



Fresno Council of Governments Community Workshop

Tuesday, April 25, 2017

Hoover High School

Fresno, California



Your Vision
Your Community

Who is Fresno COG?



Fresno Council of Governments

- Association of local governments-the 15 cities and the County of Fresno are members
- One of 38 in California and 500+ nationwide
- Formed in 1967



Your Vision
Your Community



**Fresno Council
of Governments**

Who is Fresno COG?



- Funding comes from local, state and federal sources
- **The Fresno COG Policy Board consists of the Mayors of the 15 incorporated cities in Fresno County and the Chairman of the Board of Supervisors**



Your Vision
Your Community

What does Fresno COG do?

Planning:

- Regional plans for transportation related activities (5-25 years into the future) *Freeways, roadways, airports, rail, biking and walking, buses and air quality*
- Money for transportation *projects and programs*
- Computer traffic forecast – *computer program with all of the transportation in Fresno County that tests how/where all the traffic will go now and in the future*



What does Fresno COG do?



Administrative programs:

- Measure C Carpool Program
- Measure C Vanpool Program
- Measure C Senior Taxi Scrip – *75% off Taxi Rides for seniors 70 years old or older*
- Freeway Service Patrol– *Free towing for cars that break down on the freeway during morning and evening hours*
- Bike maps – *of all the bike lanes, routes and trails in Fresno and Clovis*



Now tell us about you...

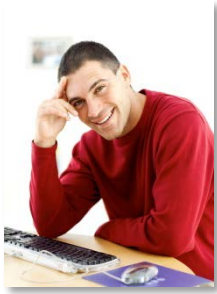


Your Vision
Your Community

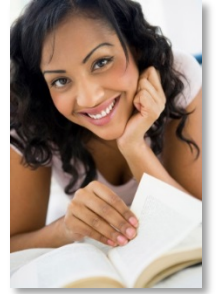
What you need to know about voting with clickers



- 1. Select one answer per question slide**
- 2. If you want to change your answer, just vote again before voting on a slide is closed**
- 3. Turn in the clicker before you leave! They won't operate anything else you own.**



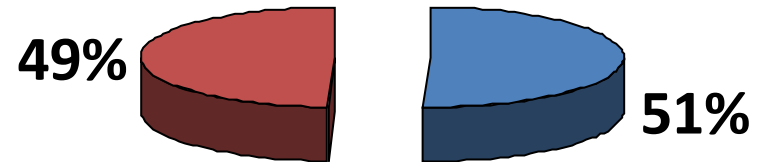
What is your gender?



