

Chapter 2

The title 'Chapter 2' is rendered in a large, bold, dark blue font. The letters are filled with a collage of nighttime cityscape photographs from Fresno, California. The 'C' shows a building with many lit windows. The 'h' shows a street view with buildings and lights. The 'a' shows a building with a lit-up sign. The 'p' shows a tall building with a lit-up top. The 't' shows a building with a lit-up sign. The 'e' shows a building with a lit-up sign. The 'r' shows a building with a lit-up sign. The '2' shows a building with a lit-up sign. Below the title, the text 'Fresno, California' is written in a cursive script on the left, and 'Skyline at night' is written in a cursive script on the right.

Fresno, California *Skyline at night*

Public Participation: Working Together for a Better Plan

*From outreach planning
to implementation of our strategies,
this chapter outlines the comprehensive,
inclusive public participation conducted
by Fresno COG*

2.1 Public Participation



The Fresno Council of Governments developed and implemented a comprehensive, inclusive, public outreach program that spanned a two-year period covering early Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS) planning through the final adoption of Fresno COG's 2014 Regional Transportation Plan.

Fresno COG staff gathered data and feedback from a large variety of sources for the Policy Board and other advisory committees to utilize as decision making tools during the development of the Regional Transportation Plan, and when selecting a Preferred Sustainable Communities Strategy. From planning to implementation this chapter outlines the public participation conducted by Fresno COG.

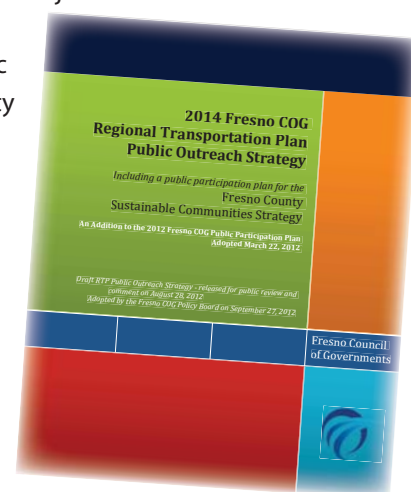
Fresno COG's Public Participation Plan

We began the RTP Public Participation Process by updating the Fresno COG Public Participation Plan (PPP) which was adopted by the Fresno COG Policy Board in March 2012. The PPP provides direction for all public participation activities conducted by Fresno COG. It contains the public participation requirements, procedures, strategies and techniques used by Fresno COG standing committees and staff for public outreach and participation. The approved PPP states that a separate outreach strategy would be developed for the Regional Transportation Plan Update that specifically details the strategies used to enlist public participation, and states

how members of the public may participate in each step of the RTP process. In compliance with this commitment, two additional public outreach strategies, one for the Fresno County region and another on behalf of the entire San Joaquin Valley, were developed.

2014 Fresno COG Regional Transportation Plan Public Outreach Strategy

Fresno COG's RTP Public Outreach Strategy established a process and outlined specific activities for communicating with the public throughout the RTP development process. The goals, strategies and methods outlined in the Public Outreach Strategy guided Fresno COG's efforts to build awareness of Fresno COG and the Regional Transportation Plan with particular emphasis on the Sustainable Communities Strategy. The Outreach Strategy specifically outlined tactics to reach out to nontraditional as well as traditional audiences to include them in the transportation planning process. It was designed to help ensure that environmental justice issues were addressed and that interested members of the public had ample opportunity to understand and provide meaningful input while the RTP was in its early stages and throughout the planning process.



The Regional Transportation Plan Public Outreach

Strategy was developed with input from the general public, Fresno COG's Regional Transportation Plan Roundtable, Transportation Technical Committee, Policy Advisory Committee and Policy Board, and it was adopted in September 2012. The strategies outlined in the document include all of the following items addressed in this chapter, with additional documentation and information available in Appendix H and on Fresno COG's website, www.fresnocog.org.

Valleywide SCS Public Outreach Strategy

The San Joaquin Valley consists of eight distinct counties with shared issues and opportunities related to air and

water quality, affordable housing, natural resources and agricultural lands, transportation systems and public health. Each county has its own Metropolitan Planning Organization (MPO) similar to Fresno COG that frequently work together on regional planning issues. Each MPO is updating their Regional Transportation Plan (RTP), which includes a Sustainable Communities Strategy (SCS). In support of these efforts, each MPO is conducting public outreach to meet legislative requirements and to develop effective, implementable plans.

While each county had its own timeline, public participation plan and set of resources and priorities for the RTP/SCS, the eight MPOs elected to collaborate to develop and implement a Valleywide Public Outreach Strategy. In recognition of their shared interests and collaboration, they received a Proposition 84 grant for funding assistance with SCS modeling and public outreach.

The purpose of this Valleywide SCS Outreach Strategy was to provide project identity and consistent messaging for the SCS, while supporting individual county outreach efforts. This Valleywide strategy described the approach, target audiences, methods and priorities for Valleywide SCS Outreach.

