



Public Outreach Summary

Public Education and Outreach

The outreach component of this significant study began with the development of the brand in January 2009. It is anticipated that the study will be complete in the spring of 2011, wrapping up with final public events and a final newsletter.

Over the course of 28 months, the outreach efforts have included:

- 8 public workshops
- 3 open house-format events
- 5 displays at public events
- 1 on-site walkability tour
- 2 sets of stakeholder interviews
- A 2-day Smart Growth Summit with nationally recognized speakers

With the exception of the one-on-one stakeholder interviews, each of these outreach events was supported by a multi-media campaign, utilizing such tools as:

- A telephone survey of over 900 residents
- Fact sheets in English, Spanish and Hmong
- Mailers in English, Spanish and Hmong
- Twitter and Facebook
- Online advertising through fresnobee.com
- Print advertising in the Fresno Bee
- Radio commercials, utilizing the top two English radio stations in the market as well as the top Spanish-language station and the Hmong radio station
- News releases to print and electronic media countywide, both English and Spanish
- A total of 5 newsletters sent to a mailing list of nearly 2,000
- A special streetcar edition of the newsletter
- More than 20 individual e-blasts to a distribution list of nearly 2,400

- Hand-distributed fliers and posters to major social services, government and educational centers
- FAX on-board distribution of 1,000 fliers
- Direct phone calls
- A total of nearly 16,000 mailed meeting notifications to targeted neighborhoods
- Participation in four public events (including Cinco de Mayo on Fulton Mall and Vintage Days at CSUF) which generated over 800 votes on streetcar routes and transit-oriented design choices
- Participation in the Asian Water Festival through the sponsoring radio station
- News coverage on local television stations.

This diversity of tools made it possible for the outreach effort to reach people of all ages, ethnicities and areas of residence, who communicate and gather information through a wide variety of media.

A rough summary of the number of Fresno County residents reached via quantifiable activities, such as meetings, eblasts and mailers, exceeds 64,000. This number excludes those who saw ads online or in print, saw a newspaper article, heard about the study on television or heard a radio commercial.

Because the PTIS is complex, it was important to focus on lay terms, helps residents understand the goal and why the study is important and learn how the outcomes could affect their lives.

By utilizing a variety of outreach tools and types of events, the outreach effort succeeded in crossing barriers of age, language and educational levels.



Branding of the study

Because of the lengthy title of the official study, Kimley-Horn and outreach consultant The Lockwood Agency chose to develop a new name and tagline for the Public Transportation and Infrastructure Study.

Several options were presented for the name of the study, as well as optional graphic elements to accompany and illustrate the name.



Fresno COG board and staff chose FastTrack Fresno County, and selected a contemporary mark with fresh blues and greens as the color scheme. This branding was carried throughout all aspects of the study to create consistency and awareness.

Market research

A 12- to 14-minute telephone survey was conducted by AIS Market Research of Fresno in mid-June 2009 as the first step in public outreach for the Public Transportation Infrastructure Study (PTIS). A total of 909 surveys was completed: 404 residents from Clovis/Fresno; 401 participants in other incorporated cities within Fresno County; and 104 residents from unincorporated areas.

FINDINGS

Issues and awareness

- The top two cited issues were "Economy/Jobs/Unemployment" and "Water Shortage," across sampling regions and a number of demographic groups. Other issues pertinent to PTIS, including transit, traffic congestion, growth/development and air pollution, were not frequently cited.
- Residents in unincorporated areas were less convinced than their cohorts in Clovis/Fresno that improvements in transit will reduce traffic congestion in Fresno County. This could be attributed to less congestion, and the lack of transit in participants' rural, unincorporated residential areas. Residents from unincorporated areas are most likely to have three or more vehicles/autos.
- Renters, compared to homeowners, were more convinced of the potential benefits of improving transit and are more likely than homeowners to be users of transit.

Land use

- Renters, Hispanics, and households without a vehicle/auto favored more multi-family units in existing neighborhoods. The same proposed idea applied to Downtown Fresno garnered much more favorable support among Clovis/Fresno residents.
- Compared to the multi-family unit idea, a diverse mix of housing types in Fresno County received stronger support. Additional findings suggest that residents' strong support would wane if a mix of housing types was proposed for their own neighborhoods.

- Lower-income groups expressed greater interest in living in a community with a diverse mix of housing types, while higher income groups were more reluctant. Residents from unincorporated areas were least likely to choose to live in such a community. Perhaps, they see land restrictions for farming, or the loss of open space.
- Support for a diverse mix of housing types within Downtown Fresno was very similar to that proposed for Fresno County.
- Approximately 57 percent strongly favored a mix of land uses with walkable neighborhoods.
- As anticipated, renters exhibited stronger support for mixed land use than homeowners. A stronger support for a mix of land uses in Downtown Fresno was found among Clovis/Fresno residents than among residents in other incorporated cities within Fresno County.
- Almost a third of the sample strongly supports higher density developments (commercial and residential) along planned transit routes in Fresno County. An overwhelming 81 percent of respondents strongly support preservation of farmland.

Willingness to use transit

- When asked what would encourage them to try transit, almost a third of the sample responded “Nothing would.”
- When asked what would cause them to take transit over their vehicle, survey participants noted the cost of gasoline.
- Fifty six percent of residents without a vehicle/auto in the household are regular users of public transportation within Fresno County.
- Only four to five percent of households with one or more vehicle(s) use public transportation regularly.
- Over a third of households without a vehicle are occasional users.
- 79 percent of households without a vehicle/auto indicated they were “Very Likely” to choose to live within walking distance to transit. Clovis/Fresno residents were most receptive to living near transit while residents of unincorporated areas were least receptive.

Bus Rapid Transit

The first public outreach effort of the PTIS was focused on Bus Rapid Transit. A series of public scoping meetings was held in April 2009, to gather input on the concept and potential routes for Bus Rapid Transit (BRT) improvements. Each meeting provided informative displays, simulations and a Frequently Asked Questions handout in lay terms.

The meeting schedule was:

Wednesday, April 1, 5:30 to 7:30 p.m.
Caltrans Yosemite Meeting room
Manchester Mall

The Manchester Mall is located on Kings Canyon, one of the proposed BRT routes, in an area recognized as having a multicultural, transit-dependent population. The mall is also located near a heavily used transfer station, which made it convenient for transit users to participate in the meeting. The meeting was timed to allow for working residents to participate after hours, in an open-house setting. A translator was available for Spanish-speaking residents.



