

Old Fig Garden Community Transportation & Land Use Study

Outreach Strategy

February 7, 2012



Prepared for:



Prepared by:

COMMUNITY DESIGN ARCHITECTURE
REGION • CITY • NEIGHBORHOOD • BUILDING



Old Fig Garden Community Transportation & Land Use Study

Outreach Strategy

Prepared for:

City of Fresno
Development and Resource Management Dept.
2600 Fresno St., Room 3043
Fresno, CA 93721
Project Manager: Keith Bergthold



Prepared by:

Community Design + Architecture
350 Frank Ogawa Plaza, 5th Floor
Oakland, CA 94612
Principal In Charge: Thomas Kronemeyer
Consultant Team Project Manager: Bharat Singh

COMMUNITY DESIGN + ARCHITECTURE
REGION • CITY • NEIGHBORHOOD • BUILDING

VRPA Technologies, Inc.
4630 W. Jennifer, Suite 105
Fresno, CA 93722
Transportation & Outreach Project Manager: Georgiena M. Vivian



February 7, 2012

Old Fig Garden Community Transportation & Land Use Study

Contacts:

- Keith Bergthold, Assistant Director & Project Manager, City of Fresno Development & Resources Dept., Keith.Bergthold@fresno.gov, (559) 621-8049
- Trai Her, Assistant Project Manager, City of Fresno Development & Resources Dept., trai.her@fresno.gov, (559) 621-8003
- Jill Gormley, Assistant Traffic Engineering Manager, City of Fresno Development & Resources Dept., (559) 621-8792
- Lynn Gorman, Deputy Director of Planning, County of Fresno Development Dept., LGorman@co.fresno.ca.us, (559) 600-4569
- Dan Gibbs, Supervising Engineer, County of Fresno (559) 600-4268
- Marta Frausto, Assoc. Transportation Planner, Caltrans District 6, marta_frausto@dot.ca.gov, (559) 488-4168
- Barbara Steck, Assistant Exec. Dir., Fresno COG, bsteck@fresnocog.org, (559) 233-4148
- Louise Yenovkian, Steering Committee Chair, Resident & Chair of the Figarden Homeowners Association, LYenovkian@wctlaw.com, (559) 224-2131
- Phil Erickson, President, Community Design + Architecture (CD+A), phil@community-design.com, (510) 839-4568 ext. 231
- Thomas Kronemeyer, Project Principal In Charge, CD+A, thomas@community-design.com, (510) 839-4568
- Bharat Singh, Consultant Team Project Manager, CD+A, bharat@community-design.com, (510) 839-4568
- Georgiena Vivian, President, VRPA Technologies, Inc., Transportation and Outreach Program Lead, gvivian@vrpatechnologies.com, (559) 259-9257
- Erik Ruehr, Dir. of Traffic Engineering, VRPA Technologies, Inc., eruehr@vrpatechnologies.com, (858) 566-1766
- Rose Willems, Outreach Specialist, VRPA Technologies, Inc., rwillems@vrpatechnologies.com, (559) 681-9369
- Dena Graham, Outreach Specialist, VRPA Technologies, Inc., dgraham@vrpatechnologies.com, (707) 263-1735

Study Web Site Page:

<http://www.fresno.gov/oldfig> and <http://cofinterstage/departmentpage.aspx?id=6030>

Table of Contents

Section	Description	Page
1.0	Introduction	1
2.0	Old Fig Garden Study	3
2.1	Transportation Planning	4
2.2	Land Use and Urban Design	6
3.0	Outreach Strategy	7
3.1	Outreach Strategy Description	7
3.2	Outreach Strategy Purpose	7
3.3	Outreach Strategy Goals	8
3.4	Role of Steering Committee	9
3.5	Outreach Strategy Approach	11
3.6	Outreach Strategies	12
3.6.1	Data Collection – Identification of Affected Public/Stakeholders	12
3.6.2	Media Relations	13
3.6.3	Web Site	14
3.6.4	Stakeholder and Neighbor Interviews	14
3.6.5	Public Engagement/Meetings/Workshops	15
3.6.6	Old Fig Garden Transportation/Land Use Survey	16
3.6.7	Presentation in School Classrooms	17
3.6.8	Comment and Outreach Program Management	17
4.0	Deliverables / Schedule	19
5.0	Appendices	21
5.1	Appendix A – Stakeholders	21
List of Tables		
1	Old Fig Garden Study Steering Committee	10
2	Outreach Strategy Deliverables and Schedule	19
List of Figures		
1	Study Area Boundary Map	2

