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Project
Suggestion



Safety
Concern



Request
Level 2
Charging



Request
Level 3
Charging



Transit
Service
Request

OUTREACH & ENGAGEMENT SUMMARY REPORT

MADERA CTC RTP-SCS OUTREACH

JUNE 2022

PREPARED FOR:



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PREPARED FOR DYLAN STONE, MADERA COUNTY TRANSPORTATION COMMISSION (MCTC)



PREPARED BY DKS ASSOCIATES



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OVERVIEW

The following memo summarizes the outreach efforts conducted and the public input received during meetings for the Madera County Transportation Commission (MCTC) 2022 Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS) efforts. Outreach efforts included:

- Developing a project logo
- Developing and maintaining a bilingual project website
- Developing bilingual social media posts and flyers
- Developing a bilingual Frequently Asked Questions (FAQ) document
- Developing a bilingual survey
- Coordination of community meetings and presentations
- Providing translation services
- Generating attendance for community meetings
- Conducting direct stakeholder outreach to obtain feedback
- Developing and conducting outreach for Social Pinpoint, an interactive mapping tool

The following report will summarize the collateral outreach materials developed, the efforts and feedback received at community meetings, direct outreach follow-ups, and Social Pinpoint outreach efforts.

COLLATERAL OUTREACH MATERIALS

Collateral outreach materials were developed to support the outreach efforts for the MCTC RTP-SCS. The collateral materials included the development of a project logo, bilingual website, bilingual social media post, bilingual survey, interactive mapping tool and bilingual presentations. The following sections expand on each of the collateral materials that were developed.

PROJECT LOGO

A project logo was developed to help stakeholders and the community easily identify the project during the outreach efforts. Three concepts for the project logo were developed with the “Your Madera 2046” text. Through the logos, basic graphic elements were implemented to represent transportation, housing, and air quality. After consulting with MCTC staff, Figure 1 was identified as the preferred logo for this project. Refer to **Appendix A** for the black & white and color concepts.



FIGURE 1: FINAL PROJECT LOGO

This logo was then implemented and used throughout all outreach efforts including all collateral outreach materials, presentations, and outreach emails.

BILINGUAL WEBSITE

A project specific bilingual website was developed and maintained by DKS staff to consolidate all project related information, materials, and event information in one place for outreach efforts and for the public to utilize. The following website domain was created: www.yourmadera2046.com and was developed in English and Spanish. The website currently includes the following information:

- Project overview
- List of all community meetings
- Meeting presentations, recordings, and summaries
- Online survey
- Social Pinpoint
- Forms for comments, questions, and sign-ups for project updates

The project website link was included in all outreach efforts including all collateral outreach materials, presentations, and outreach emails. Figure 2 further demonstrates a portion of the homepage of the website that was developed.



The Madera County Transportation Commission (MCTC) has started its 2022 Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS) effort. The RTP/SCS will be developed in coordination with Madera County, the

La Comisión de Transporte del Condado de Madera (MCTC) ha comenzado su Plan de Transporte Regional (RTP) 2022 y su esfuerzo de Estrategia de Comunidades Sostenibles (SCS). El RTP / SCS se desarrollará en coordinación con el

Thank you for attending Our March 24 Workshop!

Please visit the "Public Workshops" page for all of the presentation materials and links to the recordings. During the workshop, we provided a poll to request feedback on the 3 scenarios presented and which strategies you think are important to reduce our regions Green house gas emissions. You can fill out the [poll here](#).

Take Our Survey Below!

FIGURE 2: PROJECT WEBSITE

BILINGUAL SOCIAL MEDIA POSTS

A bilingual social media post was developed to inform and encourage community members of a community meeting on March 24, 2022. The social media post included the project logo, event information and a link to register for the event (see Figure 3).



FIGURE 3: BILINGUAL SOCIAL MEDIA POST

BILINGUAL SURVEY

To further engage and obtain public feedback on the strategies and scenarios for the MCTC RTP-SCS, a nine-question bilingual survey was developed as poll questions for the 2nd community meeting and later published as an 11-question survey on the project website.

The nine-question survey asked respondents on what strategies they believe were important and should be considered to reduce greenhouse gas emissions (GHS's). The updated 11-question survey included the scenarios and asked respondents which one they believe would best help Madera County achieve their goal. A question asking respondents if they wanted to provide further comments or suggestions was also incorporated. Figure 4 demonstrates a portion of the survey. Please refer to **Appendix B** for the complete survey.

Your Madera 2046

MCTC Workshop 2 Poll

What do you think are the important strategies that we should consider to reduce Greenhouse gas emissions (GHG's)?
¿Cuáles cree que son las estrategias importantes que debemos considerar para reducir las emisiones de gases de efecto invernadero (GEI)?

We want to hear from you!
¡Queremos tus comentarios!

1. Are transit improvements an important strategy our region should consider to reduce Greenhouse gas emissions (GHG's)?
¿Qué tan importante es mejorar el sistema de transporte para reducir las emisiones de gases de efecto invernadero (GEI) en nuestra región?

Very Important / Muy importante
 Somewhat Important/ Algo importante
 Not Very Important / No es importante
 No Opinion / Sin opinión

2. Are bicycle and pedestrian infrastructure improvements an important strategy that our region should consider to reduce GHGs?
¿Qué tan importante es mejorar la infraestructura para las bicicletas y peatones para reducir los GEI en nuestra región?

Very important / Muy importante
 Somewhat Important/ Algo importante
 Not Very Important / No es importante
 No Opinion / Sin opinión

3. Are E-scooters and Bike-share programs important strategies that our region should consider to reduce GHGs?
¿Qué tan importante es implementar los programas de scooters eléctricos e intercambio de bicicletas para reducir los GEI en nuestra región?

Very important / Muy importante
 Somewhat Important/ Algo importante
 Not Very Important / No es importante
 No Opinion / Sin opinión

4. Are telecommuting and/or virtual instruction important strategies that our region should consider to reduce GHGs?
¿Qué tan importante es implementar el trabajo a distancia y/o la instrucción virtual para que nuestra región reduzca los GEI?

Very important / Muy importante
 Somewhat Important/ Algo importante
 Not Very Important / No es importante
 No Opinion / Sin opinión

FIGURE 4: BILINGUAL SURVEY

INTERACTIVE MAPPING TOOL

An interactive mapping tool was developed and maintained by DKS staff to provide the public an opportunity to provide location-specific feedback, comments, or ideas for the project (see Figure 5). The link to this interactive mapping tool was shared on the project website, during presentations, and in outreach emails.

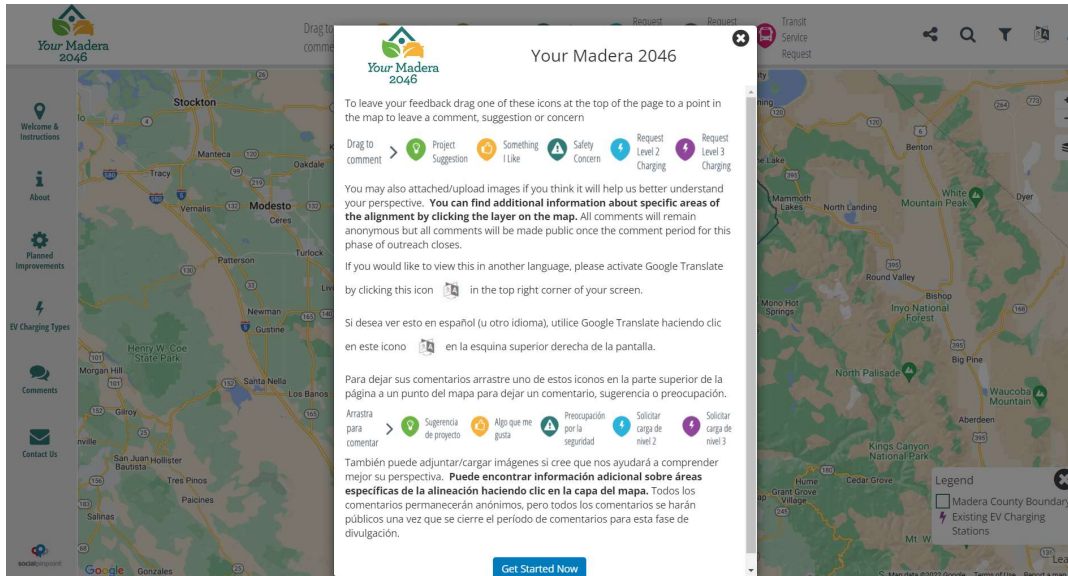


FIGURE 5: INTERACTIVE MAPPING TOOL

BILINGUAL PRESENTATION

To ensure consistency among the presentations, a template was developed for the project that incorporated the project logo, color palette and theme of the project (see Figure 6). This template was used by DKS staff to collaborate with MCTC staff on the development of the meeting presentations, along with providing a Spanish translated version on the presentation.

