

# Draft 2014 Fresno COG Regional Transportation Plan Public Outreach Strategy

*Including a public participation plan for the  
Fresno County  
Sustainable Communities Strategy*

**Supplemental to the Fresno COG Public Participation Plan  
Adopted March 22, 2012**

*Draft RTP Public Outreach Strategy - released for public review and  
comment on August 28, 2012  
Due for adoption by the Fresno COG Policy Board on September 27, 2012*

Fresno Council  
of Governments



## Forward:

The Fresno Council of Governments (Fresno COG) is a consensus builder, developing acceptable programs and solutions to issues that do not respect political boundaries. Fresno COG is a voluntary association of local governments, one of California's 38 regional planning agencies, and one of 500+ nationwide. In 1967 elected officials of Fresno County and its incorporated cities informally created the agency, formalizing Fresno COG in 1969 through a Joint Powers Agreement. Fresno COG undertakes comprehensive regional planning with an emphasis on transportation, provides citizens an opportunity to be involved in the planning process, and supplies technical services to its members.

### Fresno COG's Member Agencies:

City of Clovis	City of Mendota
City of Coalinga	City of Orange Cove
City of Firebaugh	City of Parlier
City of Fowler	City of Reedley
City of Fresno	City of San Joaquin
City of Huron	City of Sanger
City of Kerman	City of Selma
City of Kingsburg	County of Fresno

**Draft Public Outreach Strategy  
for the  
2014 Fresno COG Regional Transportation Plan  
with a Sustainable Communities Strategy**

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## I. Introduction

Regional Transportation Plans (RTPs) are planning documents developed by Metropolitan Planning Organizations (MPOs) and Regional Transportation Planning Agencies (RTPAs) in cooperation with Caltrans and other stakeholders. They are required to be developed by MPOs and RTPAs per State legislation, (Government Code Section 65080 et seq.) and Federal regulation (Title 23 USC Section 134).

The purpose of the RTP is to establish regional goals, identify present and future needs, deficiencies, and constraints, analyze potential solutions, estimate available funding and propose investments.

A comprehensive public involvement program is an important component for developing a RTP. As Fresno COG undertakes the development of the 2014 RTP a major goal of the public outreach effort is to reach out to nontraditional as well as traditional audiences to include them in the transportation planning process. This program will help ensure that environmental justice issues are addressed and that interested members of the public have ample opportunity to understand and provide meaningful input while the RTP is in its early stages and throughout the planning process.

## II. Summary of RTP Public Outreach Plan Requirements

### A. RTP Public Participation Requirements:

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) states the following concerning participation and consultation:

*“The MPO shall develop and use a documented participation plan that defines a process for providing citizens,*

- *affected public agencies*
- *representatives of public transportation employees*
- *freight shippers*
- *providers of freight transportation services*
- *private providers of transportation*
- *representatives of users of public transportation*
- *representatives of users of pedestrian walkways and bicycle transportation facilities,*
- *representatives of the disabled*
- *other interested parties*

*with reasonable opportunities to be involved in the metropolitan transportation planning process.”*

- When significant written and oral comments are received on the draft RTP and as a result of the participation process or the interagency consultation process a summary, analysis and report of the proposed comments shall be made as part of the final RTP

- The public participation plan should be prepared prior to the development of the RTP. The public participation plan should have public input during its preparation and have a 45-day comment period before the MPOs/RTPAs board adopts it. This enhanced public participation plan is a new requirement as a result of SAFETEA-LU. *(Fresno COG's Public Participation Plan was adopted March 22, 2012 – this RTP public outreach strategy is supplemental to that document.)*
- Title 23 CFR part 450.316(a)(1)(iii) now requires the participation plan to use visualization techniques to describe the RTP and FTIP. Visualization techniques range from a simple line drawing or hand written chart to technologically complex web cast public meetings and GIS modeling and computer generated maps. The specific type of visualization technique is determined by the MPO/RTPA.
- The public participation plan and both the draft and adopted RTP shall be posted on the MPO/RTPA's website to the maximum extent practicable and for the life of the RTP.
- It is also recommended MPOs/RTPAs place hard copies of the draft and adopted copies of RTPs in local libraries and other locations where the public would have access to these documents.
- The MPO shall, to the extent practicable, develop a documented process that outlines roles, responsibilities, and key decision points for consulting with other governments and agencies. Non-MPO public participation efforts shall at minimum develop a documented process that outlines roles, responsibilities and provides outreach efforts to all sectors of the local community.
- MPO's and RTPA's are also encouraged to involve the media, including ethnic media as appropriate, as a tool to promote public participation in the RTP development, review and commenting process.