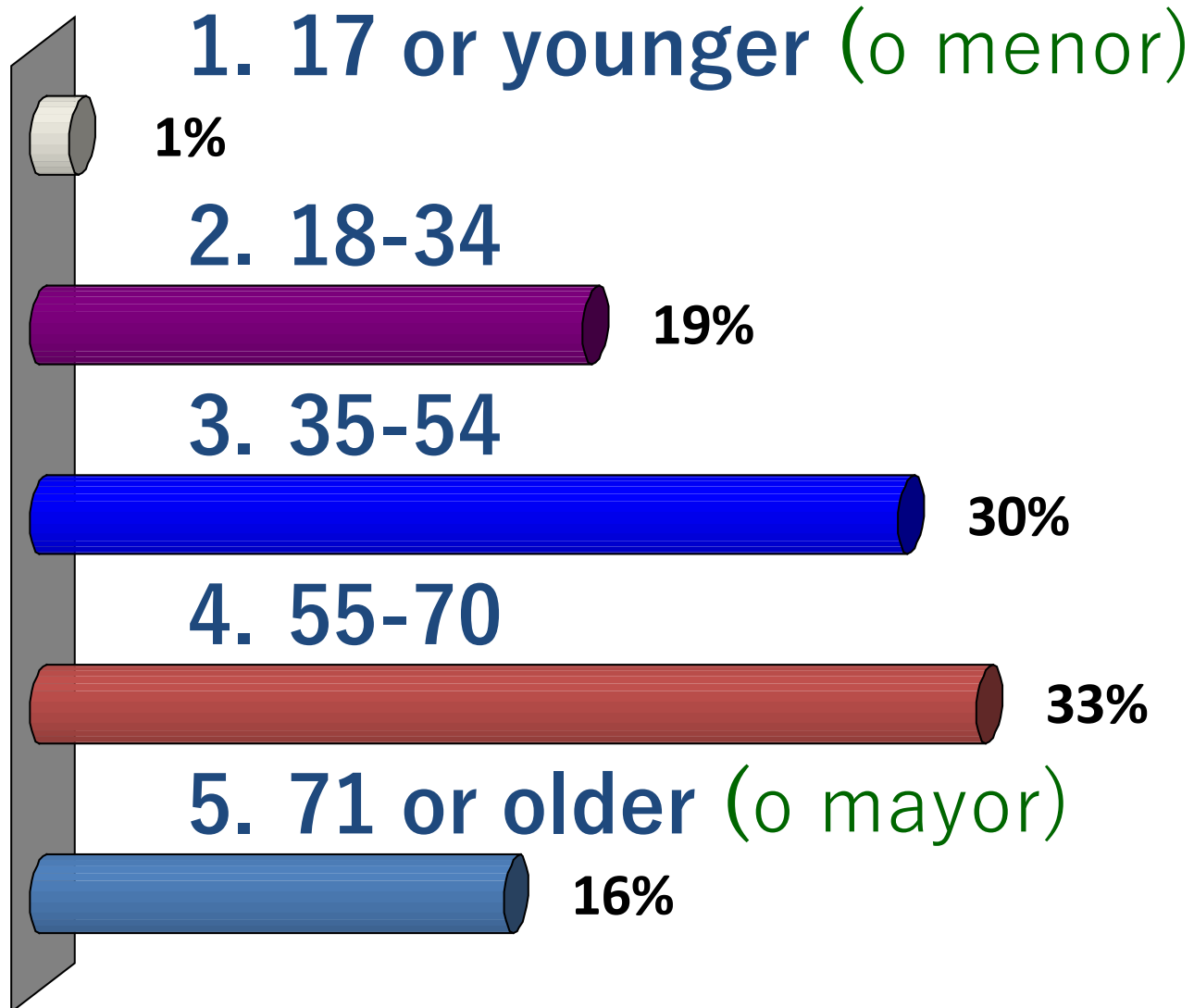
1. Male/ *Masculino*

2. Female/ *Femenin*

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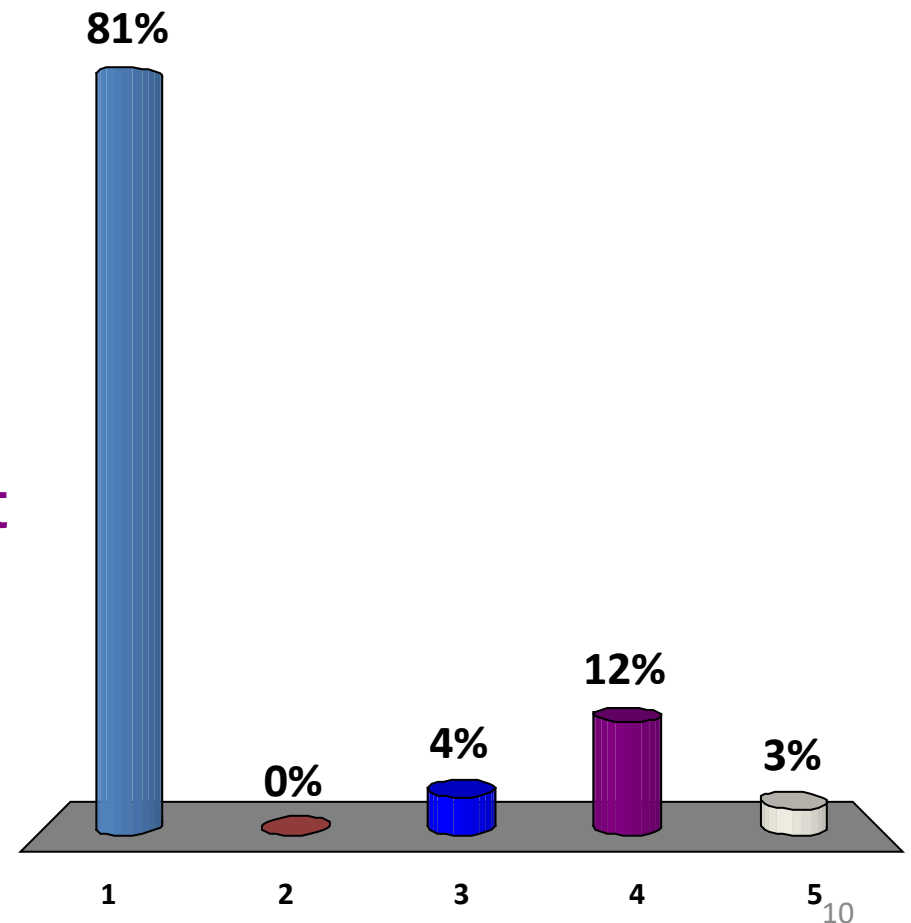


How old are you?



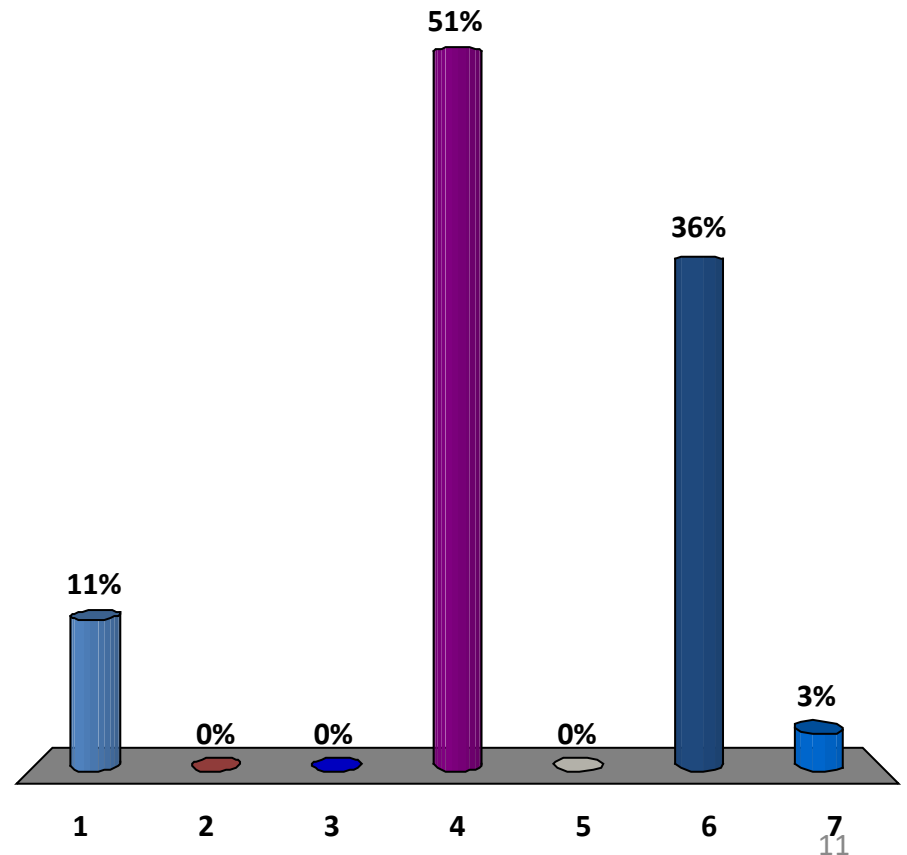
Where do you live?

1. Fresno or Clovis
2. Foothill/Mountain Areas
(Faldas/Montañas)
3. East of highway 99-not
Fresno or Clovis
Este del 99
4. West of highway 99-not
Fresno/ *Oeste del 99*
5. Outside of Fresno
County/ *Afuera del
Condado de Fresno*



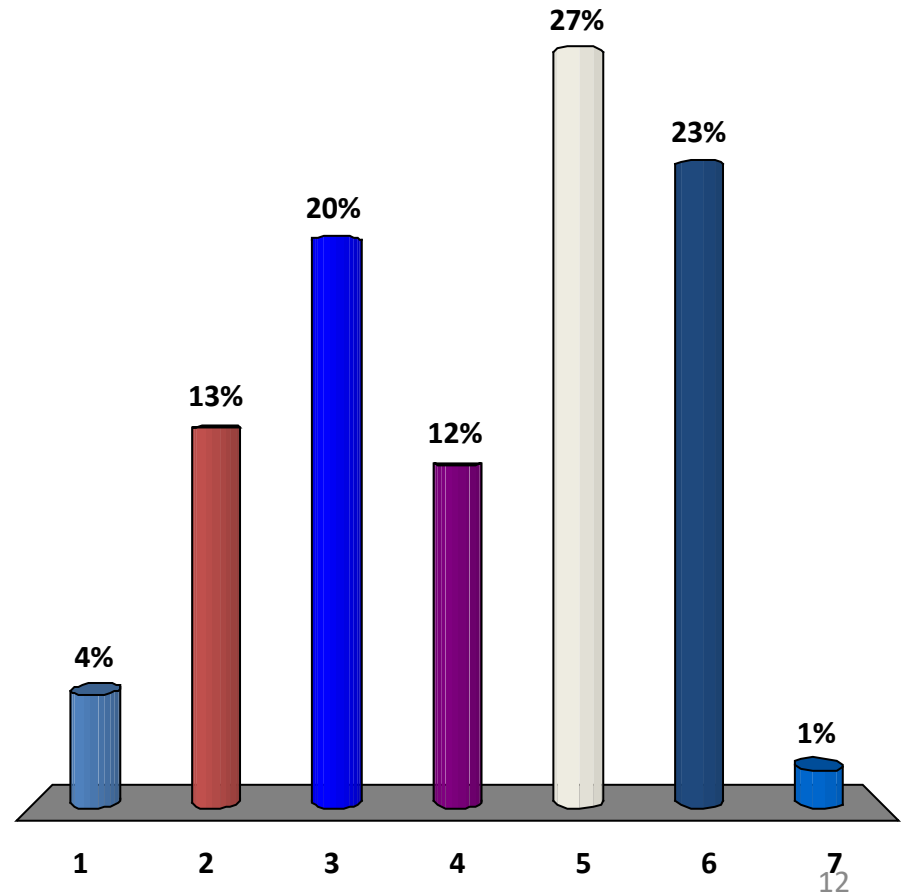
What is your ethnic background?