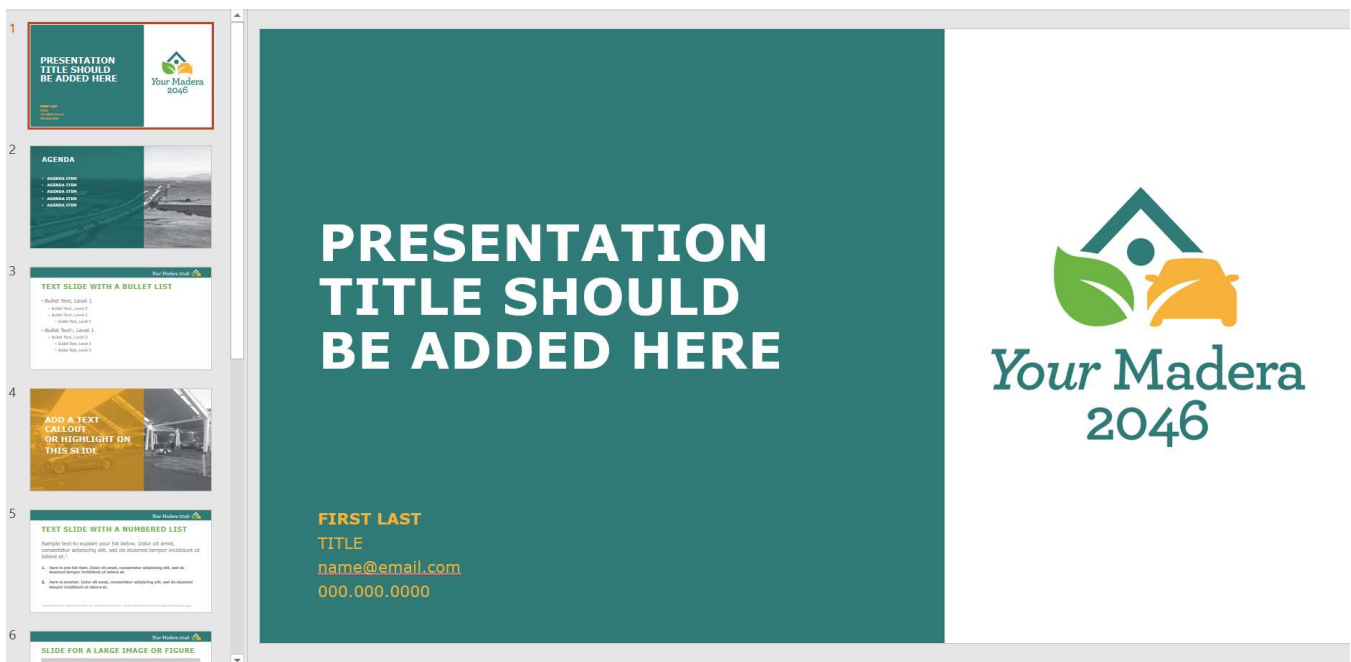


FIGURE 6: BILINGUAL PRESENTATION TEMPLATE

MEETING OUTREACH EFFORTS & FEEDBACK

As part of the outreach efforts, DKS coordinated with MCTC staff to identify dates and times to further engage the community on the process and progress of the MCTC RTP-SCS. A total of seven community meetings and one MCTC Board meeting were held. The following sections further expand on the delivery and outcomes of the community meetings and board meeting that were conducted for the MCTC RTP-SCS efforts.

COMMUNITY MEETINGS

To further engage with the community on the MCTC RTP-SCS efforts, three virtual community meetings and four in-person meetings were held. Presentations were created and translated in Spanish in collaboration with DKS and MCTC staff. Additionally, Spanish translation services were provided for the community at each meeting. To conduct outreach, DKS and MCTC staff further collaborated on developing and updating the stakeholder list which included over 200 individuals. Stakeholders included key government agency staff, large employers, local and regional agencies, nongovernmental organizations, and community organizations within Madera County. Outreach was performed via emails and calls to encourage the community to attend and learn more about the plans progress and provide any feedback, comments, or ideas. Outreach emails included information on the project website, Social Pinpoint, as well as meeting information. The following subsections further expand on the outcomes and feedback received from the participants.

1ST COMMUNITY MEETING – OCTOBER 25, 2021

The first community meeting was held virtually on October 25, 2021 (Figure 7). A total of 19 participants attended the virtual event. A poll was asked during in the meeting in which participants identified:

- Learning more about transportation investments is most important to them
- 50% of respondents living in the Foothill/Mountain community
- 30% of respondents living outside of Madera County
- 20% of respondents living in the City of Madera
- Driving alone is their primary means of travel
- Madera County should address new growth with an emphasis on orientation around public transit
- 60% of respondents being between 46-65 years in age and 40% being between 26-45 years in age
- 56% being males and 44% being females

Participants in this meeting provided feedback on conducting workshops in the communities of Fairmead and La Viña, reaching out to stakeholders such as Centro Binacional para el Desarrollo Indígena Oaxaqueño (CBDIO), Lideres Campesinas, Yosemite Unified, Chawanakee Unified, Golden Valley and Madera Community College.



FIGURE 7: 1ST VIRTUAL COMMUNITY MEETING – OCTOBER 25, 2021

2ND COMMUNITY MEETING – DECEMBER 1, 2021

The second community meeting was held in-person in the community of La Viña on December 1, 2021 (Figure 8). The meeting was held in partnership with DKS Associates, Leadership Counsel and Mariposa Planning Solutions. A total of 15 community members attended the community event. Some of the major themes and needs discussed by participants during the presentation included:

- La Viña priorities:
 - Street Lighting
 - Street maintenance/paving
 - Reliable public transit service
 - Have bus lines continue to run after 2pm
 - Public transit that connects to the rest of the Valley – not only Yosemite
 - Broadband access

- Little to no service access due to limited internet providers
- Historically disadvantaged community and is unheard
 - Repeatedly reached out to County with concerns and priorities that have resulted in no effects/changes
- Air quality concerns due to trucks
- Street light improvements & infrastructure
- Construction of sidewalks and ADA curb ramps
- Expand and improve internet access
- Electric vehicles & charging infrastructure



FIGURE 8: 2ND COMMUNITY MEETING - LA VIÑA – DECEMBER 1, 2021

3RD COMMUNITY MEETING – DECEMBER 2, 2021

The third community meeting was held in-person in the community of Fairmead on December 2, 2021 (Figure 9). The meeting was held in partnership with DKS Associates, Leadership Counsel, Friends of Fairmead, and Mariposa Planning Solutions. A total of seven community members attended the community event. Some of the major themes and needs discussed by participants during the presentation included:

- Air quality improvements
- Traffic control needs
 - Speeding an issue near school
- Pedestrian & bike safety
 - Crosswalk needed near school
- Street light improvements & infrastructure
- Construction of sidewalks and ADA curb ramps
- Investments in small, rural disadvantaged communities
 - Fund projects in Fairmead
- Improved internet access
- Electric vehicles & public charging infrastructure
 - Good potential location: Library



FIGURE 9: 3RD COMMUNITY MEETING – FAIRMEAD – DECEMBER 2, 2021

4TH COMMUNITY MEETING – MARCH 24, 2022

The second community meeting was held virtually on March 24, 2022 (Figure 10). A total of 19 participants attended the virtual event. Two participants that attended the event virtually, also hosted their own in-person event for Spanish attendees in the community of La Viña. Some of the major themes discussed by participants during the presentation included:

- Transit improvements
- Pedestrian & bike safety
- Street light improvements & infrastructure
- Improved internet access
- Electric vehicles & charging infrastructure

Each of these themes, discussions, and the poll results that occurred at this meeting are furthered discussed in the Meeting Summary Memo (see **Appendix C**).



FIGURE 10: 2ND VIRTUAL COMMUNITY MEETING – MARCH 25, 2022

5TH – 7TH COMMUNITY MEETING – MARCH & APRIL 2022

The fifth community meeting was held virtually on April 8, 2022 (see Figure 11), while the sixth and seventh community meeting were held in-person. The sixth meeting was held at the MCTC Conference Room on April 8, 2022, while the seventh meeting was held at the Chowchilla Library on April 12, 2022. Overall, some of the major themes and needs discussed by participants during the presentation included:

- Car Share System
- Bike/Scooter Shares
- Reliable public transit service
- Remote Work/Learning Opportunities
- Street light improvements & infrastructure
- Public recreational facilities
 - Parks
- Signage Installation
- Road Improvements
 - Speeding & safety concerns
 - Safety lanes needed
- Construction of Sidewalks & Improvements
- Construction of Bike Facilities & Improvements
- CALVANS

Through these three meetings, participants identified an interest in investing in car share system, bike/scooter shares, as well as remote work/learning opportunities for college students and community members. Though these investments would be good to implement, adequate funding and equitable access to them would be needed. Furthermore, road, bike and sidewalk improvements in Yosemite and unincorporated communities in Madera County were identified as important to participants. Additionally, participants identified the need for CALVANS to allow transportation for smaller parties of five.