**B. The RTP's Additional SCS Public Participation Requirements:**

Public participation and consultation for the development of the RTP remains an essential element of the overall RTP process. Mapping and visualization tools should be used, to the extent practicable, to create visual representations of proposed scenarios, the SCS and the APS, if applicable. Use of these tools will help facilitate more effective and meaningful public involvement in development and refinement of the SCS and APS, if applicable. A Public Participation Plan includes public outreach, public awareness, and public input beginning with the planning stage.

*– (Fresno COG's agency Public Participation Plan (PPP) was adopted March 22, 2012. This RTP Public Outreach Strategy is supplemental to the PPP and more specifically spells out the Public Participation strategies Fresno COG is planning to use for the SCS outreach.)*

The MPO shall adopt a Public Participation Plan in advance of developing an SCS and/or APS to include:

- 1) Outreach efforts encouraging the active participation of a broad range of stakeholders in the planning process, consistent with the agency's adopted Federal Public Participation Plan. This includes, but is not limited to:
  - affordable housing advocates
  - transportation advocates
  - neighborhood and community groups
  - environmental advocates
  - home builder representatives
  - broad-based business organizations
  - landowners
  - commercial property interests
  - homeowner associations
- 2) Consultation with congestion management agencies, transportation agencies, and transportation commissions.
- 3) Regional public workshops with information and tools providing a clear understanding of policy choices and issues. At least one workshop in each county. At least three workshops for counties with a population greater than 500,000. To the extent practicable, each workshop shall include urban simulation computer modeling to create visual representations of the SCS and APS.
- 4) Preparation and circulation of a draft SCS (and APS, if one is prepared) not less than 55 days before adoption of a final RTP.
- 5) For multiple-county MPOs at least three public hearings shall be held on the draft SCS in the RTP (and APS, if any). For a single county MPO, at least two public hearings shall be held. To the maximum extent feasible, the hearings shall be in different parts of the region to maximize the opportunity for participation by members of the public throughout the region.
- 6) A process enabling the public to provide a single request to receive notices, information and updates.

This (SCS) public participation plan is not required to be reviewed or approved by any state agency and is not necessary to be included as part of the RTP. However, the MPO should maintain a record of its public participation efforts relative to the SCS and APS if applicable, and therefore, it is recommended these additional requirements should be included in the federally required public participation plan.

### **Input and Consultation with Local Elected Officials on SCS Development**

During the development of the SCS (and APS if applicable), the MPO must conduct at least two informational meetings in each county for members of the board of supervisors and city councils. Only one informational meeting is needed in each county if it is attended by representatives of the county board of supervisors and city councils that represent a majority of the cities representing a majority of the population in the incorporated areas of that county. The purpose of this meeting (or meetings) shall be to present a draft of SCS (and APS if applicable), to the members of the board of supervisors and city council members in that county and to solicit and consider their input and recommendations.

Continuing with a collaborative transportation planning process, MPOs work and consult with local elected officials as key stakeholders in the regional transportation system. While local elected officials serve on regional agency boards, expanded consultation is required pursuant to Government Code Section 65080(b)(2)(E) and (F) to provide outreach to all local elected officials and their member jurisdictions affected by the SCS (and APS if applicable).

Pursuant to Government Code Section 65080(b)(2)(G), in preparing an SCS, the MPO shall consider spheres of influence that have been adopted by Local Agency Formation Commissions (LAFCOs) within the region. MPOs should also consult with LAFCOs regarding special districts within the region that provide property-related services such as water or wastewater services, and should consult with these regional special districts, as appropriate, during development of an SCS (and APS if applicable).

Additionally, MPOs should consider consultation with school districts within their region during development of the RTP. School-related trips constitute a significant portion of all vehicle trips.

### **Interagency Coordination on SCS Development**

As the MPO works on RTP development and approval, interagency coordination with both federal and state agencies provides necessary information for the RTP, and notification to all interested parties. Advanced and continuous coordination with all appropriate agencies is highly recommended. MPO development of the RTP should include interagency coordination with, but not limited to, the following entities:

1. Federal agencies including: Federal Highways Administration (FHWA), Environmental Protection Agency (EPA), and Federal Transit Administration (FTA)
2. California Department of Housing and Community Development (HCD)
3. California Air Resources Board (ARB)
4. California Department of Transportation (Caltrans)
5. Appropriate Resources Agencies (see list in Section 4.9)
6. Adjacent MPOs and RTPAs with which the MPO shares a significant amount of interregional travel.