Valleywide Outreach Roles and Responsibilities

The eight San Joaquin Valley MPOs collaborated on the development of the Valleywide Outreach Strategy and advised the consulting team on the project identity, tools and resources to be developed in the course of the project. The Fresno Council of Governments served as the contract manager and coordinated communications between the eight MPOs and the consultant team. The consultant

team worked collaboratively with the MPOs to identify specific project priorities and deliverables.

The consultant developed elements of the outreach strategy that were applicable across the eight-county region. This included a project identity (or brand) and key messages. The consultant team also developed templates and tools that were customized and applied locally as needed by each MPO. The MPOs were responsible for adapting and tailoring the tools and templates for use in their local communities and for local outreach. The consultant provided periodic, ongoing consultation and strategic advice.

The Valleywide Outreach Strategy built upon and leveraged past and current outreach work. The strategy

Figure 2-1: Valley-Visions.org, the Valleywide Planning Agencies SCS landing page



considered the MPO timelines for SCS plans so that outreach could be successfully completed during critical points in the process and influence decision-making as appropriate. It was released for public review by the general public, the San Joaquin Valley Metropolitan Planning Organization staff, the San Joaquin Valley Regional Planning Agencies' Directors, Fresno COG's Transportation Plan Roundtable, Transportation Technical Committee, Policy Advisory Committee, Fresno COG Policy Board, and was adopted in September 2012.

2.2 Valleywide SCS Outreach Tools

The following tools and templates were created through the Valleywide Outreach Process:

- Valleywide **Valley Visions** logo, tagline and letterhead
- Valleywide media lists for press releases
- Spanish, English and Hmong FAQs and Fact Sheets posted to Valley MPO websites and handed out at all workshops, meetings and presentations regarding the SCS
- **Valley Visions** Key Messages for committee and board members
- SCS Workshop Flyer templates to help in publicizing SCS workshops Valleywide
- **Valley-Visions.org** landing page for connection to all of the Valley COG's websites
- A 3-minute SCS Video in English, Spanish and Hmong posted to YouTube and linked to the **Valley-Visions.org** landing page and Fresno COG's website
- Valleywide SCS Public Outreach eight county budget and media plan
- Hosted a training workshop for Valley elected officials, MPO Directors and staff who may have needed assistance speaking to the public and the media about Sustainable Community Strategies during workshops and meetings
- Implemented Valleywide media plan with online banner advertisements, radio spots and newspapers advertisements.



Fresno COG was able to use the video and materials at 10 RTP/SCS Community Outreach workshops held in May 2013, and at six additional workshops held in August and September 2013. They were shown at all Fresno COG committees that provided guidance during the 2014 RTP update process. The videos will continue to be hosted on YouTube with links from the Fresno COG website. Many of the customized materials are posted to Fresno COG's website.

2.3 Fresno COG Public Participation Implementation

The Regional Transportation Plan (RTP) update process was formally "kicked-off" in June 2012 with a workshop hosted by Fresno COG titled Sustainable Communities, Social Equity and Environmental Justice. Jonathan London, from the UC Davis Center for Regional Change presented a free, interactive workshop at the Fresno Council of Governments, that introduced participants to a range of methods for integrating social equity issues and values into regional planning on issues such as transportation, land use, housing, environmental protection, public health, and youth development.

The goal of the workshop was for participants to gain a new understanding of how they might use promising practices on social equity on their own work in the San Joaquin Valley, including during the development of the regional Sustainable Communities Strategy. Over 80 people attended the workshop either in person or online using "Go To Meeting" online attendance. For many attendees this was their first interaction with Fresno COG and the regional transportation planning process. See Appendix H to view the workshop materials.

Fresno COG's Regional Transportation Plan (RTP) Roundtable

The purpose of the RTP Roundtable was to support the Fresno COG staff and COG standing committees in their development and preparation of the 2014 Regional

Table 2-1: RTP Roundtable Committee Listing

Agency or sector representing	Representative
City of Clovis	Bryan Araki
City of Coalinga	Sean Brewer
City of Firebaugh	Ken McDonald
City of Fowler	David Peters
City of Fresno	Bruce Rudd
City of Huron	Gerald Forde
City of Kerman	Luis Patlan
City of Kingsburg	David Peters
City of Mendota	Bryce Atkins
City of Orange Cove	Gary Horn
City of Parlier	Shun Patlan
City of Reedley	Joel Glick
City of San Joaquin	Cruz Ramos
City of Sanger	Steve Brandt
City of Selma	Roseann Galvan
County of Fresno	Mohammad Khorsand
San Joaquin Valley Air District	Tom Jordan
LAFCo	David Fey, Chair
Caltrans	Paul Marquez
Public Transportation	Jim Schaad
Valley Blueprint Planners, Chair	John Wright
Agriculture	Ryan Jacobsen
Building/Development	Mike Prandini
Environmental Advocate	Elizabeth Jonnasson
Environmental Justice	Rey Leon
Bicycle/Pedestrian advocate	Nicholas Paladino
Banking, finance or real estate	Michael Michaud
Health Advocate	Don H. Gaede, MD
Affordable Housing	Sara Hedgpeth-Harris
Goods Movement	Tim Fortier
Broad-based business	Robert Wood
Tribal Governments	Elizabeth Kipp, Tribal Chairperson (BSR)
Public-At-Large	Tom Gaffery
Public-At-Large	Janet Salcedo
Public-At-Large	Dennis Manning

