycle Master Plan for the City of Fresno, the goal being to transform the City of Fresno into a Bicycle Friendly Community. He is initiating the [ibikefresno.org](http://ibikefresno.org) 2010 Bike Campaign to resurrect your Bike and the Million Mile May Challenge. He has also initiated with the Fresno County Bicycle Coalition the Tour de Fresno Century and metric Century ride on September 18, 2010. He is also working closely with the Visually Impaired Pedestrians to make Fresno and roundabouts more accessible.

**Lee Peterson**, CUSD Fleet Manager Lee Peterson has managed automotive/equipment service and repair facilities in Fresno CA, Houston TX, and Bakersfield CA, and currently Clovis Unified School District. He started with CUSD in 1996 as a school bus driver, then became a School bus driver instructor, and currently is the Fleet Manager. CUSD was one of the first school districts in the state of California to be granted permission to place, store (in underground tanks) and use B-20 in its school bus fleet.

**Steve E. White**, City Engineer/Assistant Planning and Development Services Director for Clovis Steven White is a licensed Professional Engineer in five states and a Licensed Land Surveyor in California. He is currently the Assistant Director/City Engineer for the City of Clovis. Steve has been a practicing professional engineer for almost thirty years, most of which, has been spent in the private sector as a consulting engineer. His professional experience ranges from dealing with municipal engineering issues to heavy civil / structural projects throughout the western United States. With his depth and breadth of experience, Steve enables the City of Clovis engineering team to design and construct all capital projects in-house.

**Dr. Chris Guay, Director of R&D of Community Fuels, American Biodiesel**

Dr. Guay is currently employed as Director of Research and Development for Community Fuels, where he leads efforts to develop new process technologies and alternative feedstock sources that will increase the sustainability and economic viability of biodiesel production. He also teaches part-time at local universities (current/past assignments have included UC Davis, Laney College, and Cal State East Bay) and is an adjunct member of the Hawaii Natural Energy Institute at the University of Hawaii. Dr. Guay was born and raised in Hawaii, where he attended Punahou School. He received a B.S. degree in Chemistry from the University of California, Davis, and M.S and Ph.D. degrees in Chemical Oceanography from the college of Oceanic and Atmospheric Sciences at Oregon State University. He was selected as a postdoctoral fellow of the NOAA Climate and Global Change Program, with Lawrence Berkeley National Laboratory as his host institution.

**Carla J. Neal, CEO, Green Footprint Company, LLC,**

Carla Neal is the Founder and Chief Executive Officer of the Green Footprint Company, LLC, and a start-up Biofuels company at the Water and Energy Technology Incubator on the campus at Fresno State University, in Fresno, CA. Ms. Neal is a graduate in Political Science and received her Master's in Education. Carla has actively been working to market and "green" traditional retail and distribution centers with B20 and B100 biodiesel fuel through the existing fueling infrastructure as a solution to pollution and regional sustainability. She is a consultant and coordinator with fleets and respective agencies to increase renewable and regional clean fuels into their existing structures to "go Green".

**Clark Thompson, Fresno Council of Government Planner**

Clark Thompson is a program manager with the Fresno Council of Governments. He has been with the Fresno COG for nearly 16 years. His duties include responsibility for alternative transportation modes, including rail, bicycling and aviation. His most recent assignment is managing the update of the Regional Transportation Plan, which includes evaluating transportation needs and prioritizing transportation projects out to the year 2035. Prior to the Fresno COG, Clark was a planner with the City of Fresno. He has an undergraduate degree from Saint Mary's College in the Bay Area and a Master's Degree in Urban and Regional Planning from Fresno State University.

**John Wright, Fresno COG Planning Consultant**

John Wright was the Director of Planning and Development Services for the City of Clovis until his retirement from full time work in April 2008. He served as Director for 30 years.

He is a charter member of the American Planning Association, was a member of the Urban Land Institute for more than 34 years. He currently assists the Fresno Council of Governments in the implementation of the Valley Blueprint. He chairs the valley wide professional planners group involved in the Blueprint.



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 Fresno Unified School District  
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 Brenda Lauchner  
 Council of Fresno County Governments, Planner III



## PRESS ADVISORY

March 22, 2010

### FOR IMMEDIATE RELEASE

**Contact:** Carla J. Neal  
 Chief Executive Officer  
 Green Footprint Company, LLC  
 Cell Phone: (559) 363-2816  
 Office Phone: (559) 278-8178  
 FAX: (559) 278-8401

### REGIONAL TRANSPORTATION FORUM at CART

Green Footprint Company and The Council of Fresno County Governments are teaming up to present recent projects in the Regional Transportation Plan to students at CART (Center of Advanced Research and Technology). There will be a panel of experts and city planners speaking in both a morning and an afternoon forum. Midday there will be a Clean Air and Green Transportation Expo with various tables and booths featuring related businesses and organizations. Topics will include: city planning projects, SB375 regional planning and climate change, engine technologies, road and transportation projects, bike lane improvements, and clean energy fuels.

Visit [www.cart.org](http://www.cart.org) for general information about the CART program.

**WHAT: REGIONAL TRANSPORTATION FORUM, CLEAN AIR AND GREEN TRANSPORTATION EXPO**

**WHEN:** Friday, March 26, 2010  
 8:30 a.m.-3:30 p.m.

**WHERE:** The Center for Advanced Research and Technology  
 2555 Clovis Avenue (just south of the Sierra Vista Mall on the corner of Santa Ana and Clovis Avenue)

## 7.6 Additional Documentation

Many of the attached documents converted to low resolution viewing when pulled into the RTP. This is due to the programs they were submitted to us in and the conversion process we had to use to pull them into the plan. We've taken steps to correct this in the future, but problem cannot currently be solved.