This open house-style meeting featured a display of graphics, with FAX staff and consultants answering questions of attendees. A simulation of BRT systems was on a continual loop, providing a visual backdrop for the one-on-one discussions.

Attendees were primarily transit users, and included disabled riders. A property owner also attended, and asked questions specific to how the improvements might impact his property. Approximately 15 people attended throughout the evening.

Questions asked included:

- How does the queue jump work?
- How does the transit lane work? How would that affect traffic flow?
- Which routes will be included in the new system?
- How might these changes affect businesses along the corridor?
- Will the new system affect fares?
- Can a park and ride area be created at Manchester Mall?
- If on-street parking is eliminated, how will those parking spaces be replaced?
- Can the buses be made easier to use, especially for seniors?
- Will the facilities be upgraded too?



FAX manager John Downs gave a PowerPoint presentation, also summarized in a handout.

The presentation addressed topics such as:

- The environmental justice component of BRT. Without access to transportation, residents cannot engage in their community.
- The air quality component. More efficient bus transportation will contribute to efforts to clean the air.
- The ag component. More efficient transportation, combined with a rethinking of land use policies, can help preserve ag land and slow the loss of ag land to development. The result will be the opportunity to conserve ag land for future generations.
- BRT has been 10 years in the works in Fresno County. The corridors included in this process were identified as the best places to begin because the routes are heavily used and the corridors are lined with transit users. (7,400 riders per day on route 28 alone.)
- These corridors were also chosen because this is a growth focus area for Fresno.
- The BRT study currently identifies three options; project limits and exact alignments need to be determined.
- BRT improvements will increase the frequency of buses to every 7 minutes.
- The grant application to fund the improvements will be submitted to the FTA in August; \$50 million max, \$10 million required from the local community.
- The goal is to have the improvements in place and the system running by 2012.

Thursday, April 2

11:30 a.m. to 1:30 p.m.

Outside Fresno City Hall

5:30 to 7:00 p.m.

Inside City Hall



The earlier meeting was designed to capture the many employees of the downtown district and to catch passersby during their lunch hour. The large displays and tables of literature were set up outside a main entrance to City Hall and served as attention-getters. This set-up was very informal, with Kimley-Horn consultants able to provide one-on-one education and answer questions. A translator was available for Spanish-speaking residents. Dozens of passersby stopped to study displays and ask questions.

The evening presentation benefitted from the events and meetings in City Hall that evening, as well as its location near a major transit station and the downtown restaurants and businesses. This session was also very informal, allowing for a high level of engagement between the consultants and interested residents. Dozens

A feedback form titled "Fresno Bus Rapid Transit (BRT) Project". It includes a section for "Your Comments: (Sus Comentarios)" with several lines for writing. Below this, there are fields for "Date: (Fecha)", "To be notified of future meetings (Optional) (Ser notificado de las reuniones futuras-Opcional)", "Name: (Nombre)", "Address: (Dirección)", "Phone: (Número de Teléfono)", and "E-mail".

Both were open-house style gatherings with graphics and looped simulation. Passersby were given the opportunity to talk one-on-one with FAX staff and consultants. Participants included current transit users, potential transit users, interested city employees, and others simply interested in the plans. Approximately 20 people participated in the open house.

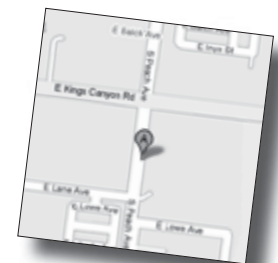
Questions were similar to those posed by attendees of the Manchester meeting, plus:

- When will the improvements be in place?
- How will the improvements be paid for?
- Will there be more buses and more frequent service?
- What are the chances these improvements will really happen?
- What are the limits on the project? Can it be extended to Shaw Avenue?
- Will the buses be environmentally cleaner?

Wednesday, April 8

5:30 to 7:30 p.m.

Sunnyside High School Cafeteria



This location was chosen because this high school is located in a heavily transit-dependent neighborhood. The population has a large Southeast Asian population, and a translator was on hand to ensure their understanding of the information provided.

At each gathering, Kimley-Horn staff provided large maps showing current routes and possible Bus Rapid Transit routes and provided photos of BRT buses and stations. Presentations educated attendees on the advantages of BRT and input was gathered regarding which routes would be most desirable as BRT routes. Light refreshments were served.

Support for the improvements was very strong, with great interest from transit riders in being able to have an express service, to reduce wait times, and to generally speed transit through these busy corridors.

Attendees included current transit riders, seniors and handicapped, downtown employees, government employees and neighbors of varying ages and ethnicities.

Turn out for this meeting was low, with approximately 10 people attending, a reflection of the timing during Easter vacation for schools.

However, the meeting did attract neighbors and representatives of the Hmong community, which is prevalent in this neighborhood. A Hmong-language translator was available, secured through the Hmong radio station. Paid advertisements were also placed on this station to welcome the Southeast Asian residents.

At all meetings, participants were given the opportunity to vote on one of the three options presented.

Promotion of BRT meetings

These meetings were promoted through a multi-media outreach effort:

- Targeted direct mail. Working with the GIS department of the City of Fresno, a mailing list was developed for the three meetings, targeting businesses and residences in the vicinity. Over 4,000 addresses received a Spanish-English invitation, encouraging participation in the workshops and also offering phone, fax and email as options for communication.
- On-board flier distribution. With assistance from FAX staff, transit riders had access to the fliers on the key affected routes (28 and 30).
- Mailed newsletter. The project newsletter was developed and mailed to the entire PTIS database.
- News media. A news release was developed and provided to print and electronic English, Spanish and Southeast Asian media. The meetings were posted on online calendars and the Greater Fresno Chamber of Commerce was asked to provide information to members.
- Direct mail of fliers. The mailer/flier was direct mailed to identified social service agencies, business organizations and agencies that work directly with likely transit-dependent populations, such as seniors, low-income and disabled residents. Fliers were also provided to tribal organizations.
- The mailer/flier was also posted on websites such as fresnocog.org and FAX.com.
- The flier was provided to each of the venues for on-site posting.
- Because the meetings were scoping meetings, legal notices were also published.