Transportation Plan and Sustainable Communities Strategy. It was therefore vital to the success of the process that the RTP Roundtable consider issues that support development of the 2014 RTP/SCS and provide comments and community-based consensus that support the final decision on the RTP by the Fresno Council of Governments' Policy Board. There were 35 seats on the Roundtable – 16 seats held by member agency staff, 16 seats open to a variety of stakeholder groups and 3 “at large” seats.



The RTP Roundtable members participated in 12 monthly meetings between the months of August 2012 and November 2013, guiding development of the RTP/SCS and acting in an advisory capacity to Fresno COG's Policy Board. Minutes and agenda packets from all of the RTP Roundtable meetings are available on Fresno COG's website.

SCS performance Indicator focus groups


In order to prioritize a list of 40 indicators/performance measures to be used in analyzing the Sustainable Communities Strategy scenarios and the Preferred Sustainable Communities Strategy once developed, six focus group meetings were held in September 2012 to solicit input from the public and area stakeholders. The groups were topically organized and open to the general public, though staff did seek input from many agencies and stakeholders in accordance with the overall direction of California Transportation Commission's Regional Transportation Plan Guidelines.

The six focus group topics included Social Equity, Health, Natural Resources, Environment, Transportation and Business. The Regional Transportation Roundtable committee members were also asked to prioritize the indicators and their selections were included in the final tally. Fifty-four ballots were received in all.

The top 10 performance indicators selected as a result of the focus groups and Roundtable polling were as follows:

- Criteria pollutant emission
- Transit oriented development
- Vehicle miles traveled
- Greenhouse gas emission reduction
- Land consumption
- Compact development
- Residential density
- Important Farmland
- Housing by types
- Active transportation and public transit

These top indicators were used to evaluate and report the impact of all four Sustainable Communities Strategy scenarios to the Board, committees and the public during the months of August through November 2013. Please see Chapter 5 for more information on the indicator usage and



Dear Fresno County Community Member or Stakeholder,

Fresno COG is hosting a series of focus groups to get your thoughts on the development of a new [2014 Regional Transportation Plan Sustainable Communities Strategy \(SCS\)](#). The SCS is a plan for reducing greenhouse gas emissions in the Fresno County region. You will be helping to prioritize performance indicators, or 'ways to measure the impacts of the scenarios on our community,' that will be used to build the scenarios between now and February 2013.

Examples of some performance indicators include the following:

- Amount of pollution produced
- Acres of farmland consumed
- Travel modes
- Average work trip distance
- Housing density
- Amount of vehicles miles traveled

Below we have listed the scheduled meetings by category. [Please RSVP to mday@fresnocog.org](#) for **ONE** focus group only. (The content of each meeting will be similar.)

Social Equity
When: 1:00-2:30 p.m. on September 13, 2012
Location: Ash Conference Room, Fresno COG

Health
When: 10:00-11:30 a.m. on September 17, 2012
Location: Ash Conference Room, Fresno COG

Natural Resources
When: 1:00-2:30 p.m. on September 17, 2012
Location: Ash Conference Room, Fresno COG

Environment
When: 1:00 -2:00 p.m. on September 19, 2012
Location: Ash Conference Room, Fresno COG

Transportation
When: 10:00-11:30 a.m. on September 24, 2012
Location: Ash Conference Room, Fresno COG

Business
When: to be determined
Please indicate interest in this group and we will forward the scheduled date and time when it is finalized.



results. See Appendix H for the Focus Group Indicator Ballot and other materials.

During the focus group meetings Fresno COG staff also solicited suggestions from attendees regarding additional indicators not on Fresno COG's existing list. Staff also asked participants to express what they hoped would be achieved through participation in the Sustainable Communities Strategy development process. All answers were collected and considered.

Assessing Public Opinion Via Professional Polling

In the Fall of 2012 Fresno COG commissioned AIS Market Research, a qualified consultant with substantial experience in designing and conducting "scientific" surveys, to conduct a partial stratified sample survey



of participants who were reflective of Fresno county's demographics, including the homeless and non-English speaking populations from the urban and rural areas. The consultant was responsible for preparing a detailed list of findings that assessed whether or not values and priorities of the Fresno County community identified during the Blueprint Planning Process public outreach efforts still held true, as well as assessing whether the transportation priorities defined during Measure C survey development were still high priorities for our communities. Survey findings fed directly into Regional Transportation Plan development, including the drafting of Fresno COG's Sustainable Communities Strategy.