1. African American
2. American Indian
3. Asian/ *Asiático*
4. Hispanic or Latino
5. Pacific Islander/ *Islas Pacíficas*
6. White/ *Blanco*
7. Other/ *Otro*



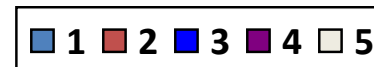
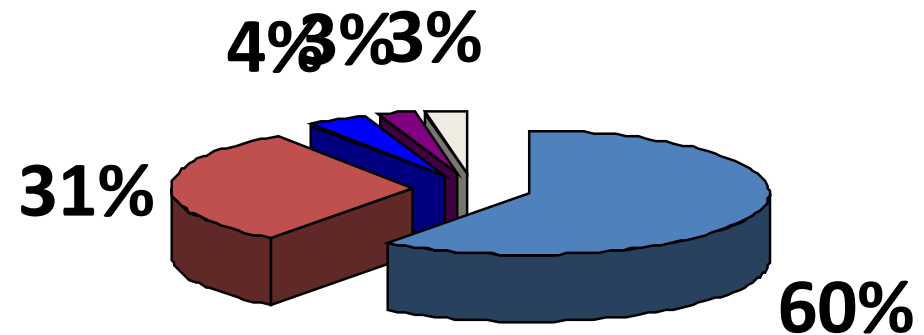
What is the last grade you completed in school?

1. Some school/ *Algo*
2. High school graduate *preparatoria*
3. Some college *Algo de universidad*
4. Vocational Training *Capacitación vocacional*
5. Bachelor's degree *Licenciatura*
6. Graduate or professional degree/ *Título universitario o profesional*
7. Never in school/ *Nunca*



Who/what are you representing at this workshop?

1. Community member/family representative/ *Miembro comunitario*
2. Organization or club member/ *Miembro de organización*
3. Government employee/ *Empleado de gobierno*
4. Elected official/ *Funcionario electo*
5. Other



Regional Transportation Plans— What are they?

- **The 25 year transportation vision of our community**
- **Updated every 4 years**
- **Required by State and Federal Laws**



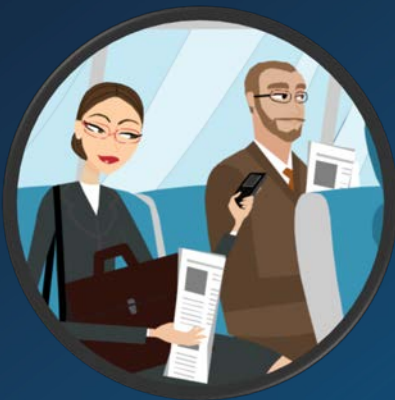
Regional Transportation Plans— How are they built?

- Fresno COG figures out what money will be available over 25 years
- The cities and county send projects to Fresno COG
- Fresno COG plans how and when to fund the projects with available money
- Plan includes transit, bike and sidewalk projects, roads, freeways, airports and rail



What does it mean to me?

- Guides how and where you will travel
- Guides how your groceries and gas will get to stores and gas stations, etc.
- Encourages land use that works with the transportation system-easier to get to work, stores, doctors, etc.



What does it mean to me?

- Promotes and secures safe and reliable travel for you
- Creates a transportation system that can be paid for and taken care of over time
- Improves the air you breathe



What is a Sustainable Communities Strategy (SCS)?

- It ties transportation with housing, jobs and services, and aims to reduce greenhouse gas emissions
- It provides other benefits such improved air quality, a healthier environment, more housing and transportation choices, farmland preservation, etc.



What is the Greenhouse Gas Connection?

- Gases that heat up the atmosphere are called greenhouse gases
- Transportation causes 37% of those greenhouse gas emissions
- Greenhouse gas emissions contribute to climate change
- The Sustainable Communities Strategy ties transportation with land use and aims to reduce greenhouse gas emissions



Land use & Transportation





How do we develop an SCS?

1. Determine community values - values are things that are important to us
2. Set Goals – Based on values



How do we develop an SCS?

Look at alternatives – What choices do we have?

- What could our community look like in the future?
- An alternative is called a “scenario”
- The SCS will include four scenarios
- One scenario will eventually be chosen as the “preferred scenario”



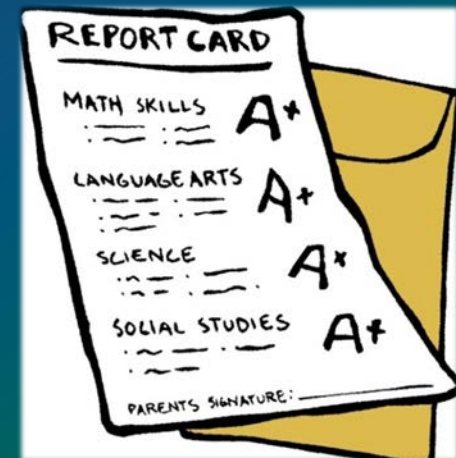
How do we develop an SCS Plan?

- Make choices based on values (strategies)
 - What's important to us today?
 - Where do we want to be tomorrow?
 - How can we get there?



- Make choices based on outcomes (performance measures)

- Outcomes are determined by research
- They will be used to pick the preferred scenario



Let's Talk Values!

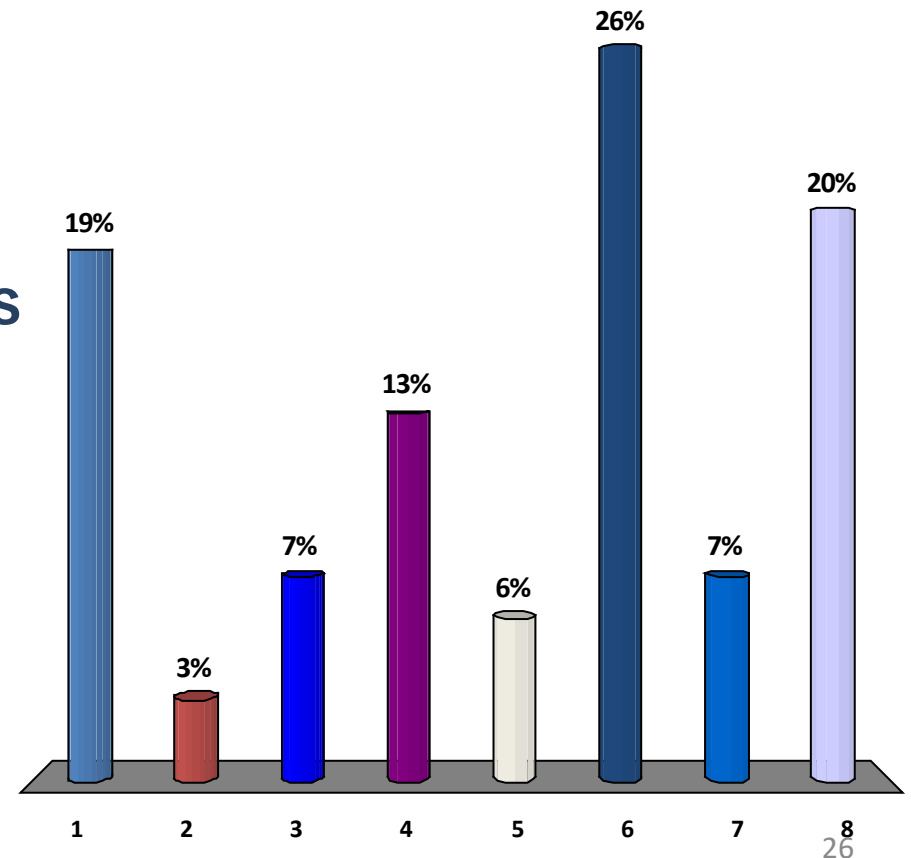
- We want to know your values!
 - They will help us develop the four scenarios
- We want you to give us your thoughts regarding the type of community you would like to live in



What should we spend money on?