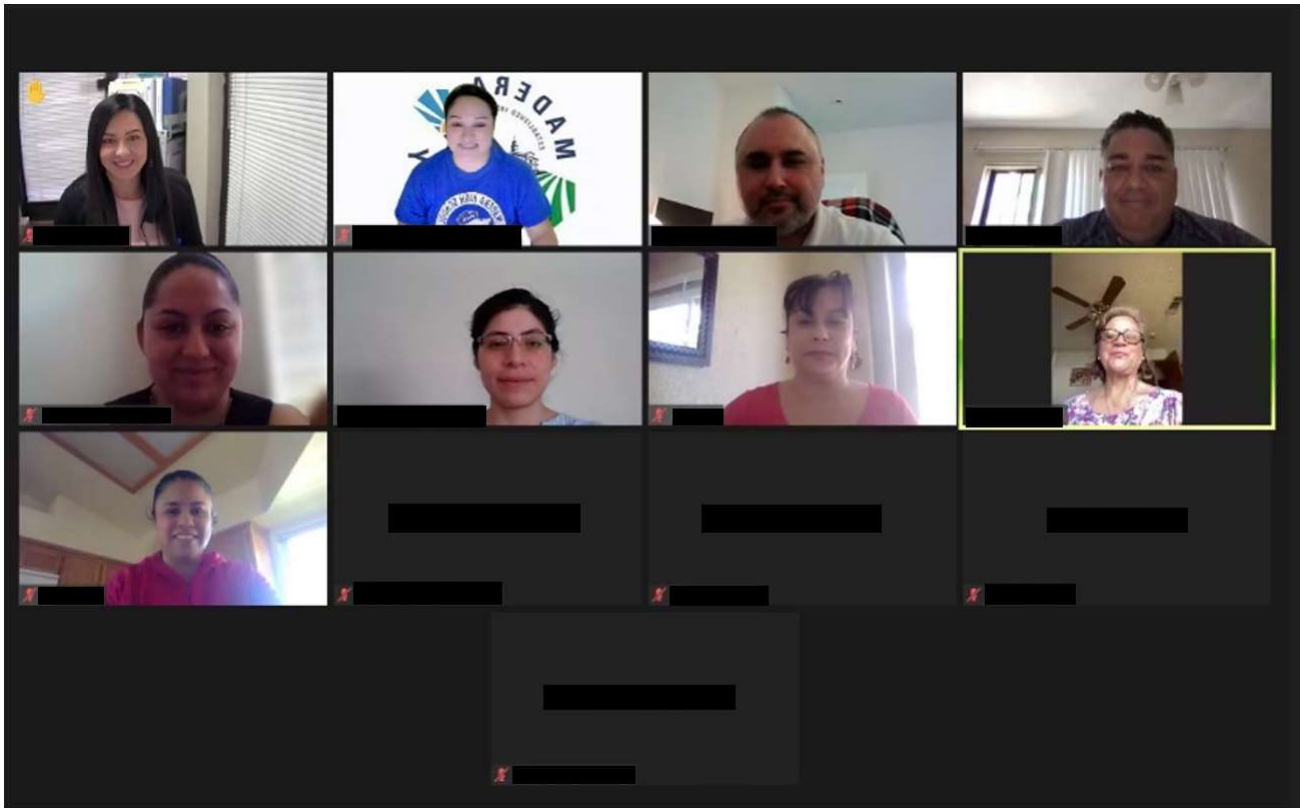


FIGURE 11: 3RD VIRTUAL COMMUNITY MEETING - APRIL 8, 2022

BOARD MEETING

On April 20, 2022, an informational presentation with the MCTC Board was conducted by MCTC staff to inform and update the Commission on the outreach efforts being conducted for the MCTC RTP-SCS. DKS collaborated with MCTC staff on developing the presentation that included brief information on the SCS, project schedule, survey takeaways, SCS scenarios and links to the project website and the interactive mapping tool. Overall, the Commission was updated and informed on these efforts and were also provided with updates on the outreach efforts being conducted, along with information on how to access the interactive mapping tool to leave feedback. Refer to Appendix D for the presentation that was presented.

COMMUNITY OUTREACH FOLLOW-UP BY ORGANIZATION

The following section describes the outreach efforts by project sub-consultant Mariposa Planning, efforts are organized by the community organization and the type of outreach conducted.

Centro Binacional: Reached out via email and phone. Organization signed up for the March MCTC Workshop. Amalia was not able to attend the workshop, but Maria Garcia attended part of the

meeting and was also listening in the Spanish channel. Maria said it was difficult for her to understand because of the Spanish interpretation. Interested in organizing a follow-up workshop with their members.

Madera Coalition for Community Justice: Organization was very interested. Spoke with Ofelia Abundez who is the key person to connect with on these types of issues. She attended the March MCTC workshop. Followed up with two emails for feedback and additional engagement opportunities, but no response.

Oakhurst Community College Center: Reached out and connected via email. They participated in the March MCTC workshop and sent an email the day of the workshop to their student and faculty email list. Mariposa Planning sent two follow up emails to request feedback on the meeting and further engagement opportunities, but no response.

Sierra Club (Tehipite Chapter): Mariposa Planning spoke at length with point person from organization. The point person was going to make sure one or two people participate in the March workshop. On the Sierra Club Executive Committee and covers four counties - Madera, Fresno, Mariposa, and Merced. Invited Mariposa Planning to attend one of their future Chapter meetings. He/they did not appear to attend the March MCTC workshop. Followed up with emails but no response.

California Rural Legal Assistance: Left voicemail for the first call. Second call, spoke with Ana who is one of their Community Workers. They have about three staff at the Madera office. Best email to share information with staff is at madera@crla.org. Mariposa Planning sent along the information for their staff to consider. They were not able to attend the March MCTC workshop but will be considering whether/how to engage moving forward. Followed up with two emails but no response. Followed up with a phone call on 4/11/22. They are interested in hosting a workshop in partnership with Madera Coalition for Community Justice.

Leadership Counsel for Justice and Accountability: Emailed and called. Confirmed their participation in the March MCTC workshop. Attended the workshop with several of their community leaders/members present, who provided direct input at the workshop. Followed up for feedback on the meeting and noted that the quality of the interpretation was an issue. They also noted that they felt that there were not a lot of opportunities to speak and suggested that future workshops be broken up by questions for a more interactive feel and so more people can give feedback instead of long periods of time of being "talked at". They also urged "that the MCTC considers the public transportation needs of disadvantaged communities and that MCTC incorporates the community projects folks want to see in the RTP/SCS list of projects is essential for positive investment in these already ignored communities."

Fairmead Community and Friends: Left message twice and sent emails. No response. However, someone from their organization did attend the March MCTC workshop.

Madera Oversight Coalition, Sierra Club Tehipite Chapter: Not available. Mariposa learned that the best number to reach Bill Fjellbo is at is his cell at (559) 706-XXXX. Call after business hours ideally. Texted him. Bill was not able to attend. Sent two follow up emails but no response.

First 5 Madera County: Xochitl is very interested. She tried to get the youth voice involved in transportation topics before the pandemic but there was no platform for their engagement. Registered for the March MCTC workshop. Followed up by email and phone to ask about their experience with the workshop and other opportunities to get involved. Xochitl responded that she had log in issues, so was unable to participate in the workshop. She also mentioned that she shared the information about the workshop with their families and on their social media platform. She asked what the timeline for the project is for organizing a follow-up conversation. Possible opportunity for future meeting.

Cultiva La Salud: Spoke with the administrative assistant who will pass on the message to Genoveva. They work on public health matters but have mostly been involved in the pandemic since it hit. Left a message the second time. They did not attend the March MCTC workshop. Sent two follow up emails to ask about further engagement opportunities, but no response.

Chowchilla Senior Center: Made multiple phone calls & sent emails but no response.

Central California Hispanic Chamber of Commerce: Called & left voice messages. Emailed twice, but no response.

Cedar Creek Senior Living: Left a message the first time - the new contact there is Tabetha. Spoke with her the second time around. She will share the opportunity with her director and get back to me. Never heard back.

Ahwanhnee Hills Regional Park/Community Council: Left messages and emailed twice, received no response.

SOCIAL PINPOINT MAP OUTREACH

To gather geospatial information from the community, the project team created a Social Pinpoint map. This interactive mapping tool allowed participants to provide location-specific comments where they would like to see changes such as the addition of electric charging infrastructure, suggest new transit service, or state their ideas for an area.

The interactive mapping tool was included in all outreach emails regarding the MCTC Regional Transportation (RTP) and Sustainable Communities Strategy (SCS) efforts. Additionally, the tool was discussed and instructions for interaction with the tool were given to all attendees of the community meetings and board meetings.

Following these meetings, the outreach team conducted more direct engagement efforts to gain more responses. These outreach efforts consisted of sending a targeted email to an individual or industry cluster with direction on using the tool and following up with a call. Currently the Social Pinpoint Map has 29 unique responses.