### TTC Committee Members:

<b>Al Smith</b>	Fresno Chamber of Commerce
<b>Alan Jacobsen</b>	City of Kerman
<b>Alan Weaver</b>	Fresno County
<b>Bret Gianetta</b>	Building Industry Association
<b>Bruce Rudd</b>	City of Fresno
<b>Captain Robert Huerta</b>	CHP
<b>Chris Acree</b>	Sierra Club
<b>Dana Ritschel</b>	City of Reedley
<b>Darrell Unruh</b>	City of Fresno
<b>Debbie Hunsaker</b>	Alertolite
<b>Don Pauley</b>	City of Kingsburg
<b>Ed Graveline</b>	VCC Fresno
<b>Gary Fief</b>	California Highway Patrol
<b>Gary Joseph</b>	Fresno EOC
<b>Janet Dailey</b>	County of Fresno
<b>Jeff Roberts</b>	Granville Homes
<b>Jeff Webster</b>	Fresno County Rural Transit Authority
<b>John Donaldson</b>	CSU Fresno
<b>John Mulligan</b>	City of Sanger
<b>John White</b>	City of Sanger
<b>Jose A. Ramirez</b>	City of Firebaugh
<b>Ken Hamm</b>	City of Fresno
<b>Ken Hutchings</b>	Giersch & Associates
<b>Ken Okereke</b>	Caltrans
<b>Leo Cantu</b>	City of San Joaquin
<b>Luis Patlan</b>	City of Kerman
<b>Lynn Gorman</b>	Fresno County
<b>Margo Lerwill</b>	County of Fresno
<b>Melinda Jo Johnson</b>	Fresno Madera Area Agency on Aging
<b>Nick Paladino</b>	Fresno Cycling Club
<b>Nick Yovino</b>	City of Fresno
<b>Noe Martinez</b>	City of Reedley
<b>Renee Mathis</b>	City of Clovis
<b>Representative</b>	Air District
<b>Robert Weaver</b>	City of Selma
<b>Rocky Rogers</b>	City of Reedley
<b>Ron Peterson</b>	Fresno County Transit Authority
<b>Russell Widmar</b>	City of Fresno
<b>Scott Mozier</b>	City of Fresno
<b>Stan Nakagawa</b>	County of Fresno
<b>Steve Julian</b>	City of Coalinga
<b>Steve White</b>	City of Clovis
<b>Tom Jordan</b>	Air District
<b>W. Washburn</b>	



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### COUNCIL OF FRESNO COUNTY GOVERNMENTS ANNOTATED AGENDA

**Date:** Thursday, July 30, 2009  
**Time:** 6:30 p.m.  
**Place:** COG Sequoia Conference Room  
2035 Tulare St., Suite 201, Fresno, CA

\*\*\*Hardcopies of Website Enclosures will be available to Committee Members at the meeting.\*\*\*

#### Americans with Disabilities Act (ADA) Accommodations

The Fresno COG offices and restrooms are ADA accessible. Representatives or individuals with disabilities should contact Fresno COG at (559) 233-4148, at least 3 days in advance, to request auxiliary aids and/or translation services necessary to participate in the public meeting / public hearing. If Fresno COG is unable to accommodate an auxiliary aid or translation request for a public hearing, after receiving proper notice, the hearing will be continued on a specified date when accommodations are available.

#### I. PRESENTATIONS

##### A. Public Presentations

This portion of the meeting is reserved for persons wishing to address the COG on items within its jurisdiction but not on this agenda. **Note: Prior to action by the COG on any item on this agenda, the public may comment on that item. Unscheduled comments may be limited to 3 minutes.**

##### B. Presentation – Ron Hughes – Valley Vanpool Project

##### C. Presentation – Jane Fortune, Executive Director – Tree Fresno Collaboration

Fresno COG Sitting As the Transportation Policy Committee

#### II. TRANSPORTATION CONSENT ITEMS

All items on the consent agenda are considered to be routine and non-controversial by COG staff and will be approved by one motion if no member of the Committee or public wishes to comment or ask questions. If comment or discussion is desired by anyone, the item will be removed from the consent agenda and will be considered in the listed sequence with an opportunity for any member of the public to address the Committee concerning the item before action is taken.

##### A. Adoption of updates and changes to the Fresno County Human Services Coordinated Transportation Plan – RESOLUTION 2008-29 [SOERADO]

**Summary:** On June 10, 2008 Fresno COG released a draft copy of the updated Fresno County Human Services Coordinated Transportation Plan for 45 day public review and comment. Updates and changes were made at the request of stakeholders. The Fresno County Human Services Coordinated Transportation Plan was initially adopted on January 24, 2008.

Proposed changes to the plan include:

- Page 20: Priority 7: Improve coordination by expanding agency participation in the CTSA
- The CHSTP recommendation is that the CTSA, COG, and SSTAC contact local area transit providers and human-service agencies and invite them to participate in the training programs. It is further recommended to continually recruit and grow new SSTAC members who are involved in transit-related activities as well as provide transit services to new agencies.

Proposed additions to the plan include:

- Page 23: Priority 17: Provide for transportation where public transportation is not available in many cases public transportation is not offered at a time or to a location that many low-income workers need transit service, such as second and third shift jobs, or to low-density and/or newly developed areas where traditional transit service has not been established, or is too unproductive to serve using conventional methods. In addition, staggered shift times and days, overtime requirements, and seasonal work often make carpool and vanpool programs impractical.

**Member Agencies:** The cities of Clovis, Coalinga, Firebaugh, Fowler, Fresno, Hanford, Kernan, Kingsburg, Mendota, Orange Cove, Parlier, Reedley, San Joaquin, Sanger, Selma & Fresno County

COG Annulated Agenda, July 30, 2009, Page 2

- It is recommended that the COG, SSTAC and transit operators explore programs to address service to low-income commuters who do not have access to fixed-route service at times or to locations for commute trips.
- Page 30: Social Services Transportation Providers; Assisted Living/Care Homes/Clinics/ Rehabilitation Centers
- *WestCare California* – WestCare provides a wide spectrum of health and human services in both residential and outpatient environments. Our services include substance abuse and addiction treatment, case management, transitional housing, vocational counseling and health education programs. These services are available to adults, children, adolescents, and families.

No comments were received during the 45-day public review and comment period. Please address questions and comments to Todd Sobrado at (559) 233-4148.

**Action:** Staff, TTC and PAC recommend acceptance of the updates and changes made to the Fresno County Human Services Coordinated Transportation Plan, by adoption of Resolution 2009-29.