A total of 802 respondents completed the survey/ interview with 124 people of them interviewed in-person. Attempts were made to have the study's stratified samples match the Fresno County residents' age, educational level, and ethnicity profiles. AIS Market Research also strived to have at least 25 completed interviews from residents in any one of each sixteen representative geographical areas of Fresno County (the 15 cities plus a collective of unincorporated areas within Fresno County).

The study found ten transportation areas with the highest perceived spending priorities, namely (in ranked order).

Table 2-2: Survey findings for community Transportation Spending Priorities

Rank	Transportation Spending Priority
1	Repair potholes on city streets and/or rural roads
2	Improve transportation for the disabled
3	Improve transportation for the elderly
4	Resurface city streets and/or rural roads
5	Resurface highways and/or ramps
6	Reduce traffic congestion on highways and/or ramps
7	Repair/maintain sidewalks pedestrian walkways, and trails
8	Reduce traffic congestion on streets/roads
9	Expand local bus service routes
10	Improve/increase local bus service

The second part of the survey pertaining to assessing community values found the top 10 answers were as follows (in ranked order in Table 2-3 below).

Table 2-3: Fresno COG survey results of Community Values

Rank	Transportation Spending Priority
1	Having a vibrant economy
2	Improving public safety
3	Nurturing a healthy community (via minimizing the threat of diseases, and environmental contamination / pollution of food, water, and air)
4	Providing educational choices and opportunities for all demographic and cultural groups
5	Fostering respect for other individuals and/or groups from different social class, ethnicities, lifestyles, religions, and cultures
6	Offering transportation choices including affordable public transit
7	Offering adequate housing choices for all demographic and cultural groups
8	Cultivating a positive image of the San Joaquin Valley
9	Promoting cultural richness via activities and awareness for various cultural, ethnic, religious, and lifestyle groups
10	Having aesthetically pleasant landscapes and buildings

The results of the survey were presented during public meetings to Fresno COG's Environmental Justice Taskforce, RTP Roundtable, Transportation Technical Committee, Policy Advisory Committee and Policy Board and they were published on the Fresno COG website.



2.4 Environmental Justice Taskforce

For help in defining Fresno County's Environmental Justice (EJ) communities, Fresno COG formed the Environmental Justice Taskforce. Fresno COG sought interested parties from public, private and non-profit sectors who represented Environmental Justice Communities (low income, minorities, seniors and the disabled) to sit on the EJ Taskforce. No experience or understanding of transportation planning was required. Serving on the Fresno COG EJ Taskforce were representatives from the following organizations, as well as representatives of a variety of minority groups and seniors:

- Valley Latino Environmental Advancement Project
- Fresno Madera Medical Society
- Housing Alliance of Fresno
- Fresno Metro Ministry
- California Rural Legal Assistance
- Sierra Club
- Fresno Area Express Paratransit Specialist
- CalTrans District 6 Environmental Justice Liaison

The EJ Taskforce met five times from September 2012 until the RTP draft was released for review and comment, with four EJ Taskforce meetings focused primarily on defining the EJ communities within Fresno County. For detailed information on the Environmental Justice Process and Reporting please see RTP Chapter 3: Environmental Justice Report.

2.5 Community workshops

SCS Community Workshop: The making of Scenario A

Our first Sustainable Communities Strategy community workshop became the birthplace of Sustainable Communities Strategy (SCS) Scenario A. Held November 7, 2012, it was attended by approximately 150 people from around Fresno County. At the workshop participants



were surveyed via real-time voting technology using “clickers”. They were asked general demographic questions to substantiate where they lived, who they represented, their age, ethnicity and such. Then they were asked to rank transportation spending priorities and issues of importance related to the development of Sustainable Communities Strategies.

Once the surveying was completed, attendees participated in a hands-on mapping exercise, placing colored chips on maps of the Fresno County region, creating visual representations of their own land use and transportation choices. Presentation and mapping materials were available in English and Spanish, and Spanish and Hmong interpreters worked with participants who requested their services. Participants then presented their area map designs to other workshop attendees. See Appendix H for workshop flyers and other workshop materials.

Fresno COG’s Mini-Grant Outreach Program: Community organizations partner for 10 more workshops

Fresno COG provided seven \$3,000 Mini-Grants to community-based organizations and agencies with existing community contacts, to solicit public input into key activities associated with the preparation of the 2014 Regional Transportation Plan (RTP) and the Sustainable Communities Strategy Scenarios. This program helped ensure that interested members of the public had ample opportunity to understand and provide meaningful input on these plans early in the regional planning process. The seven agencies that received Mini-Grants were:

- Fresno Housing Authority
- Central California Regional Obesity Prevention Program
- Fresno Interdenominational Refugee Ministries
- Office of Community and Economic Development at CSU, Fresno
- San Joaquin Valley Rural Development Center at CSU, Fresno
- San Joaquin Valley Latino Environmental Advancement Project (Valley LEAP)
- Fresno County Library System

These seven agencies hosted 10 community workshops throughout the Fresno County Region during May and June of 2013, providing free transportation, child care and dinner. The community workshops gave residents an opportunity to hear more about Fresno COG and the Regional Transportation Plan and the Sustainable Community Strategy development process.