The following organizations were contacted:

SECTOR	ORGANIZATION
LOCAL/REGIONAL	Madera County
	Madera County, Department of Public Health
	Madera County, Economic Development Commission
	Madera County Farm Bureau
	California High-Speed Rail Authority
	City of Madera Transit/Madera Metro
	San Joaquin Joint Powers Authority
	MCTC
	Madera Irrigation District
	San Joaquin Valley Air Pollution Control District
KEY AGENCY STAFF	Caltrans District 6
	City of Chowchilla
	City of Madera
	Madera County
EDUCATION	Madera Unified School District
	Madera Community College
	State of California
	Madera County Superintendent of Schools
	Chowchilla Elementary
	Golden Valley Unified School District
	Chawanakee Unified School District
	Yosemite Unified School District
	Chowchilla Union High School
	First 5 Madera
BUSINESS	Madera County Economic Development Commission
	Visit Yosemite Madera County
	Coarsegold Chamber of Commerce
	Madera Chamber of Commerce
	North Fork Chamber of Commerce
	Oakhurst Chamber of Commerce
	Bass Lake Chamber of Commerce

Central California Hispanic Chamber of Commerce
Camarena Health Center
Dhaliwal Bros Carrier
Cherokee Feight Lines
Talley Transportation/ San Joaquin Sand & Gravel
Chukchansi Gold Resort & Casino
Clearvision Graphics
Coarsegold Historic Museum & Historical Society

Leadership Counsel for Justice and Accountability
Fairmead Community and Friends
First 5
Madera County CCJ
Madera College
Centro Binacional
California Rural Legal Assistance
Building Industry Association (BIA) of Fresno and
Madera Counties
Community Action Partnership of Madera County
Madera Coalition for Community Justice
North Fork Rancheria of Mono Indians
Picayune Rancheria of Chukchansi Indians
North Valley Yokuts Tribe
Sierra Club (Tehipite Chapter)
Yosemite Lakes, Ladies of the Lakes
Yosemite Mountain Sugar Pine Railroad
Yosemite Sierra Visitors Bureau
Yosemite South/Coarsegold KOA
Adventist Health/Community Care – Oakhurst
Ahwanhnee Hills Regional Park/Community Council
American Legion Post 110
Art Signs Oakhurst
Association of Mexican American Educators
Back Country Haven

DIVERSE GROUPS

Basila Farms LLC
Bass Lake Homeowners Association
Bass Lake Realty Inc
Boys and Girls Club of Oakhurst
Cedar Creek Senior Living
Century 21 Ditton Realty
Chester's Chicken
Chowchilla Medical Center of Madera Hospital
Chowchilla Memorial Healthcare District
Chowchilla Senior Center
Coarsegold Historic Village
Cultiva La Salud

The first social pinpoint outreach included contacting a total of 18 stakeholders were contacted to remind them to utilize the social pinpoint interactive mapping tool and encourage them to share with others (i.e., staff, departments, social media, listservs, etc.). Targeted emails for public agency staff and public education agencies were developed for each group.

A second round of outreach efforts were conducted to maximize awareness and use of this interactive mapping tool. These efforts included a total of 113 stakeholders contacted to remind them to utilize the social pinpoint interactive mapping tool and encourage them to share with others (i.e., staff, departments, social media, listservs, etc.).

A final push of the Social Pinpoint Map was conducted which included a total of 12 stakeholders contacted to let them know to utilize the social pinpoint interactive mapping tool and encourage them to share with others.

APPENDIX



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APPENDIX D: BOARD MEETING PRESENTATION

APPENDIX A. LOGO CONCEPTS

BLACK & WHITE AND COLOR CONCEPTS



Your Madera
2046

Black and White Concept



Your Madera
2046

Color Concept

APPENDIX B. BILINGUAL COMMUNITY SURVEY

COMPLETE BILINGUAL COMMUNITY SURVEY



Your Madera 2046

MCTC Workshop 2 Poll

What do you think are the important strategies that we should consider to reduce Greenhouse gas emissions (GHG's)?

¿Cuáles cree que son las estrategias importantes que debemos considerar para reducir las emisiones de gases de efecto invernadero (GEI)?

We want to hear from you!

¡Queremos tus comentarios!

1. Are transit improvements an important strategy our region should consider to reduce Greenhouse gas emissions (GHG's)?

¿Qué tan importante es mejorar el sistema de transporte para reducir las emisiones de gases de efecto invernadero (GEI) en nuestra región?

- Very Important / Muy importante
- Somewhat Important/ Algo importante
- Not Very Important / No es importante
- No Opinion / Sin opinión

2. Are bicycle and pedestrian infrastructure improvements an important strategy that our region should consider to reduce GHGs?

¿Qué tan importante es mejorar la infraestructura para las bicicletas y peatones para reducir los GEI en nuestra región?

- Very Important / Muy importante
- Somewhat Important/ Algo importante

Not Very Important / No es importante

No Opinion / Sin opinión

3. Are E-scooters and Bike-share programs important strategies that our region should consider to reduce GHGs?

¿Qué tan importante es implementar los programas de scooters eléctricos e intercambio de bicicletas para reducir los GEI en nuestra región?

Very Important / Muy importante

Somewhat Important/ Algo importante

Not Very Important / No es importante

No Opinion / Sin opinión

4. Are telecommuting and/or virtual instruction important strategies that our region should consider to reduce GHGs?

¿Qué tan importante es implementar el trabajo a distancia y/o la instrucción virtual para que nuestra región reduzca los GEI?

Very Important / Muy importante

Somewhat Important/ Algo importante

Not Very Important / No es importante

No Opinion / Sin opinión

5. Are car sharing opportunities an important strategy that our region should consider to reduce GHGs?

¿Qué tan importante es implementar las oportunidades de movilidad en vehículos compartidos para que nuestra región reduzca los GEI?

Very Important / Muy importante

Somewhat Important/ Algo importante

Not Very Important / No es importante

No Opinion / Sin opinión

6. Is parking management an important strategy that our region should consider to reduce GHGs?

¿Que tan importante es la administración de estacionamiento para reducir los GEI en nuestra región?

- Very Important / Muy importante
- Somewhat Important/ Algo importante
- Not Very Important / No es importante
- No Opinion / Sin opinión

7. Are Zero Emission Vehicles and Electric Vehicle Charging Infrastructure important strategies that we should consider to reduce GHGs?

¿Qué tan importante son los vehículos de cero emisiones y la infraestructura de carga de vehículos eléctricos para reducir los GEI?

- Very Important / Muy importante
- Somewhat Important/ Algo importante
- Not Very Important / No es importante
- No Opinion / Sin opinión

8. Are Transportation System Management and Intelligent Transportation Systems (ITS) important strategies that we should consider to reduce GHGs?

¿Qué tan importante es la Administración del Sistema de Transporte y los Sistemas Inteligentes de Transporte para reducir los GEI?

- Very Important / Muy importante
- Somewhat Important/ Algo importante
- Not Very Important / No es importante
- No Opinion / Sin opinión

9. Are Vanpools/CalVans important strategies that our region should consider for reducing GHGs?

¿Qué tan importante es implementar programas de furgonetas compartidas (CalVans) para reducir los GEI en nuestra región?

- Very Important / Muy importante
- Somewhat Important/ Algo importante
- Not Very Important / No es importante

No Opinion / Sin opinión

Scenarios

Escenarios

<p>SCENARIO 1 Assumes growth and housing development similar to what we see existing in our region today. Maintains a road-centric investment strategy with gradual increases towards multi-modal strategies. ---</p> <p>ESCENARIO 1 Supone un crecimiento y desarrollo de vivienda similar al que vemos en nuestra región hoy. Mantiene una estrategia de inversión centrada en la carretera con aumentos graduales hacia estrategias multimodales.</p>	<p>SCENARIO 2 Moderately increases densities of housing and development in urbanized areas with slight increases to densities in the remainder of the county. Conservative shift in investment towards zero-emission vehicle infrastructure, public transit, shared ride options, micromobility and non-motorized transportation strategies. ----</p> <p>ESCENARIO 2 Aumenta moderadamente la densidad de viviendas y la urbanización en áreas urbanizadas con ligeros aumentos en las densidades en el resto del condado. Cambio moderado en la inversión para la infraestructura de vehículos de cero emisiones, transporte público, opciones de viajes compartidos, micromovilidad y estrategias de transporte no motorizado.</p>	<p>SCENARIO 3 Prioritized development in infill and redevelopment zones, assumes more compact lot sizes in core urban areas, moderate increases to densities in urban areas and slight increases to densities in the remainder of the county, outside of urban cores. Accelerates investment shift towards zero-emission vehicle infrastructure, public transit, shared ride options, micromobility and non-motorized transportation strategies. ---</p> <p>ESCENARIO 3 Priorizar la urbanización en zonas de relleno y reurbanización, asume tamaños de lotes más compactos en áreas urbanas centrales, aumentos moderados en las densidades en áreas urbanas y aumentos leves en las densidades en el resto del condado, afuera de los centros urbanos. Acelera el cambio de inversión hacia la infraestructura de vehículos de cero emisiones, transporte público, opciones de viajes compartidos, micromovilidad y estrategias de transporte no motorizado.</p>
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10. Which of the 3 scenarios above do you think would best help achieve our goal to reduce GHGs?

¿Cuál de los 3 escenarios de arriba cree que ayudaría mejor a lograr nuestro objetivo de reducción de GEI?

Scenario 1 / escenario 1

- Scenario 2 / escenario 2
- Scenario 3 / escenario 3
- None of the above / ninguno

11. **Any other comments or suggestions?**

¿Algún otro comentario o sugerencia?

DONE



APPENDIX C: MEETING SUMMARY MEMO

2ND COMMUNITY MEETING – MARCH 24, 2022



YOUR MADERA 2046, MCTC'S RTP - SCS, PUBLIC WORKSHOP MEETING SUMMARY MEMO

DATE: April 15, 2022

TO: Dylan Stone | Madera County Transportation Commission

FROM: Veronica Sullivan, Ilse Lopez-Narvaez, Kendall Flint | DKS Associates

SUBJECT: Your Madera 2046, MCTC's RTP - SCS, Public Workshop Meeting Project #221154-000

MEETING OVERVIEW

On March 24th, 2022, community members of Madera County were invited to participate in a community meeting to learn more about the Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS). Of the 44 registered, 19 participants attended the virtual event. However, it is important to note that two participants that attended the event, also hosted an in-person event for Spanish attendees in the community of La Viña.