First choice:

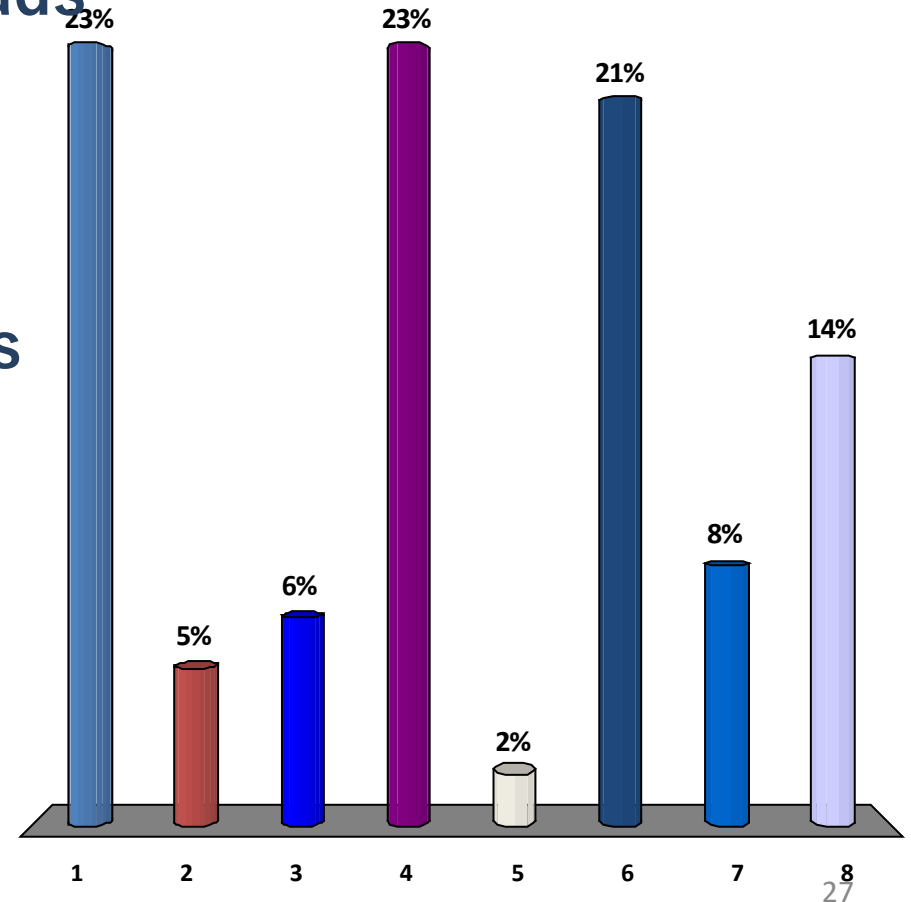
1. Repair streets & roads
2. Add more lanes on the roads
3. Improve bus service
4. Add & repair bike lanes, trails and sidewalks
5. Reduce roadway collisions
6. Improve air quality & address climate change
7. Reduce congestion
8. Serve disadvantaged & sensitive populations



What should we spend money on?

Second choice:

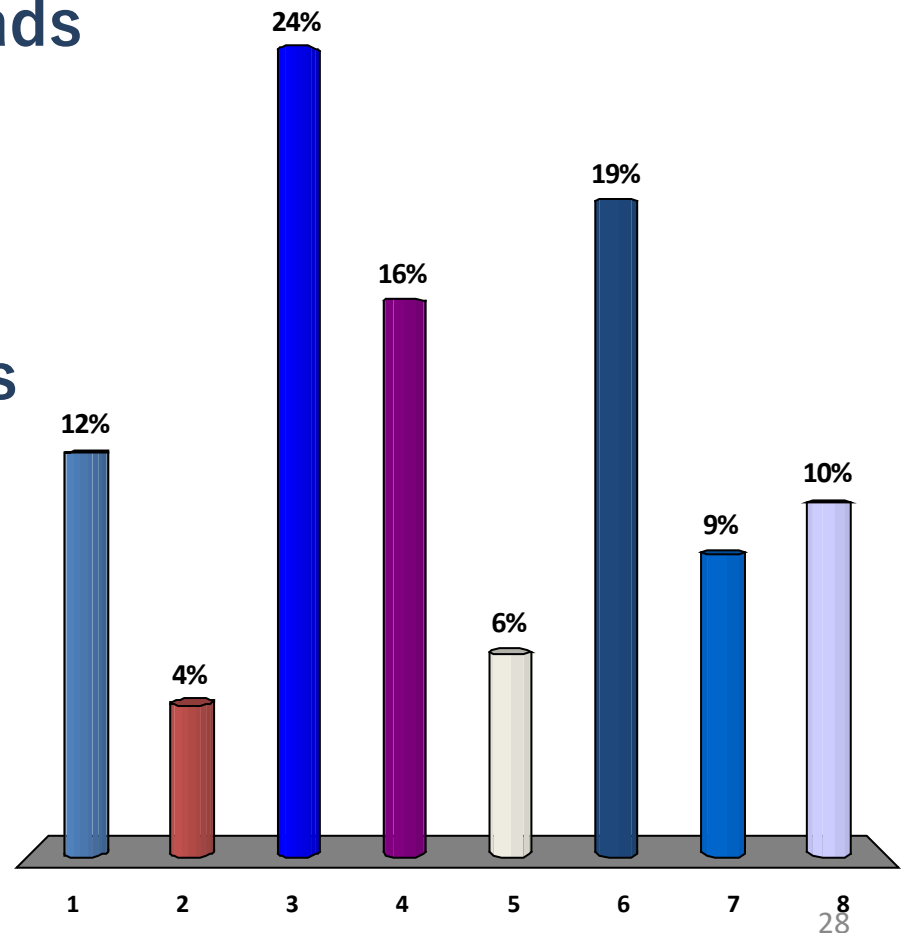
1. Repair streets & roads
2. Add more lanes on the roads
3. Improve bus service
4. Add & repair bike lanes, trails and sidewalks
5. Reduce roadway collisions
6. Improve air quality & address climate change
7. Reduce congestion
8. Serve disadvantaged & sensitive populations



What should we spend money on?

Third choice:

1. Repair streets & roads
2. Add more lanes on the roads
3. Improve bus service
4. Add & repair bike lanes, trails and sidewalks
5. Reduce roadway collisions
6. Improve air quality & address climate change
7. Reduce congestion
8. Serve disadvantaged & sensitive populations



Let's Talk Strategy!

