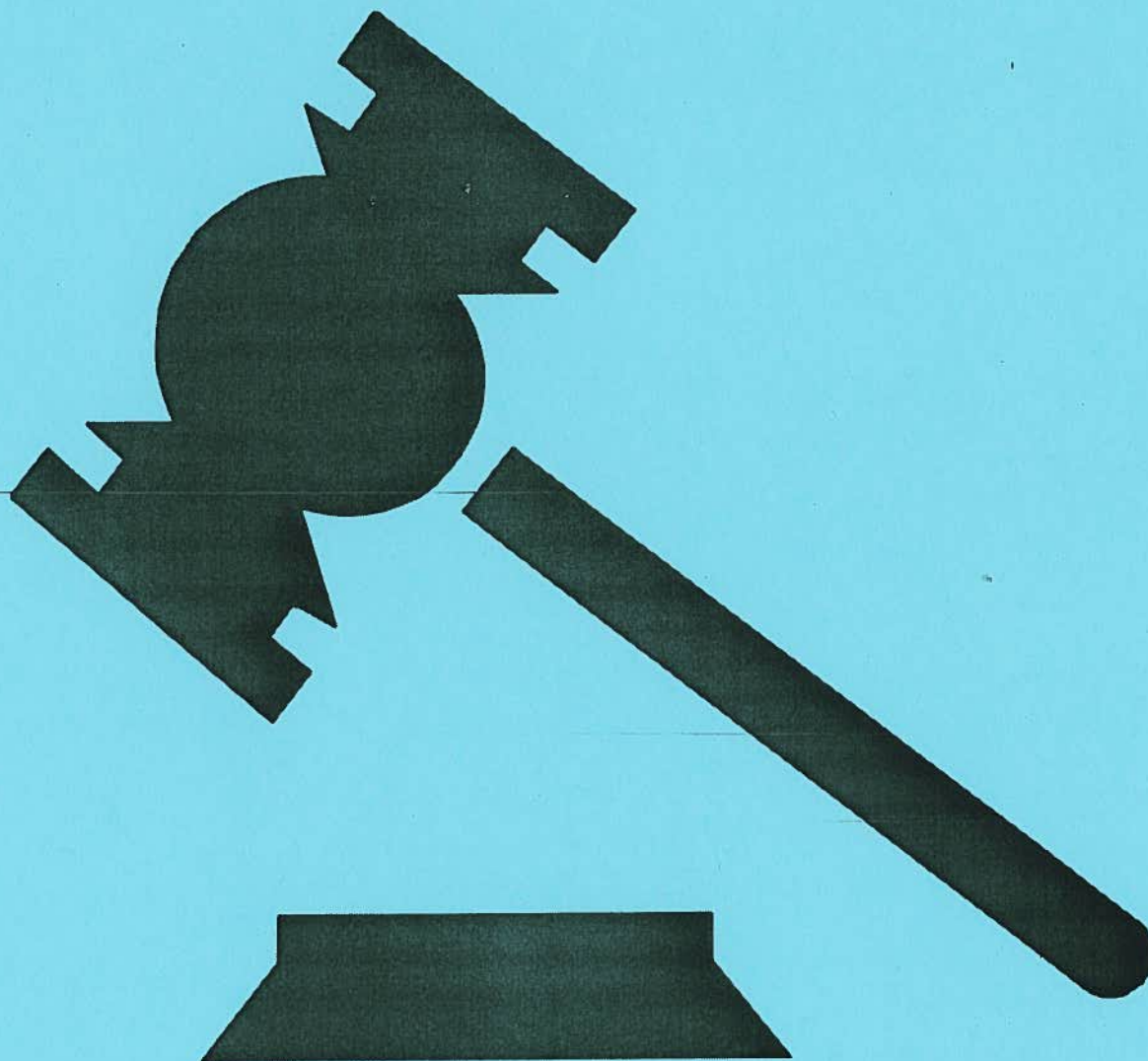




***TRANSPORTATION
CONSENT ITEMS
AGENDA ITEMS III. A.-H.***

BEFORE THE
COUNCIL OF FRESNO COUNTY GOVERNMENTS
RESOLUTION NO. 2009-40

In the Matter of:)
)
TRANSPORTATION)
DEVELOPMENT ACT)
OF 1971)
_____)

RESOLUTION OF APPROVAL
TRANSPORTATION FUNDING
CLAIM FOR THE CITY OF
FIREBAUGH, 2009-10

WHEREAS, the Council of Fresno County Governments (COG) is the administrator of the Local Transportation Fund as provided by Chapter 1400 of the California Statutes of 1971, and the State Transit Assistance Fund as provided by Chapter 161 & 322 of the Statutes of 1979 and 1982, respectively, and

WHEREAS, the COG has the authority to review claims and allocate such funds in accordance with the Transportation Development Act of 1971 and Chapter 3 of Title 21 of the California Code of Regulations; and

WHEREAS, the City of Firebaugh has submitted a Transportation Funding Claim for its 2009-10 fiscal year apportionment.

NOW, THEREFORE, BE IT RESOLVED, that the Transportation Funding Claim submitted by the City of Firebaugh has been reviewed and the following findings are hereby made:

1. The Funding Claim submitted by the City of Firebaugh has been reviewed and found to be in conformance with the adopted Regional Transportation Plan.
2. That the COG finds that priority consideration has been given to claims to offset reductions in federal operating assistance and the unanticipated increase in the cost of fuel, to enhance existing public transportation services, and to meet high-priority regional, countywide, or areawide public transportation needs.
3. On June 25, 2009 the COG Board approved Resolution 2009-22 which found that public transportation needs within the City of Firebaugh and its sphere of influence will be reasonably met in 2009-10.

BE IT FURTHER RESOLVED, that the COG hereby approves the Transportation Funding Claim submitted by the City of Firebaugh and allocates monies from the Transportation Development Act in accordance with the attached claim which is hereby made a part of this resolution.

BE IT FURTHER RESOLVED, that the Auditor-Controller of the County of Fresno cause the approved claim to be paid in the manner and time directed by the Executive Director of the Council of Fresno County Governments.

THE FOREGOING RESOLUTION was passed and adopted by the Council of Fresno County Governments this 29th day of October, 2009.

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

Signed: _____
Trinidad M. Rodriguez, Chairman

I hereby certify that the foregoing is a true copy of a resolution of the Council of Fresno County Governments duly adopted at a regular meeting thereof held on the 29th day of October, 2009.