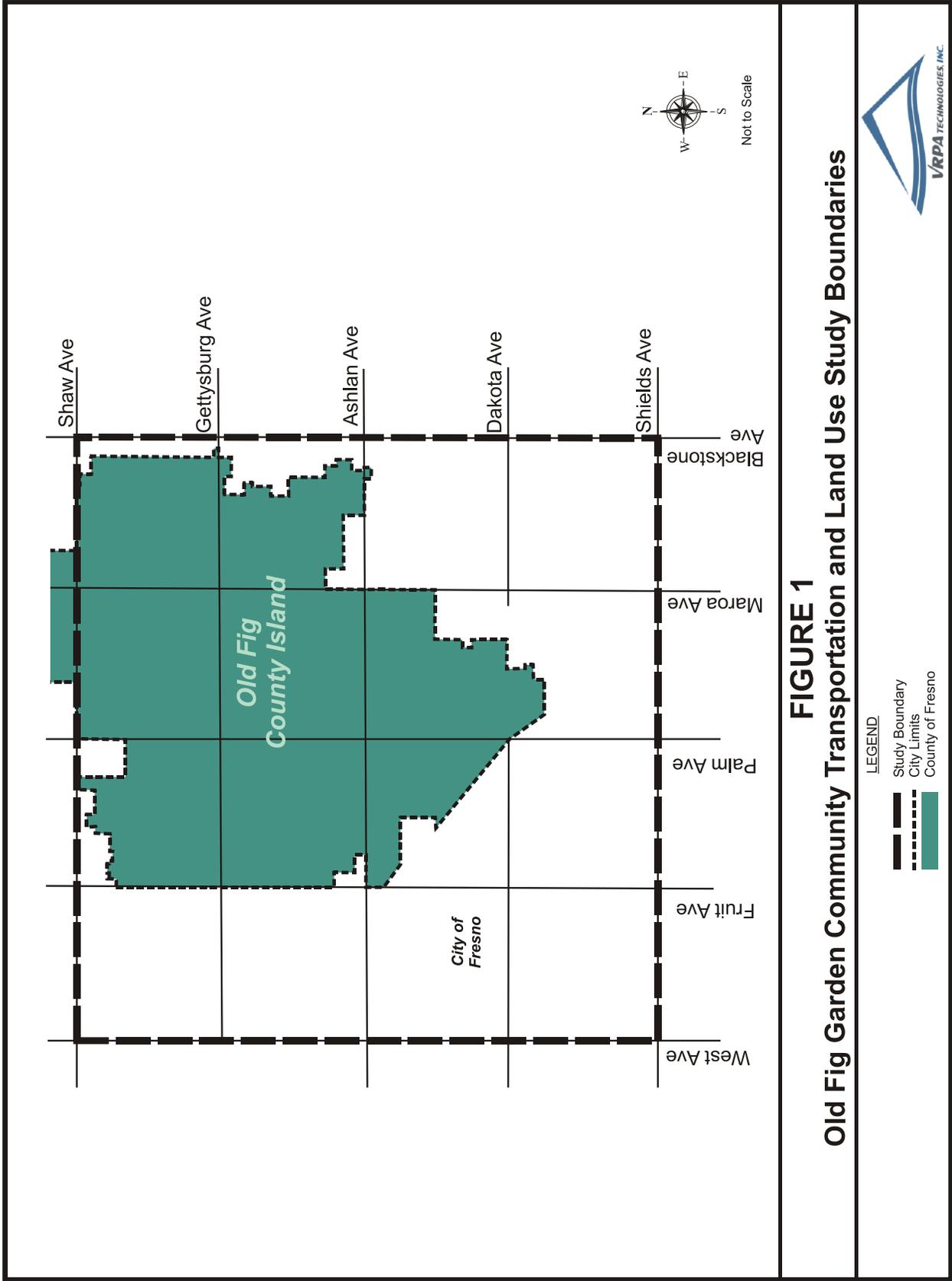
1.0 Introduction

Old Fig Garden is a County island within the north-central section of the Fresno-Clovis Metropolitan Area (FCMA). The community was initially developed in 1915 on 12,000 acres of land subdivided by J.C. Forkner as small garden farms of 10-40 acres. The island includes a diversity of building types from the architect-designed homes along Van Ness Boulevard to adobe and stucco cottages on the side streets. Old Fig is a mecca not only during December when 175,000 people visit Christmas Tree Lane, but all year long as it also serves the Fresno community as a place to walk and bike.

The County of Fresno, the City of Fresno, the Fig Garden Homeowners Association, the Fresno Council of Governments, and Caltrans District 6 (herein referred to as “Partner Agencies”) are collaborating on the preparation of a Community Transportation and Land Use Study for a Study Area encompassing the County island of “Old Fig Garden” under the jurisdiction of the County of Fresno and adjacent neighborhoods located within the City’s Council Districts 1 and 7 (Reference Figure 1). The entire Study Area is covered by County Supervisorial District 2. The Fig Garden Homeowners Association considered the possibility of applying for a grant through the Caltrans’ Community-Based Transportation Planning program in order to address land use, transportation and environmental concerns. In turn, the Homeowners approached both the County and the City of Fresno, which has led to this first collaborative partnership among the three parties and the Fresno Council of Governments. On August 16, 2010, Caltrans officially awarded the County of Fresno and its sub-recipients including the City a grant of \$297,000.

The Study Area has been threatened by increasing traffic, and by the rapidly urbanizing arterial streets of Ashlan, Blackstone, Shaw and Shields Avenues, as well as other collectors in the Study Area. The Old Fig Garden Community Transportation and Land Use Study will define appropriate transitions from the established residential neighborhoods to adjacent city and State transportation corridors; promote traffic calming, bike and walking trails, safe routes to schools; and encourage context sensitive development that recognizes and preserves the historic fabric and urban forest of the Old Fig Garden Neighborhood.

The overall goal of the Outreach Strategy described in the document is to conduct a comprehensive public engagement process that effectively captures stakeholder and public input, and results in a shared understanding of Study components. The opportunity for communication with the public and stakeholders is vital to the Study’s success. The Outreach Strategy includes a variety of public involvement methods that will be utilized throughout the Study development process as indicated below. These outreach methods will be used to keep the public informed of Study development and to invite valuable input from stakeholders.



2.0 Old Fig Garden Study

The following is a summary of the Partner Agencies' Study description:

The Old Fig Garden community is currently an enclave of quiet shaded streets surrounded by urban neighborhoods and business corridors that are slated for significant intensification of land uses. The status and design of Ashlan Avenue has been a long-term unresolved issue and source of friction between the community and the traffic demands of the urban area. In addition, during December when Christmas Tree Lane is in operation, other streets such as Maroa, Gettysburg, Van Ness and Wishon also experience traffic and safety issues.

Old Fig Garden is bounded by major arterial streets, which connect this community to State Routes 41 and 99. The City plans substantial intensification of the surrounding area, part of a larger City-wide effort to alter historic outward growth patterns in favor of better utilization of land, environmental and financial resources. This will intensify use but also rejuvenate older areas in accord with the City's Sustainable Fresno/Fresno Green policies. Blackstone Avenue, Shaw Avenue and Shields Avenue are arterials specifically targeted by the City of Fresno as future Bus Rapid Transit (BRT) corridors and Activity Center Corridor Intensification. While these plans create the opportunity for sustainable renewal of older commercial areas, they create a challenge for how the corridors relate and interact with the established Old Fig Garden community.

Pedestrian safety issues within the Study boundaries are of immediate concern. Designated safe routes to the area's schools and educational programs for area families are critical. Both residents and outsiders use the streets, canal banks, and railroad corridors as ad-hoc walking paths.

Old Fig Garden has recently been declared a Historic District by the County of Fresno, but there are no resources to inventory and protect the historic features, especially the street landscapes.

The Old Fig Garden Community Transportation and Land Use Study will enable the community to develop a cohesive and integrated study for the future of Old Fig Garden that preserves its stability and unique qualities while adapting to the changing City around it. The Study will evaluate what proper transitional uses should be between new high intensity uses and older established residential districts, and how the community may take best advantage of connectivity to a vibrant mixed-use transit corridor.