A strategy involves a choice between alternative paths

- If two things are important, but you cannot do both – which would you choose?
- For each of the following choices, you can favor one over the other, or remain neutral



Choice #1: Housing Preference

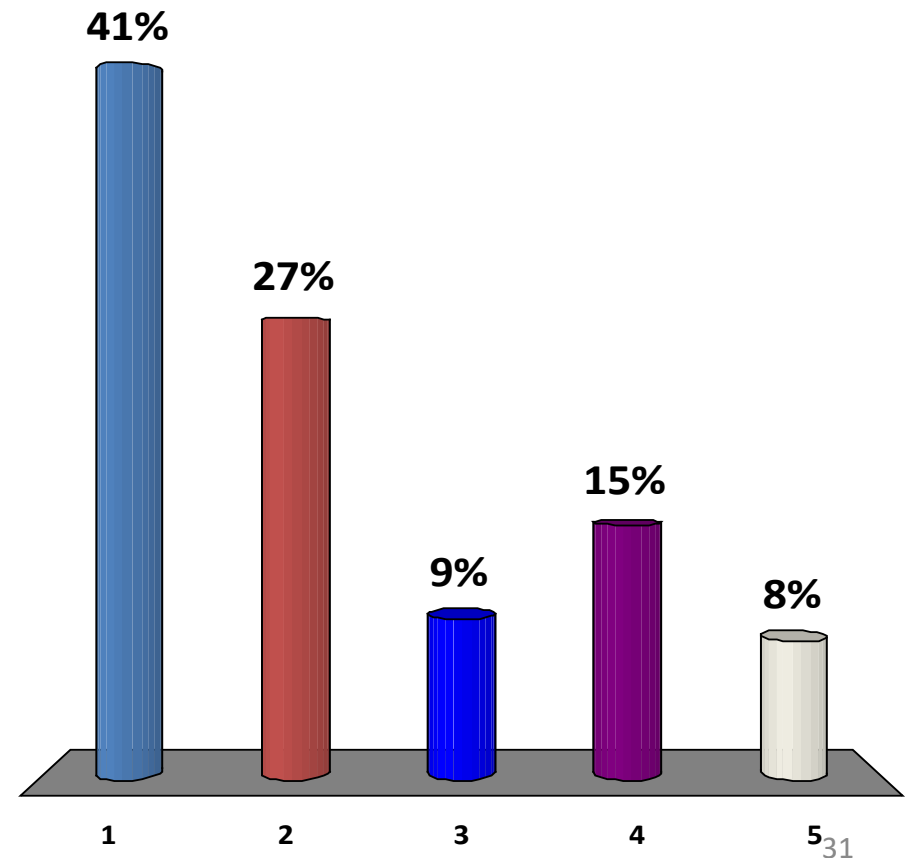
In Fresno County, people have historically shown a preference for single-family homes

- Continuing this trend would mean that homes and jobs/services would be farther apart, meaning more vehicle travel
- An alternative strategy is mixed-used development, where housing and jobs/services are close to each other, reducing vehicle travel



Should we actively try to change historical housing trends and move toward mixed-use development?

1. Absolutely
2. Yes
3. No preference
4. No
5. Definitely not



Choice #2: Housing Density

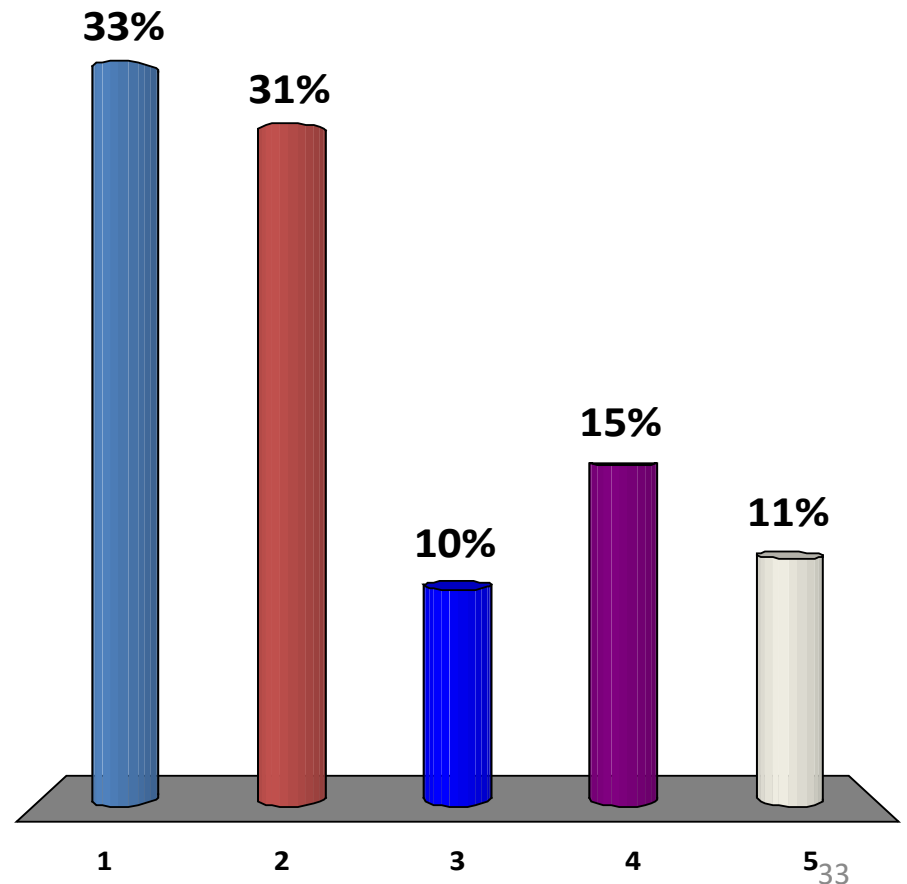
In the Fresno County region, people have historically shown a preference for having large homes on large lots

- Continuing this trend would mean more new land consumed, more long-distance travel, and more pollution
- Reversing the trend would mean smaller lots and homes closer together, but would also preserve farmland and reduce pollution



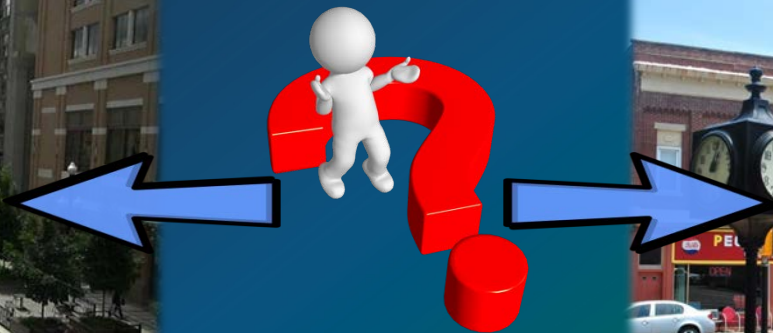
Should we favor higher-density housing for new development?