#### **B. Environmental Impact Report Consultant Contract for 2011 Regional Transportation Plan [Thompson]**

**Summary:** VRPA Technologies, Inc. prepared the Environmental Impact Report (EIR) for the most recent Regional Transportation Plan (RTP), adopted May 31, 2007. Because of the recent completion and certification of that EIR, staff believes that a new EIR for the 2011 RTP is not required; rather, a "Subsequent" EIR would likely be the appropriate environmental document although a final determination will not be made until such time as the Notice of Preparation is developed later this month or early August. Other options include a "Supplemental" EIR and an "Addendum" EIR. A Subsequent EIR is prepared for projects that change substantially due to new information, a changed project description, or changed circumstances within which the project would take place. Generally, new information requiring a Subsequent EIR would pertain to significant effects that were not previously analyzed. A subsequent EIR must receive the same circulation and review as the previous EIR.

VRPA has also assisted in the past with the development of an analysis framework consisting of measurable criteria in order to establish project priorities within the RTP. Because of their familiarity with this process, staff recommends VRPA be retained to evaluate and prioritize projects in the 2011 RTP.

**Action:** Staff, TTC and PAC recommend authorization for the Executive Director to contract with VRPA Technologies, Inc. in an amount not to exceed \$65,000 to prepare the appropriate environmental document, likely a "Subsequent" Environmental Impact Report, for the 2011 RTP and to evaluate and prioritize RTP candidate projects.

#### **C. 2009 FTIP Amendment Update [DEVEREUX]**

**Summary:** Fresno COG has continued to approve Formal Amendments and Administrative Modifications related to project delivery in local fiscal years 2008/09-2011/12. Below is information on current and ongoing Amendments and Administrative Modifications:

##### Status of Amendments and general information:

**Amendment #9:** Modified two American Recovery and Reinvestment Act (ARRA) transit projects, added two new Elderly and Disabled Specialized Transit Program (5310) projects, added one Prop 1B project transit project. -- Approved by Caltrans on June 17, 2009. Amendment is currently awaiting Federal Transit Administration approval.

**Administrative Modification #10:** Swapped State Transportation Improvement Program-Transportation Enhancement (STIP) funds with ARRA FE funds on three projects, included miscellaneous project adjustments related to funding types/levels/agency information, addition of an information only project. -- Amendment was approved by Caltrans on June 19, 2009.

**Amendment #11:** Addition of two previously programmed projects, change out of one ARRA project, addition of a lump sum 130-Railroad Grade Crossing program, addition of new SHOPP Mandates/Collision Reduction projects. -- Currently available for public review and comment until July 13, 2009.

**Action:** Information item only. Direction may be provided at the discretion of the Committee.

Page 1 of 1

**Brenda Lauchner**

**From:** Todd Sobrado  
**Sent:** Wednesday, August 19, 2009 2:00 PM  
**To:** Brenda Lauchner  
**Subject:** FW: Fresno COG -- Programming Subcommittee Mtg 08242009  
See 'to' field below for email addresses where sent. I will get addresses shortly.  
  
Todd

**From:** Todd Sobrado  
**Sent:** Wednesday, August 12, 2009 1:44 PM  
**To:** 'gc@biggsandytancharia.com'; 'cs@rancherlacarol@netpc.net'; 'jredtomahawk@bmr.org'  
**Cc:** Renee Devere; Barbara Steck  
**Subject:** Fresno COG -- Programming Subcommittee Mtg 08242009

Hello,

Please see the attached agenda for our Programming Subcommittee meeting. This meeting will be held on Monday, August 24th at 1:30PM. At this meeting, we will be discussing the details of our next CMAQ/RSTP call for projects and our RTP project nomination process.

If you will be attending, please send me an email. Should you have any questions, please feel free to give me a call at the number below



Thanks!  
Renee DeVeru-Okii  
Planner III  
Council of Fresno County Governments

Phone (559) 233-4148 x208  
Fax (559) 233-9645  
Website: [www.fresnocog.org](http://www.fresnocog.org)



8/19/2009



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### PROGRAMMING SUBCOMMITTEE MEETING

#### SAFETEA-LU/ MAP 21

1:30 p.m. Monday, August 24, 2009

Fresno COG –Sequoia Room  
2035 Tulare Street, Fresno

#### -AGENDA-

- I. Introductions
- II. FTIP
  - 2011 FTIP, 2011 RTP, and Conformity Timetable
- III. SAFETEA-LU/ MAP21
  - Information Update
  - Apportionment Estimates
  - Application of CMP
- IV. Call for Projects
  - RSTP Program
    - o Funding to be made available
    - o Lifeline/Regional Bid
  - CMAQ Program
    - o Funding to be made available
    - o Lifeline/Regional Bid
  - Scoring Committee
- V. RTP Project Nominations
  - Non-exempt Project
  - Exempt Projects
- VI. TE Program Update
- VI. Questions/ Adjournment

**Member Agencies:** The cities of Clovis, Coalinga, Firebaugh, Fowler, Fresno, Hanford, Kernersville, Kingsburg, Mendota, Orange Cove, Parlier, Reedley, San Joaquin, Sanger, Selma & Fresno County



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## Notice of Preparation

**Date:** September 8, 2009  
**To:** Reference List of Recipients  
**From:** Council of Fresno County Governments  
2035 Tulare Street, Suite 201  
Fresno, CA 93721  
**Subject:** Notice of Preparation of an Subsequent Environmental Impact Report (SEIR) for the Proposed 2011 Revision of the Regional Transportation Plan (RTP)

The Council of Fresno County Governments (Fresno COG) will be the Lead Agency and will prepare a Subsequent Environmental Impact Report (SEIR) for the project defined below. Fresno COG is requesting input regarding the scope and content of the environmental information, which is germane to your agency's statutory responsibilities in connection with the proposed project. Your agency will need to use the SEIR prepared by Fresno COG when considering your permit or other approvals for the projects to be included in the 2011 RTP.

The project description, locale and probable environmental issues to be addressed in the SEIR are described below. An Initial Study is not attached and is not required.

Your response is requested at the earliest possible date, but not later than 30 days after receipt of this notice.

Please send your response to Clark Thompson, Planner III at the address shown above. Please identify the name and phone number of a contact person at your agency.