Public Workshops – January 2010

A series of five workshops was held in January, with locations strategically chosen along key corridors.

The hands-on workshops allowed participants to help determine what growth will look like, how transportation improvements should be integrated into the community, what areas should be protected and the pros and cons of different options.

Participants were gathered around tables, provided with large maps of the corridor, and given markers and 'chips' identifying the types of development and desired areas of growth. After an introduction, participants were allowed to work as a team to plan their future.

For planning the Downtown Fresno area:

Tuesday, Jan. 19

Fresno Convention Center

This workshop drew the largest audience of any in this series, approximately 40 people, perhaps because of the convenient location in a familiar venue. Participants included transit users, seniors, interested planners and representatives of government agencies. Heavy refreshments were served.

Overall comments included:

- Implement Rails to Trails
- Preserve historic buildings and blend with new
- Landscape the streets to create more shade
- Add bike lanes and focus on walkability
- Expand cultural opportunities, restaurants, nightclubs, libraries and retail to attract more people, along with ideas of a farmers market and an ag museum
- Focus development around the high-speed rail station

For planning the Blackstone corridor:

Wednesday, Jan. 20

Lowell Elementary School

This site was chosen because of its location along a key transit corridor, but also because the school in a highly ethnic, lower income neighborhood such as this, is generally a "safe zone" where residents feel comfortable.

The workshop was a success in terms of the ethnic diversity, and in terms of its age range – seniors and children participated.

Sandwiches were served, which helped draw and keep families; however, the cold weather the week of the workshops impacted attendance for all.

Those in attendance, approximately 25 people, engaged in the hands-on activities and enjoyed the process.

Overall comments included:

- Preserve single-family residential neighborhoods to support mixed-use commercial along Blackstone
- Streetscaping on Blackstone including bike lanes, street trees, and sidewalks
- Make Blackstone a transit corridor
- Add parks to the neighborhoods
- Provide transit for college and neighborhood
- Some support for mixed-use along the corridor



For planning the Clovis area:

Wednesday, Jan 20

Clovis Veterans Memorial Building

The Memorial Building was chosen as a site because it is well-used by the community for a variety of events and is centrally located.

The workshop drew about 30 professionals such as engineers and planners as well as local residents and city staff. The participants were engaged and worked together to map out their future city during the hands-on workshop. Sandwiches were served to encourage participants to remain for the entire workshop.

Overall comments included:

- Preserve central business district
- Add Bus Rapid Transit and connect to downtown Fresno
- Maintain and enhance bike trails
- Support for mixed-use along major corridors

For planning the West Shaw corridor:

Thursday, Jan. 21

Piccadilly Inn

This meeting drew approximately 20 people, a mix of community residents, a member of the Board of Supervisors and city staff who demonstrated a cooperative and engaged spirit. The residents expressed gratitude for being invited to participate in the process.

Overall comments included:

- Integrate open spaces in new development
- Build new bike trails
- Create multi-use trails along waterways and canals
- Develop express bus routes



For planning the Cedar corridor:

Thursday, Jan. 21

McLane High School

This workshop was held in an older neighborhood featuring both single-family homes and a large commercial area. The event drew neighborhood residents, transit users and interested City of Fresno employees. For both the McLane and Clovis Veterans meetings, the very cold, windy and rainy weather was not conducive to attendance. However, the eight people in attendance were engaged and enjoyed having a hands-on impact on the future of transit and development.

Overall comments included:

- Create multi-use trails along canals and waterways
- Preserve stable single-family neighborhoods
- Encourage biking by building bike lanes

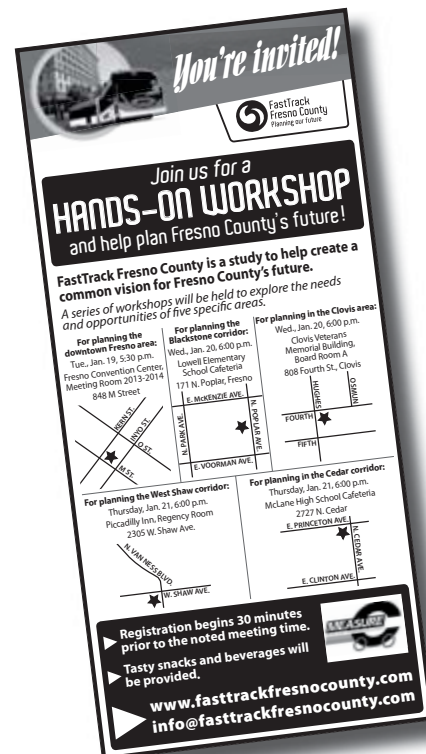
- Find businesses that are compatible with students to locate near the schools
- Redevelop older, large commercial sites with mixed-use or padded buildings

Promotion of January workshops

- Direct mail. A flier was developed promoting all workshops and direct mailed to homes and businesses within a one-quarter radius of the sites.
- E-blasts. An early e-blast was distributed to the full PTIS email database, with a follow-up reminder eblast just days before the events. An e-blast was also issued as a call for volunteers to help during the workshops.
- Paid advertising. Advertising was placed in the Fresno Bee; on fresnobee.com and on English-, Asian- and Spanish-language radio.
- Media relations. A news release was developed and distributed to local media and an interview coordinated with the regional news talk radio station. Calendar notices were sent to newspaper, radio, television and community websites, including regional ethnic media.
- Poster/flier distribution.

