



**Policy Advisory Committee
MINUTES
Friday, January 17, 2025
10:00 AM**

The meeting was held at FCOG Sequoia Conference Room.

Andrew Haussler, City of Clovis
Thomas Gaffery, City of Fowler
John Jansons, City of Kerman
Alexander Henderson, City of Kingsburg
Nicole Zieba, City of Reedley
Elizabeth Cabrera, City of San Joaquin
Lorena Mendibles, Caltrans District 6
Robert Phipps, FCOG
Moses Stites, FCRTA

The meeting was called to order at 10:08 a.m. by Mr. Jansons (Kerman), Chair. With 6 members present, there was a quorum to conduct business.

JOINT Transportation Technical/Policy Advisory Committee

A. Caltrans Report (Caltrans) [INFORMATION]

Lorena Mendibles reported on the following:

- Transit Planning Virtual workshop.
- The due date for grants is January 22, 2025.
- System Planning meeting in February.

I. TRANSPORTATION CONSENT ITEMS

A. Executive Minutes of November 8, 2024 [APPROVE]

B. 2024-25 Overall Work Program Amendment #2 (Les Beshears) [ACTION]

C. 2025 Safety Performance Targets - PM1 (Santosh Bhattarai) [ACTION]

D. Annual List of Obligated Projects for FFY 2024 (Ofelia Abundez) [Information]

E. Measure C TOD 13th Funding Cycle Call for Projects (Simran Jhutti) [Information]

F. Federal and State Grant Opportunities (Robert Phipps) [INFORMATION]

- Mr. Jansons called for any items wishing to be pulled by members or the public.
- Simran Jhutti (FCOG) pulled item E from the consent list to inform the committee that the TOD call for projects application opens today and closes March 4, 2025. **This is an informational item, no action needed.**
- After an opportunity for public comment, Ms. Cabrera (San Joaquin) motioned, and Ms. Zieba (Reedley) seconded to approve the consent agenda items A-D and F as presented.

All in Favor, no opposed.

Motion passed.

II. TRANSPORTATION ACTION/DISCUSSION ITEMS

A. **2026 RTP/SCS Environmental Impact Report and Legal Services (Elliot Racusin) [ACTION]**

Summary: Fresno COG will conduct a “program-level” environmental impact report (EIR) for the 2026 Regional Transportation Plan and Sustainable Communities Strategy (RTP/SCS). The EIR will be completed in compliance with the California Environmental Quality Act (CEQA); Fixing America’s Surface Transportation Act (FAST Act); Senate Bill (SB) 375; and all other applicable State and Federal laws. In addition, the grant will be combined with a “legal services” award to provide legal assistance to Fresno COG with developing the RTP, SCS and EIR.

Staff received two proposals for this project. The scoring committee consisted of representatives from Fresno COG, County of Fresno, City of Fresno, City of Reedley, City of Selma, and City of Coalinga. After an exhaustive evaluation of proposals, Fresno COG found that LSA Associates was the most qualified candidate with relevant years of experience necessary to complete the project.

The consultant will take primary direction from the Fresno COG project manager. All work is intended to be completed within 18 months of negotiating a contract, in accordance with the schedule component, and the consultant’s work will begin immediately upon receiving a notice to proceed, with an estimated completion date no later than July 2026.

Action: Staff requests that the TTC/PAC recommend the Policy Board approve LSA Associates for the 2026 RTP/SCS environmental impact report and legal services, and authorize the Fresno COG executive director to execute a contract for an amount not to exceed \$350,000.

- Elliot Racusin (FCOG) reported on the RTP/SCS Environmental Impact Report.
- After an opportunity for public comment, Mr. Haussler (Clovis) motioned, and Mr. Henderson (Kingsburg) seconded to approve the item as presented.