1. Absolutely
2. Yes
3. No preference
4. No
5. Definitely not



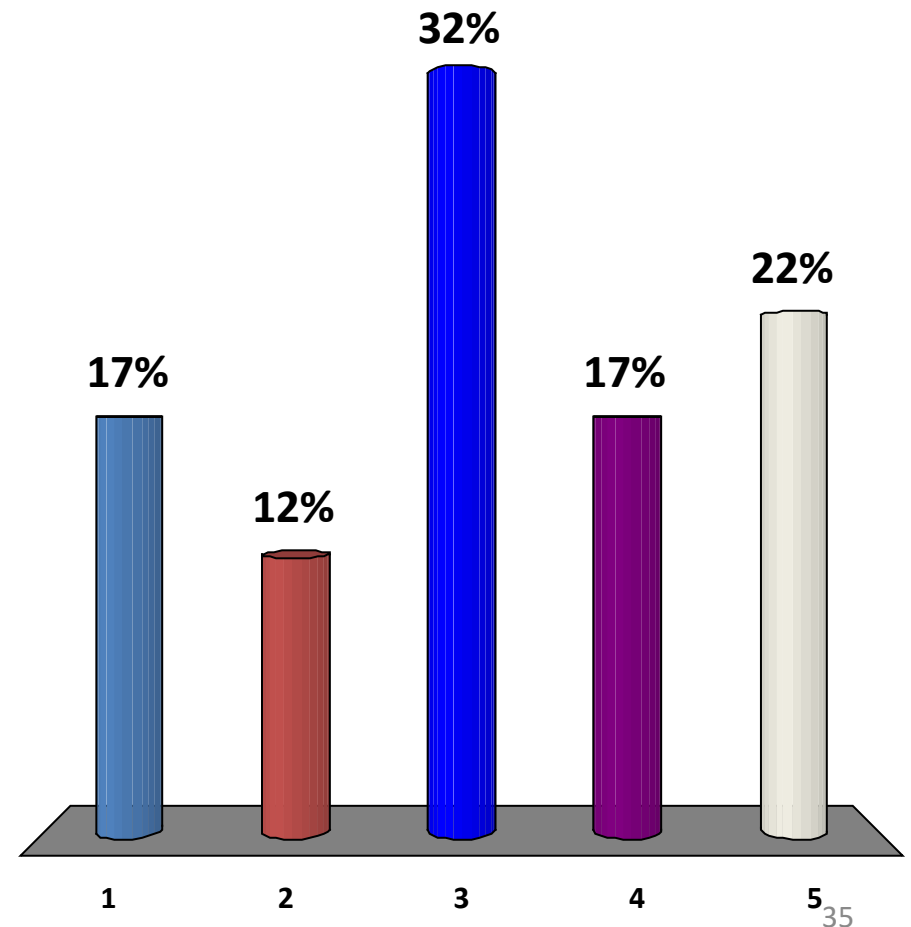
Choice #3: Priority Areas

- New growth near urban transit services would maximize Fresno's investment in bus rapid transit, and would be a highly effective strategy at reducing overall vehicle travel
- New growth in smaller, rural cities and communities would serve traditionally underserved populations, and could make rural residents less dependent on traveling to the metro area for services.



Should we prioritize development in certain areas? If so, where?

1. Strongly prioritize small, rural communities
2. Moderately prioritize small, rural communities
3. Balance investment between urban and rural areas
4. Moderately prioritize development near urban transit
5. Strongly prioritize development near urban transit



Choice #4: Transit Strategy

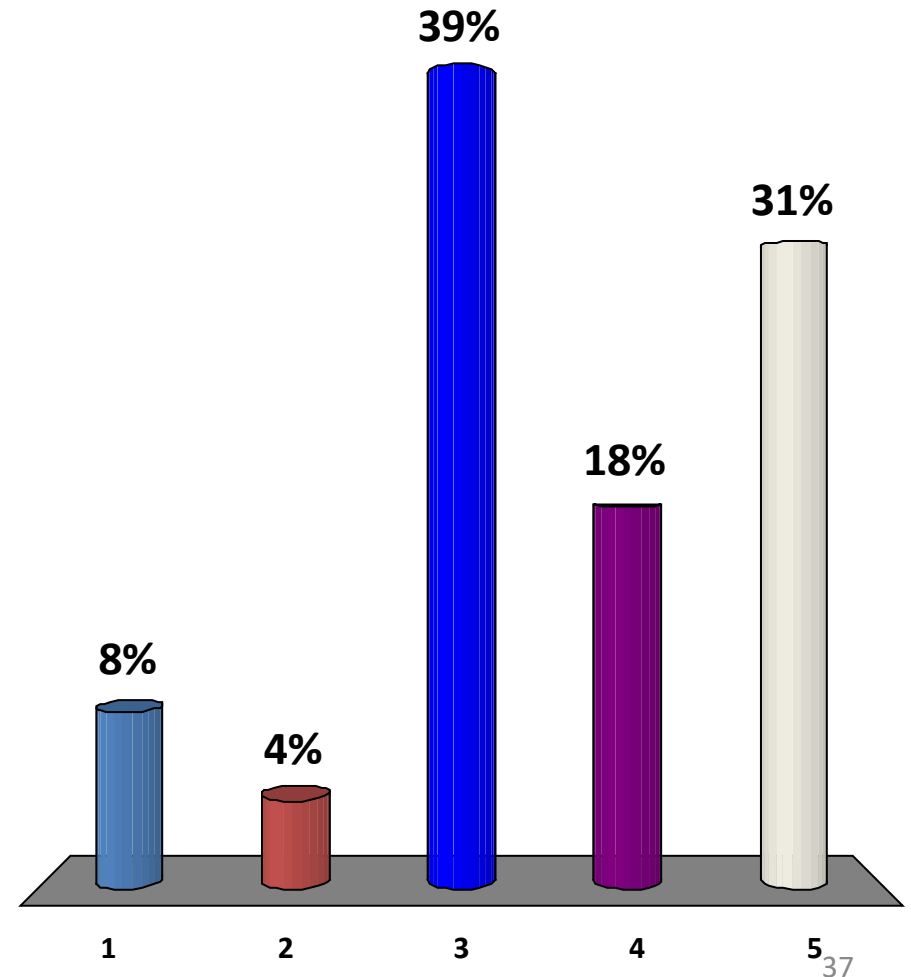
Improving transit service might be a part of one or more of the SCS scenarios. If additional investment is put into public transit, how should that investment be used?

- Adding more transit stops would serve more people, and make transit more accessible
- Adding more buses (reducing the amount of time spent waiting for the next bus) would make transit more reliable



How should transit investments be used?

1. Strongly prioritize accessibility (adding more stops)
2. Moderately prioritize accessibility
3. Balance investment between accessibility and reliability
4. Moderately prioritize reliability (faster headways)
5. Strongly prioritize reliability



Let's Talk Scenarios!

Lastly, we would like to get your opinion on the four scenarios that have been proposed by our advisory committee.

Today, you will not be ranking the scenarios against each other, or picking a favorite scenario – you will simply rate how you feel about each scenario on its own.



Let's Talk Scenarios!

When rating a scenario, consider:

- The scenario's vision (what the future might look like)
- The scenario's strategies (how it proposes getting there)
- The scenario's goal (what it's trying to accomplish)



Scenario A: “Invest in Existing Communities”

- Vision: Small cities and rural communities that are robust and thriving
- Strategy: Encourage growth in existing small cities and rural communities
- Goal: Reduce vehicle travel from rural areas into the urban core



Scenario A: “Invest in Existing Communities”

– Priority Investments:

- Encourage mixed-use development
- Maintain streets and roads
- Encourage development in small communities