The Study will also develop alternate standards for the communities' street system, walking trails and bicycle planning to local destinations, traffic calming, wayfinding, entry definition, and conservation of the historic street landscaping, to protect and define the character of the Old Fig Garden community while addressing legitimate needs for mobility and safety. The success of the Corridor Intensification Program depends on support of the existing community, which will experience first-hand the direct and indirect results of the changed corridors.

The Study will entail the first collaborative effort among the three Partner Agencies. The intent is to craft a Land Use and Transportation Study for the community that will aggressively address the tension between the transportation and commercial needs of the City's urban commercial centers, while preserving and celebrating the character of the historic County island. A key initial step will be to broaden the core group

to local schools and other stakeholders to ensure that outcomes are thoroughly examined with all stakeholders.

The Study will include traffic analysis and management, an Alternative Public Improvement Standard for area streets, enhanced bike and walking studies, review and update of Safe Routes to School, and a street tree inventory and management program. The Study will also be used to update existing County and City Plans and/or be applied to specific projects or activities in the Study Area. The technical studies and recommendations produced during the Study will also “stand alone” and have varied direct applications, such as development of safe routes to schools, traffic calming measures, a template for land use development adjoining rapid transit corridors, and a street landscape inventory, and management plan for historic tree-lined streets within the Old Fig Garden neighborhood.

The Old Fig Garden Community Transportation and Land Use Study will serve a variety of purposes. It is not anticipated that the Study will be immediately adopted, “whole cloth,” by either the County or the City of Fresno. However the various technical studies and recommendations will inform and potentially update several existing plans including the County’s Fig Garden Neighborhood Plan, the City of Fresno’s Bullard Community Plan, as well as the County/City’s master bike trail plan. Additionally, technical information and proposed land use maps and development principles generated by the Study process will be applied to the Activity Center and Corridor Intensification Study for the major arterials of Blackstone, Shields and Shaw Avenues, which is currently in progress. The Intensification Study addresses corridors and activity centers throughout the FCMA, Clovis and other adjacent outlying areas including the incorporated and unincorporated areas within the Fig Garden Study Area. The inventory of the area’s urban forest will lead to a keener understanding of the outstanding maintenance issues with the area’s trees, many which are over 100 years of age. The historic surveys will serve as a critical first step towards a potential historic district overlay zone.

Draft design guidelines will help to address concerns for appropriate in-fill and for transitions between the residential properties and commercial corridors. Most critical perhaps is that better safe routes for pedestrians and bicyclists will be a definite outcome. Finally, it is hoped that a community of trust will be established through the various stakeholder meetings and neighborhood workshops/charettes. This groundwork of trust and mutual respect for the Study Area’s character will be indispensable in working collaboratively to solve transportation, safety and land use issues, and will be invaluable should, in the future, the residents of this County island consider annexation to the City of Fresno.

The following is a summary of the key transportation planning and land use and urban design aspects of the Study:

2.1 Transportation Planning

- The Old Fig Garden Community desires to maintain the community by reducing automobile trips and increasing the use of other modes of transportation.

- The addition of 4-lane roadways in the Old Fig Garden community has long been discouraged by the area's residents. The design of Ashlan Avenue has been the subject of a major debate with respect to the number of through trips it carries east to west through the length of the community. A design for Ashlan Avenue must be found that balances the need for accommodating a high number of through trips with the community's desire for a context appropriate design of the street.

Finding this balance has to include the analysis of the entire street network in Old Fig Garden and that of other arterials and collectors adjacent to the neighborhood.

- The lack of gaps in the traffic on Ashlan Avenue and other facilities such as along Maroa, Shields, and Shaw Avenues results in accidents and significant pedestrian and bicyclist safety issues that need to be addressed.
- Street design that reinforces speeds, traffic calming measures, and safe routes to school measures must be explored and provided. Their application must be context sensitive and designed to "fit" with the community character. Traffic safety is a priority given the number of schools in or immediately adjacent to the Old Fig Garden neighborhood. The goal is to reduce speeds in the Study Area along major thoroughfares and selected minor streets where appropriate using traffic calming techniques.
- The Santa Fe railroad tracks along the western edge of the Old Fig Garden community limit the number of streets in the east-west direction. This condition focuses traffic on Ashlan and Shields Avenues, which connect to important destinations within the City of Fresno to the east and west of the Study Area. This points to the importance that the overall connectivity of the roadway network plays in finding solutions to the traffic issues in and around Old Fig Garden.
- The identification of alternative routes for Fresno and Old Fig Garden residents during the operation of Christmas Tree Lane one month out of the year is necessary in order to provide for smooth traffic flow and reduced safety hazards for autos, pedestrians, and bicyclists.
- The identification of designated routes by means of wayfinding signage directed at through traffic, visitors, bicyclists, pedestrians, and school children (Safe Routes to School) is an integral part to addressing current traffic and safety issues.
- The designation of enhanced connectors between local streets and collectors and arterials within and adjacent to the community should be explored to reduce circuitous travel and vehicle miles traveled (VMT). Proper connectivity will reduce VMT and as a result improve air quality through the reduction of emissions.
- The Study will result in improved neighborhood livability, increased mobility options, enhanced traffic safety, decreased noise and air pollution, less through traffic, crime prevention, and urban redevelopment.
- Alternative routes are vital to balancing neighborhood identity and economic vitality and development in the area's activity centers and growth corridors.

2.2 Land Use and Urban Design

- Community concerns have been raised over a mismatch between the type of development permitted in the City of Fresno’s Bus Rapid Transit (BRT) growth corridors and the character of existing residential development in Old Fig Garden. This Study is to explore and make recommendations for land use, density, and design transitions between the Old Fig Garden enclave and existing and future development along the Blackstone, Shaw, and Shields Avenues corridors.
- Formulating the appropriate land use, density, and design transitions is closely tied to the transportation task of defining a legible and well-connected network of major and minor streets that serve both local and through traffic in the Study Area. Different types of transitions will apply depending on whether a street is designated to serve local vs. through traffic or plays the role of a connector between a neighborhood and an arterial that carries a higher volume of local traffic.
- The land use and urban design characteristics of the transitions (such as allowed uses, use intensity, building height and bulk, frontage type, and site design) will be compatible with on-going efforts around the General Plan Update and with the to-be-started study of the historic context in the Old Fig Garden neighborhood.
- The Study will identify solutions that result in more aesthetically pleasing streets by reducing paved space devoted to moving traffic and parking and creating safe, well-buffered space for pedestrian travel that incorporates green infrastructure and the neighborhood’s historic urban forest.
- The preparation of Alternative Public Improvement Standards for the major and minor streets in the Old Fig Garden neighborhood will be based on the tenets of context sensitive design and directly correlate with recommendations from the transportation study for roadway classification (network), the accommodation of different modes, traffic calming, and safe routes to school as well as results from the tree survey.
- The Study’s land use and urban design recommendations will be vetted through the public outreach and stakeholder involvement.

