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**SUBJECT: Fresno Public Transportation Infrastructure Study (PTIS)
Memorandum #13 – Stakeholder and Public Outreach Plan**

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This memorandum describes the 'Stakeholder and Public Outreach Plan' for the Fresno Public Transportation Infrastructure Study (PTIS) Phase 2, which is being conducted by Kimley-Horn and Associates (KHA) for the Council of Fresno County Governments (FCOG).

Introduction

Why Emphasize Public Outreach?

The purpose of this plan will be to increase awareness, provide an opportunity for input, educate the public and stakeholders on available technologies and their impact on land use planning, and to present findings of the study at key milestones. Including the public in significant decision-making is essential to success of the overall transit improvement plan and acceptance or buy-in by key stakeholders who can help turn the plans into projects.

As our methods of gaining information have broadened, and our demographics have changed, it is more challenging to reach and engage a diverse public. Experience shows that non-English speaking, low-income and disabled residents are not as likely to participate in a meeting, for various reasons, including lack of transportation, language barriers, fear or distrust of authority or simply the sense that their viewpoints don't matter.

It is likely that the meetings held during the PTIS will draw those with special interests in transportation. In order to engage others in the discussion, this plan will rely upon community events and a diverse toolbox of communication vehicles, allowing the message to come to them, and will offer a variety of mechanisms to encourage all voices to be heard.

The first step is to make residents and policy-makers aware of the project and create enthusiasm for what the study can mean to the future of Fresno County. The foundation for community outreach efforts for the next two years will be laid here, for an audience that includes businesses, policy-makers, influencers, non-English speakers, low-income, disabled, transit users and environmentalists.



This Public Outreach Plan represents the first step in the project. This plan outlines the various tools that will be utilized to make the public aware of this project, provide opportunities for input, educate the public on the available technologies and their impact on planning and to present findings of the study at key milestones. Included in this plan are the majority of the types of vehicles outlined by the International Association for Public Participation, tailored to meet the needs of this project and this audience.

By design, this Public Outreach Plan will be fluid, in order to allow for response to new opportunities. All materials will reference the Measure C logo and website.

Stage One: Study Initiation

During this stage educational, informational, and project update materials that can be used in a variety of public outreach activities will be identified and prepared and distributed as needed throughout the project.

- Create a logo and slogan to brand the study. The logo, and slogan, will be used throughout the study for consistency of image and recognition among the audiences.
- Design the website home page, and create the skeleton of the site to be regularly enhanced over the project period. This site is to be developed in English, with downloadable documents available in Spanish and Hmong. Information will be updated consistently throughout the project to promote meeting dates and events and summarize findings. The website will offer links to other key studies and related sites. A project e-mail address will be set up and monitored in order to collect and respond to requests for information.
- Design the newsletter. This newsletter will be distributed up to eight times to a wide variety of individuals and organizations such as:
 - Department heads for Fresno County and all incorporated cities
 - Elected officials
 - Community leaders
 - Special district leaders
 - Blueprint participants
 - Unmet Needs participants
 - Social service agencies
 - Job development agencies
 - School districts
 - Advocates and organizations for the disabled, the environment and alternative transportation

Media Relations



Begin establishing awareness through media relations. Media relations are a critically important component in terms of reaching a broad-based constituency. Through regular distribution of news releases and consistent multi-lingual media relations, the study will gain additional exposure and help generate additional participation.

The first steps are to announce the study, begin building understanding and awareness and educate the media on the key spokespersons for the project. The first newsletter will be sent to all media outlets as part of the media kits. The newsletter will be sent electronically to the Fresno Bee for placement of a half-page ad and translated into Spanish for insertion in Vida en el Valle and posting on the website. It will also be available in English, Spanish and Hmong on the project website for download.

News releases will be provided at key points along the path to encourage ongoing, accurate and supportive coverage. Media outlets to receive regular news releases include:

Fresno Bee	Yosemite Sun
Kingsburg Record	Sierra Star
Sanger Herald	Selma Enterprise
Reedley Exponent	Channels 21, 24, 47, 30, 26
Parlier Post	KBIF (Southeast Asian)
Orange Cove/Mountain Times	KMJ
Firebaugh-Mendota Journal	KSOF
Fowler Ensign	Spanish stations: KUFW, KOND, LaKalle,
Avenal Chimes	KRDA, KMQA, KFSO, KWRU, KRDA, KXOB
Kerman News	
Westside Advance	

The Fresno Bee will also be approached about producing a section for children to distribute to schools through the Newspapers in Education program. This insert takes on a topic and encourages children to learn while completing puzzles and games and is designed to include parents in the discussion.

