



2025-26 Fresno COG One Voice Advocacy Trip

Regional Priorities Submittal Form

Submittal Deadline: Wed., Jan. 15, 2026

Keep your regional priority content to less than three pages long. Do not change the font (*Arial*). Contact Brenda Thomas at bthomas@fresnocog with questions.

One Voice Proposed Priority title:

Manning Avenue Active Traffic Management Safety Enhancement Project

Sponsoring agency:

City of Parlier

1. Request summary – provide specific “ask”. Keep this brief. It should not include the project history or background:

The City of Parlier is requesting \$1,000,000 for the design and construction of the Manning Avenue Active Traffic Management Safety Enhancement Project. This project will implement a demand-actuated traffic control system to eliminate unpredictable mid-block traffic conflicts, ensuring the functional efficiency of the regionally significant freight and commuter corridor with documented collision fatalities.

2. About the Priority: (Provide specific information about your proposed priority. Include information you want included in the trip materials.)

Manning Avenue is a regionally significant arterial roadway that carries more than 32,000 vehicles daily through the City of Parlier, including a significant number of heavy agricultural trucking. This project is located on Manning Avenue at the center of City of Parlier, situated between a multifamily complex and a primary commercial/employment hub. Currently, the lack of an active traffic management system at this high-density location forces unpredictable “at-risk” crossings that disrupt traffic flow and place all road users at risk of fatal or severe injury collisions.

The proposed Active Traffic Management System (ATMS) will use a demand-activated signal that remains “dark” when not in use, ensuring that the 32,000+ daily vehicles and freight carriers face zero unnecessary delays when there is no cross traffic.

By providing a signaled, predictable interval for road users to cross, the system removes the "stop-and-go" unpredictability currently caused by road users having to navigate multiple lanes of high-speed traffic. The proposed ATMS is a solution that balances roadway safety with efficient traffic flow to prevent future loss of life due to traffic collisions.

This enhancement is a Federal Highway Administration (FHWA) Proven Safety Countermeasure capable of reducing pedestrian-related crashes by up to 69%. Once installed, this automated system requires minimal maintenance, providing a cost-effective alternative to traditional transit-dependent solutions or other high-impact changes to existing corridors.

These types of systems are a proven safety enhancement solution for mid-block and uncontrolled crossings on busy roadways. Unlike traditional traffic signals, these systems remain dark until activated by a road user. Once the crossing traffic has successfully passed or merged onto Manning Avenue, the beacon returns to dark/off mode. This operation is fundamentally different from a conventional traffic light, which cycles through red, yellow, and green regardless of the presence of traffic, which cause unnecessary traffic delays.

On high-speed, high-volume corridors like Manning Avenue, the presence of active traffic management systems significantly reduce traffic conflicts. Studies by the Federal Highway Administration (FHWA) show that these types of safety countermeasures can reduce traffic collisions by up to 69%, making them one of the most effective safety treatments available for mid-block crossings. Currently, Manning Avenue roadway users face the daunting challenge of judging gaps in high-speed traffic or relying on other drivers to yield. Without safe crossing improvements, children and elderly individuals with limited mobility options, are forced to navigate multiple lanes of fast-moving traffic on their own. The introduction of an ATMS will provide a highly visible, safe, and predictable crossing point, while still maintaining efficient traffic flow for the thousands of vehicles that use Manning Avenue daily.

3. Priority background – (Include the priority issues, history and an explanation of the regional significance if not provided in question 1)

Manning Avenue is a vital arterial roadway for California's Central Valley agricultural supply chain, which connects six cities within Fresno County to Interstate 5 and California State Route 99. As a result, Manning Avenue handles a high traffic volume. In Parlier alone, which is a city of just over 14,000 residents, the daily volume of traffic traveling through Parlier exceeds 32,000 vehicles. Because Manning Avenue is a regionally significant corridor for the movement of people and agricultural goods, this means that this large volume of traffic moving through the City of Parlier also includes heavy truck traffic. The absence of intelligent safety infrastructure contributes to a roadway environment where collisions are not just possible but inevitable.

There have already been five recorded vehicle-pedestrian collisions on Manning Avenue between the period of 2013 to 2023. All collisions resulted in injury to the pedestrian, with varying degrees of severity ranging from minor injuries to fatal. The two most recent collisions occurred in 2022, one of which resulted in the death of the pedestrian involved.

The current lack of intelligent traffic management creates safety risks that threaten the reliability of this freight corridor. By implementing this ATMS, Parlier is protecting the regional economic output by ensuring that heavy trucks and the local workforce can navigate this high-traffic corridor without unpredictable, life-threatening disruptions that cause roadway closures and logistics delays.

Beyond safety benefits, the ATMS installation aligns with regional and federal goals of improving accessibility, reducing roadway fatalities, and fostering a transportation network that supports all users, regardless of their mode of travel. The City of Parlier recognizes the urgent need for this infrastructure improvement and urges Congressional representatives to support this funding request. By investing in this safety measure, we can prevent future roadway injuries and fatalities, and enhance regional mobility.

4. If your priority is not transportation related, are there any transportation policy connections?

This project is directly related to regional transportation policy by maximizing the efficiency of an existing arterial without the need for high-cost roadway widening. It aligns with federal goals of Proactive Safety Management and Intelligent Transportation Systems (ITS) by utilizing technology to integrate local mobility needs with regional freight throughput requirements.

5. Attach high-resolution photos, graphics or other explanatory attachments for the One Voice trip materials. Do not copy and paste them here, attach them as separate electronic files. Then, describe the attachments and include them with your submittal.

Project Location Map – Depicts the location of the proposed improvements and connectivity to key destinations.

Collision History Summary – Provides the list of collisions between 2013 and 2023 along Manning Avenue.

6. Contact – Include the contact information for the priority submittal **and** the contact information of the person that will be attending the One Voice trip to speak on behalf of the priority:

Project Contact:

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