3.0 Outreach Strategy

3.1 Outreach Strategy Description

This Outreach Strategy is a collaborative approach that will involve the full range of Project stakeholders (residents, businesses, commuters, the general public, surrounding neighborhoods, affected public entities, and other stakeholders) to protect and define the character of the Old Fig Garden Community while addressing legitimate needs for mobility and safety. For purposes of this Outreach Strategy, the groups of stakeholders identified above will be referred to as “the public and stakeholders.” The purpose of an Outreach Strategy is to gather and consider input on the Study from interested stakeholders and the public. Public involvement is a key component of the Old Fig Garden Community Transportation and Land Use Study and is expected to strongly shape the development of the Study’s recommendations. VRPA Technologies, Inc. and CD+A will proactively seek stakeholder input early and often to gather needed information from the public and stakeholders regarding the Study and develop a consensus on solutions.

For the duration of the Study development, the partner agencies will be seeking feedback from residents, businesses, commuters, and other stakeholders as they explore the concept, opportunities, impacts and advantages that would occur with implementation of the Study’s recommendations. The partner agencies have assembled a consultant team of experts on public outreach, as well as the technical expertise required to evaluate, model, and develop options for the Study.

The public involvement program for the Study will be wide reaching and thorough, helping the partner agencies communicate important information to the public, identify and address issues throughout the process, and incorporate relevant input from affected and interested stakeholders and the public. The goal of the Outreach Strategy is to foster a public engagement process that will support development of the Study. This will be achieved by ensuring that the public is provided with timely and useful information about the Study, given opportunities to provide public input on draft study components, and made aware of how their comments have been responded to and utilized as the Study is prepared. These efforts will help to build and enhance public trust, understanding and confidence in the Study development process. The Outreach Strategy is intended to be a “living” document. Because of the fluid nature of the public engagement process, the Outreach Strategy may be adjusted to respond to issues and circumstances that arise throughout the process and may also be updated at major milestones in the Study process.

3.2 Outreach Strategy Purpose

Thorough and well thought out strategies simplify the public engagement process by providing a systematic approach, maximizing the use of available resources and minimizing delays by ensuring that public engagement activities are coordinated with other Study tasks and milestones. This Outreach Strategy has been developed considering two (2) major phases of public and stakeholder engagement:

- Phase 1 – Gather input from the public and stakeholders regarding existing transportation and land use issues and ideas to enhance mobility and the aesthetic quality of the Study Area
- Phase 2 – Seek comment on the Draft Community Transportation and Land Use Study (fall 2012)

The Outreach Strategy provides a structure that allows for the scheduling, documentation and evaluation of each step of the public engagement process and engagement efforts. The concerns, issues, creative ideas and needs of community members will inform the engagement effort throughout the course of the Study.

A number of strategies aimed at encouraging community participation have been included in this Outreach Strategy. These strategies include proactive engagement of resident, business, civic and other stakeholder groups, including elected officials; Steering Committee meetings to discuss the details of the planning process and to conduct an initial vetting of concepts subsequently presented to the general public; open houses and community briefings that allow interested stakeholders to receive current, accurate information; presentations at schools in the Study Area to educate school children on the history of the Old Fig Garden Community and each of its neighborhoods; brief surveys of residents, visitors, and businesses regarding Christmas Tree Lane circulation issues; information to be posted on the Study Web Site; and a presence at community events. These strategies provide multiple ways for the partner agencies to receive input from the public. With this in mind, the partner agencies will:

- Raise the degree of understanding of the transportation planning process throughout the Study Area
- Provide clear, accurate, and timely information to the public
- Maximize opportunities for and proactively engage the public in the Study process
- Maintain contact with interested citizens and key stakeholders throughout the Study Area
- Involve traditionally underserved persons – those who are minority, low-income, or elderly households or those addressed by the Americans with Disabilities Act (ADA) in transportation planning issues
- Seek new, and more effective ways of engaging the community

3.3 Outreach Strategy Goals

The ultimate goal of the Outreach Strategy is to allow the public and stakeholders opportunities throughout the process to influence the Study. The Outreach Strategy reflects ways to identify and contact the community with potential interest in the Study; inform them of the need for the Study through flyers, Study summaries, and other outreach materials; and involve them in the development of draft recommendations. The Strategy includes tasks that will identify the interested and affected public as referenced in Section 3.2 and creates an inventory of neighborhoods and school organizations, businesses, church groups, ethnic organizations, homeowners associations, environmental or cultural organizations, special interest groups and environmental justice (EJ) groups.

The Strategy also provides the framework for achieving consensus and communicating the decision-making process between the general public, stakeholders, public agencies, and governmental officials to identify transportation solutions for the Study. Steering Committee meetings and work product reviews provide the public and agencies with continuing opportunities to be involved. Input from affected agencies and the public also lends credibility to key decisions made during the Study development process. The goals of the Study reflect the steps that are required to solicit the input of the public and build awareness of the Study throughout diverse communities. Making timely, accurate, and useful information available to the general public and stakeholders will help to achieve the following goals and objectives of public involvement:

- Identify stakeholders and inform them of the Study and of opportunities to participate in it
- Reach out to minority and low-income populations by producing materials in English, Spanish, or other language [NOTE: Materials and other outreach services will be provided for one other language (as determined in consultation with the Project Management Team)]
- Encourage participation by representatives of community organizations
- Educate the public by using language that is easily understood by laypersons
- Provide opportunities for interaction between stakeholders and the study's technical team
- Maintain an ongoing dialogue between stakeholders, the partner agencies, and the Steering Committee
- Generate awareness, consensus and support for the Study
- Create public forums and collateral materials that provide a clear, concise and easy-to understand information to enable the public to make informed decisions about the Study
- Develop a strong list of public and community benefits that the Study will generate
- Provide accurate, timely and comprehensive documentation on the public involvement process
- Create and implement a meaningful public involvement process, and evaluate the public involvement process on a regular basis
- Inform the public about the Study and progress being made and provide opportunities for input. Be responsive to public comments and concerns; provide feedback when necessary
- Develop a partnership with the media to ensure accurate reporting of information
- Establish communications channels by which the public and stakeholders can receive information and provide feedback and ideas to the Steering Committee
- Educate the affected communities about the Purpose and Need for the Study
- Build awareness about the Study and its importance to mobility among the public, including those that the Study will serve (transit riders, residents, students and businesses), and the general public
- Conduct an open and transparent public process that provides public information, opportunities for interested members of the public and stakeholders to comment
- Seek opportunities to involve a broad range of stakeholders in the Study Area, including non-traditional groups
- Address social equity and environmental justice issues, to provide information to comply with relevant regulations, Title VI, Executive Order 12898 on Environmental Justice, Executive Order 13166 on Limited English Proficiency and the Americans with Disabilities Act (ADA)