Signed: _____
Tony Boren, Executive Director

Date: September 11, 2009

Claimant: City of Firebaugh

**TRANSPORTATION FUNDING CLAIM
FOR FISCAL YEAR: 2009/10**

TO: Council of Fresno County Governments
2100 Tulare Street, Suite 619
Fresno, California 93721

FROM: Applicant: City of Firebaugh
Address: 1133 "P" Street
City: Firebaugh, Ca Zip Code: 93622
Contact: Jose Antonio Ramirez Phone: (1559) 659-2043

This applicant is an eligible claimant pursuant to Section 99203 of the Public Utilities Code and certifies that the following transportation funds are available to be claimed:

Local Transportation Fund

Apportionment	\$ <u>201,431</u>
Surplus (Prior Years)	\$ _____
Unexpended, Held by Claimant	\$ _____
Other Agency	\$ _____

State Transit Assistance Fund

Estimate	\$ _____
Prior Year Carryover	\$ _____
Unexpended, Held by Claimant	\$ _____

Other

Audit Exception/Impairment (required General Fund Payback)	\$ _____
Other	\$ _____

TOTAL \$ 201,431

In accordance with Title 21, Chapter 3, Subchapter 2 and 2.5 of the California Code of Regulations, It is requested that an allocation be made in the total amount of

(spell out amount)

for the purposes and respective amounts specified in the attached claim be drawn from the Local Transportation Fund and State Transit Assistance Fund

Authorized Signature: Jose A Ramirez

Title: City Manager

Date: 09/13/09

Date: September 11, 2009Claimant: City of Firebaugh**TRANSPORTATION FUNDING CLAIM DETAIL**

PURPOSE	AMOUNT	SUB-TOTAL
1. Bicycle & Pedestrian Facilities (Art. 3).....	\$ 4,026	
(Art. 8a)	\$	
Audit Exceptions (General Fund Payback).....	\$	
Unexpended Funds Held By Claimant	\$	
		SUB-TOTAL \$ 4,026
2. Regional Transportation Planning		SUB-TOTAL \$ 5,622
3. Public Transportation (Art. 4)	\$	
(Art. 8c)	\$	
Other Agency ()	\$	
Other Agency ()	\$	
State Transit Assistance Funds	\$	
Audit Exceptions (General Fund Payback).....	\$	
Unexpended Funds Held By Claimant	\$	
Other, specify ()	\$	
		SUB-TOTAL \$
4. Community Transit Service (CTSA, Art. 4.5)		SUB-TOTAL \$
5. Streets & Roads (Art. 8a).....	\$ 119,802	
Audit Exceptions (General Fund Payback).....	\$	
Unexpended Funds Held By Claimant	\$	
		SUB-TOTAL \$ 119,802
6. To Be Claimed By: (Fresno County Rural Transit Agency)	\$ 61,992	
(Consolidated Transp. Serv. Agency)	\$ 9,989	
Other ()	\$	
Other ()	\$	
Other ()	\$	
		SUB-TOTAL \$ 71,981
7. Reserved in Fund Pending Further Claiming		SUB-TOTAL \$
	GRAND TOTAL	\$ 201,431
(Claim Total Must Agree With Total On First Page)		
Minus All Unexpended Funds Held By		\$
GRAND TOTAL PAYABLE TO CLAIMANT		\$ 201,431

Allocation Instructions and payment by the Fresno County Auditor-Controller to the applicant is subject to such monies being available for distribution, and to the provisions that such monies will be used only in accordance with the rules and regulations of the Transportation Development Act.

Date: September 11, 2009

Claimant: City of Firebaugh

BICYCLE AND PEDESTRIAN FACILITIES

Two percent (2%) of the claimant's Local Transportation Fund apportionment must be spent on bicycle and pedestrian facilities (PUC 99233.3 and 99234); such claims are to be filed as Article 3. Claims for projects in excess of 2% may be filed as Article 8a (PUC 99400(a)). If other funding is to be used with Local Transportation Funds to implement projects, such funding should be shown on the claim form.

Project Title and Brief Description

Project Cost

1. (Generic) Various Bicycle and Pedestrian facilities throughout the..... \$ _____
claimant's jurisdiction;

AND/OR

1. (Specific) \$ _____

2. (Specific) \$ _____

(add sheets if necessary)

TOTAL PROJECT COSTS \$ _____

Revenue Source & Amount

LTF (Article 3) \$ _____

LTF (Article 8a) \$ _____

Other: \$ _____

Other: \$ _____

Audit Exception - G.F. Payback .. \$ _____

STREETS AND ROADS CLAIM

Local Transportation Funds coming to claimants within Fresno County may be used for streets and roads improvements and maintenance pursuant to Article 8 (PUC 99400), but only after Fresno COG makes a finding that public transportation needs within the claimant's jurisdiction are reasonably met by satisfying the service requirements set forth by the Regional Transportation Plan (PUC 99401.5).

Project Title and Brief Description

Project Cost

1. (Generic) Development, Construction and Maintenance of Facilities \$ _____

AND/OR

1. (Specific) \$ _____

2. (Specific) \$ _____

(add sheets if necessary)

TOTAL PROJECT COSTS \$ _____

Revenue Source & Amount

LTF (Article 8a) \$ _____

Other: \$ _____

Other: \$ _____

Audit Exception - G.F. Payback .. \$ _____

Date: September 11, 2009

Claimant: City of Firebaugh

CONTINGENCY PROJECT LISTING

Should additional Local Transportation Fund or State Transit Assistance Fund monies be made available during the current fiscal year, they are hereby also claimed for the following purposes:

() **ARTICLE 3, BICYCLE & PEDESTRIAN FACILITIES**

Project Title & Brief Descriptions

Project Cost

1. Various Bicycle and Pedestrian facilities throughout..... *\$ Amount of Add'tl
the claimant's jurisdiction funds made available
in current FY.*

AND/OR

1. \$

(add sheets if necessary)

TOTAL PROJECT COSTS \$

() **ARTICLE 4, PUBLIC TRANSPORTATION
OR**

() **ARTICLE 8C, PUBLIC TRANSPORTATION**

Project Title & Brief Descriptions

Project Cost

1. \$

2. \$

(add sheets if necessary)

TOTAL PROJECT COSTS \$

(x) **ARTICLE 8, STREETS AND ROADS**

Project Title & Brief Descriptions

Project Cost

1. Development, Construction and Maintenance of Facilities..... *\$ Amount of Add'tl
throughout the claimant's jurisdiction funds made available
in current FY.*

AND/OR

1. \$

(add sheets if necessary)

TOTAL PROJECT COSTS \$

**Valley Public Television
Great Valley Series**

How will the Great Valley Series incorporate the San Joaquin Valley Blueprint?

The public affairs series will consist of 30 weekly episodes, twelve of which will be evergreen in nature and repeated, for a 42 week series run. In addition to KVPT, a minimum of 12 episodes will air on KVIE in Sacramento, which serves the northern two counties in the San Joaquin Valley, and KIXE in Redding.