MPOs are also encouraged to work with HCD to incorporate the appropriate Regional Housing Needs Allocation (RHNA) within their RTPs.



## **C. Other Consultation & Coordination Requirements:**

### **Private Sector Involvement**

Federal regulations require private sector involvement as a component of the regional transportation planning process. Title 23 USC Part 134 (g)(4), Title 23 USC Section 135(e) and Title 23 CFR Part 450.316 (a) require the transportation planning process include input from the goods movement industry and other transportation organizations.

### **Consultation with Interested Parties**

Consulting with interested parties on plans, programs and projects shall include individuals or organizations that are mentioned in Title 23 CFR Part 450.316(a). Title 23 CFR Part 450.316(d) requires MPOs to consult with federal land use management agencies as appropriate during the development of RTP. RTPAs shall comply as well. Title 23 CFR part 450.322(g) states that MPOs shall consult as appropriate with state and local agencies responsible for land use management, natural resources, environmental protection, conservation and historic preservation during the development of their RTP. RTPAs shall comply with this as well.

The U.S. DOT defines consultation as when: *“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.

The U.S. DOT definition of “interested parties” to be engaged in statewide and metropolitan transportation planning has been expanded. The MPO/RTPA shall provide the following interested parties with reasonable opportunity to comment on the proposed RTP:

1. Citizens
2. Affected public agencies
3. Representatives of public transportation employees
4. Freight shippers
5. Private providers of transportation
6. Representatives of users of public transportation
7. Representatives of users of pedestrian walkways and bicycle transportation facilities
8. Representatives of people with disabilities
9. Providers of freight transportation services
10. Other interested parties.

### **Native American Tribal Government Consultation and Coordination**

Title 23 CFR part 450.316(c) requires MPOs to involve the federally recognized Native American Tribal Government in the development of the RTP and FTIP. RTPAs shall comply as well. Title 23 CFR part 450.316 (a)(1), the participation plan shall be developed by the MPO in consultation with all interested parties and shall, at a minimum, describe explicit procedures, strategies and desired outcomes. The requirement of including interested parties in the development of the participation plan and the RTP would include federally recognized or non-federally recognized tribes.

**Consultation with Resource Agencies**

Title 23 CFR part 450.322(g)(1) & (g)(2) requires that the MPO shall consult, as appropriate, with State and local agencies responsible for land use management, natural resources, environmental protection, conservation, and historic preservation concerning the *2010 RTP Guidelines* 74 development of the transportation plan. The consultation shall involve, as appropriate: (1) Comparison of transportation plans with State conservation plans or maps, if available; or (2) Comparison of transportation plans to inventories of natural or historic resources, if available. In addition, the discussion of mitigation activities required by SAFETEA-LU Section 450.322(f)(7) (and described more fully in Section 5.3) shall be developed in consultation with Federal, State, and Tribal land management, wildlife, and regulatory agencies.

**State of California**

California Environmental Quality Act (CEQA), consultation with agencies, governments or individuals that could potentially be impacted by transportation projects in the RTP. Government Code Section 65080(b)(2)(B)(v) requires that MPOs develop a sustainable communities strategy (which is part of the RTP) that shall gather and consider the best practically available scientific information regarding “resource areas” and “farmland” as defined in subdivisions (a) and (b) of Government Code Section 65080.01.

**Coordinated Public Transit/Human Services Transportation Plans**

Title 23 CFR Part 450.306(g) states the regional planning process should be coordinated and consistent with the preparation of the coordinated public transit-human services transportation plan as required by Title 49 U.S.C. Parts 5310, 5316 and 5317.

### III. Public Outreach Strategy Objectives for the RTP

Fresno COG's Public Participation Plan calls for setting and measuring progress on involving the public in Fresno COG's 2014 Regional Transportation Plan

#### A. Objectives:

- Solicit participation from a broad range of groups and individuals in the 2014 RTP decision-making process
- Raise awareness and offer opportunities for public input about the 2014 RTP
- Provide information to the residents in the Fresno County region and other stakeholders
- Stimulate dialogue about the transportation challenges facing the Fresno County region
- Develop and incorporate into the 2014 RTP update realistic solutions that address the diverse mobility needs of the region's residents, visitors and business people
- Build public support for, and understanding of, the transportation improvements outlined in the 2014 RTP

#### B. Performance Measures:

**Diversity:** Participants must represent a range of socioeconomic, ethnic and cultural, geographic and user (mode) groups. They must also include a range of people with varying interests: social service, business, environment, social justice/equity, etc.