Demographic data was requested via clicker technology from each participant, then opinions were solicited on SCS related questions designed to measure participants’ needs and their understanding of land use and transportation.

Workshops were organized by the Mini-Grant recipients, with primary presentations given by Fresno COG staff in English. Each workshop had interpreters on hand to answer questions and interpret presentations. Translated materials were available at the workshops in five different languages: English, Spanish, Hmong, Punjabi and Laotian, and in many cases the presentations were displayed and delivered in more than one language. The Valley Visions SCS video was shown at workshops in English, Spanish and Hmong as needed. The combined workshop attendance totaled 250 people.

Mini-Grant agencies worked hand-in-hand with Fresno COG staff to clarify the content, wording and graphics of the presentations, ensuring maximum possible comprehension by workshop attendees. Presentation materials were also available in all five languages on the Fresno COG website at www.fresnocog.org/rtp from May through July 2013. The “clicker exercise” conducted at the workshops was available in three languages on the same webpage for interested community members that were unable to attend one of the workshops. Fresno COG staff also made identical presentations to community and service groups during the months of June and July 2013 as requested.



You're Invited to a Public Workshop & FREE Dinner

Join other community members at a workshop
to discuss the future of our region!

Thursday, May 23rd, 2013

Parlier Youth Center

745 Tulare Street, Parlier, CA 93648

6:00pm - 8:00pm

Prizes will be raffled!



Summaries of the demographic and other preference selections, the comments received from individuals that attended workshops and participated online were submitted to the RTP Roundtable, TTC, PAC and Policy Board for review and consideration. The clicker technology polling conducted at the workshops and online was in no way scientific in nature, and did not cover the exact demographics of the county, though representation from a variety of demographic groups was inclusive. Workshops materials, survey results and Mini-Grant reports are included in Appendix H.

Figure 2-2: Workshop listing with dates, times, languages and accommodations

 Community Workshops being held around Fresno County 	
Thursday, May 16, 2013 Dinner and Workshop: 5:00 - 8:00 p.m. John Palacios Community Center 16846 4th Street Huron, CA Spanish translation language provided <i>Hosted by Valley LEAP</i>	Friday, May 17, 2013 4:00 p.m. – 6:00 p.m. Parc Grove Commons 2674 E. Clinton Avenue Fresno CA 93703 Spanish translation language provided <i>Hosted by Fresno Housing Authority</i>
Monday, May 20, 2013 6:00 p.m. – 8:00 p.m. Yosemite Village, 709 W. California Avenue Fresno, CA 93706 Spanish translation provided <i>Hosted by Office of Community and Economic Development at Fresno State, Fresno Housing Authority and Central California Regional Obesity Prevention Program</i>	Monday, May 20, 2013 6:00 p.m. – 7:30 p.m. Fowler Branch Library 306 S. 7th Street Fowler, CA Spanish and Punjabi translation available Childcare and light refreshments provided <i>Hosted by Central California Regional Obesity Prevention Program</i>
Wednesday, May 22, 2013 Lunch & Workshop: 11:00 a.m. - 1:00 p.m. 1940 N. Fresno Street Fresno, CA 93703 Hmong translation provided <i>Hosted by the Office of Community and Economic Development at Fresno State and Fresno Interdenominational Refugee Ministries, Inc.</i>	Wednesday, May 22, 2013 5:00 p.m. – 7:00 p.m. Wedgewood Commons 2415 Fifth Street Sanger, CA 95831 Spanish and Punjabi translation provided <i>Hosted by Fresno Housing Authority and Central California Regional Obesity Prevention Program</i>
Thursday, May 23, 2013 Dinner and Workshop: 6:00 – 8:00 p.m. 745 Tulare Street Parlier, CA 93648 Spanish translation provided <i>Hosted by San Joaquin Valley Rural Development Center</i>	Thursday, May 23, 2013 6:00 p.m. – 7:30 p.m. Kings Canyon Middle School 5117 East Tulare Fresno, CA 93727 Spanish and Hmong translation available Childcare and light refreshments provided <i>Hosted by Central California Regional Obesity Prevention Program</i>
Tuesday, May 28, 2013 Dinner and Workshop: 6:00 p.m. – 8:00 p.m. Family Education Center 1610 Allardt Dr., Firebaugh, CA 93622 Spanish translation provided <i>Hosted by Fresno Housing Authority and San Joaquin Valley Rural Development Center</i>	Wednesday, May 29, 2013 Refreshments and Workshop: 6:00 to 7:30 p.m. Woodward Park Regional Library 944 E. Perrin Fresno CA 93720 Translation services available <i>Hosted by Fresno County Public Library</i>