### Project Title

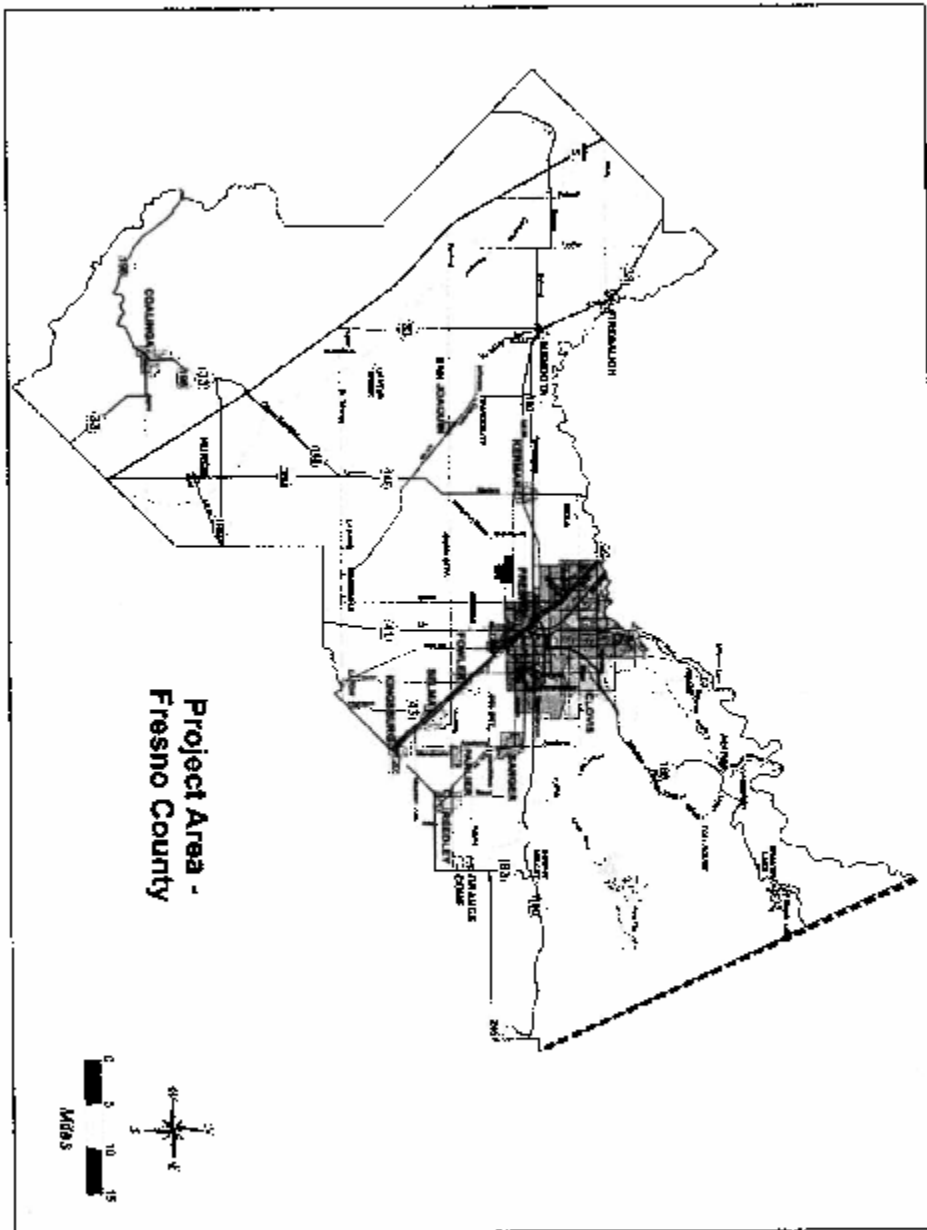
Subsequent Environmental Impact Report (SEIR) for the 2011 Revision of the Regional Transportation Plan (RTP).

### Location

Corporate limits of Fresno County, California including the fifteen incorporated cities and all unincorporated areas (reference the attached map of Fresno County identifying the area to be addressed by the SEIR and the RTP).

**Member Agencies:** The cities of Clovis, Coalinga, Firebaugh, Fowler, Fresno, Huron, Kerman, Kingsburg, Mendota, Orange Cove, Parlier, Reedley, San Joaquin, Sanger, Selma & Fresno County

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### Project Description

**Background:** Fresno COG is the Regional Transportation Planning Agency and Metropolitan Planning Organization for the Fresno County region. As such, Fresno COG must identify transportation needs in Fresno County to prepare the Regional Transportation Plan and subsequent updates of the plan. In addition, Fresno COG is also responsible for preparing a Program EIR that reflects the general environmental effects of programs and projects to be included in the RTP.

**Project Overview:** The project, as defined by CEQA Statutes, Section 21065 is the preparation of the 2011 revision of the RTP. Fresno COG is in the process of preparing the RTP as required by Section 55080 et seq., of Chapter 2.5 of the California Government Code as well as federal guidelines pursuant to the requirements of the Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). The RTP must also meet Transportation Conformity for the Air Quality Attainment Plan per 40 CFR Part 51 and 40 CFR Part 93. In addition, the RTP must address requirements set forth in Assembly Bill 32, the California Global Warming Solutions Act of 2006. Finally, the California Transportation Commission has prepared guidelines (most recently adopted by the Commission on September 20, 2007 plus an Addendum addressing Climate Change and Greenhouse Gas Emissions adopted by the Commission on May 23, 2008) to assist in the preparation of RTPs pursuant to Section 14522 of the Government Code.

As the designated Regional Transportation Planning Agency (RTPA), Fresno COG is mandated by state and federal law to update the Regional Transportation Plan every four (4) years. The last comprehensive EIR on the RTP was completed in May 2007, which addressed transportation improvement projects, programs, and funding reflected in the 2004 RTP together with additional funding from the proposed (now approved) ½ Cent Sales Tax Measure Extension (Measure "C"). Measure "C" did receive the 2/3<sup>rd</sup> voter approval required in order to pass in the November 2006 election. The 2011 revision to the RTP must be prepared to address possible environmental impacts resulting from its implementation and sources of funding that are available for programming.