The invitation was rendered into a poster and a flier and distributed in person and/or by mail to locations such as:

- Fresno County main library branch
- Fresno Unified School District
- Clovis Unified School District
- California State University, Fresno
- Office of Community and Economic Development
- Fresno City College
- Clovis and Fresno chambers of commerce
- FAX
- City of Clovis Stagline/Roundup
- Fresno County RTA
- City of Fresno Parks and Recreation
- Fresno County PIO
- Workforce Investment Board
- Employment Development Department
- Fashion Fair and Sierra Vista malls
- Area Agency on Aging



- Center for Independent Living
- Lao Family Community
- Measure C agency
- Center for New Americans
- Fresno County Office of Education
- United Hmong International
- Association for Retarded Citizens
- Fresno County EOC Senior Program



PTIS “Fasttrack Fresno County” Project - Stakeholder Interviews

MONDAY (FEBRUARY 15)	TUESDAY (FEBRUARY 16)	WEDNESDAY (FEBRUARY 17)
	8:00 Al Smith, President, Fresno Chamber of Commerce (2331 Fresno St.) 495-4816	7:30 Steve Geil, Fr. Econ Dev. Corp. (906 N St.) 233-2564
	8:30 CALL, MOVE FROM 9:00 John Hernandez, Ex. Dir., Hispanic Chamber (2331 Fresno) (Thelma) 495-4817	8:30 Harry Armstrong, Chair, Fr County Transp Auth/Clovis Council (COG 2035 Tulare St, Ste 201) (Jackie) 233-4148
	9:45 - 10:15 Ashley Swearingen, Mayor (2600 Fresno St.) (Cheryl) 621-8000	9:15 Ryan Jacobson, Ex. Dir., Fresno County Farm Bureau (1274 W. Hedges Ave.) 237-0263
	(Purposely open to allow time w/ Mayor)	10:30 Judy Case, Chair, Board of Sups (2281 Tulare St. #300) (Dea) 488-3529
	11:15 Jeff Webster, Ex. Dir., FCRTA (2035 Tulare St., Ste 201) 233-6789	11:15 John Dugan, City of Fresno Plng (2600 Fresno St., Rm 3065) (Tri Her) 621-8277
LUNCH		LUNCH
	1:00 Brian Speece, Assoc. Vice-Chancellor, State Ctr Comty College (1525 E. Weldon Ave.) (Jan, Dori) 244-5901; 5902	1:30 Alan Weaver/Lynn Gorman, Dir, County Pub Wks & Plng Dept. (2220 Tulare St., 6th Fl) (Linda) 262-4078
2:00 Jeff Roberts, Rep, Granville Homes (1396 W. Herndon Ave., Ste 101) 436-0900 (Laura)	2:00 Deborah Nankivell, Ex. Dir, Fr. Business Council (5250 N. Palm, Ste 24) 226-5600 X106	2:45 Ed Kashian, Lance-Kashian & Co. (8365 N. Fresno St., Ste 150) (Gode) 437-4820; 438-4800
	3:15 Dr. John Welty, President, FSU (Library 4th Fl) (Summer) 278-5003	
	4:45 David Fey, Dir, Clovis Plng Dept. (1033 Fifth St., Clovis) (Tina 324-2340) 324-2338	

“Community Perspectives on the Future of Public Transportation in Fresno County”

By Ellen Moy, Moy & Associates and
Julie Eldridge, Kimley-Horn & Associates

How do you envision public transit services in Fresno County in the year 2050? Sounds like an easy question to answer—but not when you consider that Fresno County’s population is projected to double from 950,000 today to 1.9 million by 2050. How will this growth impact our community landscape? Where will people live and work? How will people access jobs, schools, and commercial, retail, and industrial businesses? Can we proactively plan for inevitable changes that come with growth or will we react? And if public transit is part of the transportation solution, what form will it take, and how will it be funded?

These questions aren’t easy to answer without a crystal ball, but those challenging questions and many others were posed to key community leaders in Fresno County this past month as part of the Council of Fresno County Government’s (COFCG) “FastTrack” Public Transit Infrastructure Study (PTIS). Kimley-Horn and Associates was retained by the COFCG to explore how residents in the Fresno region can address their future travel needs and how future transit options can help contribute to the region’s economic vitality. The findings from the study ultimately will identify the most attractive transit option that maximizes access between housing and jobs and will provide guidelines and policy recommendations for transit-supportive developments and infrastructure, bicycling, and walking.

An important objective of the study is to gauge the current pulse of the community and elicit invaluable input from key stakeholders to understand their unique perspectives of the future of public transportation and the diverse needs and desires of their constituents. A cross-segment of leaders in the community was interviewed, including representatives from the Cities of Fresno and Clovis and Fresno County; Fresno Chamber of Commerce; Hispanic Chamber of Commerce; public transportation providers; Fresno Farm Bureau; California State University-Fresno; Fresno City College; Fresno Business Council; and local developers. While the interviews reflected many different viewpoints, many common themes evolved.

Transit Perceptions, Needs, and Acceptability

The majority of stakeholders support public transit. They understand that it plays a vital role in the community and serves as a lifeline for many, particularly for transit dependent residents. Many feel, however, that Fresno is still a “car town” and traffic congestion and fuel prices are not high enough to motivate a switch to regular transit usage.

They believe that more residents would use public transit services if it offered faster travel times, extended hours of operation, express bus service, and more flexible routing. There is a desire for more seamless connections, particularly between the Cities of Fresno and Clovis. Some commented that regional transportation should be expanded with improved connectivity from rural to urban areas. Others felt that the value and perception of transit in the community could be raised by providing buses to more special events. The concept of consolidating transit services was raised as a means of increasing transit efficiencies.

Some stakeholders feel that Fresno is “transit unaware” and that more positive and powerful public education is needed to promote its environmental benefits and to help attract more riders. The overall perception is that public transit’s role will become increasingly more important. Stakeholders generally are receptive to introducing new transit concepts and technologies in the future, particularly when supported by transit-friendly land uses, such as transit-oriented developments (TODs). Stakeholders generally recognize that rural transit needs are very different. A comment was made that transit is a “sleeper” and that high speed rail will open more people’s minds to its possibilities.

Best Transit Corridors

Stakeholders were asked to identify transportation corridors they perceive to be most feasible for transit. The top Fresno-Clovis Metropolitan Area corridors mentioned were Blackstone, Cedar, and Shaw Avenues, and Ventura/Kings Canyon Boulevard. Herndon, Clovis, Shepherd, and Ashlan Avenues, and Tulare Street also were mentioned as important thoroughfares. Connectivity beyond the metropolitan area on Highways 99, 168 and 180 was important to many stakeholders and their constituents.

Some stakeholders were aware of the proposed Bus Rapid Transit (BRT) project being pursued by Fresno Area Express. They support its proposed initial installation on Kings Canyon Boulevard extending to Blackstone Avenue.

Supportive Transit Land Uses

There is a strong consensus that the key to successful transit in the future is higher-density land use patterns. Land-uses supportive of transit need greater concentrations of population balanced with housing and jobs.