- Establish a Speakers Bureau. Expert speakers will be identified to discuss the key issues affecting this study, including land use, high-speed rail, transit-oriented development and new technologies.

Involving Those Already Involved

A valuable database of names, addresses and e-mail addresses of individuals has been created thanks to recent studies, such as Blueprint and Bus Rapid Transit. These are individuals who have a personal or professional interest in transportation.



The Outreach Plan includes:

- One-on-one meetings with key stakeholders at two points during the development of the study.
- Public meetings and workshops located in five key development corridors plus downtown Fresno with bodies such as:

Fresno City Council
Fresno County Board of Supervisors
San Joaquin Valley Air Pollution Control District
Local Chambers of Commerce
Fresno residents of the identified corridors
City of Clovis leaders and residents

- Coordination with California State University, Fresno, and Fresno City College
- A “Champions Group” of stakeholders. These stakeholders will be interviewed and consulted throughout the study. They will be chosen to represent both general and specific interests in the study and help spread the word throughout their communities about goals and accomplishments.

Communities and groups identified during this task will be the focus of the public outreach activities identified in other tasks. This effort will be completed in consultation with FCOG staff and submitted to the PAC and TAC for review and comment.

Involving the Non-Involved

This plan includes taking the message of the PTIS into the community, going to events and places where Fresno County residents live, work and shop. These events may include:

- The Fresno County Fair
- Local swap meets
- The local shopping malls
- Hmong New Year
- Central California Women’s Conference

LA and KHA will coordinate with FCOG’s Public Information officer to identify upcoming or regular countywide events and develop outreach material for these events. Questionnaires will be distributed at up to four occurrences at the Fresno County Fair, local swap meets, the Central California Women’s Conference, or Vintage Days at CSUF. Up to three staff will attend selected events and will distribute questionnaires, project information, and be available to answer question for up to four hours. Bilingual staff will be included among the project team representation at these events.

The final determination of which community events to attend will be made after consultation with the TAC. The consulting team will work with Creative Marketing



Solutions (CMS), the firm contracted for Measure C public outreach. The Lockwood Agency and Kimley-Horn & Associates will develop material for, coordinate with, and participate in CMS' Road Shows at up to eight Fresno County events over the two year study process, which may include those listed above.

Materials on hand at public events appearances will include:

- Questionnaires designed to identify needs, desires and level of awareness of the issues.
- Trilingual fliers/fact sheets
- posters with workshop dates, venues and times
- Graphics and possibly prizes or give-aways as budget allows

Fliers will also be distributed to sites and organizations such as:

- Community and recreation centers
- Health centers
- Transit centers
- Head Start programs
- Schools
- Churches
- First 5 programs
- City halls
- Libraries
- The Measure "C" outreach staff

The fliers will provide general information on the project and encourage feedback through telephone and website. A meeting with California State University Fresno and once with community college student-body representatives will be scheduled to identify the best ways to engage Fresno's student population, and integrate reasonable methods into the outreach plan (i.e., podcasts, blogs, college radio/newspapers, etc.)

We will arrange, and senior level consultant team staff will attend, up to 15 local public meetings (i.e., Planning Commission, City Council, Board of Supervisors, tribal councils, school boards, etc.) to introduce the study in its initial few months and report key findings near the conclusion of the study. In coordination with the TAC, two bodies will be selected for bi-annual updates at their regular public meetings. These bodies may include the City of Fresno City Council, the Fresno County Board of Supervisors, the San Joaquin Valley Air Quality Control District, the City Councils of 1 or 2 large rural communities, or the Fresno Chamber of Commerce. LA and KHA will provide quarterly updates to most decision-making bodies via electronic newsletter.

Kick-Off Meetings

The Outreach Plan includes up to six public kick-off meetings, with promotion through media relations and fliers, through email networking, and appropriate websites and newsletters.



- A handout will be developed for distribution at these meetings, providing a frame of reference for current issues and the goal of the study.
- Questionnaires will be distributed to garner written feedback.

Public Opinion Polling

Phone polling will be conducted during Stage One to help gather residents' opinions concerning public transportation needs at the onset of the study.

Stage 2: Alternatives Development

The goal of Stage 2 is to encourage continued participation, building upon the education and broadened perspectives created in Stage 1.