The RTP is used to guide the development of the Regional Transportation Improvement Program (RTIP). The RTIP is the programming document used to plan the construction of regional transportation projects and requires State Department of Transportation (Caltrans) approval. No project-level assessments of environmental impacts will be addressed by this SEIR. The RTP is also used as a transportation planning document by each of the sixteen member jurisdictions of Fresno COG. The members include the County of Fresno and the cities of Clovis, Coalinga, Firebaugh, Fowler, Fresno, Huron, Kerman, Kingsburg, Mendota, Orange Cove, Parlier, Reedley, San Joaquin, Sanger, and Selma.

The RTP identifies the region's transportation needs and issues, sets forth an action plan of projects and programs to address the needs consistent with the adopted policies, and documents the financial resources needed to implement the plan. Additional areas of emphasis and policy initiatives in the 2011 RTP include Climate Change (including a Climate Change Element), Congestion Management Process, Environmental Justice, Goods Movement, and Blueprint Planning. In addition, the 2011 RTP will include updated project lists and updated performance measures.

The RTP will include the following sections, which may be reorganized or modified as a result of staff and consultant review:

1. San Joaquin Valley Regional Transportation Overview
2. Regional Setting, State and Federal Issues
3. Climate Change Element and Blueprint Issues
4. Policy Element

## 5. Needs Assessment and Action Element

## 6. Financial Element

Specific environmental issues to be addressed in the SEIR include:

- ◆ Aesthetics
- ◆ Agricultural Resources
- ◆ Air Quality
- ◆ Biotic Resources
- ◆ Climate Change
- ◆ Cultural Resources
- ◆ Geology/Soils
- ◆ Hazards & Hazardous Materials
- ◆ Hydrology/Water Quality
- ◆ Land Use/Planning
- ◆ Noise
- ◆ Population/Housing
- ◆ Public Utilities, Other Utilities & Services Systems
- ◆ Transportation/Traffic
- ◆ Growth Inducement and Cumulative Effects

The project boundaries are the lawfully adopted borders of Fresno County, including the fifteen (15) Incorporated cities, and the County (all unincorporated areas).

#### Requirement to Prepare a Subsequent EIR

According to CEQA, when an EIR has been certified or a negative declaration adopted for a project, no subsequent EIR shall be prepared for that project unless the lead agency determines, on the basis of substantial evidence in the light of the whole record, one or more of the following:

- ◆ Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
- ◆ Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or Negative Declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or
- ◆ New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the Negative Declaration was adopted, shows any of the following:
  - The project will have one or more significant effects not discussed in the previous EIR or negative declaration
  - Significant effects previously examined will be substantially more severe than shown in the previous EIR
  - Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative
  - Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

In this case, Fresno COG understands that 2011 RTP improvement projects have changed or the timing of those projects has changed since certification of the previous RTP EIR in May 2007. As a result of these changes, rather than prepare a complete new EIR, Fresno COG desires to use the previous EIR and

update/change sections to address RTP project changes, as well as greenhouse gas/global warming (Climate Change) issues.

#### Environmental Issues to be Addressed in the EIR

The programs and projects to be included in the RTP will be analyzed through development of a Program EIR. This will allow Fresno CCG to analyze the regional or general impacts of the programs and projects. A more detailed or project level environmental assessment of the various projects included in the Plan will be conducted by the various responsible agencies including Caltrans, Fresno County, and the cities within the County before the projects are constructed or implemented.

The key environmental issues to be addressed in the Program EIR for the 2007 Revision of the RTP include:

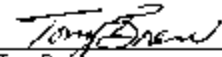
- **Anesthetics**
  - Have a substantial adverse effect on a scenic view
  - Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state or county designated scenic highway or county designated scenic view
  - Substantially degrade the existing visual character or quality of the site and its surroundings, which are open to public view
  - Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area
- **Agriculture**
  - Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resource Agency, to non agricultural use or if the area is not designated on the Important Farmland Series Maps, the conversion of prime agricultural land as defined in Section 512014(C) of the Govt. Code to non-agricultural use
  - Conflict with existing zoning for agriculture use, a Williamson Act contract, or provisions of the Model Farmland Conservation Program
- **Air Quality**
  - Conflict with or obstruct implementation of the applicable air quality plan
  - Violate any air quality standard or contribute substantially to an existing or projected air quality violation
  - Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed qualitative thresholds for ozone precursors)
  - Expose sensitive receptors to substantial pollutant concentrations
- **Biological Resources**
  - Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies or regulations, or by the California Dept. of Fish and Game or U.S. Fish and Wildlife Service
  - Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations or by the California Dept. of Fish and Game or U.S. Fish and Wildlife Service
  - Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to: marsh, vernal pool, coastal, etc.) through direct filling, hydrological interruption, or other means
  - Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites
  - Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance
- **Climate Change**
  - The extent to which the project may increase or reduce greenhouse gas emissions as compared to the existing environmental setting
  - Whether the project emissions exceed a threshold of significance that the lead agency determines applies to the project

- The extent to which the project complies with regulations or requirements adopted to implement a statewide, regional, or local plan for the reduction or mitigation of greenhouse gas emissions. Such regulations or requirements must be adopted by the relevant public agency through a public review process and must include specific requirements that reduce or mitigate the project's incremental contribution of greenhouse gas emissions. If there is substantial evidence that the possible effects of a particular project are still cumulatively considerable notwithstanding compliance with the selected regulations or requirements, an EIR must be prepared for the project.
- **Cultural Resources**
  - Cause a substantial adverse change in the significance of an historical resource as defined in Section 15064.5
  - Cause a substantial adverse change in the significance of an archaeological resource pursuant to Section 15064.5
  - Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature of paleontological or culture value
  - Disturb any human remains, including those interred outside of formal cemeteries
  - Disturb unique architectural features or the character of surrounding buildings
- **Geology, Soils, and Seismicity**
  - Result in substantial soil erosion or, in rare cases, changes in topography, the loss of riparian or unstable soil conditions from excavation, grading or fill
  - Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse
- **Hazards and Hazardous Materials**
  - Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials
  - Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment or risk of explosion
  - Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment
  - For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area
  - For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area
- **Hydrology and Water Quality**
  - Violate any water quality standards or waste discharge requirements
  - Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on- or off-site
  - Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site
  - Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff
- **Land Use and Planning**
  - Physically divide an established community
  - Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect.
- **Noise and Vibration**
  - Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies
  - Exposure of persons to or generation of excessive ground-borne vibration or ground-borne noise levels
  - A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project
  - A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project