- Targeted groups include all those listed under "Summary of Outreach Requirements" including additional Fresno COG contacts
- Participating citizens represent a cross-section of people of various interests, places of residence and primary modes of travel, as reported on surveys and comments or other communications received throughout the update process

**Reach:** The program should make every effort to include the greatest number of people possible. Different levels of participation will make it more inviting for people with a range of involvement preferences to join the discussion. The success of the program will be measure by the following:

- Number of comments received
- Number of individuals who actively participated in the Fresno COG RTP 2014 Public Outreach Program, as measured by survey responses, focus group attendance and community outreach involvement. (excluding repeat attendance)
- Number visits or "views" to the Fresno COG RTP 2014 section website and/or requests for information during active periods of the public outreach and involvement program

**Accessibility:** Every effort should be made to ensure that anyone who wants to participate can do so. This goal can be met by taking the participation activities to where people already are located, whenever possible. It can also be met by providing ways to participate, regardless of individuals' language or ability to attend a meeting, access to the Web, etc.

- Meetings are held in communities and during existing meeting dates/times whenever possible
- 100 percent of meeting locations are accessible by transit
- Meetings are linguistically accessible to 100 percent of participants, with 3 working days'

advance request for translation. (Meeting announcements will offer translation services with advance notice to participants speaking any language with available professional translation services.)

- All meetings are accessible under the requirements of the Americans with Disabilities Act (ADA).

**Impact:** The feedback received through this Outreach and Involvement Program should be analyzed and provided to the Fresno COG Policy Board wherever appropriate. Interested participants should be informed of Board's actions. Decisions to not incorporate recommendations should be noted, with a rationale provided and ready to be discussed.

- 100 percent of written comments received are logged, analyzed, summarized and communicated in time for consideration by staff and the Fresno COG Policy Board
- 100 percent of the written comments are acknowledged so that the person making them knows whether his or her comment is reflected in the outcome of a Policy Board action or, conversely, why the Policy Board acted differently

**"High-quality" Input and Participation:** Focus on receiving comments that generate discussion, add value to the process and help to build consensus.

**Education:** This outreach program is an opportunity for Fresno COG to inform a wide range of people about transportation issues in the Fresno County region, as well as the link to climate change and sustainable growth, among other issues. Each step of the process should include an educational element, whether it is about Fresno County area transportation in general, specific projects being considered for inclusion in the long-range plan or background on the outreach results to date.

**Participant Satisfaction:** People who take the time and energy to participate should feel it was worth their while to join in the discussion and debate. The following targeted performance measures are associated with each of the goal topics.

Majority of participants rate the Fresno COG RTP Outreach Program as *Excellent or good* on each of the following performance dimensions (or other specific features to be determined):

- Accessibility (meeting locations, materials presented in appropriate languages for targeted audiences, etc.)
- Adequate notice
- Sufficient opportunity to comment
- Clear understanding of items that are established policy versus those that are open to public influence
- Clear information at an appropriate level of detail
- Educational value of presentations and materials
- Responsiveness to comments received
- Understanding of other perspectives and differing priorities
- Quality of the discussion

## **IV. Implementation of RTP/SCS Public Outreach Strategies & SCS Participation Plan**

### **Initiating Plan Development – Participation Strategies and Planning**

Under a new state law (SB 375, Steinberg, Chapter 728, 2008 Statutes), Fresno COG must develop a Sustainable Communities Strategy (SCS) as part of their Regional Transportation Plan (RTP) to integrate planning for growth and housing with long-range transportation investments, including goals for reducing greenhouse gas emissions for cars and light trucks. The law also calls for a Public Participation Plan that addresses outreach for an SCS and the Regional Transportation Plan. Fresno COG is overseeing a Proposition 84 grant which will fund a large part of the SCS Public Outreach Strategies for the eight county San Joaquin Valley area.

Fresno COG intends to implement the following public outreach strategies throughout the development of the 2014 RTP and SCS.

#### **1. Regional Transportation Plan Roundtable**

Fresno COG has formed a RTP Roundtable “committee” whose purpose is to support the Fresno COG staff and COG standing committees in their development and preparation of the 2014 Regional Transportation Plan and Sustainable Communities Strategy. The Roundtable is vital to the success of the process as they 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.