The City of Fresno recognizes the desire to preserve farmland and to integrate higher densities that promote transit in its land use model. The City recently completed its 2008 Fresno Southeast Growth Area (SEGA) Specific Plan in cooperation with Calthorpe Associates. SEGA represents an area of 7,500 acres planned for balanced housing, jobs, and open-space development within strict urban growth boundaries with a focus on supportive transit land uses. A successful SEGA model will certainly bode well for transit if duplicated in Fresno and other communities in the future.

Development and Economic Issues

There is general consensus that transit is an important element in economic and growth issues. Many stakeholders feel that transit follows development and that its success can be accelerated with public/private transit partnerships. They acknowledge that government agencies cannot be solely responsible. While the current economic climate presents unprecedented and daunting obstacles to introducing new untried transit initiatives and concepts in the Fresno region, over the long term, they should be considered. There must be a “proof of concept” to incentivize the private sector.

Sound land use planning tools and public buy-in will be needed to implement innovative transit-oriented developments. Developers want a more user-friendly process to initiate their projects; and public agencies want to promote projects to help stimulate economic development.

There is general agreement that reducing or eliminating unnecessary institutional barriers will lead to a healthier climate for development. The City of Fresno specifically is addressing development barriers by streamlining its process and simplifying its zoning ordinance and development code.

Financing Mechanisms and Political Support

A key to future successful transit service improvements is a steady, reliable source of funding. Stakeholders understand the value of public/private partnerships and overwhelmingly favor promoting this approach for transit projects. There also is strong support for extending Measure C, a half-cent sales tax passed by voters in 2006 that designates funds for transit.

Many stakeholders stated that they could support developer impact fees and tax assessment districts while others were either opposed or viewed these as options of last resort. There was unanimous opposition to an additional dedicated transit sales tax.

Current Creative Transit Plans

There is a clear mandate from Fresno County residents to improve transportation in the region. Fresno voters clearly

voiced their support to improve transportation through the year 2027 with the passage of Measure C, including public transportation and alternative transit options such as vanpooling. New transit approaches are already on the horizon and are being considered.

The City of Fresno, with the help of Measure C and other funding, plans to introduce BRT technology along the Kings Canyon Boulevard corridor in Southeast Fresno in the near term. The feasibility of introducing streetcars in Downtown Fresno also is being evaluated to help bolster retail and commercial businesses and transport employees and residents, and ultimately to help stimulate development and planned growth.

The Kings County Area Public Transit Agency (KCAPTA) operates a unique and successful multi-county vanpool program for the general public and agricultural farmworkers and is supported in part by the Measure C Commuter Vanpool Program. These vanpools are operated in Fresno County and throughout the San Joaquin Valley. A new entity, CalVans, is being formed to consolidate this multi-jurisdictional vanpool program for greater efficiencies.

Conclusion

Stakeholders agree that key leaders must be engaged in promoting public transit and its value to residents. Public/private partnerships must be used to help drive transit improvements. The planning process must be an open one that allows the community to weigh in on what it thinks is important.

Fresno County's public transportation services will evolve with projected population growth and inevitable demand. Whether they evolve with thoughtful planning or merely respond to this demand will be the challenge. Ultimately, the community must collectively determine whether transit is a "top-of-the-mind" priority and carefully plan for its future. Accomplishing this will take leadership, focus, and keen direction. The quality of life for all Fresno County residents is at stake.

Streetcar Interviews – March 2-5

A study of streetcars for downtown Fresno was undertaken in 2010, beginning with a series of personal interviews with stakeholders.

The individuals contacted for an interview included property owners, merchants, builders and association representatives (such as Downtown Fresno Association). Also included in the list of potential interviewees were elected officials and representatives of special interest organizations such as historic preservation, community redevelopment, transit, health care and the environment.

The calls resulted in 19 scheduled interviews, which were held Tuesday through Friday, March 2 through 5. The feedback gained was critically important in further analysis of the feasibility of streetcars downtown, and the particular routes that would be most effective and generate the greatest support.

Leading the interviews were ...(Vic? Ellen? Jim?)



	Tues. March 2	Wed. March 3	Thurs. March 4	Friday, March 5
9:00 AM	Brent Weiner Proctor's Jewelers 1201 Fulton Mall	Deborah Nankivell Fresno Business Council	Dan Doyle, Central Valley Com Bank, Tulare & N Street SE Corner- dan.doyle@cvcb.com 268-6806	Jeff Roberts, Granville Homes (Ash Room COG) jroberts@gvhomes.com 288-0688
10:00 AM	Downtown Association - Jan Minami, 490-9966, 845 Fulton Mall		Cliff Tutelian, Tutelian and Co. 1401 Fulton St. Ste 210, 266-8000	
11:00 AM	Elliott Balch- DT Revitalization Manager, Association Board member, 621-8350 Manager	Morgan Dolzaki Fr. Discount Mall fresnofish.com 237-2040	Jim Koch 1445 Tuolumne Hall and F, jhkoch21@msn.com	
1:00 PM		Craig Scharton Fresno Downtown and Comm. Revit. 2nd floor city hall 621-8350	Reza Assemi 1625 Broadway rezaassemi@hotmail.com	
2:00 PM	Fresno EOC Assoc. E.D. Paul McLain Lugowski 1920 Mariposa Mall, Ste. 399	Mike Prandini BIA mtg. at FCOG, Ash Room 261-9344	Steve Geil, Fresno EDC, 906 N St. in Galleria sgeil@fresnoedc.com	
3:00 PM	Karana Hattersley 3rd floor City Hall 2600 Fresno Street, south end of bldg. 621-8520	Kyle Kirkland Club One Casino in COG building 497-3000	EdKashian@lancekashian.com 8365 N. Fresno St.	
4:00 PM	FCASH 1401 Fulton St, #904	Marlene Murphey crystal.cooper@fresno.gov 2344 Tulare St.		

Each of the individuals was given an 8-page newsletter dedicated to the history and the future of downtown streetcars for their information and to contribute to the dialogue.

Downtown Fresno Streetcar Stakeholder Interviews

Date: _____ Time: _____

Location: _____

Stakeholder: _____

Interviewer(s): _____

Introduction: Hello, my name is "____", and I represent the Fresno Council of Governments and the Kimley-Horn team. Thank you for your willingness to be interviewed about the Streetcar Project.