- For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?
  - For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?
- **Population and Housing**
- Substantially change the demographics in the area
  - Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)
  - Substantially alter the location, distribution, or density of the area's population
  - Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere
  - Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere
- **Public or Utility Services**
- Electrical power or natural gas
  - Communication
  - Other public or utility services
- **Utilities and Services Systems**
- Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction which could cause significant environmental effects
- **Transportation/Traffic**
- Cause an increase in traffic which is substantial in relation to the existing traffic and capacity of the street system (i.e., result in a substantial increase in either the number of vehicle trips, the volume to capacity ratio on roads, or congestion at intersections)
  - Exceed, either individually or cumulatively, a level of service standard established by the County RTP
  - Result in a change in air, rail or water-borne traffic patterns, including either a significant increase in traffic levels or a change in location that results in substantial safety risks
  - Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses, hazards or barriers for vehicles, pedestrians, or bicyclists
  - Substantially accelerate physical deterioration of public and/or private roads
- **Mandatory Findings of Significance**
- The project has the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of an endangered, rare or threatened plant or animal species, or eliminate important examples of the major periods of California history or prehistory
  - The project has environmental impacts that are individually limited, but cumulatively considerable
  - The project has environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?

Prepared by: Georgiana M. Vivian, VRPA Technologies, Inc. - August 27, 2009

Date: 9/9/09

Signature:   
Tony Bogan

Title: Executive Director

Phone: 559 233-4148

B



2035 Tulare Street, Suite 201  
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Website Address: [www.fresnocity.org](http://www.fresnocity.org)

## 2011 RTP Community Forum SAFETEA-LU/MAP-21

Date: Monday, October 26, 2009  
Time: 1:30 to 3:30 p.m.  
Place: Fresno COG Sequoia Conference Room

Anyone interested in having a fuller understanding and/or participating in the development of the 2011 Regional Transportation Plan (RTP) is encouraged to attend this meeting. The second half of the meeting emphasizes RTP Candidate Projects, of particular interest to SAFETEA-LU/MAP-21 Subcommittee members. Please contact Fresno COG staffperson Clark Thompson at 233-4148 or [clarkl@fresnocog.org](mailto:clarkl@fresnocog.org) if you have any questions.

### Americans with Disabilities Act (ADA) Accommodations

The Fresno COG offices and restrooms are ADA accessible. Representatives or individuals with disabilities should contact Fresno COG at (559) 233-4148, at least 3 days in advance, to request auxiliary aids and/or translation services necessary to participate in the public meeting / public hearing. If Fresno COG is unable to accommodate an auxiliary aid or translation request for a public hearing, after receiving proper notice, the hearing will be continued on a specified date when accommodations are available.

### Revised Agenda

#### 1:30 to 2:30 p.m.

- Meeting Purpose
- Public Outreach
- Climate Change Action Plan/AB 32/SB 375
- Blueprint

#### 2:30 to 3:30 p.m.

- Submitting RTP Candidate Projects (deadline for submittal is November 19, 2009)
- Collection of Candidate Projects
  - Capacity Increasing Projects/Modeling
  - Other, Non Capacity Increasing Projects
- Ranking of Candidate Projects/Criteria
- FRESNO/ack

**Member Agencies:** The Cities of Clovis, Coalinga, Firebaugh, Fowler, Fresno, Hanford, Kernan, Kingsburg, Mendota, Orange Cove, Palmdale, Reedley, San Joaquin, Sanger, Selma & Fresno County

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- Application of CMP



## IV. Call for Projects

- RSTP Program
  - Funding to be made available
  - Lifeline/Regional Bid
- CMAQ Program
  - Funding to be made available
  - Lifeline/Regional Bid
- Scoring Committee

## V. RTP Project Nominations

- Non-exempt Project
- Exempt Projects

## VI. TE Program Update

## VII. Questions/ Adjournment



8/19/2009

# RTP Public Outreach SIGN IN SHEET

DATE 10-26-09 The people

"If an attendance list, register, questionnaire, or other similar document is posted at or near the entrance to the room where the meeting is to be held, or is circulated to the persons present during meeting, it shall state clearly that the signing, registering or completion of the document is voluntary, and that all persons may attend the meeting regardless of whether a person signs, registers or completes the document." (Brown Act)

NAME	AGENCY	EMAIL ADDRESS
JONIE BRANCH	UNITED WAY OF FRESNO	JBRANCH@UNITEDWAYFRESNO.ORG
Cindy Small	Health Net of CA	Cindy.Small@healthnet.ca
Pamela Xiong	Health Net	pamela.Xiong@healthnet.ca
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Cheryl Creson	PA	Creson@pbworld.com
RYAN YOSHIMURA	PA	yoshimura@pbworld.com
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Tom McLaughlin	Engineering	Tom.McLaughlin@tri-city.com
Nicholas Don Paredes	Fresno Cycling Club	nparedes@icloud.com
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Garrett Fink	City of Hanford	
Deanna Martin	SAFARI	
John Davis	FAV/LOG	
John Nelson	FORD	
Jenny Wilhelm	City of Fresno	Jenny.Wilhelm@fresno.gov
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Bruce Webber	City of Reedley	
Stacy Dailey	Fresno Co.	jdailey@cc.fresno.ca.us
John Long	COG/ITAT	
Shonna Hatterman	City of Clovis	ShonnaH@cityofclovis.com
Vince Carroll	Self	vcarroll@baylax.net
Lloyd Weisser	CITY OF FOWLER	DWEISSER@ci.fowler.ca.us
JP Swelney	CDCL	jpswelney@centraltransit.com
Danell Hamel	City of Fresno	No Change
John Mulligan	SAFARI	
Dwight Hoff	Clavis	dwhight@clavischips.com
Tom Carver	Promotional Vendor	t.carver@wpcap.org

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Page 1 of 1

**Brenda Lauchner****From:** Brenda Lauchner**Sent:** Monday, October 26, 2009 8:12 AM**Subject:** Don't forget! Today is the RTP kick-off Forum at 1:30**2011 RTP Committee Kick-off Forum Please join us!****Monday, October 26, 2009 - 1:30-3:30 p.m.**