The 35-member Roundtable is comprised of a representative from each of our local member agencies, the San Joaquin Valley Air Pollution Control District, LAFCo, Caltrans, public transportation, transportation planners, agriculture, building/development, environment, the Environmental Justice Task Force, Bicycle/Pedestrian advocates, banking/finance or real estate, health, affordable housing, goods movement, broad-based business, Federally recognized tribal governments, and it includes three positions for those who represent the public-at-large.

#### **2. Fresno COG’s Stakeholder Focus Groups**

To consult and coordinate the development of the RTP and SCS with stakeholders specifically interested or involved with plans or projects identified in individual work elements, these focus groups will be organized topically and could include the following:

- Non-Motorized Transportation – Users and providers of bicycle, pedestrian and multi-use trails, Fresno COG’s bike/trails committee
- Rail Transportation – Providers and users of rail service and freight shipping
- Aviation – The Fresno County Airport Land Use Commission will be consulted as an aviation focus group.
- Environment– Air District, Environmental Resource Agencies, Community groups with an environmental focus
- Health

- Natural Resources
- Transportation Providers – Providers and users of public, private and school transit services (urban and rural) and public transportation employees, Limousine and taxi company representatives, bus companies, vanpool leasing companies, etc.
- Business and Industry Representatives – Large employers, Chambers of Commerce, business organizations, developers, trucking companies and associations.
- Social Equity – Representatives of the disabled and elderly population including Fresno COG’s Social Services Transportation Advisory Committee and Fresno COG’s Environmental Justice Task Force.
- Other – Representatives from Federally recognized and non-federally recognized tribal governments, school districts representatives, other individuals or organizations that do not specialize in one of the categories listed above.

**3. RTP Survey of the community**

Fresno COG is working with a survey firm to conduct “scientific” surveys whose participants are reflective of the county’s demographics, including the homeless and non-English speaking populations from the urban and rural areas. The consultant will be responsible for preparing a detailed list of findings that assess whether or not values and priorities of the Fresno County community that were identified during the Blueprint Planning Process public outreach efforts still hold true today, as well as assessing whether the transportation priorities defined during Measure C survey development are still priorities to our communities. Survey findings will feed directly into Regional Transportation Plan development, including the drafting of Fresno COG’s Sustainable Communities Strategy.

**4. Partnership with Valleywide SCS Outreach Strategy Implementation**

Proposition 84 provided funding for Valleywide SCS Outreach Plan development and implementation. Fresno COG is the lead agency on the Valleywide grant, working with the other seven planning agencies to develop and implement an outreach strategy with the help of a consultant. While each county has its own timeline, public participation plan and set of resources and priorities for the SCS, the eight MPOs have elected to collaborate to develop and implement a Valleywide Public Outreach Strategy. The purpose of the Valleywide SCS Outreach Strategy is to provide a project identity and consistent messaging for the SCS, while supporting individual county outreach efforts. This strategy describes the approach, target audiences, methods and priorities for Valleywide SCS Outreach. The consultant will provide templates and outreach tools each agency may customize to fit their own needs for advertisements, workshops, website and presentation materials, and media contact listings. The Valleywide SCS Strategy is a stand-alone document, but is also meant to be a supplement to this 2014 RTP Public Outreach Strategy.

**5. Community-Based Mini-Grant Outreach Program**

To help ensure diverse and direct input from all populations Fresno COG will award grant funding to community-based organizations, schools, and groups to conduct outreach to individuals not typically involved in the regional transportation planning process. The selected organizations will conduct outreach activities to secure public involvement from stakeholders in their communities and populations currently served, engaging them in the

development of the Regional Transportation Plan and generating feedback on the 2014 RTP and SCS.

**6. Emails:** Regular updates regarding RTP development will be included in the “Coming Up at Fresno COG” e-newsletters. Additional emails will be sent to government and other stakeholder agencies seeking their involvement and coordination as required by the Guidance document. If the public would like to submit a single request to receive all notices, information and updates regarding the RTP and SCS development they may do so by contacting Fresno COG staff member Brenda Veenendaal by phone at (559) 233-4148 ext. 219 or via email at [brendav@fresnocog.org](mailto:brendav@fresnocog.org).

**7. Social Networks:** Updates, workshops and meeting announcements will be posted to the Fresno COG Facebook Fan page as well as any other opportunities to participate in the RTP and SCS development.

**8. Website:** RTP meetings, agendas and packets and public comment/participation opportunities will be available and accessible under the Get Involved, Planning/RTP, Grants (mini-grants) and Announcements sections of the Fresno COG website.