SCS Scenario selection workshops

In response to the SB 375's workshop requirement, Fresno COG then worked with three of the mini-grant groups and countless other community partners to host six workshops and one video conference presentation of the Sustainable Communities Strategy Scenarios during the months of August and September 2013. The workshops were held in Fresno, Kingsburg, Kerman, Huron and Clovis for the general public, with free transportation, child care and dinner provided. The sixth workshop was cohosted by the American Lung Association for medical professionals and health organizations at UCSF Fresno. A video conference of the presentation was requested by the City of San Joaquin with their preferred scenario selections submitted via hard copy.

Fresno COG staff also developed online video versions of the presentation in English and Spanish that were accessible through the COG website at www.fresnocog.org and the Fresno County Library website. Anyone interested person could go online to view the presentation and then click into the link provided to select their preferred scenario and submit comments. The online presentation and survey were available to the public for participation through September 18, 2013. During each of the workshops Sustainable Communities Strategies A, B & C were presented and explained using graphic comparison charts of the 10 prioritized indicators identified by the focus groups in August 2012. Demographic data was requested via clicker technology from each participant. At the completion of the presentation, following a question and answer session, participants were asked to select their own, personally preferred scenario and to submit any comments they had regarding the scenarios. Summaries of the demographic and scenario preference selections, and the comments



Invites you to a Community Workshop

**Join other community members at a workshop
to discuss the future of our region!**

Valley Visions is a regional effort to improve the quality of life in our communities. Join us to discuss and select a regional plan that takes a big-picture look at how the Fresno County region can grow over time in a way that uses resources efficiently, protects existing communities, conserves farmland and open space, and supports the regional economy while reducing greenhouse gas emissions. Planning in advance for growth can result in better neighborhoods, more housing and transportation choices, and a higher quality of life for residents.

Three different Sustainable Community Strategy scenarios will be presented. You let us know which one you prefer!

FREE Transit to the workshops:
Fresno/Clovis Area: If you take transit to the workshop nearest you ask your bus driver for a transfer receipt and bring it into the workshop with you. We will give you bus tokens as reimbursement for the travel expense.
Rural Areas: Free rural transportation provided by calling 263-8005.
Free dinner will be served, FREE child care at some locations and language interpretation provided for the presentation and materials. If possible, please RSVP to Fresno COG (not required) to make sure we have enough food and workshop materials for all:
 Phone: (559) 233-4148 or email: brendav@fresnocog.org
 For more information: www.fresnocog.org

5 Community Workshops to choose from, each from 6:00 -8:00 p.m.:

Wednesday, August 28 Bullard High School 5445 N. Palm Avenue Barstow & Palm Ave. Fresno, CA	Thursday, August 29 Kingsburg City Hall 1401 Draper Street Kingsburg, CA	Tuesday, September 3 Kerman Community Center 15101 West Kearney Plaza Kerman, CA	Thursday, September 5 John Palacios Community Center 16846 4th Street Huron, CA	Monday, September 9 Clovis Veterans Memorial Building 808 Fourth Street Clovis, CA
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Please Come and Share Your Ideas

The workshop will be interactive and fun!

Senate Bill 375 is California state law that became effective in 2009 that prompts the creation of regional plans to reduce greenhouse gas emissions (GHG) from passenger vehicles throughout the state. The Fresno Council of Governments is tasked with creating Fresno County's "Sustainable Communities Strategy" (SCS) through integrated land use and transportation planning. The SCS will demonstrate that, if implemented, the region will be able to achieve the GHG targets set by the California Air Resources Board.

SCS Timeline: Where are we now?

2012		2013			2014	
JULY	SEPT./OCT.	NOVEMBER	MAY	AUGUST	AUG./SEPT.	SEPTEMBER
GHG Reduction Targets Selected	Focus Groups/Scientific Survey	Public Workshop	Introductory Workshops	Release 3 Draft SCS Scenarios	SCS Scenario Workshops	Select Draft Preferred Scenario
						Final Adoption of SCS

received from 302 individuals that attended workshops, and 46 people online were submitted to the RTP Roundtable, TTC, PAC and Policy Board for review and consideration. The clicker technology polling conducted at the workshops and online were in no way scientific in nature, and did not cover the exact demographics of the county, though representation from a variety of demographic groups was inclusive. The data and comments collected reflect the opinions of those who participated in the workshops based upon the data and information presented to them.



All of the workshops were publicized through a variety of means, including posters and flyers distributed through transit agencies and community organization partners and mini-grant recipient groups. Many e-mail blasts were sent out to government agencies, businesses, community partners and the public. Fresno COG's website comprehensively displayed current information, drafts, meeting materials, updates and topics were posted to Fresno COG's Facebook page from time to time. The Fresno County Library's website also contained links and information about the RTP/SCS effort with links to participate and get more information about the process. They also posted information on their Facebook and Twitter pages.