The Great Valley series is dedicated to exploring growth issues, many of which are being addressed by the San Joaquin Valley Blueprint and other regional planning efforts. The majority of the topics included in the series include population growth, land use, agriculture, water, air quality, transportation, business and industry and education. The Blueprint is a critical step forward in regional transportation and land use planning, and it will naturally come up in a number of programs, not only regarding specific issues it addresses, but also as an example of the region coming together to set priorities and advocate for resources to address our growth challenges.

Topics and guests will be selected by the series' host David Hosley and the associate producers from the Great Valley Center, with input from a 4-person Advisory Committee. Final editorial control rests with KVPT. We welcome your suggestions for advisory committee members, as they play an important role in the development and on-going integrity of the series.

The Great Valley series will be the first sustained television exploration of the issues that are critical to the healthy growth and stability of the Valley. Through the series and its companion website, it will invite responsible dialog and public discussion of the challenges that face everyone living and working in the Valley, now and in the future.

Please accept our profound thanks for making this important series possible.

Jerry Lee
Vice President, Programming & Partnerships
KVPT/Valley Public Television
1544 Van Ness
Fresno, CA. 93721
(559) 266-1800



KVPT
1544 Van Ness Avenue
Fresno, CA 93721-1213
kvpt.org

507-244-1000
507-222-1300
507-501-1000
507-244-1000

**Valley Public Television, Inc.
Board of Directors**

**Douglas E. Moll,
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**Jesse Arroyo
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Larry Willey**

**Doug Morris
Ex-Officio CAB Chair**

**William M. Lyles
Director Emeritus**

September 23, 2009

Barbara J. Steck, AICP
Deputy Director
Fresno County COG

Dear Barbara,

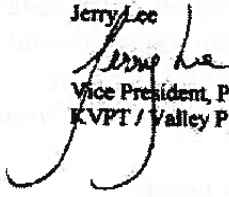
Thank you again for the opportunity to serve the San Joaquin Valley residents through the \$50,000 in funding approved by the COG Directors, in support of the new Great Valley television series being produced by Valley Public Television in partnership with the Great Valley Center. It is my understanding that the financial support approved for the project is a share of the program from 4th year Blueprint funds.

Please send the check, made out to KVPT, to:

Jerry Lee
KVPT
1544 Van Ness
Fresno, CA. 93721

Again our deepest appreciation to the COG Directors for assisting in this extremely important television series.

Jerry Lee


Vice President, Programming & Partnerships
KVPT / Valley Public Television.



Great Valley

A Great Valley Center and Valley Public Television Partnership

Can We Have a Great Valley?

The fertile Central Valley boasts the richest agricultural economy on Earth, yet bears the burden of rampant unemployment, low education levels and pervasive poverty, primarily among the region's highly rural population.

In an effort to increase the quality of life for Valley residents, Valley Public Television (KVPT) and the Great Valley Center (GVC) are joining forces to shine a spotlight on the issues that affect our area through a locally-produced public affairs series called *Great Valley*.

KVPT and GVC recognize the need to raise awareness and promote solutions to the economic, social and environmental challenges facing California's fastest growing region, the Central Valley. In an effort to improve the area in which we live, encourage informed decision making and help our communities plan for the future, this series is designed to provide reliable information to public television audiences, including active/engaged citizens, policymakers and businesses. Topics will range from population growth to healthcare, land use to environmental care, education to employment, civic to social engagement and agriculture to the arts.

GVC is a nonprofit regional development organization in Modesto, which is affiliated with the University of California, Merced. GVC supports activities and organizations benefiting the economic, social and environmental well-being of Central Valley residents and communities. It operates leadership development programs, conducts regional research, organizes regional events and provides information to nonprofits, policymakers and businesses.

***Great Valley* - Project Description**

KVPT shall produce and broadcast *Great Valley*, a series of thirty, 30-minute episodes to inform and engage the public on how to improve our region. Twelve programs will be "evergreen" and will be repeated for a 42-week program schedule. The evergreen programs will be carried later in the year on sister PBS stations, KVIE Sacramento and KIXE Redding. GVC will develop content for the series and programs will be hosted by their President, David Hosley.

David H. Hosley is ready to assume the duties as host for *Great Valley* as soon as funding is acquired. Dr. Hosley covered local and regional issues for two decades as a reporter and anchor for radio and television stations in California, New York and Miami. He has received more than a dozen awards for his reporting and investigative journalism and he is the author of two books on the history of broadcast news. Dr. Hosley served as President and General Manager of KVIE Public Television in Sacramento for 10 years (see final page of proposal for Dr Hosley's full bio).



The half-hour programs will be broadcast on Friday nights, replacing *Valley Press*, which ran for nearly 20 years, from 1989 to 2008, when production ceased due to the retirement of long-time journalist and host Jim Tucker. Viewers and key stakeholders have been vocal in their support of the program, which created a sense of excitement around emerging critical public policy issues and informed citizens about what is happening in the Central San Joaquin Valley. It is clear that the program filled an unmet need for televised coverage of local and regional affairs. Adequate funding to support *Great Valley* will make it possible to reinstitute this important service to the community.

Most episodes of *Great Valley* will begin with a question, a suggestion from a viewer, or Dr. Hosley himself. Dr. Hosley then develops the idea, which may cover an entire broadcast or only a segment. Relevant experts are invited to discuss and explore the topic. The program will be shot in high definition in the KVPT studios. Episodes may include video segments from the field to provide background and enhance the viewing experience.

The series will present an issue, describe solutions in progress and explore actions to take. Some of the topics identified include:

Agriculture is our number one industry in the Valley. Can we preserve enough prime ag land to sustain it over the next few decades?

We are in a drought. What can people and local governments do to reduce water use?

The San Joaquin Valley's air quality is among the worst in the nation. How can people in our communities be convinced to participate in solving our air quality problems?

We have more regional planning taking place than ever before. How will these plans make for a better Valley in the future?

Everybody talks about the green economy. Is the Valley positioned to make being "green" a key part of our economy?

We've got Highway 99 and I-5. Where should the east-west highways go to connect us, and who will pay for them?

More than a quarter of high school freshmen drop out. How will this impact the Valley's future competitive work force?



Program Production and Broadcast

KVPT will broadcast each episode a minimum of three times per week on Fridays at 7:30 p.m., Sundays at 10 a.m. and in one late-night slot. KVIE, serving the Sacramento-Stockton-Modesto market and KIXE, serving the Chico-Redding market, will carry a minimum of 12 programs on their stations. *Great Valley* will also be offered to public television stations in the San Francisco and Los Angeles markets who have carried Valley public affairs programs in the past.