**9. Regularly scheduled meetings:** The following lists of Boards and Committees will be involved in the development of the RTP & SCS as scheduled below.

Fresno COG’s Standing Committees and Boards consulted and coordinated monthly:

- **EJ Task Force** – Meets monthly to discuss the Environmental Justice (EJ) Plan update and provide feedback on public outreach to EJ communities
- **RTP Roundtable**—Meets monthly during the development of the RTP and SCS (*See page 12 for a full description of Roundtable*)
- **Transportation Technical Committee (TTC)** - Standing items included on TTC agendas each month brief committee members on RTP and SCS development issues and public outreach opportunities
- **Policy Advisory Committee (PAC)**—Standing items included on PAC agendas each month brief committee members on RTP and SCS development issues and public outreach opportunities
- **Fresno COG Policy Board** - Standing items included on Policy Board agendas each month brief committee members on RTP and SCS development issues and public outreach opportunities

Other Fresno COG committees or boards that will be consulted or coordinated with during the RTP/SCS development:

- **Airport Land Use Commission (ALUC) of Fresno County**
- **Association for the Beautification of 99**
- **Social Service Technical Advisory Council (SSTAC)**
- **Measure C Citizen Oversight Committee**

Previously consulted/involved Fresno COG committees:

- **SB 375 Task Force** – This task force met monthly for one year discussing and defining Greenhouse Gas Reduction targets for the SCS Plan. The Task Force no longer meets, but many members of the committee now sit on the RTP Roundtable.

Valleywide Committees and Boards that will be consulted or coordinated with during the RTP/SCS development.:

- **Model Coordinating Committee/Programming Coordination Group**
- **San Joaquin Valley Greenprint Committee**
- **San Joaquin Valley Regional Planning Agencies – Regional Policy Council**
- **San Joaquin Valley Regional Planning Agencies – Executive Directors Committee**
- **Valley Blueprint Planners Network**

**10. Community Meetings**—Fresno COG staff will make presentations at existing community meetings for organizations and community groups or associations as requested in partnership with the Valleywide SCS Outreach, and as available through additional channels.

**11. Technical Working Groups**—Fresno COG staff will be working with Technical staff from our member agencies to develop/draft technical portions of the plans that require specific expertise or qualifications. Members of the public are welcome to attend.

**12. Local Agency call systems**—Some of Fresno COG’s local agencies have calling systems that phone residents to inform them of information pertinent to their community. The cities are willing to send out messages to their residents on our behalf announcing public outreach opportunities.

**13. RTP Workshops – Past and Present:**

WORKSHOPS PREVIOUSLY HELD:

- **EJ workshop we had for RTP kick off – June 18, 2012**  
Fresno COG hosted a seminar on June 18<sup>th</sup> as a kick-off for the Regional Transportation Plan development process entitled “Promising Practices for Integrating Social Equity and Health into Regional Planning”. Jonathan London, from the UC Davis Center for Regional Change presented a free, interactive seminar 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 seminar was for participants to gain new understanding of how they might use promising practices on social equity on their own work in the San Joaquin Valley, including the development of regional Sustainable Communities Strategies. The seminar was held at Fresno COG, with 81 people registered to attend in person, and 17 webinar locations registered for online attendance.



- **Regional Transportation Plan Introductory Workshop – August 15, 2012**

Fresno COG hosted a workshop for those who had applied for representation on the RTP Roundtable. All prospective members were given an overview of what the RTP is, what is required of Fresno COG during the RTP and SCS development, a timeline of the processes, and what their role will be as a newly formed Roundtable.

- **Member Agency Workshop – August 23, 2012**

Fresno COG hosted a workshop for our Policy Board, Policy Advisory Committee and Transportation Technical Committee members giving them an overview of what will be expected of them and their local agency as Fresno COG staff updates the RTP and drafts the new SCS. They were also provided with detailed background information on the SB 375 Target Setting, and SCS scenario planning processes.

FUTURE SCS WORKSHOPS/MEETINGS/HEARINGS:

- **Required workshops/meetings and hearings on the DRAFT SCS**

Senate Bill 375 requires that at least three regional public workshops with information and tools providing a clear understanding of policy choices and issues on the Draft SCS are held in Fresno County during the SCS process.

Informational meetings must also be held in each county for members of the board of supervisors and city councils on the Draft SCS. Only one informational meeting is needed in each county if it is attended by representatives of the county board of supervisors and city councils that represent a majority of the cities representing a majority of the population in the incorporated areas of that county. The purpose of this meeting (or meetings) shall be to present a draft of the SCS to the members of the board of supervisors and the city council members to solicit and consider their input and recommendations.