Participants who attended over the course of 90 minutes were led through a four-part presentation on this effort. The main objective of the presentation was to present community members on the following:

- Review what is RPT and SCS is and how it is developed
- Project Schedule
- Community Outreach Activities: In-person activities, survey responses
- Scenario Development and Options
- Social Pinpoint

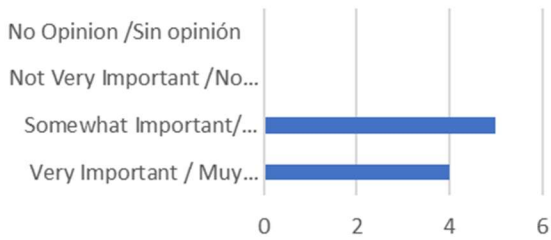
Following the informational portion of the presentation, participants were asked to complete a nine-question poll during the workshop. At the end of the workshop, attendees were given the opportunity to ask questions and to propose comments and ideas. The following sections will discuss the poll results and some of the major themes and takeaways from this meeting.

WORKSHOP POLL RESULTS

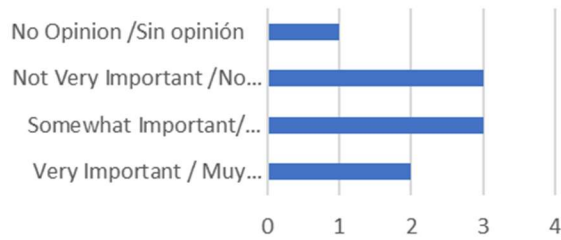
The following section provides the results of the poll questions during the workshop. It is important to note that Leticia Casillas Luquin from Leadership Council hosted an in-person event at the community of La Viña and was responding to the poll survey on behalf of the community members that attended their in-person event for the workshop.



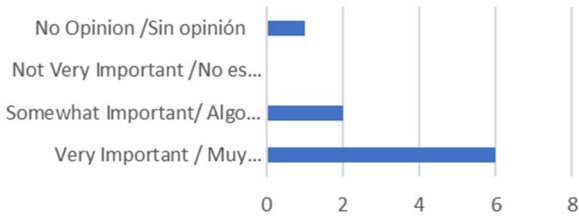
5. Are car sharing opportunities a strategy that our region should consider to reduce GHGs? / ¿Qué tan importante es implementar las oportunidades de movilidad en vehículos compartidos para que nuestra región reduzca los GEI?



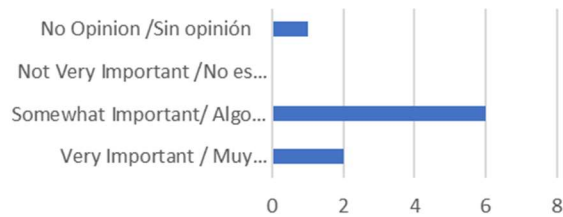
6. Is parking management an important strategy that our region should consider to reduce GHGs? / ¿Que tan importante es la administración de estacionamiento para reducir los GEI en nuestra región?



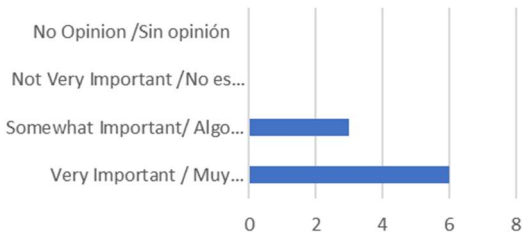
7. Are Zero Emission Vehicles and Electric Vehicle Charging Infrastructure, strategies that we should consider to reduce GHGs? / ¿Qué tan importante son los vehículos de cero emisiones y la infraestructura de carga de vehículos eléctricos para reducir los GEI?



8. Are Transportation System Management and ITS important strategies that we should consider to reduce GHGs? / ¿Qué tan importante es la Administración del Sistema de Transporte y los Sistemas Inteligentes de Transporte para reducir los GEI?



9. Are Vanpools/CalVans important strategies that our region should consider for reducing GHGs? / ¿Qué tan importante es implementar programas de furgonetas compartidas (CalVans) para reducir los GEI en nuestra región?



ONLINE SURVEY

In addition to the live poll, the team also published a 16-question survey regarding the project. The survey, which is also available on the project website, asked participants questions about their demographic information, what their priorities are and where growth should occur in Madera County. Of the 38 survey respondents, half of them lived within the City of Madera. 31% of respondents believe that “improving access to public transit, bicycle and pedestrian facilities” would be the most important consideration for Madera County as the region grows. Furthermore, approximately 60% of respondents agree that growth should be within existing city limits, with an emphasis around public transit and compact walkable communities. The following section highlights some of the key findings:



38 respondents



61% Drive alone



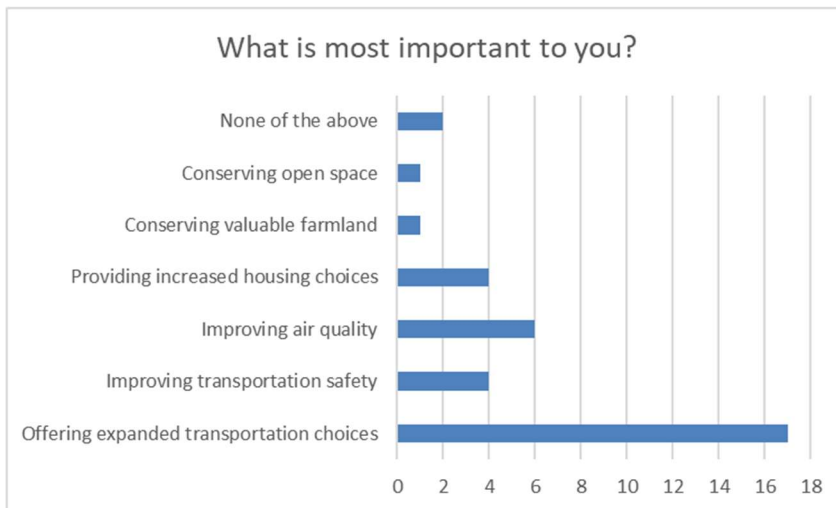
65% of respondents believe that implementing “wider coverage area” and “more frequent service” would make public transit a more viable choice.



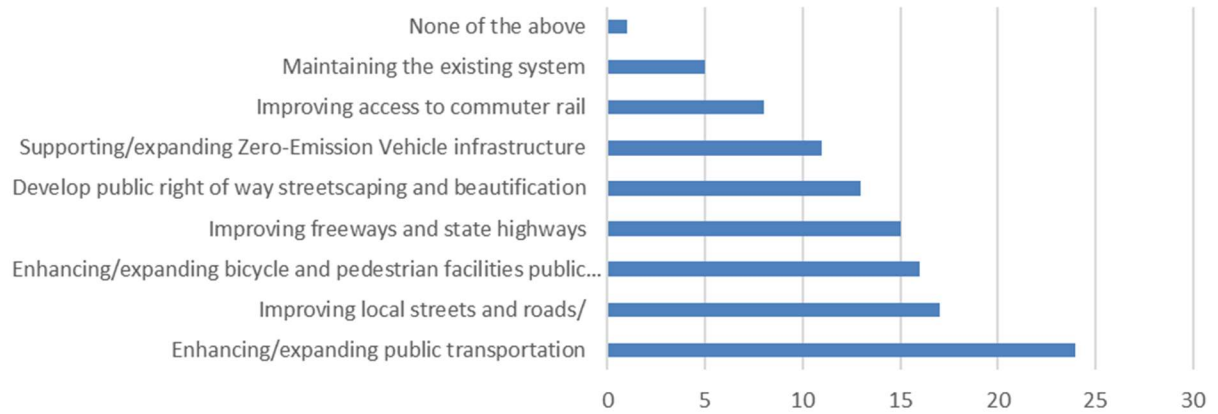
74% of respondents believe that building “more sidewalks and bike paths” would make walking or biking more viable.



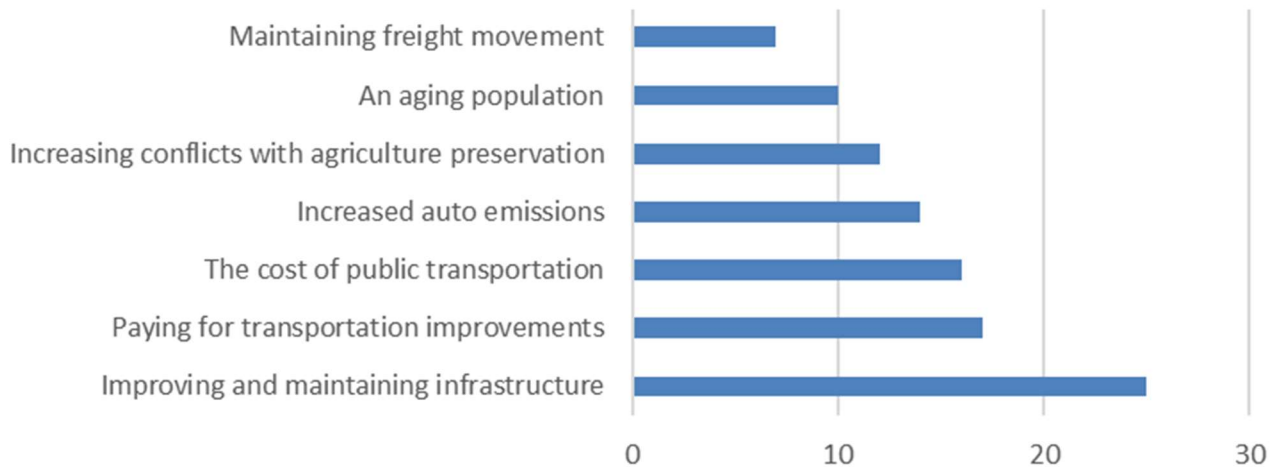
60% of respondents believe that making zero-emission vehicles more affordable would be the most important aspect to accommodate zero-emission vehicle travel.