**The Regional Transportation Plan** is the mechanism used in California by both Metropolitan Planning Organizations like Fresno COG and Regional Transportation Planning Agencies to conduct long-range (minimum of 20 years) planning in their regions. **Anyone interested** in having a fuller understanding and/or participating in the development of the 2011 Regional Transportation Plan (RTP) is encouraged to attend this meeting. We'll discuss the RTP goals and purpose, general content, schedule, public outreach, projects and the project selection process during the first half of the meeting. The second half of the meeting will emphasize the submittal process for Candidate Projects, of particular interest to SAFETEA-LU/MAP-21 Subcommittee members. *Please contact Fresno COG staff person Clark Thompson at 233-4148 or [clark@fresnocog.org](mailto:clark@fresnocog.org) if you have any questions.*

[View the agenda](#)[RTP information](#)[Draft RTP Public Outreach Plan](#)***Brenda***

Brenda Lauchner

Planner III

Council of Fresno County Governments

2035 Tulare Street, Suite 201

Fresno, CA 93721

(559) 233-4148, ext. 219

(559) 233-9645 (Fax)

[www.fresnocog.org](http://www.fresnocog.org)

10/26/2009

**CITY OF FRESNO  
DISABILITY ADVISORY COMMISSION  
AGENDA – APRIL 12, 2010 MEETING**

DAC Commission Members: Michelle Bronson, Robert Hand (Chair), Jenelle Pitt, Mary Beth Randall, Ron Sheppard, Rachelle Taylor, Dorothy Young, Carlos Duarte (*ex officio*)

DAC Secretary: Elizabeth Kunz, ADA Coordinator

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April 12, 2010  
5:30 - 7:00 pm  
City Hall, Second Floor – City Council Chambers

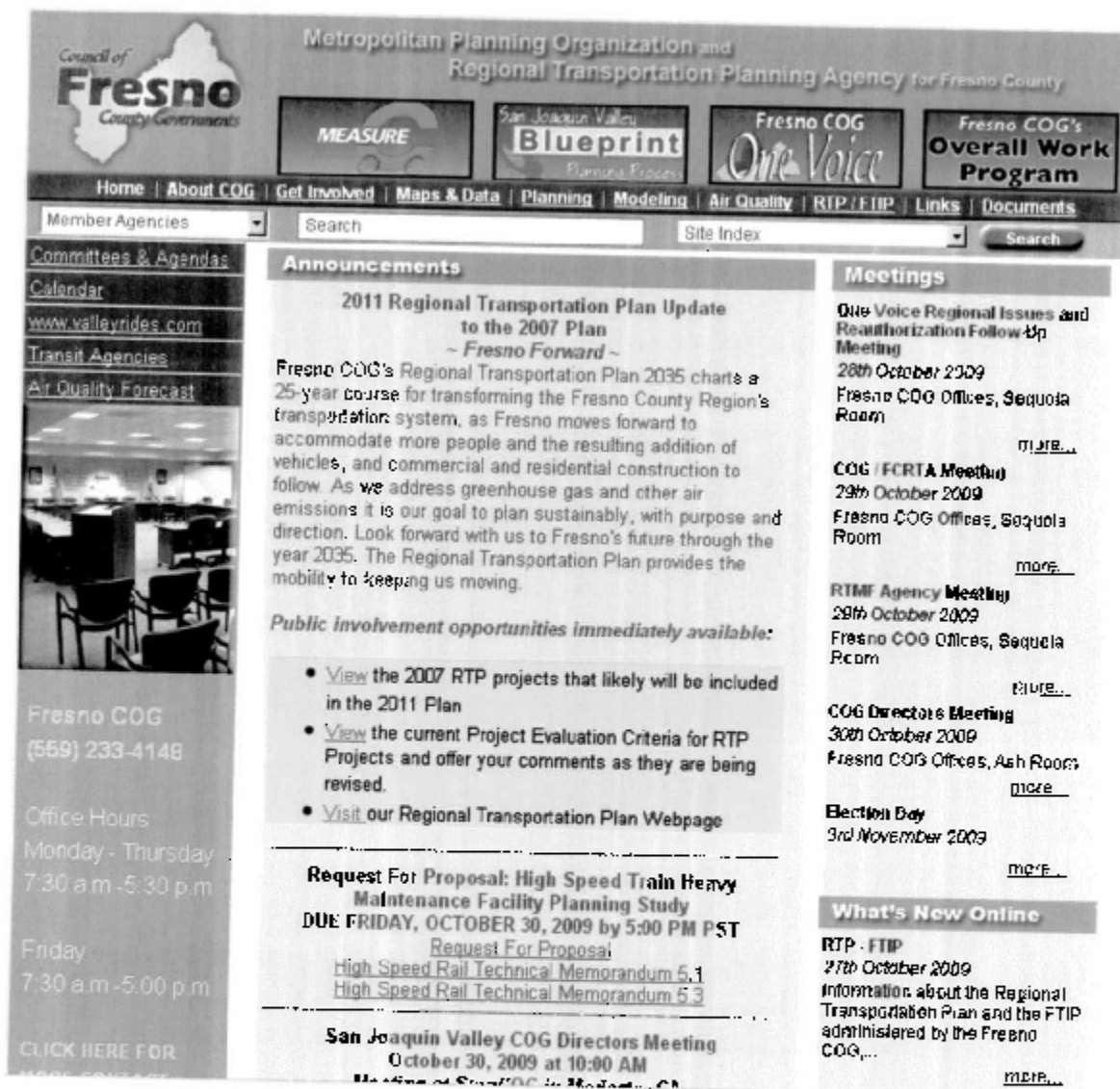
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1. Call to Order
2. Approval of Minutes
3. Presentation: Neighborhood Electric Vehicles – Public Works
4. Unscheduled Communication
5. Presentation: Social Services Transportation Advisory Council (SSTAC)
6. Fresno Yosemite International Services - Airports
7. Presentation: Measure C Programs – Fresno Council of Governments
8. Presentation: Regional Transportation Plan – Fresno Council of Governments

The meeting room is physically accessible. Services of an interpreter and additional accommodations such as assistive listening devices can be made available. Requests for accommodations should be made one week prior to the scheduled meeting. Please contact Elizabeth Kunz at 559-621-8716 (voice) 559-621-8721 (TTY) or [Elizabeth.Kunz@Fresno.gov](mailto:Elizabeth.Kunz@Fresno.gov).