Then, at least two public hearings shall be held on the Draft SCS in the RTP (and APS, if any). To the maximum extent feasible, the hearings shall be in different parts of the region to maximize the opportunity for participation by members of the public throughout the region.

**14. Additional tasks as identified during the process**

As appropriate and effective opportunities arise during the RTP and SCS development process each opportunity will be evaluated and discussed. If it is a viable approach to providing public education or receiving public input into the planning process, and if it is financially feasible, it will strongly be considered for implementation.

**Draft 2014 RTP/SCS Public Outreach Timeline**

		2013											
		October	September	August	July	June	May	April	March	February	January	December	November
		2012											
		October	September	August	July	June	May	April	March	February	January	December	November
<b>Valleywide SCS Outreach:</b>													
Valleywide SCS RFP released and consultant selected													
Valleywide SCS Consultant -- Contract and outreach strategy													
Valleywide SCS Outreach													
<b>Fresno COG RTP Survey:</b>													
Fresno COG scientific survey research, RFP & selection													
Fresno COG scientific survey implementation													
Fresno COG RTP Survey results released to public													
<b>RTP Outreach Plan and Strategies:</b>													
Coordination with other agencies													
Consultation with public and identified parties													
Fresno COG Outreach Plan Developed and approved													
Email/Facebook/Website communications and updates													
Fresno COG's Stakeholder Focus Groups													
<b>Community-Based Mini-Grant Outreach Program:</b>													
Community Organizations serving Fresno County identified													
Community-Based Mini Grants--RFP written and agencies selected													
Community-Based Mini-Grants public outreach													
<b>Fresno COG Boards/Committees/Task Forces Monthly Reports:</b>													
RTP update at Fresno COG Policy Board, TTC & PAC													
Fresno COG RTP Roundtable Meetings													
Environmental Justice Task Force Meetings													
Other Fresno COG Committees Consulted/Coordinated													
Valleywide Committees/Boards Coordination													
SB 375 Task Force													
<b>Additional Workshops/Meetings/Hearings:</b>													
Environmental Justice Workshop with Jonathan London													
RTP Roundtable Introductory Workshop													
RTP Member Agency Workshop													
Fresno COG SCS Workshops													
Fresno COG SCS Elected meetings													
Draft RTP Released for Review													
Submit to Caltrans													

## 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](http://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 Veenendaal, Fresno COG Public Outreach Coordinator, at (559) 233-4148, ext. 219, or via email at [brendav@fresnocog.org](mailto: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.*

5. **Community-Based Mini-Grant Outreach Program**

To help ensure diverse and direct input from all populations Fresno COG will award grant funding to community-based organizations, schools, and groups to conduct outreach to individuals not typically involved in the regional transportation planning process. The selected organizations will conduct outreach activities to secure public involvement from stakeholders in their communities and populations currently served, engaging them in the development of the Regional Transportation Plan and generating feedback on the 2014 RTP and SCS.

*Requests for Proposals (RFP) will be released to the public by November 1, 2012. A notice of the RFP will be emailed out to all of Fresno COG's contact listings, and it will be emailed or mailed directly to those who have requested notification. It will also be posted on the Fresno COG website with links to it in many locations. The RFP will be included in the agenda packets of Fresno COG's Transportation Technical Committee, Policy Advisory Committee, RTP Roundtable, EJ Task Force and the Fresno COG Policy Board as an information item.*

6. **Emails:** Regular updates regarding RTP development will be included in the "Coming Up at Fresno COG" e-newsletters. Additional emails will be sent to government and other stakeholder agencies seeking their involvement and coordination as required by the Guidance document.

*If you would like to submit a single request to receive all notices, information and updates regarding the RTP and SCS development you may do so, or you may be added to specific email lists only. To submit a request please contact Brenda Veenendaal, Public Information Officer for the Fresno COG, at (559) 233-4148 extension 219 or email her at [brendav@fresnocog.org](mailto:brendav@fresnocog.org).*

7. **Social Networks:** Updates, workshops and meeting announcements will be posted to the Fresno COG Facebook Fan page as well as any other opportunities to participate in the RTP and SCS development.

8. **Website:** RTP meetings, agendas and packets and public comment/participation opportunities will be available and accessible under the Get Involved, Planning/RTP, Grants (mini-grants) and Announcements sections of the Fresno COG website.