Where should transportation investments be made? Please indicate your top 3 choices



What do you think are the biggest transportation challenges facing the region over the next 30 years? (Select 3)



MAJOR THEMES

This community meeting was made up of 19 participants, most of whom were community members of Madera County, with two participants hosting an in-person event for the community of La Viña. Overall, attendees provided feedback and ideas on what they want to see in their communities in the future. Some of the major themes discussed by participants during the presentation included: transit improvements, pedestrian & bike safety, street light improvements & infrastructure, improved internet access and electric vehicles & charging infrastructure. The following sections break down public comments and questions by these themes.

TRANSIT IMPROVEMENTS

Two participants identified addressing different modes of transportation for community members to travel in and out of the County. One participant expressed the lack of public transit available in the widespread, remote areas of the County such as Oakhurst, Coarsegold and Yosemite Lakes Park. This participant identified that the lack of public transit poses a socio-economic and educational barrier to connect communities to public resources.

PEDESTRIAN & BIKE SAFETY

Three participants mentioned that there is a need for sidewalks in the community of La Viña, specifically on the north side of Avenue 9, where participants expressed concern of walking on the side of the road which pose a safety risk for community members, especially at night. All three participants expressed that this has been a recurring need over the years but no improvements have occurred. Another participant also identified that there are no sidewalks in some areas in Madera and that the lanes are not safe for bikes to use.

STREET LIGHT IMPROVEMENTS & INFRASTRUCTURE

Three participants mentioned that there is a need for the implementation of streetlights in the community of La Viña, specifically on the north side of Avenue 9, where participants expressed concern of attending community meetings at night with no proper lighting available which pose a safety risk. The lack of street lighting was expressed among the participants and reiterated that the community has identified this as a recurring need over the years but no improvements have yet occurred.

IMPROVE INTERNET ACCESS

Two participants expressed interest in having good quality internet implemented in these areas to provide more opportunities for online learning and access for students. These interests echo the shared interests that were also identified during the community outreach meetings that occurred in the communities of Fairmead and La Viña.

ELECTRIC VEHICLES & CHARGING INFRASTRUCTURE

The implementation of electric vehicles and charging infrastructure was a topic of discussion where two participants noted that there is interest in electric vehicles and charging stations in cities and communities, such as La Viña. One participant expressed that by implementing these ideas, there would need to be an increase in electric vehicle assistance programs and affordability. Additionally, one participant also requested having an electric bike share option that would be made affordable for users.

APPENDIX D: BOARD MEETING PRESENTATION

APRIL 20, 2022, PRESENTATION



1

Sustainable Communities Strategy

- Sustainable Communities Strategies (SCS) will help California meet its climate and air quality goals, as well as advance community goals for public health, accessibility, equity, conservation, the economy, and more.
- An aligns transportation, housing, and land use decisions toward achieving GHG emissions reduction targets set by the California Air Resources Board (CARB).

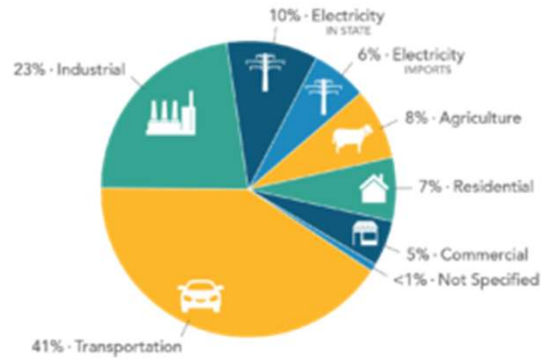


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Sustainable Communities Strategy



- Madera County must reduce GHG emissions per-capita by 10% in 2020 and 16% by 2035 compared to 2005 levels, per SB 375.

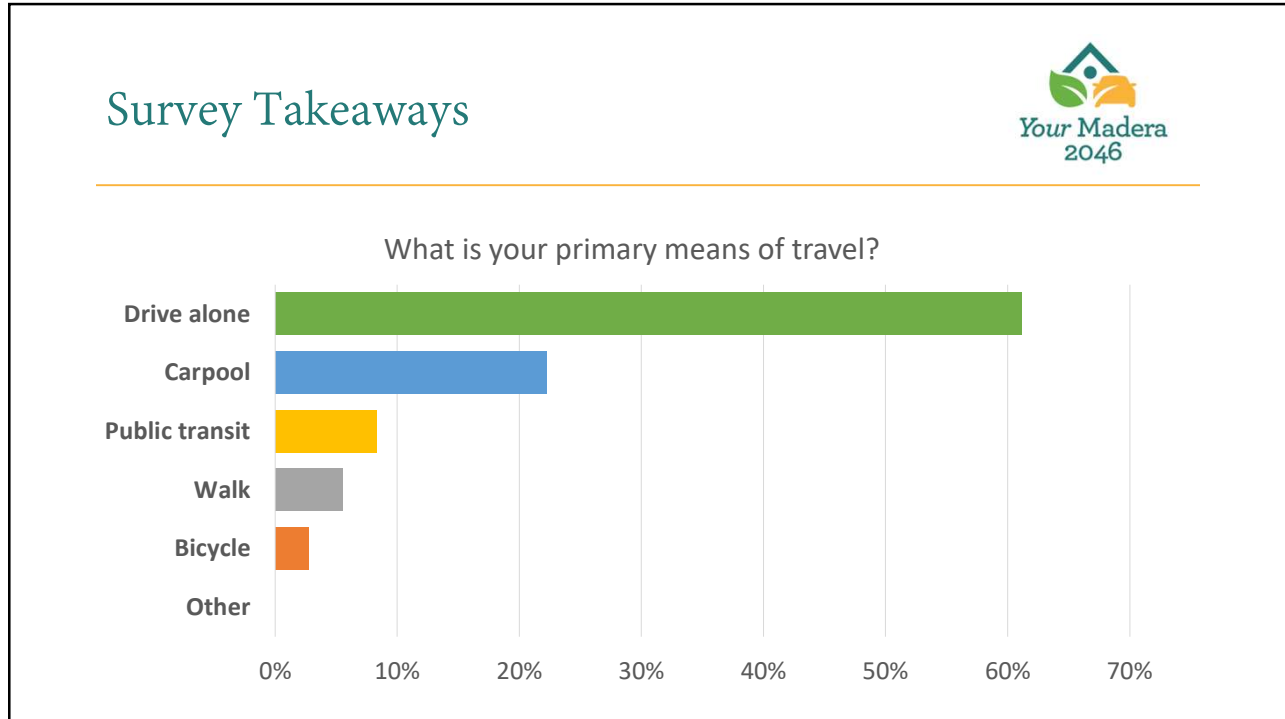


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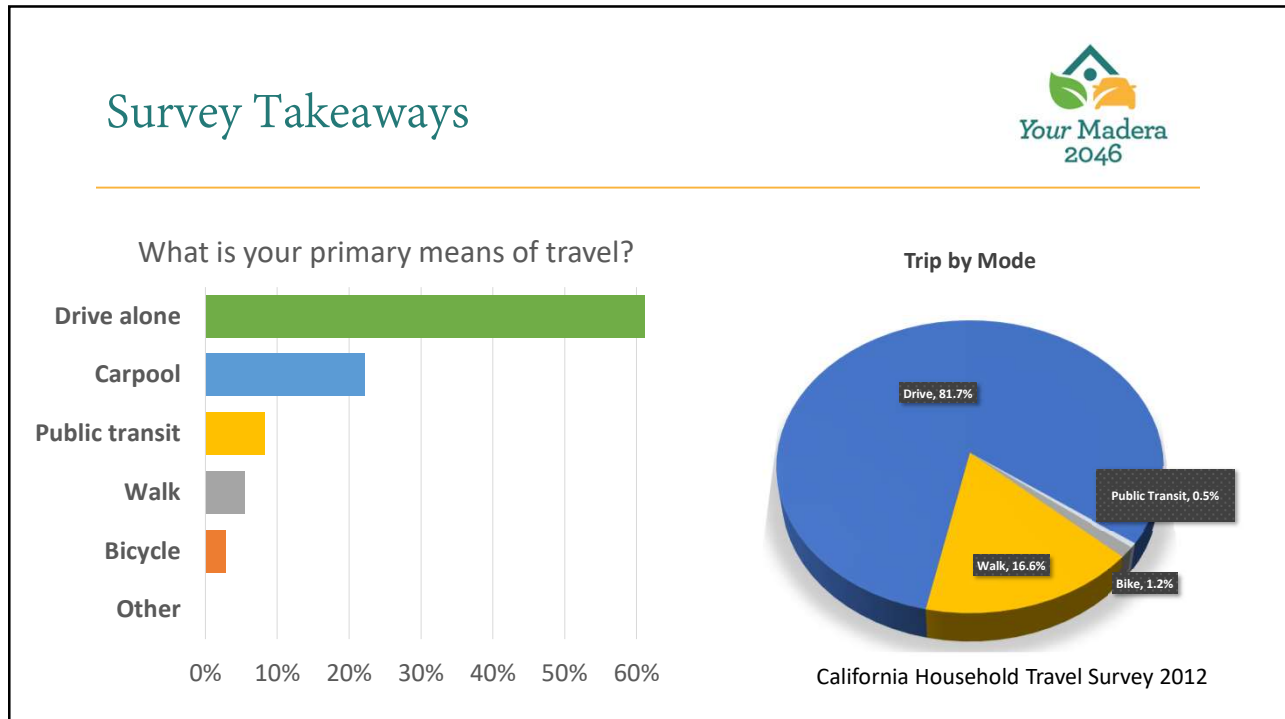
Project Schedule



4



5



6

Survey Takeaways



What do you think are the biggest transportation challenges facing the region over the next 30 years?