**All in Favor, no opposed.
Motion passed.**

B. **Fresno County Extreme Heat Analysis (Elliot Racusin) [ACTION]**

Summary: Fresno COG was awarded a Caltrans Sustainable Communities Planning Grant in fiscal year 2024-25 to conduct a Fresno County Extreme Heat Analysis.

The analysis is intended to provide valuable data for future climate adaptation and mitigation responses to extreme heat induced by climate change. The plan will also identify native and drought-tolerant tree canopy and vegetative cover improvement projects in communities most vulnerable to extreme heat, based on the extreme heat vulnerability analysis, and bike and pedestrian traffic analysis. This plan will inform general plans, long-range plans, and the design and retrofit of future and present infrastructure.

The parties involved in this project will be Fresno COG, each of the 15 local incorporated cities; Clovis, Coalinga, Firebaugh, Fowler, Fresno, Huron, Kerman, Kingsburg, Mendota, Orange Cove, Parlier, Reedley, San Joaquin, Sanger, and Selma; along with Fresno County, community organizations, and the general public.

Staff received three proposals for this project. The scoring committee comprised representatives from: Fresno COG, County of Fresno, Fresno Area Express, and San Joaquin Valley Air Pollution Control District. After an thorough evaluation of proposals, the scoring committee approved Dudek as the most qualified firm.

The consultant will take primary direction from the Fresno COG project manager. All work is intended to be completed within 18 months of negotiating a contract in accordance with the schedule, and the consultant’s work will begin immediately upon receiving a notice to proceed (estimated completion date no later than July 2026).

Action: Staff requests that the TTC/PAC recommend the Policy Board approve Dudek for the Fresno County Extreme Heat Analysis, and authorize the Fresno COG executive director to enter a contract for an amount not to exceed \$235,503.

- Elliot Racusin (FCOG) reported on the Extreme Heat Analysis.

- After an opportunity for public comment, Ms. Cabrera (San Joaquin) motioned, and Mr. Haussler (Clovis) seconded to approve the motion as presented.

**All in Favor, no opposed.
Motion passed.**

C. 2026 Measure C Contracts (Robert Phipps) [ACTION]

Summary: In October 2024, the Policy Board approved a \$1.75 million cooperative agreement from the Fresno County Transportation Authority (FCTA) for Fresno COG to contract with a project manager, survey firm, public outreach firm and a committee facilitator to begin developing the proposed 2026 Measure C expenditure plan. The FCTA Board followed suit in December 2024.

Specifically, staff proposed the \$1.75 million be allocated over a roughly 18-month timeframe in the following manner:

- Project manager, to organize and manage statutory requirements and information/input from the public, MC3 renewal committee(s), stakeholders and elected representatives, develop and craft the final draft expenditure plan, as directed: \$650,000
- Public outreach firm, to coordinate and hold a minimum, anticipated 40 public workshops/meetings throughout the region, create and manage social media and radio advertising, billboards, focus groups, and multiple other strategies designed to maximize transparent, thorough and meaningful public input from community residents on specific project ideas, program areas and other components that make up the next Measure C initiative: \$750,000, with a minimum \$150,000 reserved for community-based organizations to host public workshops/meetings
- Meeting/Community Facilitator to bring together disparate interests, stakeholders, jurisdictional representatives and the public as part of one or more committees to receive, address and consider public input as well as professional, technical and policy analysis in making recommendations to the Fresno COG and FCTA boards of directors: \$200,000
- Survey firm to provide statistically valid survey results to determine public familiarity with Measure C and its performance to date, test voter sentiment regarding the viability of a renewal initiative and recommend communications/messaging suitable for a renewal effort: \$150,000.

To this end, Fresno COG solicited for all four contracts in November 2024 and received multiple proposals for each in December, as depicted in the table below.