Publicity Plan

KVPT will actively promote this much-anticipated series year-round. Prior to launch, KVPT will send a media kit to the press and key political officials, run promotional announcements on-air, highlight the show on kvpt.org and in *KVPT Connected*, our weekly e-newsletter, place print ads in local press and promote in local and regional online media, as well as get the word out via radio. During the season, KVPT will promote each weekly program on-air and online. A web component will complement the program and encourage viewer feedback and questions.

New Media and Social Networking

It is the desire of KVPT and GVC to incorporate new media and social networking strategies to broaden the distribution and impact of the information shared throughout the Valley. KVPT and GVC will actively seek ways to distribute the series across multiple platforms, including, but not limited to, television, radio, Web and mobile devices.

Great Valley will air three times per week, complimenting the Friday night news lineup and repeated over the weekend. In addition to being broadcast on KVPT, it will also be made available at no cost to collaborating California PBS stations. The *Great Valley* series or portions thereof, will be available through video streaming on KVPT's web site, kvpt.org, including links to relevant sites based on program topics, and through cable and satellite video on demand (VOD) for enjoyment by viewers anytime, increasing accessibility and extending the shelf life of each show.

The emergence of new media increases the potential for KVPT and GVC to reach and involve younger audiences than the traditional PBS core viewers. The partners will incorporate new media strategies for *Great Valley* to broaden the distribution and impact of the information through inclusion on YouTube; hosting a "GV Blog", encouraging conversations and shared opinions following broadcast of episodes; leveraging on-line social networking tools including Facebook, Twitter, Flip, Hulu, as well as enabling people using the web, cell phones, or IM to comment on a weekly episode.



PBS Audience

Universally recognized as one of the leading media brands anywhere, PBS provides a unique environment for sponsors seeking to place themselves in a leadership role. Your message will reach a highly influential audience, comprised of active, engaged citizens who are opinion leaders in their communities, and who respond positively to the messages they see in support of the programs they watch.

Compelling research provided by Mediamark indicates that the public television audience shows extraordinarily high indices of people who are civic minded and willing to communicate their views broadly to their friends and communities - a perfect match for businesses seeking to raise their profile in a much more efficient and effective way when compared to other mass media.

The chart below illustrates the remarkable composition of the public television audience and how they can act to spread a positive word about the causes and businesses they support. For example, PBS viewers are 55% more likely than the average U.S. adult to take an active part in a local civic issue, and a PBS member is 256% more likely.

Category	Index	Index	Index
Took active part in local civic issue	100	155	356
President of a company	100	109	182
Home value \$500,000+	100	117	229
Own \$150,000+ in stocks	100	145	302
Wrote to elected official about public business	100	151	344
Visited elected official	100	144	322

About Valley Public Television (KVPT): The primary PBS station in the Central Valley

Founded in 1977, KVPT is now in its 32nd year as the sole public broadcasting signal with local origination capability to the Central and South San Joaquin Valley. According to Trac Media, KVPT is ranked 11th in the U.S. for viewer penetration, that is, the percentage of viewers to total population.

KVPT serves California's Central and South San Joaquin Valley, a vast area between the Coastal Range and the Sierra Nevada mountains that is loosely composed of seven counties—Merced, Madera, Fresno, Tulare, Kings, Mariposa and Kern—making it one of the geographically largest of the 347 PBS stations nationally. More than six million Californians live in the Central Valley, with the population expected to double by 2050.



The fundamental mission and vision of KVPT is to inform, to enlighten, to educate and provide an uplifting voice for all Valley citizens. It is the essential nature of what the station does every day, all year long across the spectrum of its programming and educational services. The survival of public broadcasting stations like KVPT is dependent upon expanding services to its viewing audience, such as the production of local programming relevant to their everyday lives. *Great Valley* is a key part of KVPT's ongoing effort to address the needs of its sprawling viewer base.

The station operates from studios located in the City of Fresno and reaches a potential audience of over 2.5 million viewers from Merced to Bakersfield. It is a trusted resource for quality programming from the children's mainstay, *Sesame Street*, to a broad array of performance, cultural arts and informational programs, such as *Masterpiece Theatre*, *Great Performances*, and NOVA.

Paula Castadio, President & CEO of KVPT, is a 15-year veteran of public television and currently serves on the National PBS Board of Directors. In the past, she has served on the PBS Communications Advisory Council and the PBS Development Advisory Council. She is Chairman of the Board of Directors of Pacific Mountain Network and Treasurer of the California Public Television Association.

About GVC:

The GVC believes that the region can successfully support important natural resources, productive agriculture, a healthy economy and livable communities. Towards this aim, the GVC encourages strategic thinking about the future of the region and the policies that will enhance its sustainability. It is the role of the GVC to seek the very best solutions that address these complex issues through diverse participation and collaboration.

As California's Central Valley faces the most significant changes in its history, the Great Valley Center is the only organization trusted by community and business leaders, policymakers and elected officials to bring everyone together to plan for the future. Known for neutrality, innovation, and expertise, the GVC not only facilitates planning, it directly demonstrates how positive change can grow stronger communities through its own programs that train community leaders and elected officials, keep farmers on their land, bridge the digital divide in rural communities, and provide vital information about the Central Valley's most pressing issues.

The GVC and KVPT have long been considered trusted institutions that aspire to the highest ethical standards. This credo will guide the production of Great Valley as both partners seek to uncover the issues and opportunities available to inform, enlighten and engage viewers Valley-wide.



Dr David Hosley - Bio

David Hosley joined the Great Valley Center in February, 2008. Prior to GVC, Dr. Hosley was President and General Manager of KVIE Public Television in Sacramento for ten years. While leading KVIE, Hosley created New Valley, a series on the future of the Central Valley, and co-founded California Connectec which promoted citizen engagement in the future of the state. Before coming to Sacramento, he managed at KCSM and KQED in public broadcasting, and was a producer, reporter and anchor at news radio stations in San Francisco, New York and Miami.

Dr. Hosley has been active in regional planning efforts in the Central Valley since 1998, serving on the boards of Valley Vision, the Sacramento Asian-Pacific Chamber of Commerce and chairing the Transportation and Air Quality Committee of the Sacramento Metro Chamber of Commerce. He is currently a trustee of the UC Davis Foundation, on the executive committee of the California Partnership for the San Joaquin Valley and the Sacramento Metro Chamber of Commerce Board of Directors. Dr. Hosley also serves on the Dean's Advisory Council for the College of Agriculture and Environmental Sciences at UC Davis, and the Institute for Transportation Studies Board of Advisors.

Dr. Hosley holds a co-terminal M.A. from Stanford University in Communications and a Ph.D. from Columbia University in Sociology. Dr. Hosley has written a book, As Good As Any, on the history of foreign correspondence on radio in World War II, and co-authored Hard News on the history of women in broadcast journalism. Dr. Hosley has taught at the University of Florida, Florida International and Stanford and he has authored a number of journal articles and case studies as well as national and regional magazine and newspaper articles.