9. **Presentation: Fresno Area Express – Fixed Route and Handyride**
10. **Action Item: Appeal Process for Handy Ride Eligibility and/or Suspension of Service.**
11. **Adjournment**

**The meeting room is physically accessible. Services of an interpreter and additional accommodations such as assistive listening devices can be made available. Requests for accommodations should be made one week prior to the scheduled meeting. Please contact Elizabeth Kunz at 559-621-8716 (voice) 559-621-8721 (TTY) or [Elizabeth.Kunz@Fresno.gov](mailto:Elizabeth.Kunz@Fresno.gov).**



**Council of Fresno County Governments**

Metropolitan Planning Organization and  
Regional Transportation Planning Agency for Fresno County

**MEASURE** **San Joaquin Valley Blueprint** **Fresno COG One Voice** **Fresno COG's Overall Work Program**

Home | About COG | Get Involved | Maps & Data | Planning | Modeling | Air Quality | RTP/FTIP | Links | Documents

Member Agencies  Search  Site Index

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Calendar  
[www.valleyrides.com](http://www.valleyrides.com)  
Transit Agencies  
Air Quality Forecast

**Announcements**

**2011 Regional Transportation Plan Update to the 2007 Plan ~ Fresno Forward ~**

Fresno COG's Regional Transportation Plan 2035 charts a 25-year course for transforming the Fresno County Region's transportation system, as Fresno moves forward to accommodate more people and the resulting addition of vehicles, and commercial and residential construction to follow. As we address greenhouse gas and other air emissions it is our goal to plan sustainably, with purpose and direction. Look forward with us to Fresno's future through the year 2035. The Regional Transportation Plan provides the mobility to keep us moving.

**Public Involvement opportunities immediately available:**

- [View](#) the 2007 RTP projects that likely will be included in the 2011 Plan
- [View](#) the current Project Evaluation Criteria for RTP Projects and offer your comments as they are being revised.
- [Visit](#) our Regional Transportation Plan Webpage

**Request For Proposal: High Speed Train Heavy Maintenance Facility Planning Study**  
**DUE FRIDAY, OCTOBER 30, 2009 by 5:00 PM PST**  
[Request For Proposal](#)  
[High Speed Rail Technical Memorandum 5.1](#)  
[High Speed Rail Technical Memorandum 5.3](#)

**San Joaquin Valley COG Directors Meeting**  
October 30, 2009 at 10:00 AM  
[Meeting of San Joag COG in Modesto, CA](#)

**Meetings**

**One Voice Regional Issues and Reauthorization Follow-Up Meeting**  
28th October 2009  
Fresno COG Offices, Sequoia Room  
[more...](#)

**COG / FORTA Meeting**  
29th October 2009  
Fresno COG Offices, Sequoia Room  
[more...](#)

**RTM Agency Meeting**  
29th October 2009  
Fresno COG Offices, Sequoia Room  
[more...](#)

**COG Directors Meeting**  
30th October 2009  
Fresno COG Offices, Ash Room  
[more...](#)

**Election Day**  
3rd November 2009  
[more...](#)

**What's New Online**

**RTP - FTIP**  
27th October 2009  
Information about the Regional Transportation Plan and the FTIP administered by the Fresno COG...  
[more...](#)

**Fresno COG**  
(559) 233-4148

**Office Hours**  
Monday - Thursday  
7:30 a.m - 5:30 p.m

**Friday**  
7:30 a.m - 5:00 p.m

**CLICK HERE FOR MORE INFORMATION**

## **BIKEWAYS / TRAILS WORKING GROUP**

### **Meeting Announcement and Agenda**

**Date:** Wednesday, February 10, 2010  
**Time:** 1:30 – 3:00 p.m.  
**Place:** COG Sequoia Conference Room

Americans with Disabilities Act (ADA) Accommodations  
The Fresno COG offices and restrooms are ADA accessible. Representatives or individuals with disabilities should contact Fresno COG at (559) 233-4148 at least 3 days in advance to request auxiliary aids and/or translation services necessary to participate in the public meeting.

1. Welcome and Self-Introductions
2. 2011 RTP Complete Streets Policy Considerations
3. 2011 RTP Non-Motorized Transportation Goals and Policies (Chapter 3)
4. 2011 RTP Non-Motorized Transportation Section (Chapter 4)
5. Fresno County's Bicycle Transportation Plan - Presentation and Comment
6. Updates on Fresno's Bicycle Master Plan and Clovis' Bicycle Transportation Master Plan Schedule
7. Other Items
8. Adjournment





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## FRESNO COG RAIL COMMITTEE

### Meeting Announcement and Agenda

**Date:** Friday, February 19, 2010  
**Time:** 9:00 a.m. – 11:00 a.m.  
**Place:** Fresno COG, Sequoia Conference Room

1. Welcome and Introductions
2. Public Presentations – This portion of the meeting is reserved for persons wishing to address the Committee on items within its jurisdiction but **NOT** on this agenda. Unrehearsed comments may be limited to 3 minutes. *Note: The general public may comment on Listed agenda items as they are considered.*
3. Status Reports:
  - a. Fresno County's Expression of Interest for the High Speed Train Heavy Maintenance Facility
  - b. Funding Awarded to California under the American Recovery and Reinvestment Act (ARRA) of 2009
  - c. Status of Fresno Area Residents for Rail Consolidation (FARRC)
4. Receive Presentation and Comment on Issues related to San Joaquin Valley Railroad in Tulare County
5. Receive Presentation and Comment on Draft Fresno Freight Rail Realignment Study
6. Review and Comment on Rail Goals and Policies for the 2011 Regional Transportation Plan
7. Other Items of Interest
8. Adjournment

**Member Agencies:** The cities of Clovis, Coalinga, Firebaugh, Fowler, Fresno, Hanford, Kerman, Kingsburg, Mendota, Orange Cove, Parlier, Reedley, San Joaquin, Sanger, Selma & Fresno County