3.4 Role of Steering Committee

To ensure that the Study recommendations consider community visions and needs, the partner agencies assembled a Steering Committee to oversee the planning process. This group represents those residents, businesses, schools, government agencies, and other stakeholders that possess a comprehensive knowledge of the Study Area. Organizations currently represented on the Committee are reflected in Table 1 below. Additional Committee members will be identified following the completion of stakeholder interviews.

Steering Committee Guidelines have been prepared and describe the purpose and responsibilities of the Steering Committee. The Guidelines also include sections detailing the meetings to be held, the consensus process, and opportunities for public comment.

The Consultant Team will discuss Study-related issues on an “as needed” basis with the Management Team (City of Fresno Project Manager, County of Fresno Project Manager, Steering Committee Chair, and Caltrans), to ensure timely delivery of Study-related work products and adherence to the approved Study schedule. Members of the Management Team will inform Steering Committee members of such issues, as necessary to provide timely direction to the Consultant Team.

The Consultant Team will provide Study-related reports or other major work products one week ahead of the Steering Committee meeting and targeted for Steering Committee review of such reports or major work products. Other documents, whose review may be required to adhere to the Study schedule and to meet Study goals and objectives, will be submitted to the Management Team as necessary.

TABLE 1

Old Fig Garden Study Steering Committee - February 6, 2012

Each Agency/Resident/Business Would have 1 Collective Voice to Achieve Consensus

#	Steering Committee Member	Government Agency Rep	Fig Garden HOA Rep.	County Island Rep.	City of Fresno Resident	Business Rep.	School Rep.
Government Agencies							
1	Caltrans (Marta Frausto)	X					
2	City of Fresno (Keith Bergthold, Karana Hattersley-Drayton, Trai Her, Jill Gormley)	X					
3	City of Fresno (Karana-Hattersley-Drayton)	X		X			
	City of Fresno (Trai Her)	X					
	City of Fresno (Jill Gormley)	X					
4	County of Fresno (Lynn Gorman)	X					
	County of Fresno (Dan Gibbs)	X					
5	Fresno Council of Governments (Fresno COG) (Barbara Steck)	X		X			
Figarden HOA Representatives							
6	Louise Yenokian		X	X			
7	Prudence Zalewski		X	X			
8	Anthony Pings		X	X			
County Island Resident Representatives							
9	Hiram Dewitt			X			
10	Eric and Judy Gregerson			X			
City of Fresno Resident Representatives							
Business Representatives							
School Representatives							
Consultant Team							
	Thomas Kronemeyer, CD+A, Principal In-Charge						
	Bharat Singh, CD+A, Project Manager						
	Georgiana Vivian, Traffic and Outreach, VRPA Technologies, Inc.						

The Steering Committee plays an important role in the process of developing the Study's process and outcomes. This group will meet up to five (5) times throughout the process to provide their community based input, review materials prepared by the Consultants, and help direct the outreach process in accordance with this Outreach Strategy. Agency representatives on the Steering Committee will also provide input and feedback on agency procedures and standards and technical issues. Other responsibilities of the Steering Committee include the following:

- Promote partnerships with stakeholders to address identified Study needs
- Work to develop consensus among stakeholders
- Review and comment on Study objectives and priorities
- Use their knowledge of the Study Area to help generate viable recommendations
- Act as a "sounding board" for potential strategies to be evaluated
- Review and comment on results of the outreach process
- Assist in framing issues, recommendations, and next steps for stakeholders and the public
- Foster community and neighborhood cooperation
- Raise and discuss issues of concern
- Help to anticipate community and neighborhood reactions
- Reflect the range of affected interests
- Help establish a working relationship with communities and neighborhoods affected by the Study

The Project Management Team will work together to develop agendas for the Committee meetings. The City of Fresno will be responsible for notifying members of the Committee about the location, time, and date of all meetings. The City will also inform other interested stakeholders of the meetings. The City of Fresno will also be responsible for setting-up and tearing-down the Committee meeting venue. The Consultant Team will be responsible for Steering Committee meeting notes and forward a draft to the Management Team within one (1) week following the meeting.

3.5 Outreach Strategy Approach

The Outreach Strategy has been prepared to gain stakeholder and public input on the Old Fig Garden Community Transportation and Land Use Study. The Outreach Strategy as documented below is designed to fully engage and inform stakeholders and the general public regarding the Study. The public and stakeholders will be provided reasonable timeframes for reviewing and providing comments on documentation and information made available during the Existing Conditions and Issues Phase and the Recommendations and Concepts Phase of the Study. The Outreach Strategy encourages proactive communication, which will allow comments and views of stakeholders and the public to assist the partner agencies during Study development.

These outreach strategies are the focus points of outreach and consultation and will be supplemented by follow-up coordination where appropriate. Each strategy will include individual events and the precise locations/venues and timing of each event will be determined during the planning process based on the availability of venues, etc. Workshops will be arranged as interactive and/or open house format sessions to allow stakeholders and the public to actively participate, see results, exchange information, and ask one-on-one questions of the Steering Committee and the Consultant Team. The setup of these workshops will depend on the nature of the information being presented and input being sought providing for two-way communications on specific local conditions, issues and concerns regarding the Study.

3.6 Outreach Strategies

The following outreach strategies will be implemented to achieve the objectives discussed previously and highlighted below.