9. **Regularly scheduled meetings:** The following lists of Boards and Committees will be involved in the development of the RTP & SCS as scheduled below. Listed below are each Board and Committee with their typical meeting dates and times and/or where you can find information about their meetings.

Fresno COG's Standing Committees and Boards consulted and coordinated monthly. Meeting agendas and packet materials are available online on the Fresno COG website at [www.fresnocog.org](http://www.fresnocog.org) under Agendas.:

- **EJ Task Force** – Monthly meeting dates and times are not yet established.
- **RTP Roundtable** – Meets the third Wednesday of each month at 2:00

- **Transportation Technical Committee (TTC)** – *Meets the second Friday of each month at 8:30 a.m.*
- **Policy Advisory Committee (PAC)** -- *Meets the second Friday of each month at 10:00 a.m.*
- **Fresno COG Policy Board**

Other Fresno COG committees or boards that will be consulted or coordinated with during the RTP/SCS development. Meeting agendas and packet materials are available online on the Fresno COG website at [www.fresnocog.org](http://www.fresnocog.org) under Agendas.:

- **Airport Land Use Commission (ALUC) of Fresno County** –
- **Association for the Beautification of 99** --
- **Social Service Technical Advisory Council (SSTAC)** –
- **Measure C Citizen Oversight Committee** – *Meets the second Thursday of the month. Don't meet each month.*

Valleywide Committees and Boards that will be consulted or coordinated with during the RTP/SCS development – meeting agendas posted to announcement on the Fresno COG website calendar at [www.fresnocog.org](http://www.fresnocog.org):

- **Model Coordinating Committee/Programming Coordination Group**
- **San Joaquin Valley Greenprint Committee**
- **San Joaquin Valley Regional Planning Agencies – Regional Policy Council**
- **San Joaquin Valley Regional Planning Agencies – Executive Directors Committee**
- **Valley Blueprint Planners Network**

10. **Community Meetings**—Fresno COG staff will make presentations at existing community meetings for organizations and community groups or associations as requested in partnership with the Valleywide SCS Outreach, and as available through additional channels. *If you would like to request a presentation at a meeting of your organization, agency or group please contact Brenda Veenendaal, Public Information Officer for the Fresno COG, at (559) 233-4148 extension 219 or email her at [brendav@fresnocog.org](mailto:brendav@fresnocog.org).*
11. **Technical Working Groups**—Fresno COG staff will be working with Technical staff from our member agencies to develop/draft technical portions of the plans that require specific expertise or qualifications. *Members of the public are welcome to attend these meetings as an observer. All meetings will be posted to the Fresno COG website calendar at [www.fresnocog.org](http://www.fresnocog.org).*
12. **Local Agency call systems**—Some of Fresno COG's local agencies have calling systems that phone residents to inform them of information pertinent to their community. The cities are willing to send out messages to their residents on our behalf announcing public outreach opportunities.

*If your business or agency has a similar system or other method of communication we may utilize to share information with employees or community members please*

*contact Brenda Veenendaal, Public Information Officer for the Fresno COG, at (559) 233-4148 extension 219 or email her at [brendav@fresnocog.org](mailto:brendav@fresnocog.org).*

13. **Required workshops/meetings and hearings on the DRAFT SCS**

- Senate Bill 375 requires that at least three regional public workshops with information and tools providing a clear understanding of policy choices and issues on the Draft SCS are held in Fresno County during the SCS process.
- Informational meetings must also be held in each county for members of the board of supervisors and city councils on the Draft SCS to solicit and consider their input and recommendations.
- Then, at least two public hearings shall be held on the Draft SCS in the RTP (and APS, if any). To the maximum extent feasible, the hearings shall be in different parts of the region to maximize the opportunity for participation by members of the public throughout the region.

*All workshop meeting and hearing announcements will be announced via the website, email, and through meeting agenda items for various committees. We will also utilize the media for some announcements through our Valleywide SCS grant funding with press releases and media buys.*

14. **Additional tasks as identified during the process**

As appropriate and effective opportunities arise during the RTP and SCS development process each opportunity will be evaluated and discussed. If it is a viable approach to providing public education or receiving public input into the planning process, and if it is financially feasible, it will strongly be considered for implementation.

*If you have an outreach idea or opportunity for Fresno COG to consider utilizing please contact Brenda Veenendaal, Public Information Officer for the Fresno COG, at (559) 233-4148 extension 219 or email her at [brendav@fresnocog.org](mailto:brendav@fresnocog.org).*



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