"The City of Fresno is exploring the idea of implementing a fixed rail streetcar system for the downtown. In cities that have implemented new streetcar lines, private sector development has occurred within 1000 feet or so of the tracks. This has resulted in the addition a significant amount of housing development along with complementary retail services to support the new residents.

As one of Fresno's leaders keenly interested in the success of downtown, your opinion about the proposed streetcar project is highly valued. We have ten questions, which should take about 20 minutes of your time, OK?"

1. Do you think higher density and mixed use development needs to happen downtown before a streetcar project would work downtown?

Yes _____ No _____ Undecided _____

2. Or, do you think a streetcar system in the downtown area would lead to significant redevelopment and investment in Fresno?

Yes _____ No _____ Undecided _____

3. What kinds of development in particular do you think are needed to create a more vibrant Downtown? What do we need more of?

4. One of the goals of the study is to identify “opportunity sites” for redevelopment which might be stimulated by introduction of streetcar service. Are you aware of any areas or parcels in particular where a streetcar could be the catalyst for new investment by the private sector?

5. As a developer, what kinds of incentives would you like to see to redevelop parcels downtown?

6. What key destinations downtown do you think should be served by the streetcar? (see the map for this discussion)

7. What do you think the hours of operation and frequency of the streetcar service should be? (see the map for this discussion)

8. There are several ways the operating costs for the streetcar can be funded. Do you like or dislike any of the following suggestions?

- Business Improvement Districts (BID) fees _____
- A Tourism Tax (adds to hotel charges) _____

- Streetcar fares _____
- Raise on-street parking rates or specify capture area to dedicate proceeds to Streetcar operations _____
- Dedicate a percentage from publicly owned parking garages downtown _____
- Tax privately owned garages on a per stall or gross receipts basis? _____
- Switch out operating revenues for the existing downtown circulator (and then eliminate it) _____
- Increase fines for parking violations and dedicate that percentage to streetcars _____
- Private sponsorship of stops and vehicles _____

9. Do you have any other ideas that would help make the streetcar project a success? _____

10. In order for projects like the Downtown Streetcar to become a reality, they need a champion. This is someone who would be willing to attend occasional meetings about the project and promote it amongst their peers in the business community.

Would you be interested in becoming a champion for transit improvements in the Fresno area?

Yes _____ No _____ Maybe _____

How would you like to be contacted?

e-mail address: _____

phone number: _____

best time/days to contact you: _____

Thank you so much for your time!

Streetcar Open House – March 2

Kicking off the week of interviews was an Open House at the Greater Fresno Chamber of Commerce on Tuesday, March 2.

The event featured the special streetcar newsletter and handouts and display boards with information comparing historic and modern streetcars, information on potential routes and a video of various streetcars in urban settings. Presentations offered insight into how streetcars can stimulate economic development and how Fresno could benefit.

Refreshments were provided, and XXX people including business owners, organizations and property owners attended.



Participants had the chance to indicate on a map where they would like to see streetcar stops located, questions were encouraged and documented.

Promotion of the open house

- Media relations. A news release was developed and provided to print, radio, television and online calendars for use. The information was picked up by a local transit enthusiast and included in his blog on examiner.com, and included in the "This Week At Fresno COG" e-newsletter.
- Eblasts. A series of three eblasts was issued to encourage attendance. In addition, the Downtown Fresno Association and the Fresno Chamber of Commerce agreed to do e-blasts.
- Website. The information was included in the official project web site.



Selma Walkability Tour – April 20

A walkability tour of downtown Selma was held on April 20, with representatives of Kimley-Horn and subconsultant TPG Consulting. The tour was designed to explore how well the city's downtown accommodates non-motorized travel.

The one-mile guided tour allowed participants to observe signage, sidewalks, bike lanes and wheelchair ramps and other features that can help, or impede, walkability. Participants then scored the adequacy of walking and biking accommodations. Responses are being used to refine the assessment and become a tool for all communities to use in the future when seeking funding to improve non-motorized transportation accommodations.



Approximately 15 people participated in the tour, including the mayor of Selma, a council member and a reporter from the Selma Enterprise newspaper.

Overall comments included:

- Walkability was rated "better than pretty good."
- Positives included ramps at street corners to accommodate the handicapped.
- Transit benches with schedules posted support walkability.
- Lack of shelters over transit benches.
- Lack of bike lanes.

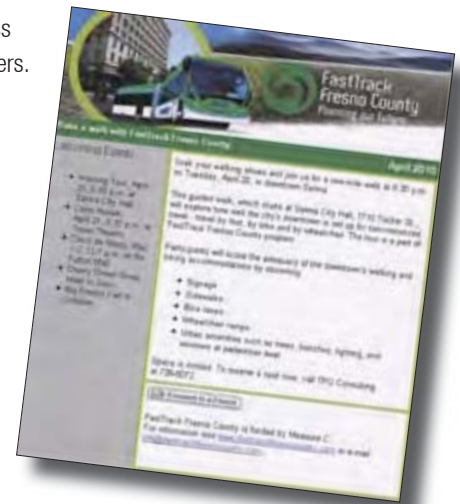
Promotion of Selma tour

- Direct phone calls and personal emails. Calls were made to Selma and Fowler city council, staff, transit staff and



planning commissioners, as well as Chamber representatives, business owners, transit advocates and Selma Beautification Committee members. Emails were also sent to follow up to phone messages and confirm attendance.

- Media relations. A news release was provided to local media, and calendar notices were sent to radio, television and community online calendars. Follow-up calls were placed to encourage local media to cover the event.
- E-blast. An e-blast encouraging participation was sent to the entire PTIS database.



Tower Theater – April 21

In the time since the January workshops, Fregonese created concept plans for each of the five workshop areas. The Open House was an opportunity to unveil this work as well as the work Kimley-Horn has completed on the PTIS project.

An Open House was held in downtown Fresno's Tower Theater on April 21, for the unveiling of a movie montage of futuristic transit technologies such as high-speed rail, Bus Rapid Transit and Personal Rapid Transit.

The event also featured the opportunity to see displays on BRT, PRT and streetcars and learn about the results of the land use visioning workshops held in January.

Over several sessions, participants heard a presentation by Fregonese offering a summary of the progress of the PTIS and the input gathered at the January workshops. Participants were then given the chance to vote on streetcar routes and vote on what type of transit-oriented development they would like to see in Fresno's future, using live polling technology.