Fresno COG purchased newspaper and online advertisements to publicize the SCS workshops, (Table 2-4), while the Valleywide Public Outreach media effort ran concurrently (Table 2-5).

Table 2-4: Fresno COG print advertising

Print Ads were placed in the following newspapers:	
Firebaugh-Mendota Journal	Parlier Post
Fowler Ensign	Reedley Exponent
Fresno Bee	San Joaquin/Tranquility
Kerman News	Sanger Herald
Kingsburg	Selma Enterprise
Orange Cove and Mountain Times	Vida En El Valle

Table 2-5: Valleywide SCS Outreach--media

Valleywide SCS Outreach-- August-September 2013	
Online ads	
Google Adwords--Search Advertising Campaign	
Google Ad Network--pay per click banner advertising	
Facebook logo with link and text	
Online newspapers--banner ads	
Bakersfield.com	Mantecabulletin.com
Porterville Reporter	Lodinews.com
Modestobee.com	Turlockjournal.com
Stocktonrecord.com	Mercedsunstar.com
Fresnobee.com	Vida En El Valley.com
Pandora radio ads--audio and online banners	

2.6 Public Outreach and a fourth scenario



During the development of a fourth scenario, the process and the scenario itself were vetted before four standing committees and were available online on the Fresno COG website for over two months. Staff also met with member agency representatives at the local agencies and public presentations were given before many of their city councils, and the Fresno County Board of Supervisors. Those presentations allowed Fresno COG staff to share the scenario indicator results and information, and answer questions regarding the RTP/SCS.

Additional Public Participation

- During the entire process Fresno COG's website had dedicated pages for SB375, RTP, SCS, Public Participation, the RTP Financial Element, calendar listings, agendas, data, links, presentations, results, videos, minutes, committee processes and various other listings.
- Staff made additional presentations to community and business groups, chambers, and service groups as requested regarding the RTP/SCS.
- Fresno COG regularly included information about Regional Transportation Plan and Sustainable Communities Strategy development in Fresno COG's e-newsletter "Coming Up at Fresno COG" from May 2012 on, and will continue until the adoption of the RTP document. Up to 4,600 individuals are included in the email lists used to disseminate the e-newsletter.
- Fresno COG hosted or attended many meetings with School District personnel, stakeholders, public members and local agencies to clarify issues, share information and listen to needs and concerns. This includes speaking to Fresno COG's standing committees regarding the RTP/SCS.

2.7 Public Comment

Fresno COG promoted methods by which the public could submit comments and/or access information at their convenience:

- Workshop or meeting attendance open comments
- Workshop comment forms
- Fresno COG's website pages host contact information for all staff members
- By emailing Fresno COG's Public Information Officer or RTP staff
- By phone at 559-233-4148
- By Fax at 559-233-9645
- Via U.S. mail




Fresno Council of Governments - Consejo de Gobiernos de Fresno
 Regional Transportation Plan - Planes Regionales de Transportación
 Community Workshop - Taller Comunitario

Comment Form - Formulario Para Comentarios

Date/Fecha: _____

Name/Nombre: _____

Telephone/Teléfono: _____

Organization or business/Empresa o organización: _____

E-Mail/Correo electrónico: _____

Address/Domicilio: _____

City/Ciudad: _____ Zip code/Código postal: _____

Yes, I would like to be added to the Fresno COG notification list:
 E-Mail ☐ U.S. Mail ☐

Si, me gustaría que se agregue mi nombre a la lista de planes regionales de
 transportación:
 Correo electrónico ☐ Correo ☐

Comments/ Comentarios: _____

2.8 Consultation

The United States Department of Transportation defines consultation as: "one or more parties confer with other identified parties in accordance with an established process and, prior to taking action(s), considers the views of the other parties and periodically informs them about action(s) taken." Some areas of consultation could include transportation, land use, employment, economic development, housing, community development and environmental issues.

Existing federal regulations require Metropolitan Planning Organizations (MPOs) to consult with resource agencies, State and local agencies responsible for land use management, environmental protection, conservation, historic preservation and Native American Tribal Governments concerning the development of the Regional Transportation Plan. MPOs must seek input/ comments from resource agencies early in the planning process to prevent project delays at a later time. In other words, consulting with resource agencies early in the planning process may lead to better coordination, minimal litigation, possible project cost savings and an upfront understanding of resource agency issues. [Table 2-6](#) is a list of resource agencies that Fresno COG contacted for early consultation during the development of the RTP. (See Appendix H for consultation documentation.)