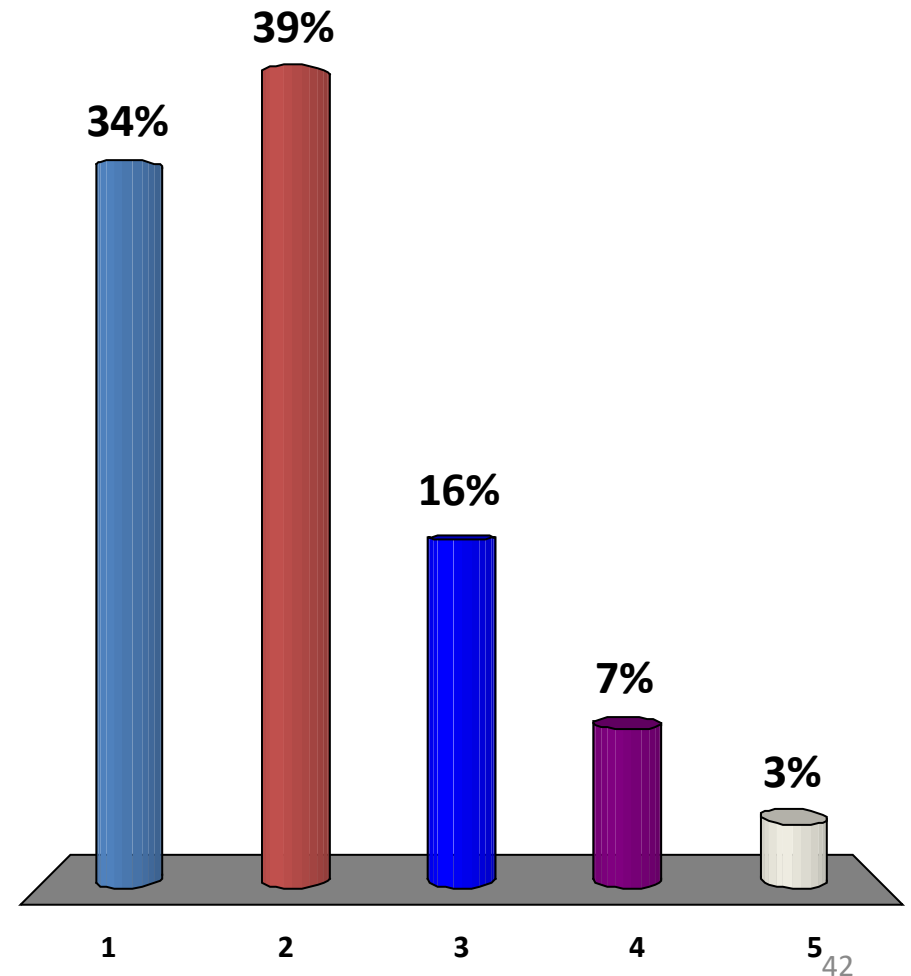
– Moderate Investments:

- Maintain and improve transit services
- Promote ridesharing
- Operational improvements (e.g. signal coordination)



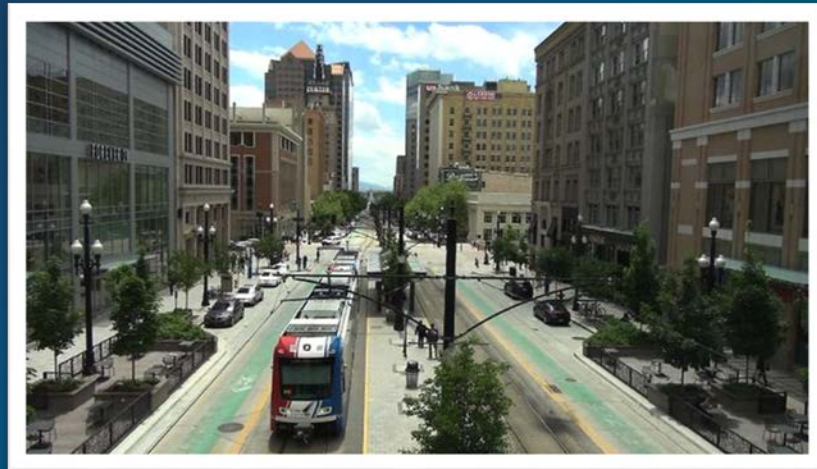
How would you rate Scenario A: “Invest in Existing Communities”?

1. Strongly support
2. Moderately support
3. No preference
4. Moderately oppose
5. Strongly oppose



Scenario B: “Transit-Oriented Development”

- Vision: Maximum use of public transit investments
- Strategy: Encourage development near high-frequency urban transit stops
- Goal: Increase transit ridership, decrease vehicle travel, and minimize greenhouse gas emissions



Scenario B: “Transit-Oriented Development”

– Priority Investments:

- Encourage mixed-use development
- Maintain streets and roads
- Encourage development near urban transit



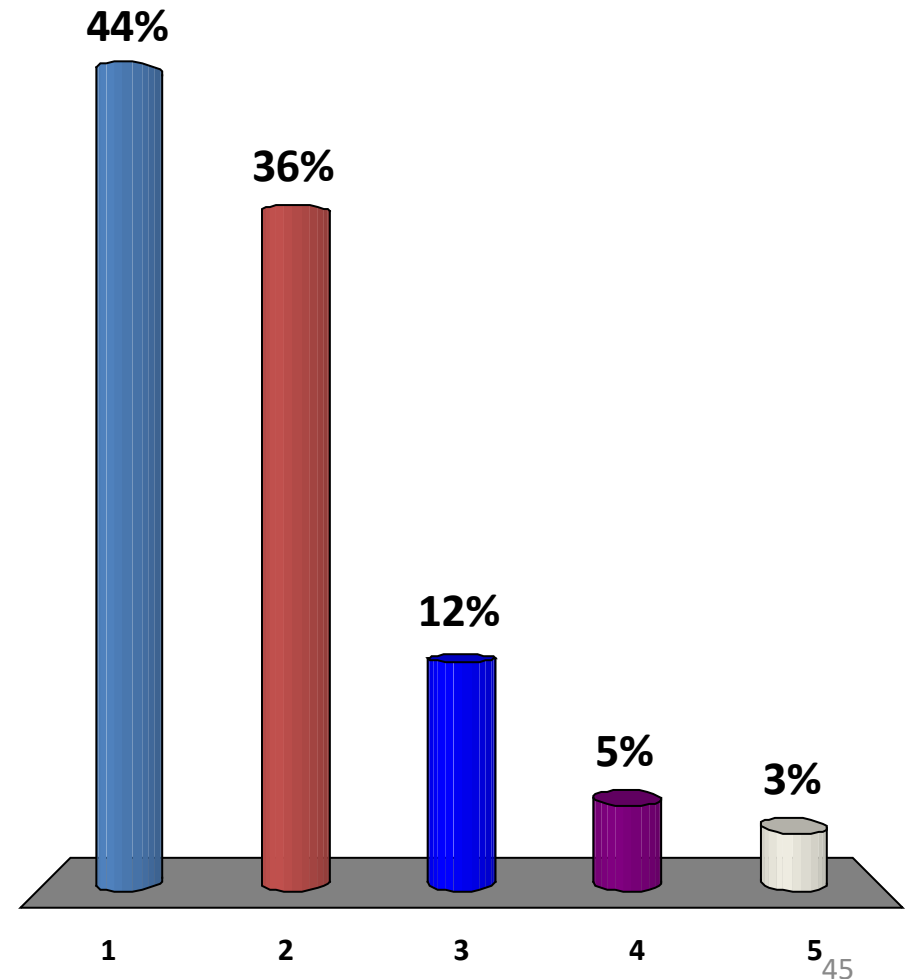
– Moderate Investments:

- Maintain and improve bike/pedestrian assets
- Promote ridesharing
- Operational improvements (e.g. signal coordination)



How would you rate Scenario B: “Transit-Oriented Development”?