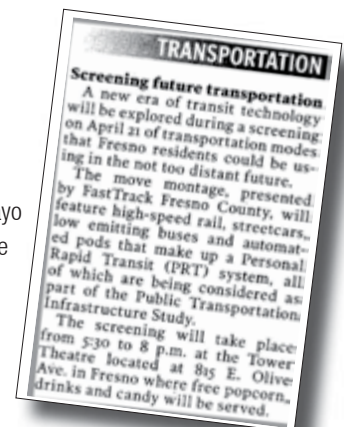
The event was well attended by a cross-section of the area, including seniors, students, professionals, transit advocates, business owners and history enthusiasts.

See the attached summary for input and voting results.



Promotion of Open House

- Media relations. A news release was developed and distributed, promoting the Open House and the booth displays at the upcoming Vintage Days, Cinco de Mayo and Cherry Street Auction. The release was picked up by the Fresno Bee and the Business Journal, as well as added to calendars of several civic and community organizations, including Fresno Transportation Examiner, an online feature. A local cycling advocate submitted the news release to the Fresno County Bicycling Coalition and social media outlets such as Facebook and Twitter were used to help generate attendance.



- Paid advertising. Advertising was placed on the top news and music stations in the area, and included a remote at the theater; an online ad was placed at fresnobee.com and yahoo.com, using geographic targeting; and the music station provided a live remote and pre-recorded “call-in” interviews to draw attendance and attention.

- Eblasts. An early eblast and a reminder eblast were sent out to the full database, promoting the Tower event and other upcoming public involvement opportunities.

- School outreach. High schools in Fresno County were contacted directly regarding the educational opportunity of the Tower Theater Open House. Instructors, learning directors, campus culture directors and public information officers were reached to get the word out and encourage student involvement. Some high schools used the news release information in their bulletins or emailed the information to other instructors or student advisory boards. The following schools were contacted, and several students attended, particularly those from Duncan.

The schools contacted were:

- San Joaquin Memorial
- Fresno City College
- Bullard High School
- Hoover High School
- CART Center For Research and Technology
- Roosevelt High School
- Duncan Polytechnical High School
- Clovis High School
- Clovis North High School
- CSU, Fresno
- Fresno High School
- Edison High School
- McLane High School
- Design Science
- Sunnyside High School
- Buchanan High School
- Clovis East High School
- Clovis West High School



Vintage Days, CSUF – April 17-18

FastTrack reserved a double exhibit space at this event in order to broaden the scope of involvement and participation. The event is held on campus, but drew an audience of current students, families and seniors, and a wide range of ethnicities. The display drew a high level of attention, particularly to the concept of streetcars and improvements downtown.

Promotion of the Vintage Days booth:

- Paid advertising. As part of the booth reservation, PTIS earned spots on Y101, which is an adult contemporary format radio station.



- Eblasts. The Vintage Days booth was promoted along with Cinco de Mayo in a series of eblasts to media and the full PTIS database.
- Vintage Days as an event was heavily promoted on the radio station with the highest listenership in the Valley.

A key task for the display was to collect feedback on the four types of transit-oriented housing, using the display boards showing “typical” types of TOD. During the two days the booth was staffed, 263 people voted for their preferred type of TOD. The most popular was Option D, the highest density of any of the options presented.

Cinco de Mayo – May 1-2

This is a hugely popular event, held at the Fulton Mall, and provided an opportunity to reach out to the Hispanic community and gain its involvement and feedback.

FastTrack Fresno County set up a booth with display boards on BRT, streetcars and transit-oriented development options. Nearly 200 people took the time to vote on their choice of TOD options, and many more stopped to learn about streetcars and improvements to transit. The historic images of streetcars drew a great deal of attention, serving to initiate a conversation about improvements. A translator helped staff the booth and effectively engaged residents in their language.



Attendees were of all ages and a wide variety of ethnicities, including those who spoke only Spanish.

Promotion of the Cinco de Mayo display

- Paid advertising. To support awareness of the display, advertisements were run on the Spanish-language radio station that sponsors the event.
- Eblasts were sent to the entire PTIS database, promoting upcoming displays at Vintage Days, Fulton Mall and Cherry Street Auction.
- The event itself was heavily promoted by the sponsoring station.

Overall comments:

- Nearly 450 people took the time to vote on their choice of TOD options, and many more stopped to learn about streetcars and improvements to transit. The top vote-getter for

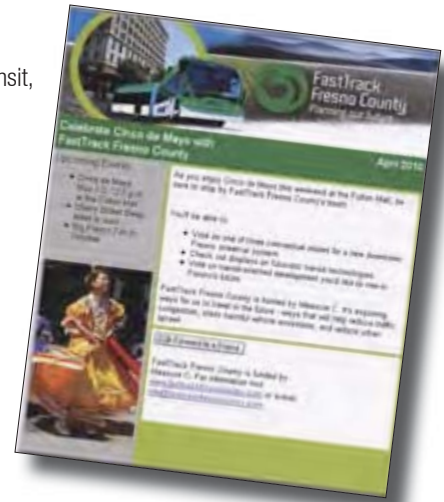


TOD was again option D, the highest-density of the options offered.

Attendees were excited about new housing downtown and improved transit, though many also asked what the housing costs would be. Cost was definitely a concern.

Cherry Street Auction – June 19

The PTIS display was presented at the Cherry Street Auction, staffed with a Spanish-speaking translator. This auction, held twice a week, draws an estimated 25,000 people per week. Traffic through the display was diverse in age and ethnicity, but was slightly more heavily Hispanic. While the numbers were not as high as at the Cinco de Mayo event, attendees were open to the idea of voting and excited about new housing opportunities downtown.



Overall public comment

- The graphic displays of TOD options drew interest and 98 people took the time to study the options and vote. Again, option D garnered the most votes, with 34 offering support of the highest-density design; but option A, the lowest density of those presented, drew 24 votes. Attendees were also intrigued by the historic streetcar photos and enthusiastic about streetcars returning to the downtown.

Tower Theater presentation – Aug. 2

The Tower Theater was chosen as the venue for the second time because of the success of the April Open House. The August event featured a multi-media presentation and gave attendees the chance to vote on their preferred routes for streetcars and historic vs modern design for the downtown streetcars.