2026 Measure C3 Proposals

| | Facilitator | Project Manager | Public Outreach |
|--|--------------------|------------------------|------------------------|
| DKS/Provost & Pritchard/LSA/FM3 | X | X | |
| Estolano | X | | |
| FM3 Research | | | |
| Problosky Research | | | |
| Southwest Strategies | X | | X |
| Trepepi Smith | X | | X |
| Vista Consulting | | | X |
| VRPA | X | X | |

Staff assembled four separate scoring committees that included: three city managers (Ben Gallegos [Firebaugh], Elizabeth Cabrera [San Joaquin], Nicole Zieba [Reedley]); a public works director (Scott Mozier [Fresno]); a member of the Measure C Citizens Oversight Committee (Gail Miller) and; Fresno COG and FCTA staff (Robert Phipps, Terry Ogle, Paul Herman, Brenda Thomas, Rose Willems).

After reviewing all proposals and interviewing the top two to three firms for the facilitator, project manager and public outreach contracts, the scoring committees separately voted to award the four contracts accordingly:

| | | |
|-------------------------------|----------------------------------|----------------|
| Facilitator: | DKS/Provost & Pritchard, | \$199,629.82; |
| Program Manager: | DKS/Provost & Pritchard/LSA/FM3, | \$649,931.22 |
| Public Outreach: | Tripepi Smith, not to exceed | \$750,000 |
| Public Survey/Polling: | FM3 Research, | \$149,250 |
| Total: | | \$1,748,811.04 |

Action: Staff requests that TTC/PAC recommend the Policy Board award the following contracts totaling \$1.75 million, and authorize the executive director to execute the agreements:

| | | |
|-------------------------------|----------------------------------|---------------|
| Facilitator: | DKS/Provost & Pritchard, | \$199,629.82; |
| Program Manager: | DKS/Provost & Pritchard/LSA/FM3, | \$649,931.22 |
| Public Outreach: | Tripepi Smith, not to exceed | \$750,000 |
| Public Survey/Polling: | FM3 Research, | \$149,250 |

- Robert Phipps (FCOG) reported on the 2026 Measure C Contracts.
- Terry Ogle (FTA) gave an update on the plan for a new process.
- After an opportunity for public comment, Ms. Zieba (Reedley) motioned, and Ms. Cabrera (San Joaquin) seconded to approve the motion as presented.

**All in Favor, no opposed.
Motion passed.**

D. Measure C Renewal Committee Formation - Expression of Interest (Brenda Thomas) [INFORMATION]

Summary: Fresno COG and the Fresno County Transportation Authority invite interested stakeholders who would like to sit on the Measure C Renewal Committee to submit an Expression of Interest form by Jan. 31. The committee will be responsible for developing both a draft and a final expenditure plan for the proposed 2026 Measure C sales tax extension, which will be placed on the 2026 ballot. Committee members will engage in a collaborative, participatory process, contributing their expertise and perspectives as representatives of Fresno County taxpayers. Their work will help ensure that the renewal plan reflects the community’s needs and priorities for improvements throughout the region. Committee members may expect to meet monthly for up to two hours, with the first meeting anticipated to be a half-day. Only Fresno County residents are eligible to sit on the committee.

If you are interested in sitting on the Renewal Committee complete an Expression of Interest Form.

All meetings will be hybrid (virtual and in person options), open, public meetings. Meeting recordings will be available following each meeting on the Renewal community information hub and Fresno COG’s YouTube channel.

Action: Information Item.

- Brenda Thomas (FCOG) reported on the Measure C Renewal Committee Formation.

Information Item. No action needed.

E. Measure C Local Pass-Through Funded Project Lists (Brenda Thomas) [INFORMATION]

Summary: Fresno County Transportation Authority (FCTA) staff is updating the Measure C website and is requesting a short list of six to eight completed local Measure C pass-through funded projects from each agency partner to showcase the accomplishments of Measure C throughout Fresno County. The project lists will be used to create digital fact sheets for each city and transit agency, the FYI airport and Fresno County, with a rotating carousel of photos highlighting examples of how local agency pass through funds have been spent. The goal is to include at least one improvement from each councilmember or Supervisor's District in each city or County community.