- Establish a clear Study identity and convey consistent messages about the Study and its importance to addressing transportation, urban design, and land use issues in the Study Area raised by the community
- Involve the public and stakeholders in the process on a regular basis to foster understanding and agreement on issues related to the development of the Study
- Use a variety of communication methods to reach audiences including presentations (at workshops and at schools), one-on-one/small group meetings or interviews, public workshops, written materials, and online and media communication
- Coordinate outreach efforts with State, regional, and local agency representatives to build awareness about how the Study will be developed through public workshops, written materials for posting, Web-based notification, and other outreach strategies
- Provide the public with up-to-date information about the planning process on a regular basis through presentations at workshops and schools, the Web Site and online communications, written materials and media coordination
- Document public comments received during the public engagement process
- Provide information to the public about opportunities for review of public documents and opportunities for comments
- Provide information to affected agencies regarding comments received throughout the public involvement process
- Utilize traditional and new media to convey Study information to a broad audience

3.6.1 Data Collection - Identification of Affected Public/Stakeholders

Key stakeholders may include active citizens, residents, business owners, school representatives, elected officials, other affected organizations and various other agencies interested in shaping the future vision of the Study Area and who may be impacted by Study recommendations. There are a number of public groups (each with a unique perspective) that will be interested in the Old Fig Garden Community Transportation and Land Use Study development process. These include organizations and individuals representing the following interests:

- | | |
|--|--|
| ■ Accessibility Challenged | ■ Elected Officials |
| ■ Affected Government Agencies | ■ Employer/Business Organizations |
| ■ Apartment Owners Associations | ■ Environmental Groups |
| ■ Bicycle/Pedestrian/Trail Users/Organizations | ■ Environmental Justice Groups/Organizations |
| ■ Business Organizations | ■ General Public |
| ■ Christmas Tree Lane Organizers | ■ Industry Peers & Associations |
| ■ Community Based Organizations | ■ Neighborhoods/Residential |
| ■ Community Services Districts /Organizations | ■ Non-Profit Groups and Churches |
| ■ Education Providers | ■ Commercial & Retail Establishments |

- Residents
- Safety and Emergency Service Providers/Organizations
- Senior Citizen Organizations
- Students
- Transit riders
- Transportation advocates

The focus of this strategy is on the general public and stakeholders, which includes the engagement of various public agencies. An initial stakeholders list is included in Appendix A. The first step taken to initiate the public engagement process is to identify target audiences (commuters, transit providers, residents, businesses, employers, employees, labor, environmental, policy leaders, government agencies, etc.) and develop key messages that are consistent with the goals and objectives of the Study.

While this activity commences at the outset of the Study, it does continue throughout the life of the engagement process. The stakeholder database will expand to include persons as they become known to the Consultant Team. Gathering of e-mail addresses and fax numbers will be critical, and direct mailing of all meeting notices to addresses within the Study Area will be undertaken. The Consultant Team will also gather contact information on elected officials, affected agencies, civic organizations, property owners and business operators among others.

Deliverable: Public and stakeholder database.
Schedule: On-going.

3.6.2 Media Relations

The purpose of a media relations program is to provide information about the Study to the media as a way of conveying general information to the public and stakeholders and generating interest in scheduled public meetings. For this Study, three (3) “feature news articles” (in English and in the appropriate minority language) will be prepared and distributed to local media (Fresno Bee, other local newsletters or Web Sites (such as for the Fig Garden Shopping Center, Christmas Tree Lane, and other major event or activity center sites) for publishing prior to each workshop. The news articles will contain the announcements of upcoming open houses and other public involvement opportunities, as well as the current status of the Study, and list the Web Site and contact person information. A news article published within a few days prior to a scheduled workshop will help bring attention to the engagement process and inform and remind stakeholders and the public of why it is important for them to attend.

Deliverables: Three (3) media news articles prior to each public workshop, provided to local media, and distributed to local newsletter outlets. The articles will be in English and include the appropriate minority language. The Project Management Team will be available to the media for interviews regarding the Study.

Schedule: Published in newsletters prior to each workshop (winter 2012, late spring 2012, and late summer 2012). Articles will be distributed to a number of agencies/organizations for placement in their newsletters. Newsletters may include those published by the FGHOA, Fresno COG’s newsletter, etc. We will provide a list of potential newsletters for placement of the article for review by the Management Team, as well as the article itself to be submitted, prior to distribution. Feature articles will be delivered to media outlets for publishing within two to three days prior to scheduled public workshops.

3.6.3 Web Site

The purpose of a Study Web Site is to provide user friendly, easy Internet access to information about the Study. A Study Web Site page has been established at <http://www.fresno.gov/oldfig>. The new Web Site page, connected to the main City of Fresno Web Site, will be designed and posted by the City of Fresno so information and materials relating to the planning process can be posted by the City of Fresno staff and available to stakeholders and the public. In addition, the County will provide a link to the Study Site so that its constituents have access through the County Web Site. The County's Web Site Address, which includes the link to the Study Site is <http://cofinterstage/departmentpage.aspx?id=6030>. Initially, the Study Web Site page will provide general Study information, including the Study schedule and organization and upcoming workshops and events. The Web Site page will be updated as needed by City of Fresno staff to provide Study documentation and materials for public and stakeholder review. Study documentation and materials will be posted to the Web Site page by City of Fresno staff, as information is available.

This Web Site page will include a Study overview, Study Area map, public involvement schedule (including the three workshop dates, times, and venues), contact information, related links, possible online survey questions, news, and other pertinent information to keep all interested parties, including stakeholders and the public informed, as well as to provide an opportunity for their input. A Frequently Asked Questions (FAQ) section will be used to provide accurate, up-to-date information about the Study, as well as respond to any known misperceptions. The Web Site page address will be listed on all study materials, including news articles referenced in Section 3.6.2, and Study documents. The Consultant Team will be responsible for development of the Project logo and theme design for the Project.

Deliverables: Study Web Site page to reflect the Study development and public engagement process.
The City of Fresno will maintain the Site page and upload all Study information/materials.
The Consultant Team will develop the Study theme.

Schedule: Initial Web Site Set-up Winter 2012 and On-Going.

3.6.4 Stakeholder and Neighbor Interviews

The Consultant Team will work with City staff to identify key stakeholders in the target area, and conduct twenty (20) interview sessions to discuss and develop the Project issues and needs, as well as a future vision for the Study Area. The findings from the stakeholder interviews will be summarized in a memorandum that will provide the basis for modifications to the Vision and Project Goals and the Issues, Needs, and Opportunities

The Consultant Team will provide a draft stakeholder list that includes all stakeholder types identified in Strategy 3.6.1. Interviews will be conducted by phone, web conference, or in person. A limited number of interview sessions may include more than one stakeholder to be interviewed when determined necessary by the Project Management Team. The content and questions to be discussed and posed will be developed by the Project Management Team.

