

II. Scope of Work

As part of Fresno COG's RTP Public Outreach we will hire a professional firm to develop and conduct a two part, stratified random sampling via stated preference survey whose participants are reflective of the county's demographics, including non-English speaking populations, from urban and rural portions of the region. Please see the attached Fresno County demographics to be used when determining survey participants.

Part 1:

The survey would first ask community members to prioritize a list of defined values, ranking them from most important to least important.

Community Values for prioritization:

1. Create compact, walkable neighborhoods that promote active transportation and health
2. Create a range of housing choices, e.g. more multifamily, higher density options
3. Maintain historical housing trends, e.g. predominantly conventional lot single-family homes
4. Create mixed-use neighborhoods close to transit services
5. Preserve open space, farmland, natural beauty, and critical habitat areas
6. Support a vibrant economy
7. Cleaner air and less pollution
8. Reduce the effects of climate change
9. Invest in existing neighborhoods and communities

Part 2:

The second portion of the survey would ask community members to prioritize a list of defined transportation spending priorities, ranking them from most important to least important.

Funding Priorities

1. Repair potholes and maintain streets and roads
2. Reduce traffic congestion and delay (e.g. more lanes, signal timing, etc.)
3. Improve local transit service (e.g. increased frequencies, expanded service areas, etc.)
4. Increase number of bike trails, bike paths, and bike lanes
5. Build and maintain sidewalks, pedestrian walkways, and trails
6. Make roads and intersections safer for all users
7. Build more electric vehicle charging stations