Attendees watched a video of possible future transportation types including PRT and BRT and learned how development and density patterns could change the way Fresno residents travel in the future.

Promotion of the Tower Theater presentation

- Paid advertising. Advertising was placed on the two highest-listenership stations in the county, and a remote was provided by the music station, along with call-in interviews.
- Media relations. A news release was prepared and distributed to print, radio, television and online mediums, as well as calendars of events.
- Eblasts. A series of eblasts was developed and distributed to the full PTIS database.
- Newsletter. A printed newsletter promoting the event was mailed to the database.



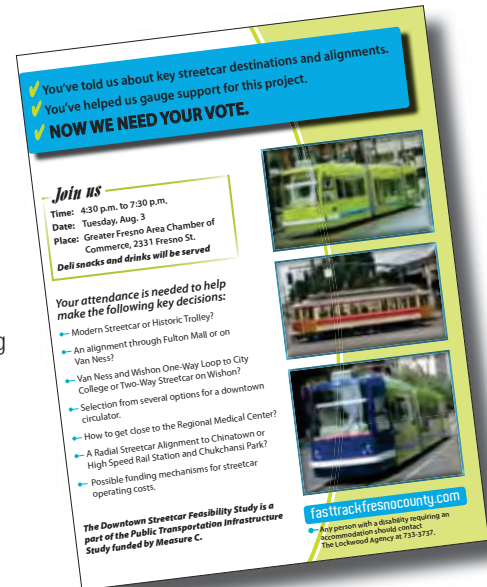
Streetcar Study meeting – Aug. 3

This was a targeted informational and voting meeting for downtown merchants, property owners and key stakeholders. The purpose was to inform attendees of progress on the study and to allow them to vote on their preferred route.

The meeting, held at the Chamber of Commerce, was well attended by 30 people and participants engaged in the dialogue about the future of downtown.

Promotion of the Streetcar Study vote

- Eblasts. Targeted blasts were sent to the “streetcar specific” email list, inviting and reminding recipients to attend.
- Personal phone calls. Calls were made to the Downtown Fresno Association and the Fulton Mall businesses encouraging participation; follow-up reminder calls were then made.
- Direct mail. A flier was mailed to the streetcar database promoting and encouraging attendance.
- E-vite. A Ping account was set up to invite, remind and thank attendees of the streetcar vote meeting.

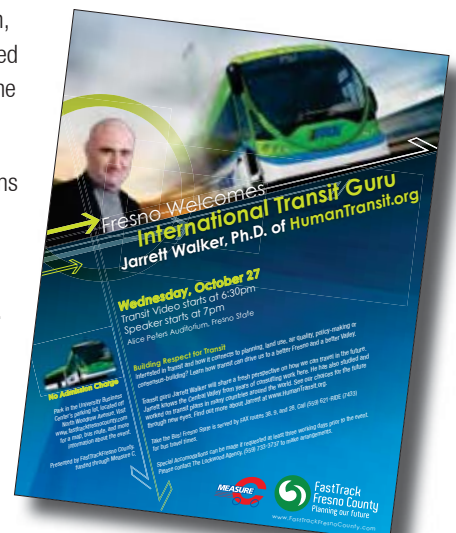


Building Respect for Transit – Oct. 27

'International Transit Guru' Jarrett Walker offered his perspective on transit during a presentation held on the California State University, Fresno, campus. The presentation was promoted to the general population, students, planners and transit professionals in Tulare, Kings and Fresno counties.

Promotion of the “Building Respect for Transit”

- Direct mail. A Save the Date card was mailed to the project database and transit professionals.
- Mailed newsletter. The project newsletter focused on the presentation, and provided updates on the study overall. Readers were also informed of other upcoming opportunities to hear updates and be involved in the study.
- Radio. Radio ads were placed on the top two English-language stations and one of the highest-listenership Spanish-language stations.
- Online advertising. A web ad was created for fresnobee.com along with a special landing page, which also linked to the project web site.
- Print advertising. Ads were placed in the print version of the Fresno Bee.
- Media relations. Interviews were scheduled with the speaker on local affiliate television and the information was provided to the official Fresno State Twitter feed with 1,724 followers, and the official Collegian Online Twitter feed of 227 followers.



The Jarrett Walker (humantransit.org) presentation was held at the Alice Peters Auditorium on campus at California State University, Fresno.

Approximately 40 people attended, including students, transit users and transit professionals. The presentation was informative and provided attendees with new ideas of how transit can be adapted to the needs of individual communities, with a focus on working together to most effectively and efficiently meet the common goal of mobility.



Smart Growth Summit

A total of 85 people attended the two-day PTIS Smart Growth Summit. The Summit, held at the Fresno Art Museum on March 2nd and 3rd, featured experts on Smart Growth Strategies from across the country.

The summit was held at the Fresno Art Museum Auditorium to explore strategies and tools to implement recommendations from recent studies and plans including The San Joaquin Valley Blueprint, the Fresno Downtown and Fulton Corridor plans, Sustainable Fresno, General Plan Updates and the Public Transportation Infrastructure Study's policy recommendations.

Through the Public Transportation Infrastructure Study (PTIS), extensive research and data collection has been done, along with public workshops and growth modeling work to develop policy recommendations.

The summit brought together the findings of the PTIS with those of other studies to identify the strategies for Smart Growth that could work for Fresno. It represented the culmination of the past several years of work by city and county staff, experts in a variety of fields and intensive public input.

The summit addressed issues of interest to downtown Fresno, Clovis and the rural communities of Fresno County.

Topics and speakers included Michael McCoy, Urban Land Use and Transportation Center, UC Davis, speaking on "Building From the Blueprint"; Jerry Walters of Fehr & Peers, who wrote "Growing Cooler," and is California's foremost transportation modeler for greenhouse gas and climate change; and Dena Belzer, Founder and President, Strategic Economics, Berkeley, speaking on "The True Cost of Growth on the Urban Fringe."

Glen Bolen, Vice-President of Fregonese and Associates, Portland, took a look at "Transit Supportive Density For the Fresno Market" and Doug Johnson, Metropolitan Transportation Commission, shared the MTC Experience. Other topics included financing options and transit for rural communities.

The two-day summit concluded with a group discussion on "Implementing Smart Growth Strategies – What Works for Fresno?"