This stage will include:

- Topic-area planning forums. These forums will be directed to an audience of people with specific interests, with a targeted topic such as policies, land use, or future technologies. These forums will be promoted through direct contact, emailed invitations and announcements on all appropriate websites.
- Ongoing outreach efforts continue in Stage 2, including website updates, newsletters, media and community event outreach.
- Six scenario-planning workshops will be scheduled for the purposes of soliciting public input on the various growth scenarios and the relationship to the transit investment. Participants will receive an informational handout and written comment cards will be distributed and collected. The audiences for these presentations could include environmental groups, policy-makers social service/job training advocates, transit advocates, the disabled community and TAC/SSTAC members, as well as the general public. The scenario planning workshops will be promoted through email blasts, chamber newsletters, and news releases.

Stage 3: Analysis and Evaluation of Alternatives

The public outreach goal in Stage 3 is to document the results of the efforts so far and illustrate that community input has been heard. Maintaining public interest in the study will be a challenge that can be met by using interesting visuals, creating excitement about new technologies and piquing curiosity about what the future holds.

The Outreach Plan in this stage includes:



- Elected officials workshop. This presentation to the COG board and other invited officials will provide valuable feedback and keep the COG board informed of the study's progress.
- Scenario presentations. Open-house style meetings will be used to illustrate to the public the results of the study to date – the findings of the analysis – and solicit feedback as the study approaches selecting a preferred alternative.

These open houses will feature graphic displays and handouts showing the most viable options in the years 2035 and 2050. Questionnaires will be distributed to garner feedback as to a preferred alternative. These presentations will be open to the general public, but will also target specific interest groups. Advertising will be purchased in English Hmong and Spanish mediums; email blasts will be sent to social service, governmental and transit agencies countywide; and these scenarios may also be featured in a special section in the Fresno Bee.

The community outreach goal in Stage 3 is to present the findings of a complex analysis to a diverse set of audiences ranging from the general public to technical staff. Task is comprised of:

Elected Officials Workshop #2. LA will organize and facilitate the consultant team's presentation of the analysis findings and the preliminary alternative scenario from the Scenario Planning to the FCOG Board, as well as other invited city and community representatives.

Scenario presentations. LA will organize up to five open-house style meetings where the consultant team will illustrate to the public the results of the study to date—the findings of the analysis—and solicit feedback as the study approaches selecting a preferred alternative.

Additional outreach conducted in Stage 3 includes:

LA will organize interviews of up to eight Key Stakeholders or stakeholder groups (conducted by appropriate consultant team members) to present the analysis findings. This will include the "Champions Group" and Tribal Councils, among the stakeholders identified in Stage 1.

LA will organize and conduct ongoing outreach efforts continue in Stage 3, including website updates, newsletters, quarterly electronic updates, media and community event outreach, consistent with the Outreach Plan.

- Ongoing outreach efforts continue in Stage 3, including website updates, newsletters, media and community event outreach.
- Stakeholder interviews will be conducted to present the analysis findings. These stakeholders will include the Champions Group and other key stakeholders. Based on input from the TAC, up to twenty public and private stakeholders will be selected for interviews. LA will organize these meetings. Staff from the appropriate consultant team members will conduct the interviews. The purpose of these interviews



will be to provide an opportunity for key stakeholder to provide insight on transit perspectives, mobility related issues, land use planning, and development and economic related issues. As part of these interviews, a brief survey will be administered. Stakeholder survey questions will be prepared in collaboration with FCRTA and FAX staff and the TAC. General areas of focus for these interviews include:

Public sector stakeholders

- Perspectives on transit needs and acceptability of transit types and services
- Unmet needs and demographics
- Growth allocation
- Financing mechanisms
- Development and economic issues
- Land use planning tools/assistance needed to implement TOD

Private sector stakeholders

- Perspectives on transit, TOD, and acceptability of transit types and services
- Needs assessment
- Economic factors of TOD
- Growth allocation

Up to two stakeholder interviews will also be completed by the appropriate consultant team members with individuals affiliated with the downtown Fresno streetcar study. Key stakeholders will be invited to participate in a "Champion Group" to be organized by KHA and Moy Associates. These individuals would be tasked with promoting interest and participation in the study among their constituents. Up to four meetings will be held with these individuals as a group during the study in order to provide opportunities to solicit feedback and provide information related to the study for distribution to constituents. LA and KHA will provide the champions with appropriate materials and information. KHA staff will lead the Champion Group meetings and invite consultant team members as necessary.

- A final report will be prepared documenting public outreach efforts and feedback.