Partnership Funding - Benefits

On-Air Recognition

- One 15-second COG sponsor recognition credit, appearing at the top and bottom of each *Great Valley* episode.
 - Two credits per episode x 42 episodes x 3 airings each week = 252 credits. These credits are integral to the program, remain attached for the life of the program, and are included on Comcast Video on Demand and all DVD copies.
 - DVD copies will be distributed to elected officials in the region, county libraries, and community-based organizations interested in regional action and planning. They will also be sold or distributed to the public. We will make copies of DVDs for COG as requested.
- A minimum of 100 pre-promotion spots with COG sponsor recognition credit in the run-up to the premiere of *Great Valley*
- COG sponsorship recognition credit roll-in -- each episode of *Great Valley* will be featured after initial broadcast on kvpt.org
- Custom-produced credit - production of a customized 15-second credit to recognize your sponsorship of *Great Valley*

Online Recognition

- Kvpt.org home page -- shared underwriter credit on *Great Valley* banner for 12 months (3 months pre-launch, 9 months post-launch of show)
- Masthead of *Great Valley* page on kvpt.org - rotating banner (shared underwriter credit)
- Videotaped message from COG will be featured on greatvalley.org and kvpt.org
- Banner placement in KVPT's e-newsletter, *KVPT Connected*, for 12 months (3 months pre-launch, 9 months post-launch)
- Additional placements TBD in Great Valley Center emails
- COG sponsor credit of *Great Valley* on the program's Facebook page and any other social media placements TBD

Print Recognition

- Recognition in media releases promoting the program, sent to area media and political officials.
- Recognition in print ads promoting the program, placed in publications like *The Fresno Bee* and *The Business Journal*.
- Recognition in *Great Valley Center* and *Valley Public Television* Annual Reports.



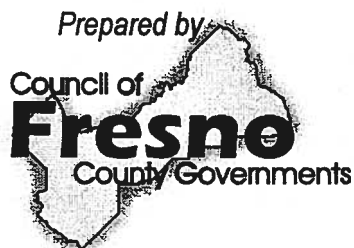
Great Valley launch event

- COG sponsorship credit at launch event for *Great Valley* at KVPT Studios in Fresno
- Network with local media, business, and government leaders; invite select customers and business partners

Total Investment: \$50,000

2007 Regional Transportation Plan

Administrative Amendment #3
MPO Adoption 1/29/08



Chapter 4

Needs Assessment and Action Element

4.4 Urban Mass Transportation

4.4.1 Overview

The purpose of the Regional Transportation Plan's Mass Transportation section is to review the existing and planned transit services and determines those improvements that will provide the greatest benefit while maintaining a high level of system efficiency. The following section has been updated to incorporate Bus Rapid Transit into the discussion

4.4.5 Proposed Actions

Short-Range Transit Plan

Fresno Area Express

The most recent Short-Range Transit Plan (SRTP) for the Fresno-Clovis Metropolitan Area was adopted on June 30, 2005. The Plan represents a short-range evaluation of transit needs and proposes specific recommendations for implementing the long-range objectives of the RTP. The Plan guides the provision of transit services in the FCMA over a five-year period, and sets forth an action plan commensurate with reasonable needs and available funding. The SRTP and this RTP are being amended to reflect the findings and recommendations of the Long-Range Transit Master Plan that was completed February 2002.

In order to achieve the goal of maintaining financial stability, FAX must continuously seek improvements in service productivity and cost effectiveness. Since the majority of FAX's budget is spent to provide service on the street, it is critical that service be regularly monitored to ensure these resources are being utilized to the fullest extent possible. FAX has addressed system productivity by instituting an ongoing program of service evaluation to identify inefficient use of resources and respond with corrective measures.

The primary assessment of transit service is accomplished by measuring individual route performance using FAX's route evaluation process. When appropriate, corrective action is taken to modify route alignments, change the service schedule to ensure that resources are used in the most productive manner. There are many methods for evaluating the efficiency and effectiveness of public transportation service. Because each method has unique strengths and weaknesses, FAX employs several service evaluation methods. Among the methods used are: peer review analysis, system minimum/maximum standards assessment, and passenger surveys.

Peer Review Analysis uses standard service measurement criteria to compare one agency's system performance against another. This kind of analysis is most valuable when standard, well controlled data sets are available, and when the systems being evaluated have similar operating environments.

The System Minimum/Maximum Standards Assessment uses standards that are established both through legislation and local effort. From a legislative perspective, Federal and State regulations require public transit operators to provide and maintain service in some very specific ways. The Federal Transit Administration has regulations governing the provision of "Charter Service." Also, Title VI of the Civil Rights Act of 1964 states the following:

"No person in the United States shall, on the grounds of race, color, or national origin be excluded from participation in, be denied the benefits of, or be subjected to discriminations under any program or activity receiving Federal financial assistance."

As part of the Title VI regulations, FAX must provide a Title VI Evaluation Report every three years. There are two sections to this report. The first section, *General Reporting Requirements*, contains information concerning active lawsuits and complaints, a description of any pending applications for Federal financial assistance, a summary of civil rights compliance review activities, FTA civil rights assurances, and fixed-facility impact analysis. The second section, *Program Specific Requirements*, contains information regarding the Title VI internal review process for service delivery, the internal monitoring process, the service standard policies, and a description of service changes specific to the Fresno Area Express fixed-route transit system and its impacts on the minority population. The Title VI assessment is designed to ensure that FAX provides its services equally among various population groups. Specifically, census tracts designated as "Minority Census Tracts" must be evaluated and compared to Non-Minority Census Tracts to determine whether any discriminatory practices are evident.

The State Transportation Development Act (TDA) regulations require FAX to maintain a minimum 20 percent farebox recovery ratio. The TDA also places restrictions on the use of State Transit Assistance (STA) Funds. Regulations require transit agencies to keep cost increases under the State Cost of Living Index (CPI). If cost increases exceed the State CPI, transit agencies are not allowed to use STA Funds for operating expenses. Finally, local and regional concerns are used to develop minimum productivity standards. For FAX, these standards are developed through a coordinated, comprehensive, continuous process carried out by the Council of Fresno County Governments (COFCG). The COFCG's Regional Transportation Plan (RTP) and Short-Range Transit Plan for the Fresno-Clovis Urbanized Area (SRTP), set guidelines for service evaluation. Additionally, each year the COFCG prepares the Annual Transit Productivity Analysis. This document assesses all public transit operators in Fresno County, and reviews the most recent Triennial Audit recommendations.