Table 2-6: Table of agencies Fresno COG consulted during RTP development

Federal Agencies:

Centers for Disease Control and Prevention, National Center for Environmental Health	U.S. Department of Homeland Security, Federal Emergency Management Agency
Federal Highway Administration	U.S. Department of the Interior, Office of Environmental Policy and Compliance
Federal Railroad Administration, Office of Policy and Plans	U.S. Department of Transportation
Federal Railroad Administration, Office of Environmental Policy and Compliance	U.S. Environmental Protection Agency, REGION IX
Federal Transit Administration	U.S. Environmental Protection Agency, Office of Air Quality Planning
Naval Air Warfare Center Weapons Division	U.S. Environmental Protection Agency, Federal Activities Office, CMD-2
U.S. Army Corps of Engineers Sacramento and San Francisco Districts	U.S. Fish and Wildlife Service
U.S. Department of Agriculture	U.S. Geological Survey, Office of Environmental Affairs

Table 2-6 continued: Table of Agencies Fresno COG Consulted with during RTP development

Federal Agencies continued:	
U.S. Department of Agriculture, Forest Service, and Natural Resources Conservation Service	U.S. National Park Service, Pacific Great Basin System Support and Pacific West Region
U.S. Department of Energy	
State Agencies:	
California Air Resources Board	California Public Utilities Commission
California Environmental Protection Agency	California Transportation Commission
California Department of Conservation, Farmland Mapping and Monitoring Program	California Water Institute
California Department of Forestry	California Department of Water Resources
California Department of Health Services	Caltrans - Headquarters, Districts 6 & 10, Division of Aeronautics Division of Rail
California Department of Housing and Community Development	Governor's Office of Planning and Research
California Department of Water Resources	State Department of Fish and Wildlife Environmental Services Division
California High Speed Rail Authority	State Office of Historic Preservation, Archaeological Inventory
California Highway Patrol	Strategic Growth Council
Tribal Governments:	
Cold Springs Rancheria of Mono Indians	Dunlap Band of Mono Historical Preservation Soc
Dumna Wo-Wah Tribal Government	Wuksache Indian Tribe/Eshom Valley Band
Santa Rosa Rancheria	Kings River Choinumni Farm Tribe
Big Sandy Rancheria	North Fork Rancherian Tribal Office
Table Mountain Rancheria	Sierra Nevada Native American Coalition
Tule River Indian Reservation	Choinumni Tribe
Regional Agencies:	
Association of Monterey Bay Area Governments	Sacramento Area Council of Governments
CalVans	San Diego Association of Governments
Inyo County Planning Department	San Joaquin Council of Governments
Kern Council of Governments	San Joaquin Valley Air Pollution Control District
Kings County Association of Governments	San Luis Obispo Council of Governments
Local Agency Formation Commission	Southern California Association of Governments
Madera County Transportation Commission	Stanislaus Council of Governments
Merced Association of Governments	Tulare County Association of Governments
Metropolitan Transportation Commission	Valleyrides
Monterey County Planning Department	
Local Agency Elected Officials, City Managers and Planning Staff:	
City of Clovis	City of Fresno
City of Coalinga	City of Huron
City of Firebaugh	City of Mendota
City of Fowler	City of Kerman

Table 2-6 continued: Table of Agencies Fresno COG Consulted with during RTP development

Local Agency Elected Officials, City Managers and Planning Staff:	
City of Kingsburg	City of San Joaquin
City of Orange Cove	City of Sanger
City of Parlier	City of Selma
City of Reedley	County of Fresno
Rail:	
Union Pacific Railroad	BNSF Corporation
High Speed Rail Authority	San Joaquin Valley Railroad
Aviation:	
Association of California Airports	New Coalinga Municipal Airport
California Airport Land Use Consortium	Reedley Municipal Airport
Firebaugh Airport	Selma Airport
Fresno Chandler Executive Airport	Sierra Sky Park Airport
Fresno Yosemite International Airport	William R. Johnston Municipal Airport
Harris Ranch Airport	
Schools and School Districts:	
Alvina Elementary	Mendota Unified
Big Creek Elementary	Monroe Elementary
Burrell Elementary	Orange Center Elementary
Caruthers Unified	Pacific Union Elementary
Central Unified	Parlier Unified
Clay Elementary	Pine Ridge Elementary
Clovis Unified	Raisin City Elementary
Coalinga-Huron Unified	Riverdale Unified
Firebaugh-Las Deltas Unified	Sanger Unified
Fowler Unified	Selma Unified
Fresno Unified	Sierra Unified
Golden Plains Unified	Washington Colony Elementary
Kerman Unified	Washington Unified
Kings Canyon Unified	West Park Elementary
Kingsburg Elementary	Westside Elementary
Kingsburg High School	California State University Fresno
Laton Unified	
Other Agencies and Organizations:	
American Farmland Trust	Mead & Hunt
Aries Consultant	Pacific Gas and Electric
California Native Plant Society	Placer Land Trust
California Trucking Association	Provost & Pritchard Engineering
California Wildlife Federation	Ricondo & Associates
C&S Companies	Sierra Club Tehipite Chapter
Gouveia Engineering	Sierra Research Consulting Firm