Top five answers:

- Improving and maintaining infrastructure
- The cost of transportation improvements
- The cost of public transportation
- Increased auto emissions
- Increasing conflicts with agriculture preservation

7

Survey Takeaways



Where should transportation investments be made?

Top five answers:

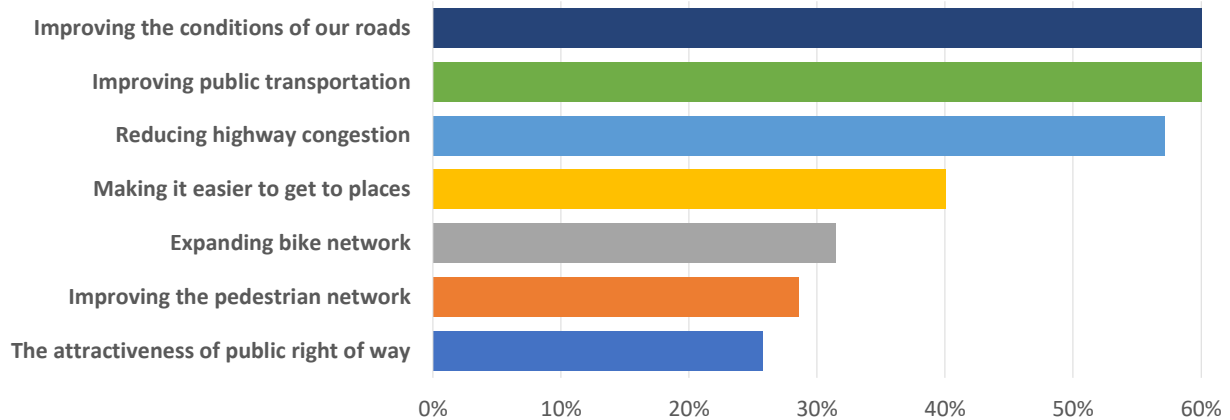
- Enhancing/expanding bicycle and pedestrian facilities public transportation
- Improving freeways and state highways
- Enhancing/expanding public transportation
- Improving local streets and roads
- Develop public right of way streetscaping and beautification

8

Survey Takeaways



Which of these transportation topics are important to you? (Pick 3)

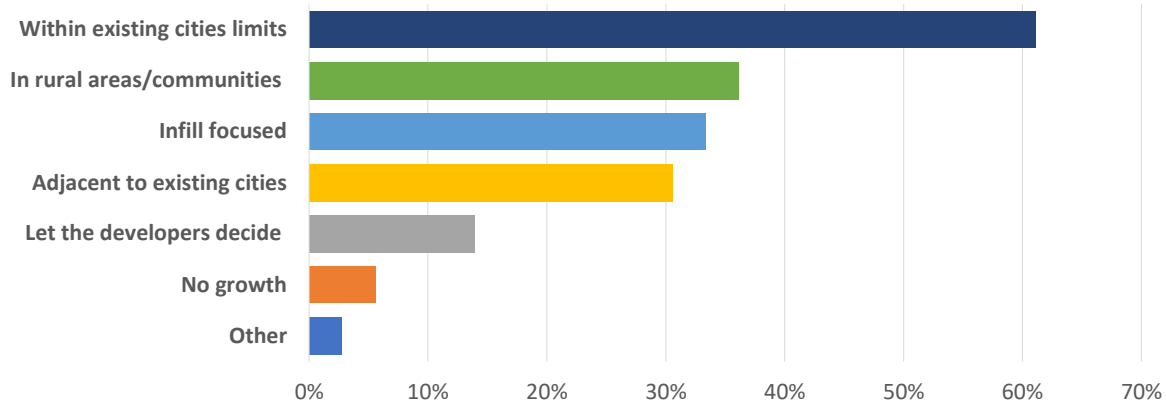


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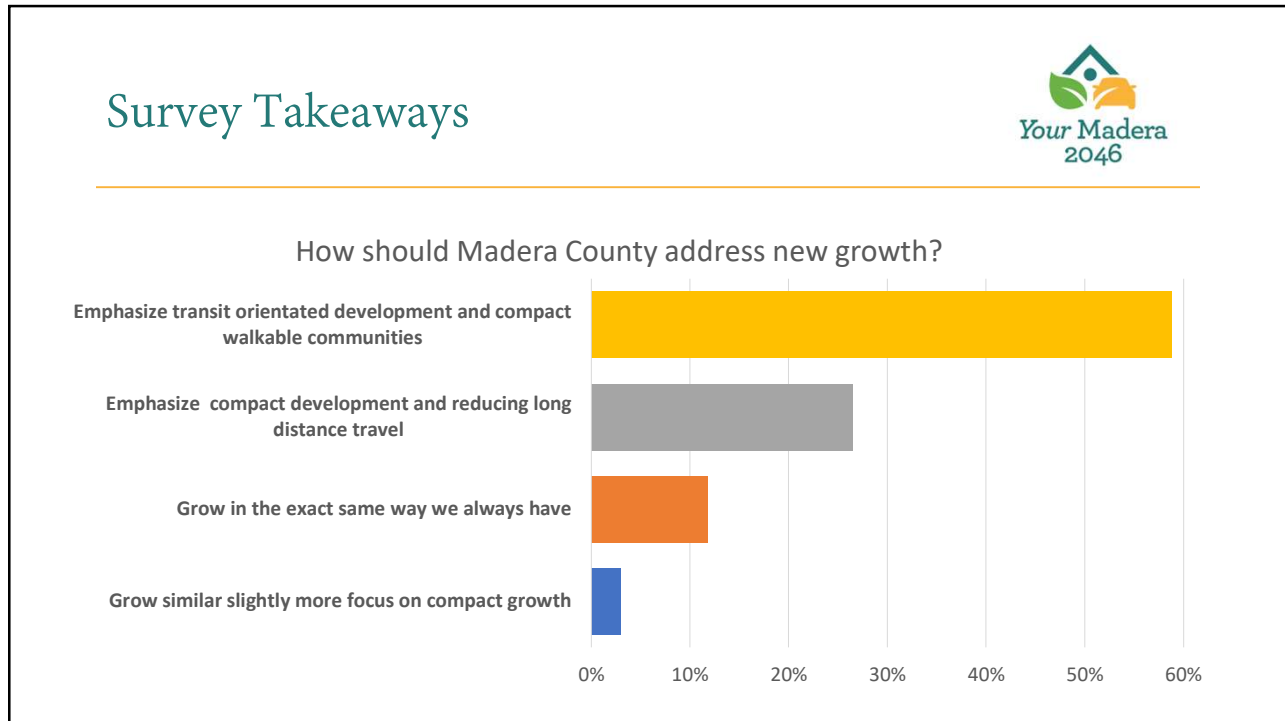
Survey Takeaways



Where should new growth occur?




10



11

SCS Scenario Planning



SCENARIO 1

Grow like we always have

Maintains a road-centric investment strategy with gradual increases towards multi-modal strategies.

SCENARIO 2

Grow with a focus on higher urban densities

Begin to shift investment towards zero-emission vehicle infrastructure, public transit, shared ride options, micromobility and non-motorized transportation strategies.

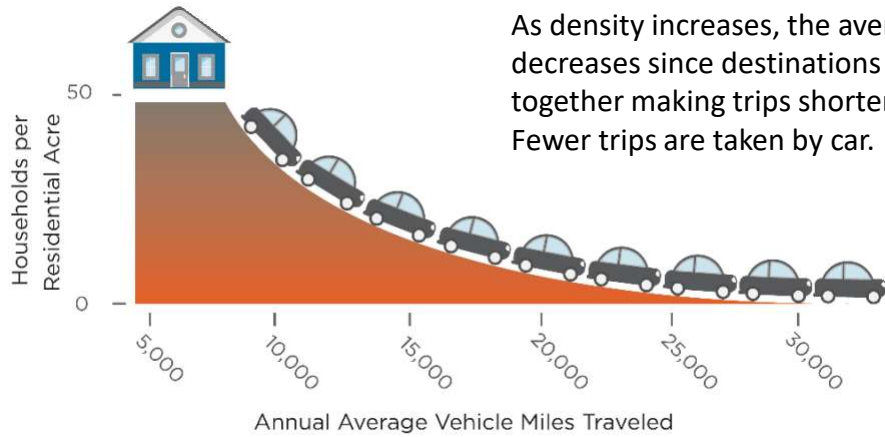
SCENARIO 3

Increase New development densities, prioritize infill and mixed-use development

Accelerates investment shift towards zero-emission vehicle infrastructure, public transit, shared ride options, micromobility and non-motorized transportation strategies.