FCTA is requesting the list of six to eight projects **by Jan. 31**. Please include project limits and the type of Measure C improvement that was completed. Details about each project are not necessary. If photos were taken of submitted projects, please forward them as well. FCTA will have representative photos taken to post on the website if none are supplied. Email project lists and photos to rose@measurec.com.

Action: Information and discussion

- Brenda Thomas (FCOG) reported on the item.

Information only. No action needed.

III. ADMINISTRATIVE CONSENT ITEMS

A. Modeling On-Call Contract with RSG Amendment #1 (Santosh Bhattarai) [ACTION]

Summary: Fresno COG's activity-based model (ABM) is a cutting-edge, travel-demand forecasting model that has been used to develop plans such as the RTP/SCS, conduct air quality conformity analyses, and analyze traffic and vehicle-miles-traveled impacts. The ABM is an essential planning tool for COG and the Fresno County region.

Since 2019, Fresno COG has maintained an on-call contract with RSG, which built the ABM for Fresno COG and has been providing technical assistance to Fresno COG modeling staff. The RSG team helps COG staff troubleshoot the model, provides training on new model enhancements, and fixes any bugs related to the code.

Fresno COG completed the base-year update of the ABM in September 2024. With some unforeseen transit and interregional trip-related issues being carried over from FY 23-24 into FY 24-25, the on-call budget for this fiscal year was expended by September 2024. To continue the on-call services through the end of this fiscal year, additional money is needed.

Also, the 2026 RTP/SCS scenarios development and modeling will start in spring 2025. With a newly updated model, COG staff will be testing high-capacity commuter rail services like light-rail transit (LRT) and regional rail services as an aspect of the 2026 SCS scenarios. To incorporate these scenarios, a model enhancement is needed, which requires an estimated budget of \$19,006 and is scheduled to be completed by February. Altogether, staff proposes an additional \$57,500 to the existing on-call contract for the FY 24-25, for a total of \$97,500. Attached is the scope of work for the new model enhancement.

Action: Staff requests that TTC/PAC recommend the Policy Board authorize the executive director to amend the existing on-call support contract with RSG by \$57,500 for a new total of \$97,500.

B. 2025 Fresno COG Legislative Platform (Robert Phipps) [ACTION]

Summary: Fresno COG's legislative platform includes advocacy priorities in State and Federal legislative matters. It provides a consistent, reliable voice when communicating legislative priorities to State and Federal lawmakers, as well as to relevant State and Federal agencies. It also offers Fresno COG staff and partners guidance when advocating on the Policy Board's behalf. Attached is the final 2025 Legislative Platform for review and comment.

Action: Staff requests the PAC recommend the Policy Board approve and adopt the 2025 Fresno COG Legislative Platform. The Committee may provide additional direction at its discretion.

- Mr. Jansons called for any items wishing to be pulled by members or the public.
- After an opportunity for public comment, Ms. Cabrera (San Joaquin) motioned, and Mr. Henderson (Kingsburg) seconded to approve the consent agenda item A & B as presented.

All in Favor, no opposed.
Motion passed.

IV. ADMINISTRATIVE ACTION/DISCUSSION ITEMS - NONE

V. OTHER ITEMS

A. Items from Staff

- Moses Stites (FCRTA) – thanked the cities for their help in completing the bus shelter projects.

B. Items from Members

- None.

VI. PUBLIC PRESENTATIONS

A. Public Presentations

- None.

VII. ADJOURNMENT

The meeting was adjourned at 10:38 a.m.

Respectfully submitted,



Robert Phipps, Interim Executive Director

Public:

Terry Ogle

Staff:

Denise Flores, Robert Phipps, Paul Herman, Brenda Thomas, Janelle Del Campo, Ofelia Abundez, Les Beshears, Moses Stites, Simran Jhutti, Santosh Bhattarai, Kai Han, Elliot Racusin.