The interviews will also be used to identify additional Study Steering Committee members to ensure that all facets of the community are represented. The Consultant Team will be responsible for scheduling, web conferencing or securing the interview location. Doodle (an internet-based scheduling tool) will be used to help identify availability of those individuals to be interviewed during a specific interview session. The

Consultant Team will provide notes from all twenty (20) Stakeholder interview sessions within one (1) week of an interview as a tool to keep the Committee informed.

Deliverables: Up to twenty (20) stakeholder interview sessions with memorandums.
Schedule: Winter 2011/2012.

3.6.5 *Public Engagement/Meetings/Workshops*

Stakeholder workshops will be conducted as a means to obtain stakeholder input regarding the planning process and to receive comment on Draft Study documents and work products. Workshops are intended to be an afternoon / evening session to introduce the Study and gain input from the attendees. The first workshop will be held in winter 2012 to review the Existing Conditions Assessment focusing on the existing transportation systems, existing land use and urban design, and the existing tree inventory results. The second workshop will be held in spring 2012 and focus on review of various Study documents including the Corridor-to-Neighborhood Transition Guidelines, the Traffic Calming and Speed Management Toolkit, recommendations on developing Safe Routes to School, Draft Alternative Public Improvement Standards, potential way-finding signs, recommendations for the bicycle and trails network, and the Maintenance and Re-establishment of Urban Forest Strategy. The final workshop will be held in late summer 2012 and will be focused on the review of final recommendations and guidance documents, and the Implementation Strategy and Responsibilities document. The workshop sessions will typically include a presentation to provide additional technical Study information and interactive break-out activities aimed at hands-on participation in the identification of issues and recommendations.

The workshops will utilize various public informational techniques such as those listed below:

- Brainstorming
- White Board exercises listing ideas
- Surveying or polling the group of attendees using polling devices provided by Fresno COG
- Storyboarding the project
- Facilitating interactive mapping exercises
- Providing friendly, jargon-free communication

These and other strategies provide a set of hands-on experiential workshop materials and activities that open doors to understanding and foster learning, invite conversation and engage community members in discussion of design concepts relevant to transportation and land use planning. These materials allow participants to substantively engage in the process and to do so in a way that is fun and builds continued participation.

The Project Management Team will identify the most useful strategies and program content, which will be used at the three (3) Community workshops. The Consultant Team will also work with the Project Management Team to identify where the three (3) Community workshops will be held within the Study Area. The Consultant Team will be responsible for securing the workshop locations and providing refreshments. The Consultant Team will also be responsible for all set-up and tear-down of workshop venue locations and provide all associated equipment (presentation, audio, visual, etc.).

Workshops/Charrettes may be structured as follows:

- Public review of presentation graphics and one-on-one discussions with Consultant Team and the Steering Committee
- Presentation by the Steering Committee and the Consultant Team
- Interactive session. The Consultant Team and the Steering Committee will answer questions posed by the Workshop attendees. CD+A will provide graphic material pertaining to land use and urban design topics. VRPA will provide graphic material related to transportation systems, studies, and issues. Recommended methods referenced above will be utilized to gain input from attendees during this session
- Wrap-up before Open House format. The Steering Committee and the Consultant Team will provide the attendees with an overview of the alternative transportation and land use issues
- “Open House” format providing attendees with the opportunity to discuss issues in more detail with the Consultant Team and the Steering Committee individually

During appropriate sessions of each Workshop, bilingual presentation and translation capabilities will be available to engage all attendees. At a minimum, polling exercises would be conducted in one additional language, if required, using real-time translation equipment. The polling would be through the use of a PowerPoint-type presentation using polling devices or “clickers.” The interpretation equipment to be utilized is a set of head-sets that attendees (who require another language) would wear and an interpreter would provide the narrative in the language needed. The Consultant Team will be responsible for providing translation services. The polling process and interpretation equipment allows the Consultant Team to receive and understand the opinion of all attendees. VRPA and Fresno COG will provide the polling equipment. The Consultant Team will prepare the polling questions/survey and set-up in consultation with the Project Management Team. The Consultant Team will also provide materials to attendees in English and one other primary language (Spanish or other), as necessary, to write down their concerns or issues.

Deliverables: Three (3) Community Workshops/Charrettes. The Consultant Team will identify the location of each Workshop. The Consultant Team will be responsible for the coordination of meeting arrangements, materials, staffing, exhibits, handouts, comment forms, and documentation, translation services (if necessary), workshop venue set-up and tear-down, and provision of all workshop equipment. VRPA will secure workshop venue facilities and provide refreshments. VRPA and Fresno COG to provide polling equipment.

Schedule: Workshop 1 will be held in the winter 2012, Workshop 2 in the late spring 2012, and Workshop 3 in late summer 2012.

3.6.6 Old Fig Garden Transportation/Land Use Survey

A general public/stakeholder survey instrument or questionnaire will be prepared to seek opinions concerning circulation, land use, and safety issues in the Old Fig Garden Community. The questionnaire will be drafted by the Consultant Team in consultation with the Project Management Team and will also be placed on the Study Web Site page. The survey instrument will be presented at the first workshop to gain first-hand feedback from residents, businesses, tourists, etc. regarding existing issues and potential strategies that should be considered during Study development. Finally, a survey will be distributed during the second Christmas Tree Lane walk night (December 13) and the next drive night (December 14) to

pedestrians and drivers to gain their input on circulation and safety issues associated with operation of Christmas Tree Lane. A summary of survey results will be prepared.

Deliverables: Administrative Draft, Draft and Final survey instruments. Distribution of surveys via the Study Web Site page. Summary of survey results.

Schedule: December 13 and 14, 2011 and winter 2012.

3.6.7 Presentations in School Classrooms

The Consultant Team will work with the Project Management Team to develop an educational, engaging and interactive program that can be presented at schools in the Study Area. The Consultant Team will facilitate the presentation of the program to six (6) 5th through 8th grade classrooms. The presentations will ensure that the participants are both engaged in the history of the neighborhood, understand “where” the neighborhood/community will go in the future, and how the Study’s findings and recommendations relate to both the past and the future of the neighborhood/community. Close coordination with school administration will be sought. In an effort to continue the educational process, the Consultant Team will also conduct one (1) training seminar for ambassadors (teachers, PTA members, Home Owners Association members, Fig Garden Women’s Club, agency staff, general public, etc.) to provide them with the presentation format, talking points, other materials for reproduction and a PowerPoint presentation regarding the history of the area and the goals of the project so that they can continue the education process or make additional presentations to other classrooms. Tools or materials for reproduction will be left behind to enable others to conduct the program with each of the other schools in the future.

