

Fresno Council of Governments

Public Participation Plan and RTP

Outreach Strategy

Overview

November 30, 2016



Fresno COG's Public Participation Plan

Updated and adopted July 2016, page 3:

Guide to meeting the Metropolitan Planning Organization requirements for coordination, public involvement and project development.



Fresno COG's Public Participation Plan

- * Provides direction for public participation activities conducted by Fresno COG
- * Contains the requirements, procedures, strategies and techniques used by Fresno COG to communicate with the public and appropriate, affected agencies.
- * Defines a process that outlines roles, responsibilities and key decision points for consultation
- * Defines a process for providing reasonable opportunities to be involved in the metropolitan transportation planning process.

PPP Commitments

Overarching PPP commitments:

- * Commitment 1: Early Engagement
- * Commitment 2: Access to All
- * Commitment 3: Response to Public Comment
- * Commitment 4: Open Communication
- * Commitment 5: Review



PPP's RTP Outreach Requirements

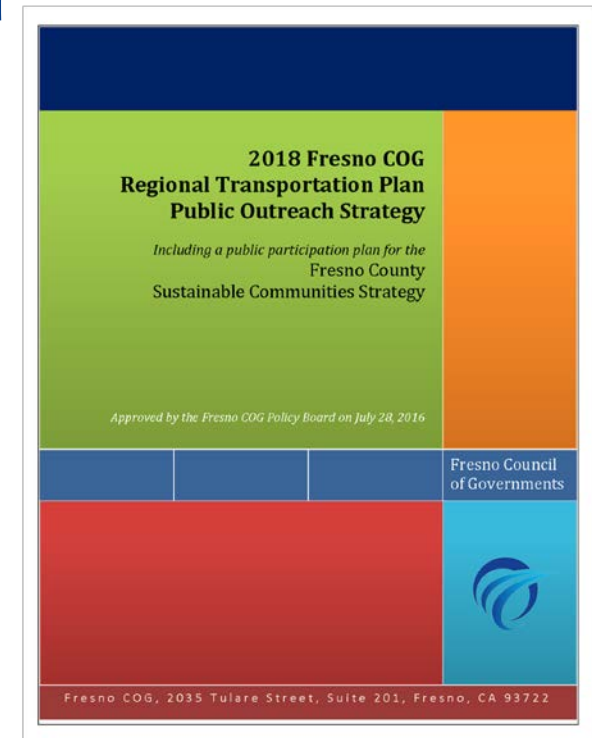
RTP Requirements, pages 17-18:

- * Outlines the difference between RTP Updates, amendments and modifications.
- * States Federal and State requirements
- * Directs reader to a separate Public Participation Plan included in Appendix A

RTP/SCS Public Outreach Strategy

Requirements, Public Outreach Strategy, Page 4

- * The RTP Planning Process must foster involvement through a proactive public participation process with the all interested parties.
- * Title 23 CFR Part 450.316(a) – Consultation and participation list of those we must “with reasonable opportunities to be involved.”



SCS Requirements

Public Outreach Strategy, Pages 5-7

- * SB375 Requirements for Sustainable Communities Strategies
- * SCS outreach plan not required to be reviewed or approved by an state agency and is not necessary to be included as part of the RTP... But we do!



Other Consultation & Coordination

Public Outreach Strategy, Pages 8-9

- * Private Sector Involvement
- * Consultation with Interested Parties
- * Native American Tribal Government
- * Resource Agencies
- * State of California
- * Public Transit/Human Services Transportation Plans



Objectives and Performance

Public Outreach Strategy, Pages 10-11:

- * Objectives
- * Performance Measures
 - * Diversity
 - * Reach
 - * Accessibility
 - * Impact
 - * Education
 - * Participant Satisfaction



Participation Strategies

Public Outreach Strategy, Pages 12-14:

Fresno COG intends to implement the following strategies throughout the process as necessary:

- * RTP Roundtable representation
- * Stakeholder Focus Groups
- * Community Survey
- * Community-Based Mini-Grants
- * Communication through Email, Social Networks—like us on Facebook!, Website: www.fresnocog.org (upgrading in 2017)



Participation Strategies

Public Outreach Strategy, Pages 14-16:

- * Enhanced, interactive Online Outreach – Metroquest
- * Standing Committee Meetings
- * Community Meetings
- * Technical Working Groups
- * Local agency call systems – as available
- * Public Hearings
- * Additional Tasks as identified during the process—do what works!!



How-To Guide

Public Outreach Strategy, Page 17:

- * “How to Guide” - get details about how and when to get involved in each of the outlined outreach strategies.

V. Get Involved in the RTP/SCS Process

How-To Guide

Below you will find a list of how you may participate in the Fresno COG Regional Transportation Plan development and Sustainable Communities Strategy planning process via the participation strategies listed in the previous chapter.

- 1. Regional Transportation Plan Roundtable**
The RTP Roundtable meets monthly on the third Wednesday of each month at 2:00 p.m. unless otherwise noted. Meeting agendas and packet contents are posted to the Fresno COG website at www.fresnocog.org under Agendas.
- 2. Fresno COG's Stakeholder Focus Groups**
If you are a stakeholder specifically interested or involved with plans or projects identified below then you may request to be included in the following focus groups:
 - Non-Motorized Transportation
 - Rail Transportation
 - Aviation
 - Environment
 - Health
 - Natural Resources
 - Transportation Providers
 - Business and Industry Representatives
 - Social Equity
 - Other

Request participation in one of the focus groups by contacting Brenda Veerendaal, Fresno COG Public Outreach Coordinator, at (559) 233-4148, ext. 219, or via email at brendav@fresnocog.org.

- 3. RTP Survey of the community**
Fresno COG is working with a survey firm to conduct "scientific" surveys whose participants are will be selected randomly through a detailed process, and will be reflective of the county's demographics. Questions included on the survey have already been identified by Fresno COG staff and more cannot be added without increasing the survey budget.

Voluntary participation in the actual survey is not possible. But results will be posted online at the Fresno COG website by the beginning of November, and presentations of the survey findings will be made by the survey consultant to the RTP Roundtable and the Fresno COG Policy Board during their November meetings.

- 4. Partnership with Valleywide SCS Outreach Strategy Implementation**
The Valleywide SCS Outreach Strategy was released for public review and comment on Tuesday, August 28, 2012. Comments may be submitted as indicated on the document.

Moving Forward..

- * Detailed Timeline, including key decision points and strategy implementation
- * Strengths, weaknesses of previous efforts
- * RTP Outreach “jurisdiction” on projects and local efforts