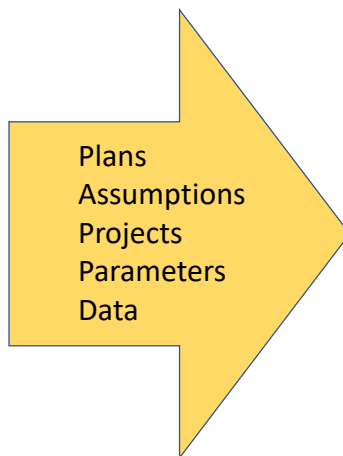
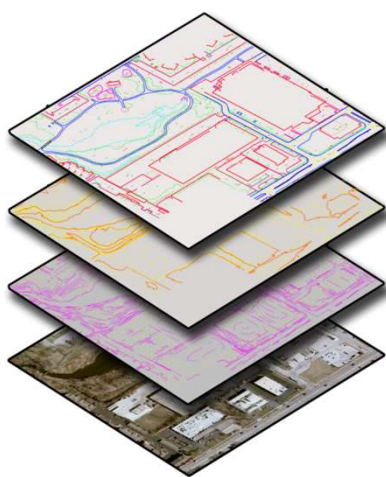
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SCS Scenario Development



13

Modeling the Future



What is the best way to develop our future?

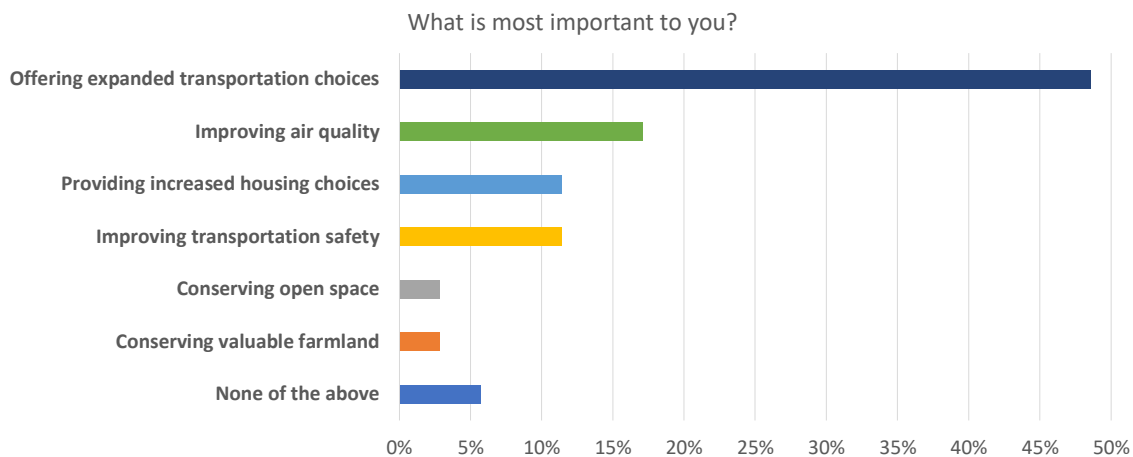
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How Will Additional Transportation Strategies Help Us Meet Our Goals?

15

Survey Takeaways



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Additional Transportation Strategies



- Improved Public Transit
- Increasing Active Transportation
- Initiating Micromobility
- Increasing Telecommute and Remote Learning
- Parking Management
- Accommodating Car Share Service
- Increased Zero-emission Vehicles and Infrastructure
- Implementing Transportation System Management
- Increased Vanpooling

17

Survey Takeaways



What would make public transit a more viable choice?

Top three answers:

- More Frequent Service
- Larger Service Area
- Better connectivity (job centers, educational institutions, shopping, Amtrak etc.)

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Survey Takeaways



What would make walking or biking a more viable choice?

Top three answers:

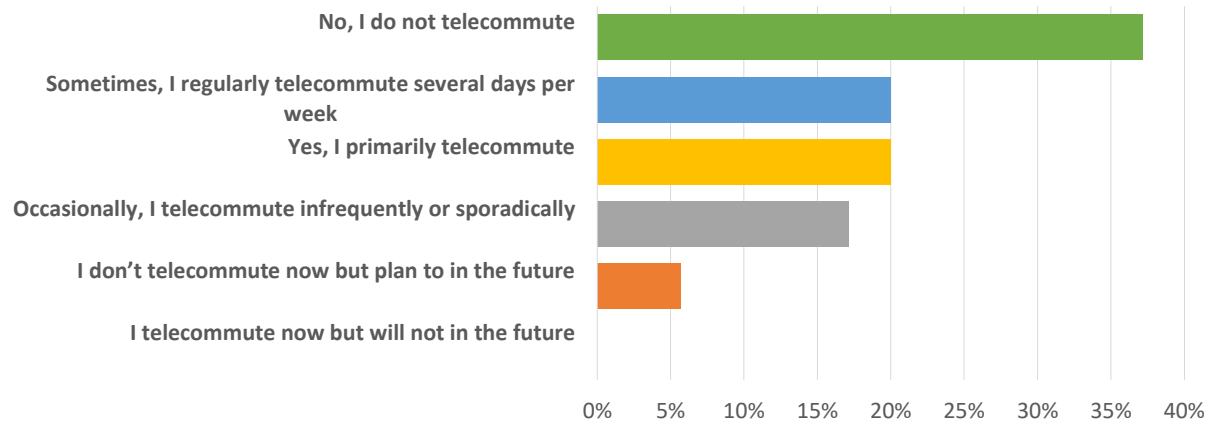
- More sidewalks and bike paths
- Improved safety signage and striping
- Buffered/protected bicycle and pedestrian pathways

19

Survey Takeaways



Do you telecommute to work or school?



20

Survey Takeaways



What is important to consider regarding switching to Zero-Emission Vehicle (ZEV) travel?

Top three answers:

- Zero-Emission Vehicle affordability
- Residential charging access
- Work-place charging access

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Additional Transportation Strategies



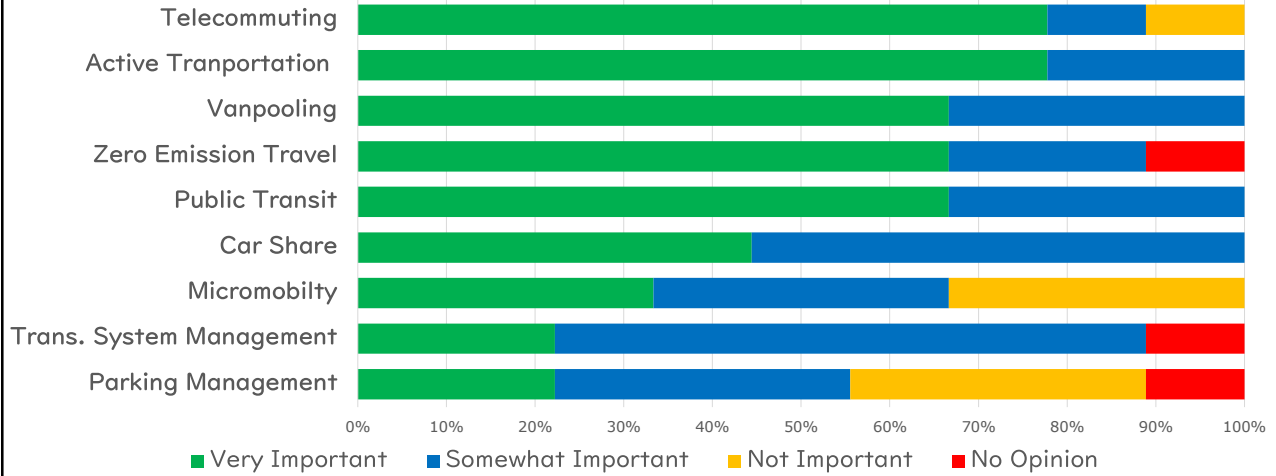
- Improved Public Transit
- Increasing Active Transportation
- Initiating Micromobility
- Increasing Telecommute and Remote Learning
- Parking Management
- Accommodating Car Share Service
- Increased Zero-emission Vehicles and Infrastructure
- Implementing Transportation System Management
- Increased Vanpooling

22

Additional Transportation Strategies



Additional Transportation Strategies to Reduce GHG Emissions

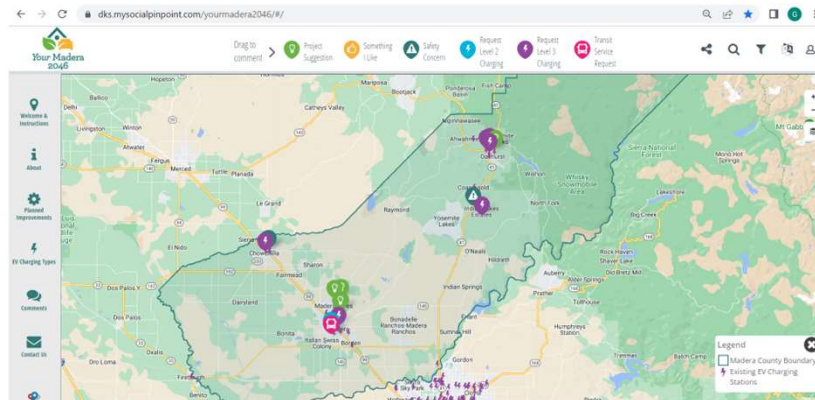


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SHARE YOUR THOUGHTS!



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