To highlight this educational process, the Consultant Team may conduct a student art contest to engage and highlight the project. Artwork could be displayed at City Hall and a meet and greet with the Mayor, the area’s Council representative, and the area’s Board of Supervisor representative could be scheduled. CD+A could provide graphic material pertaining to land use and urban design topics and VRPA could provide the material pertaining to the transportation topics discussed at the classroom presentations.

Deliverables: Six (6) classroom presentations, written summary of presentations, one (1) training seminar, documentation of presentation format, and a reproducible copy of talking points, the PowerPoint Presentation, and other educational materials. Possible facilitation of an Art Contest and Meet and Greet with Study Area electeds and the Mayor.

Schedule: Potential Art Contest – Winter 2012. Classroom presentations – Winter/Spring 2012.

3.7.8 Comment and Outreach Program Management

A comment management system will be used to manage and document stakeholder comments and responses throughout development of the Study. The public will be able to submit comments electronically (via a direct link from the Study Web Site page) as well as by postal mail or at workshops. Public comment summaries will be incorporated into the final report. Following each workshop, the Consultant Team will prepare a written record of the activity and include a list of comments, issues, and concerns. The written record of feedback received at each workshop or during the conduct of other outreach activities will be presented to the Project Management Team for review and comment and then distributed to the Steering Committee so that members are fully informed of outreach results and significant issues expressed. In

addition, the Consultant Team will document the resulting outreach program and highlight other feedback and input received from the public and stakeholders.

Deliverables: Documentation of all meetings, events, presentations, outreach program (agendas, notices, feature articles, Web Site page, meeting materials, summaries, notes and minutes, public comment log, etc.).

Schedule: On-going.

4.0 Deliverables / Schedule

The Outreach Strategy will be coordinated in conjunction with development milestones and activities. Public involvement strategies will be employed and scheduled as noted in Table 2 below. This table corresponds to the list of outreach strategies and work products listed in the Outreach Strategy (reference Chapter 3.0).

TABLE 2
Old Fig Garden Community Transportation and Land Use Study
 Outreach Strategy Deliverables and Schedule

TASK	DESCRIPTION	DELIVERABLE	SCHEDULE
3.6.1	Data Collection – Identification of Affected Public/Stakeholders	Public and stakeholder database	On-Going
3.6.2	Media Relations	Three (3) media news articles prior to each public workshop, provided to local media, and distributed to local newsletter outlets. The articles will be in English and include the appropriate minority language. The Project Management Team will be available to the media for interviews regarding the Study	Winter 2012, Late Spring 2012, Late Summer 2012)
3.6.3	Web Site	Study Web Site page to reflect the Study development and public engagement process. The City of Fresno will maintain the site page and upload all Study information/materials. The Consultant Team will develop the Study theme	Initial Web Site Set-up Winter 2011/2012 and On-Going
3.6.4	Stakeholder and Neighbor Interviews	Up to twenty (20) stakeholder interview sessions	Winter 2011/2012
3.6.5	Public Engagement/Meetings/Workshops	Three (3) Community Workshops/Charrettes. The Consultant Team will identify the location of each Workshop. The Consultant Team will be responsible for the coordination of meeting arrangements, materials, staffing, exhibits, handouts, comment forms, and documentation, workshop venue set-up and tear-down, and provision of all workshop equipment. The Consultant Team will also secure workshop venue facilities and provide refreshments. VRPA and Fresno COG to provide polling equipment	Workshop 1 will be held in the Winter 2012, Workshop 2 in the Late Spring 2012, and Workshop 3 in Late Summer 2012
3.6.6	Old Fig Garden Transportation/Land Use Survey	Administrative Draft, Draft and Final survey instruments. Distribution of surveys via the Study Web Site page and during the first workshop. Summary of survey results	December 13 and 14, 2011 and Winter 2012

TABLE 2 (Continued)
Old Fig Garden Community Transportation and Land Use Study
 Outreach Strategy Deliverables and Schedule

3.6.7	Presentations in School Classrooms	Six (6) classroom presentations, written summary of presentations, one (1) training seminar, documentation of presentation format, and a reproducible copy of talking points, the PowerPoint Presentation, and other educational materials. Possible facilitation of an Art Contest and Meet and Greet with Study Area electeds and the Mayor	Potential Art Contest – Winter 2012. Classroom presentations – Winter/Spring 2012
3.6.8	Comment and Outreach Program Management	Documentation of all meetings, events, presentations, outreach program (agendas, notices, feature articles, Web Site page, meeting materials, summaries, notes and minutes, public comment log, etc.)	On-Going

5.0 Appendices

5.1 Appendix A

The following is a list of stakeholders and Consultant Team members as understood currently. It may evolve to include or eliminate stakeholders as the public engagement process is carried out.

- **Education Community** - Each school in the Study Area, request student, parent, teacher, and crossing guard to represent their school. Fresno Unified School District - request a staff member from the transportation/bus routing department
- **Law Enforcement** - CHP, County Sheriff, City of Fresno Police Department
- **Fire Department** - Local station/Administration office
- **Fresno County Emergency Services Agencies**
- **Christmas Tree Lane** - Residents along Van Ness, visitors to event
- **Fresno Irrigation District** - Board members/staff to address Trails along canals
- **Fresno Metropolitan Flood Control District**
- **Business Community** - Chamber of Commerce, Banking, Real Estate, Development Industries, etc.
- **Residents** - contact various Neighborhood Watch Groups within East/Core/West parts of study area--- Ashlan/Gettysburg
- **Retailers in Fig Garden Village** – Administration, owners, and customers
- **Transit Users** - Fresno Area Express Administration, riders, and drivers
- **Pedestrian/Bicycle/Trails** - Users in Old Fig Garden Study Area and members of local groups/agencies that have trails in outlining areas
- **Non-Profit Groups/Churches** - Fig Garden Women’s Assoc. and churches in study area
- **Environmental Justice Groups** - City, County and Caltrans, local churches, Neighborhood Watch Groups, local schools to help identify groups within Study Area
- **Elected Officials** - City, County and Caltrans to help identify stakeholders within the Study Area
- **Senior Citizen Organizations** - City and County to help identify organizations within the Study Area