1. Strongly support
2. Moderately support
3. No preference
4. Moderately oppose
5. Strongly oppose



Scenario C: “Maintain Existing Transportation Facilities”

- Vision: A transportation system that is efficient and in good repair
- Strategy: Invest in maintenance, repair, and enhancement of existing streets and roads
- Goal: Minimize vehicle delay and congestion, cutting down on emission-heavy idle time on the roads



Scenario C: “Maintain Existing Transportation Facilities”

– Priority Investments:

- Maintain streets and roads
- Operational improvements (e.g. signal coordination)
- Maintain and improve bike/pedestrian assets
- Encourage mixed-use development



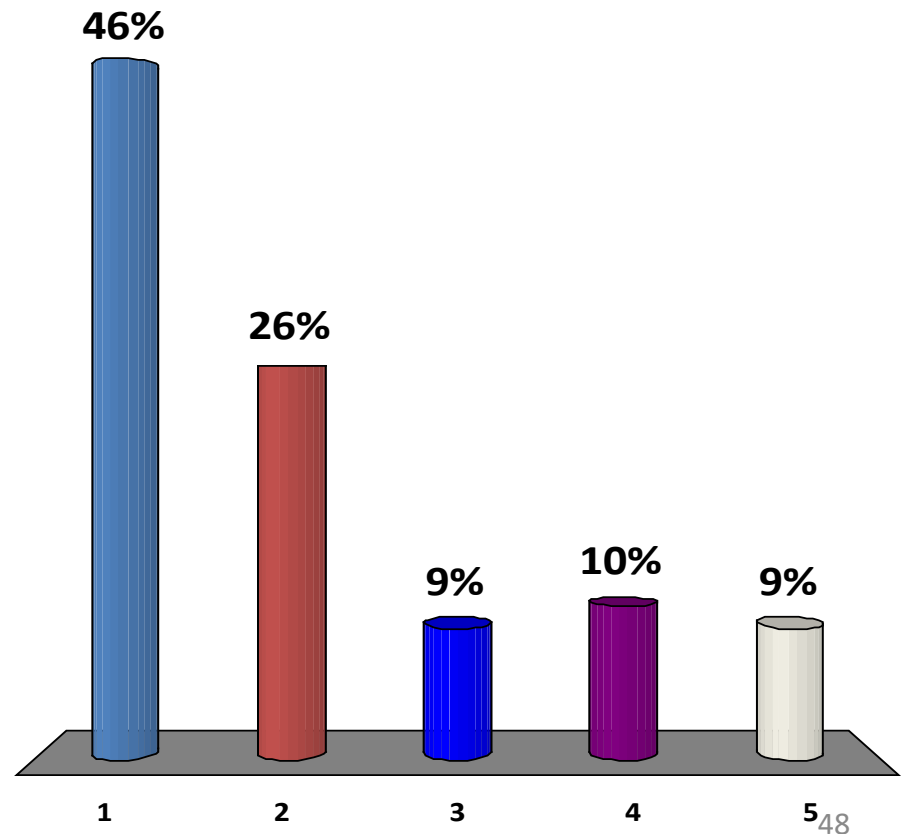
– Moderate Investments:

- Expand the roads (add more lanes)
- Encourage development near urban transit
- Promote ridesharing



How would you rate Scenario C: “Maintaining Existing Transportation Facilities”?

1. Strongly support
2. Moderately support
3. No preference
4. Moderately oppose
5. Strongly oppose



Scenario D: “Active Transportation”

- Vision: Clean air and healthy, active communities
- Strategy: Invest in bike and pedestrian projects that encourage people to use their cars less.
- Goal: Increase active transportation and transit services, reduce pollution, and improve community health



Scenario D: “Active Transportation”

– Priority Investments:

- Maintain and improve bike/pedestrian assets, especially in health-burdened areas
- Encourage development in small communities
- Encourage mixed-use development



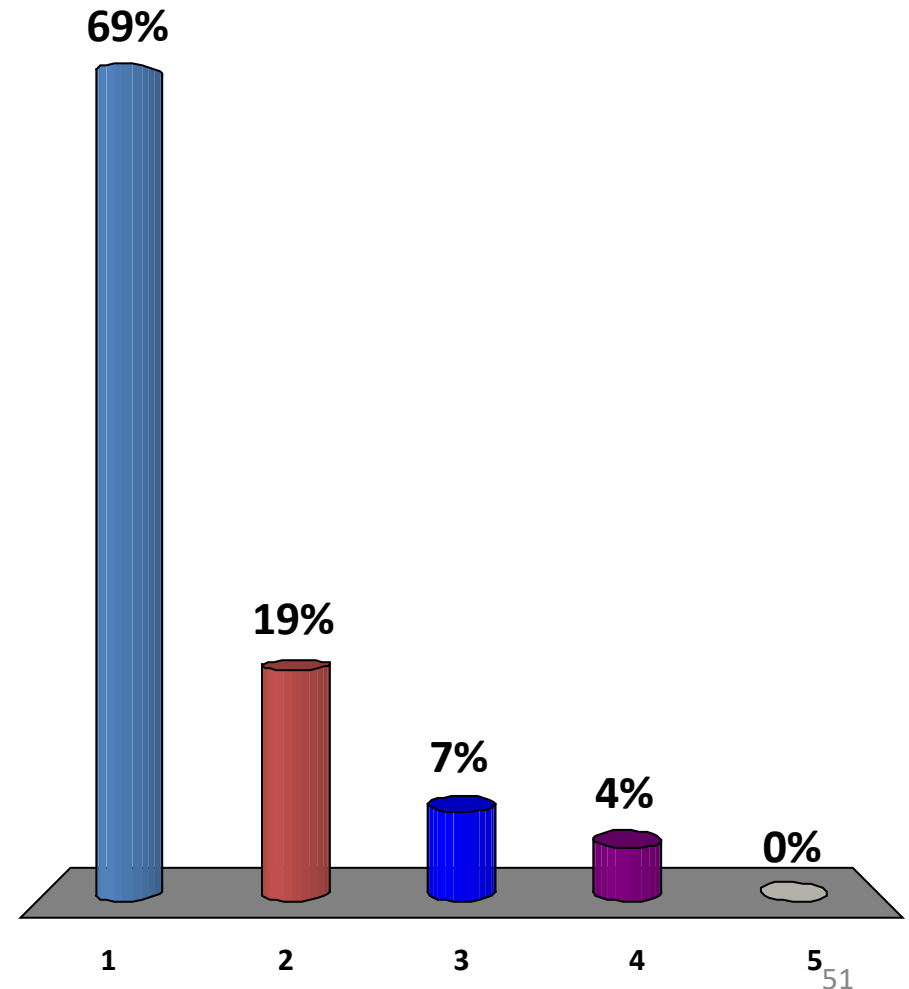
– Moderate Investments:

- Operational improvements (e.g. signal coordination)
- Increase transit reliability and accessibility
- Promote ridesharing



How would you rate Scenario D: “Active Transportation”?

1. Strongly support
2. Moderately support
3. No preference
4. Moderately oppose
5. Strongly oppose



Participation Timeline



April 2017: Community Workshops – today!

June 2017: Public Workshops across the region
regarding transportation projects

October/November 2017: Public workshops to view
and vote on the Draft Greenhouse Gas
Reduction Scenarios

March 2017: Draft plans released for public review
and comment

June 2017: Final adoption of plans

What to do next



1. Turn in your clicker for a cookie!
2. Visit the Scenario Stations set up around the room
3. View the Scenario strategies
4. Ask questions
5. Fill out a comment form and turn it in today





Fresno Council of Governments

www.fresnocog.org

559-233-4148