In 1981, a Transit Corridor Analysis was completed which evaluated the efficiency and effectiveness of service on a route-by-route basis. At that time, service measures were developed to assist in evaluating individual route performance in relation to the system-wide performance. Those minimum performance measures continue to be the basis of local service evaluation. At a minimum, an individual route should exceed 60 percent of the system-wide average for a number of key passenger productivity indicators. The 60 percent figure is an overall industry standard that assumes a transit system may tolerate some low performing routes if they provide an important component of the system, and especially if the component helps meet the needs of the transit dependant riders. Cost performance measures should not exceed 140 percent of the total system average, with 140 percent representing the system maximum.

Passenger surveys allow public transit operators to include human aspects of service in the evaluation mix. Measurements of satisfaction, friendliness, and of opinions about services provided are most appropriately collected through customer surveys. Additionally, customer surveys provide an effective way to measure customer expectations and needs, and provide valuable information for quality decision making.

FAX utilizes a variety of survey methods including inexpensive self-administered surveys that are provided in every schedule guide, and more detailed and expensive on-board interviews. These surveys are used to collect information that is required by Federal and State agencies including passenger demographics, origin/destination information, and travel habits. This data also provides FAX with insights into the concerns of our passengers. For example, it was one of these passenger surveys that allowed FAX to prioritize service improvement options and select night service in 1999.

Clovis Transit

Clovis Transit has also been affected by limited funding, which necessitated changes with an added emphasis on efficiency. Route changes will be implemented based upon demand, reducing transfers and

elimination of unproductive routes or portions of routes. Increased emphasis will continue to be placed on peak-hour service.

Clovis Transit will continue to monitor existing services for productivity and internal efficiencies. Efforts to coordinate services among transit systems for maximum delivery of service throughout the region will also continue. Ongoing coordination and consolidation of all Clovis transportation service for social service agencies will continue to be the focus of Clovis' specialized services.

Long-Range Improvement Plan

Fresno, like other Central California cities, is expected to continue experiencing a high rate of growth and development over the next twenty years. This growth will bring both opportunities (new jobs, new housing and increased prosperity) and problems (increased traffic congestion, air pollution and general over-crowding).

The Fresno urban area is no stranger to some of these problems. Fresno has experienced explosive growth, especially in the northern neighborhoods abutting Herndon Avenue. On one hand, this growth has been good because it has increased the stock of affordable housing and created thousands of jobs in construction and related industries. On the other hand, the increase in automobile traffic associated with this growth is having an effect on both traffic congestion (collector streets and arterials) and air pollution.

Will things get worse? The population of the FCMA, according to the State Department of Finance, is expected to surpass 1 million within the next twenty years. According to the COG Travel Model, traffic congestion throughout the FCMA will reach a 'significant' level by 2010 and 'serious' level 2020.

Increased congestion impacts not just cars but buses as well. How? An increase in congestion increases the time it takes for a bus to make a round-trip, which, in turn, increases the number of buses, needed just to maintain the current level of service. In other words, it ends up costing more to keep doing the same thing. Even a small decrease in the average speed along a corridor can translate into the need to one or two extra buses on a route. This in turn can increase annual operating costs by several hundred thousand dollars. In the near future as much as 25% of a bus' total round-trip time could be spent waiting at red lights or creeping along in stop and go traffic.

Public transit operators and policy makers must give serious consideration to how competitive transit can or should be with private automobiles. If FAX, or any other transit operator, is expected to play an earnest role in economic development, environmental justice or improving air quality, then it will be necessary to offer a system which is competitive with the private automobile. If so, that system will look vastly different from the system on the street today. The question then becomes, is the community ready to commit the resources needed for transit to be a viable alternative to the ubiquitous automobile?

The Fresno Area Express (FAX) Long-Range Transit Master Plan (FAX LRTP) provides a vision of what public transit might/should look like in twenty years based on adopted regional and local goals and objectives. The Plan presents an evaluation of current and future transit needs and issues, plus recommendations for creating a system to address those needs in an effective and efficient manner. The Plan has two primary components: A long term (2020) vision for public transit, and a five-year short-term plan that supports the longer term vision.

The current FAX system, as with many other areas around the county including those within Fresno County, is one that primarily addresses social service transportation needs. The typical FAX passenger tends to come from a transit dependent household and has few, if any options other than riding the bus. If public transit is going to play a role in addressing mobility and air pollution challenges, the system will need to be structured, or restructured, in a manner that can attract choice riders. It must become competitive with the automobile.

With limited resources, shifting the service objectives of the FAX system could result in the need to make some difficult trade-offs. A system that is designed to be competitive with the automobile is not always

appropriate for serving social service needs. This could become an issue for current riders and social service agencies. The question is, how limited resources will be distributed between competing needs. The FAX LRTP identifies two short-term scenarios as well as long-term strategies that build upon these scenarios.

(1) *Short-term scenario A* focuses all resources toward maximizing system-wide ridership. This scenario reduces service in areas that currently generate low ridership, while increasing the frequency of service to every 15 minutes all day in areas of high ridership. The service assumes a 25 percent increase in resources and suggests that ridership growth in the range of 35-50% is conceivable.

(2) *Short-term scenario B* retains coverage to all areas now served, and even expands the coverage area to include most developed parts of the city. Relatively few improvements are made to increase productivity, although some frequencies are improved. This scenario is likely to increase the growth rate in ridership slightly, but at a rate below that of Scenario A. To date, this has been the scenario of choice for FAX and other Fresno County service providers.

For long-term growth, the service plan recommends the implementation of either of the short-term scenarios, and then to grow service only as funding resources permit. The approach presumes that the 30% growth in travel projected for the region will occur overwhelmingly in the form of single-occupant auto trips. The long-term recommendations urge Fresno to aggressively seek funding for a major expansion and "reinvention" of the rubber-tired transit system, as well as for major high capacity transit projects.

The 2002 FAX LRTP identified four corridors that could potentially support high capacity transit to be considered in a future Federal Major Investment Study. The corridors include Ventura/Kings Canyon, Shaw Avenue, Cedar Avenue and Blackstone Avenue. Data collected during the preparation of the FAX LRTP including residential and employment densities, current and planned land uses, and current FAX ridership travel demand analysis showed these corridors to be the most viable within the FCMA. As recommended in the Plan, the City of Fresno completed an *Alternative Mass Transportation Pre-Major Investment Study* (PreMIS). This study was completed in two phases. Phase I of the study, "Developing a Vision for High Capacity Transit", conducted the outreach necessary to inform the public and key stakeholders about the realistic potential for high capacity transit service within the study areas. This phase also developed a set of policy and strategy recommendations that will enhance transit supportive development. Phase II of the study focused on the choice corridor for more detailed cost, ridership and mode-split projections.

FAX undertook an update of the Long-Range Transit Master Plan (LRP) update in January 2007. Much of the work was the development of a Bus Rapid Transit (BRT) Plan for the FCMA. The work has included public outreach, corridor selection as well as ridership and cost modeling. The final plan includes an evaluation of the steps necessary to seek federal Very Small Starts funding. In addition to the service planning, the LRP includes a task to evaluate 'Urban Growth Management Transit District' or similar development fees to support transit infrastructure.

The Locally Preferred Alternative (LPA) for FAX's first BRT corridor will operate on Ventura/Kings Canyon Boulevard between Fowler Avenue on the east and the CBD following the current FAX Route 28 alignment, and then from the CBD north on Blackstone Avenue to Friant Road. Following the current FAX Route 30. The proposed corridor is comprised of segments of FAX's most productive routes. The other alternatives considered before the Fresno City Council adopted the LPA were the Ventura/Kings Canyon corridor (Route 28) from Fowler Avenue on the east to the CBD; Blackstone Corridor (Route 30) from Friant Road on the north the the CBD; and a modified combination of the first two alternatives that would have traveled north on Blackstone only as far as Manchester Transit Center. Other corridors identified in the Transit Master Plan include Cedar Avenue (FAX Route 38) and Shaw Avenue (FAX Route 9) including service to Clovis.

The current FAX system, as with many other areas around the county including those within Fresno

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County, is one that primarily addresses social service transportation needs. The typical FAX passenger tends to come from a transit dependent household and has few, if any options other than riding the bus. If public transit is going to play a role in addressing mobility and air pollution challenges, the system will need to be structured, or restructured, in a manner that can attract choice riders. BRT service promises to provide significant reductions in travel time and improvements in service reliability that will attract more choice riders.

The Fresno COG is also undertaking Phase II of the Public Transportation and Infrastructure Study (PTIS). The purpose of the PTIS is to evaluate mobility needs and opportunities, and to identify strategies for public transit and transit supportive infrastructure development that will result in wider acceptance and use of non-automobile transportation modes such as public transit, bicycle and pedestrian travel. In addition to the development of viable alternative public transportation options for Fresno County, this study seeks to develop ridership projections and cost estimates for various scenarios that will be used to establish a long-range plan leading to optimum connectivity within the region.

Phase I of the PTIS evaluated existing and planned land uses, mapped residential and employment densities, and identified primary travel corridors for communities outside of the Fresno/Clovis Metropolitan Area (FCMA). Phase I also reviewed existing land use policies and developed a set of transit supportive recommendations.

Discussion

Coordination of Fares and Schedules

Management and staff from FAX, Clovis Transit, Fresno County Rural Transit Agency, and Fresno County Economic Opportunities Commission meet regularly to discuss ongoing planning projects and reports, service issues, and connectivity among systems. Coordination of fares and schedules is an ongoing topic at these meetings. FAX now includes Clovis Roundup schedules with the FAX Schedule Guide, and in October 2004, Clovis Roundup and FAX initiated the Metro Pass, a new regional pass that is accepted on both systems. Information for both systems is available by phone at 559-621-RIDE.

In addition, a regional farebox system that could facilitate a regional pass program was included as part of the COG's "One Voice" program. FAX is the lead agency in the procurement of a new Automated Fare Collection System that will accomplish many of the benefits of forming a regional transit agency without the necessity of forming a new regional political structure.

Transit Interface

COG continues to publish the *Fresno County Transportation Guide*. The Guide is a bilingual (English/Spanish), user friendly booklet which describes in detail the availability of mass transportation services throughout the county. The Guide includes information on regional, inter-city, and local transportation providers; information on transportation services to many popular destinations; and clear direction on how to plan trips and make connections within and between systems and modes. The document includes several colored maps. The COG continues to revise the document each time it is published.

Public/Private Sector Coordination

FAX continues to contract with the private sector for many services which can be provided more reliably and economically. The maintenance department contracts to private firms for a variety of services including major overhauls and vehicle painting. FAX also contracts with private firms for special studies, surveys, marketing projects, technical training and administrative equipment servicing. Planning and related services are now contracted with the Council of Fresno County Governments. Many administrative support services such as legal, personnel, communications, finance, data processing and purchasing are performed by other city departments. Municipal code and labor contracts preclude some outside service contracting.

Inter-city Rail

Amtrak currently provides inter-city passenger rail service for six round trips daily. Freight is carried along both the Burlington Northern Santa Fe and the Union Pacific railroads.

Passenger Rail Project Priorities:

Passenger rail priorities currently facing Fresno include:

- Preservation of abandoned railroad right-of-way and trackage
- The California High Speed Rail Project
- Assessment of future light rail potential

A more detailed discussion of rail issues can be found elsewhere in this document (Section 4.8) under the heading *Rail*.

Chapter 5

Financial Element

Exhibit 5-1

Transportation Funding Categories

Federal Programs					
Program	Allocation Process	Eligible Projects	Annual Funding Estimate	10 yr. Funding Estimate	Life of the RTP (24 Years)
Air National Guard	Air national guard contributes \$50,000 annually for general maintenance to FYI	Fresno Yosemite International Airport (FYI) maintenance & improvements	\$50,000	\$500,000	\$1,200,000
Bridge Replacement/Rehabilitation (HBRR)	Competitive based on need and merit	Highway bridge rehabilitation & replacement	\$2,109,333	\$21,093,330	\$50,623,992
Congestion Mitigation & Air Quality (CMAQ)	Competitive bid and fair share distribution	Transportation projects that reduce emissions and improve air quality	\$15,486,008	\$154,860,085	\$371,664,203
Emergency Relief (ER)	Competitive based on need and merit	Repair damaged federal highways in federal disaster areas	\$40,000	\$400,000	\$960,000
Federal Airport Improvement Program	Entitlements are based on passengers and air cargo pounds	Improvements at commercial, "reliever", and general aviation airports	\$3,330,000	\$33,300,000	\$79,920,000
Federal Lands Program	Discretionary program	Highway improvements/construction projects for access to public lands	\$800,000	\$8,000,000	\$19,200,000
Federal Transit Administration Section 5307	FTA gives urban area funds based on formula	Purchase of transit capital items	\$7,751,883	\$77,518,830	\$186,045,190
Federal Transit Administration Section 5309	Projects identified through TEA-21 earmarks	Purchase of rail cars, buses, new rail systems & various equipment	Varies	Varies	Varies
Federal Transit Administration Section 5310	Competitive bid process	Purchase of transit capital items for needs of elderly & disabled persons	\$985,525	\$9,855,250	\$23,652,600
Federal Transit Administration Section 5311	FTA allocated rural area funds for transit	Purchase of transit capital items and/or operating assistance	\$100,000	\$1,000,000	\$2,400,000
Hazard Elimination and Safety Program (HES)	Competitive based on need and merit	Highway & roadway safety improvements	\$590,000	\$5,900,000	\$14,160,000
Highway/Railroad Grade Crossing Safety Improvement Program	Competitive based on need and merit	Improve at-grade crossings between roads and railroad tracks	\$1,440,000	\$14,400,000	\$34,560,000

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Interstate Maintenance (IM) Program	Based on formula for each state	Interstate system maintenance projects	Included in Regional Choice Funds	Included in Regional Choice Funds	Included in Regional Choice Funds
\$590 National Highway System (NHS) Program	Based on formula for each state	SHOPP and STIP projects	Included in Regional Choice/SHOPP Funds	Included in Regional Choice Funds	Included in Regional Choice/SHOPP Funds
Pedestrian Safety Program	Competitive based on need and merit	Pedestrian safety projects	\$189,600	\$1,890,600	\$4,550,400
Program	Allocation Process	Eligible Projects	Annual Funding Estimate	10 yr. Funding Estimate	Life of the RTP (24 Years)
Recreational Trails	Competitive based on need and merit	Bicycle, equestrian, and pedestrian recreation trails	\$46,250	\$462,500	\$1,110,000
Regional Surface Transportation Program (RSTP)	Competitive bid and fair share distribution	Fed highway, bus terminals, transit, public road bridge	\$14,446,710	\$144,467,103	\$346,721,046
Safe Routes to School Program	Competitive based on need and merit	Bicycle and pedestrian safety & traffic calming projects	\$474,000	\$4,740,000	\$11,376,000
TEA-21 High Priority (Demonstration) Projects	Discretionary program	High priority projects identified by Congress	Varies	Varies	Varies
Transportation Enhancements (TE)	100% competitive	Aesthetic & environmental improvement projects	\$1,562,465	\$15,624,653	\$37,499,166
FTA Sec 5315/5317	Formula	Transit-JARC/New Freedom	\$551,083	\$6,510,830	\$15,625,992
Federal Total					\$1,201,268,589

It can be reasonably expected that a Very Small State Grant will be awarded to the Fresno County Region. The estimated revenue available would be \$38.08 million.

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State Programs					
Program	Allocation Process	Eligible Projects	Annual Funding Estimate	10 yr. Funding Estimate	Life of the RTP (24 Years)
AB 2766 Funds (Motor Vehicle Registration)	Competitive program	Air pollution reduction projects	\$3,360,000	\$33,600,000	\$80,640,000
Bicycle Transportation Account	Competitive based on need and merit	Bicycle safety projects	\$118,500	\$1,185,000	\$2,844,000
California Aid to Airports Program- Acquisition and Development	Competitive program	Capital improvements and maintenance of public airports	Varies	Varies	Varies
California Aid to Airports Program- Airport Loan Program	Selected by Caltrans based on nominations	Airport-related construction projects, land acquisition, and engineering costs	This program has not been utilized by Fresno County	This program has not been utilized by Fresno County	This program has not been utilized by Fresno County
California Aid to Airports Program- Annual Grant Program	Entitlement program subject to eligibility	Airport capital improvements and operations/maintenance projects	\$40,000	\$400,000	\$960,000

Environmental Enhancement and Mitigation (EEM)	Selected by Caltrans based on need and merit	Environmental enhancement and mitigation projects	\$250,000	\$2,500,000	\$6,000,000
Interregional Improvement Program	Selected by Caltrans based on project nominations	Rural state highway projects & urban projects that generate economic development	\$10,000,000	\$100,000,000	\$240,000,000
Local Transportation Funds (LTF)	Population Formula	Public transportation projects for urban/rural areas based on population	\$30,000,000	\$300,000,000	\$720,000,000
Program	Allocation Process	Eligible Projects	Annual Funding Estimate	10 yr. Funding Estimate	Life of the RTP (24 Years)
Minors Program	Selected by Caltrans based on project nominations	Projects that preserve the safety and the reliability of the State Highway System	\$566,666	\$6,496,191	\$21,846,698
Petrol Violation Escrow Account (PVEA)	California Legislature decides based on merit	Projects that save energy	N/A	N/A	N/A
Regional Choice Funds	Competitive basis based on need and merit	Regional capital improvement projects	\$24,000,000	\$240,000,000	\$576,000,000
SB 1266 -Prop 1B RTIP Augmentation	Regional Decision on Type of Project	Regional capital improvement projects	One time Only Funding	NA	\$25,000,000
SB 1266-Prop 1B Transit Modernization	Formula Allocation to Transit Agencies	Transit Rehabilitation, Safety, Modernization, Capital Projects	One time Only Funding	NA	\$49,999,989
SB 1266 Prop 1B Local Streets & Roads	Formula Allocation to Cities & County	Street & Road Capital Projects	One time Only Funding	NA	\$54,538,662
SB 1266-Prop 1B SR 99 Bond Funding	Funding for Projects Identified in SR 99 Business Plan	Capital Improvements on SR 99	One time Only Funding	NA	\$93,000,000
State Emergency Repair Program	CTC decides allocations by vote	State Highway projects	\$10,000	\$100,000	\$240,000
State Highway Operation and Protection Program (SHOPP)	Selected by Caltrans based on need & merit	State Highway System safety & preservation	\$1,553,000	\$15,530,000	\$37,272,000
State Transit Assistance (STA)	Population formula and fare box revenues	Mass transit or transportation planning	\$10,889,094	\$108,890,940	\$261,338,256
State Total					\$2,169,679,605

Local Programs

Program	Allocation Process	Eligible Projects	Annual Funding Estimate	10 yr. Funding Estimate	Life of the RTP (24 Years)
Chandler Airport User Fees	Fresno City Council Approves	Operations, maintenance and improvements at Chandler Airport	\$200,000	\$2,000,000	\$4,800,000
Fresno County Local Sales Tax (Measure C) Local Share (67.9% of Total Meas. C Dollars)	Population and road miles formula	Highways, streets, rail, bus routes, park-and-ride lots, bicycle facilities, and railroad crossings	\$58,394,000	\$583,940,000	\$1,167,880,000
Fresno County Local Sales Tax (Measure C) Regional Share (30.6% of Total Meas. C Dollars)	Based on Measure C Expenditure Plan prepared by Fresno COG	Regional highways	\$26,010,000	\$260,100,000	\$520,020,000

Fresno-Yosemite International Passenger Facility Charge	FAA approves	Funds authorized improvements at FYI	\$1,300,000	\$13,000,000	\$31,200,000
Regional Facilities Development Impact Fees	Fees Collected go to 2006 Measure C Projects	2006 Measure C Projects (Tier 1 & 2)	\$4,250,000	\$42,500,000	\$102,000,000
Local Total					\$1,815,900,000

