



CITY OF FRESNO SOUTH CENTRAL FRESNO COMMUNITY TRUCK REROUTE STUDY (AB617)

Outreach and Engagement Communications Plan

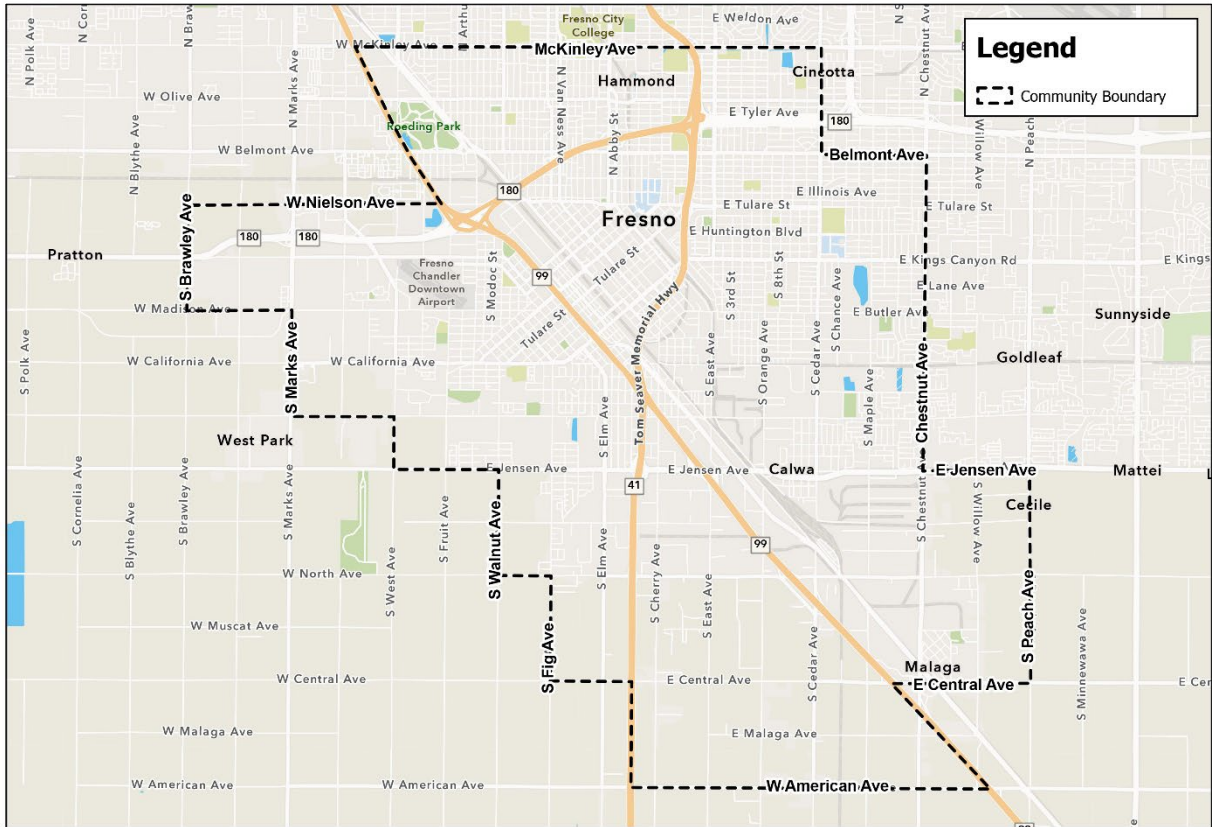
Purpose of the Plan

This Outreach Plan is a detailed road map that outlines goals, key messages, Outreach and Engagement Strategies, and stakeholders associated with the South Central Fresno Community Truck Reroute Study (“The Study”). A tentative schedule for the implementation of the Outreach and Engagement Strategies is also included.

The purpose of this Outreach Plan is to provide a roadmap to:

- Identify stakeholders and facilitate a strategic stakeholder analysis, which consists of the identification of key stakeholders; an assessment of the level of impact on each stakeholder; and how to best engage each stakeholder. It is understood that the AB 617 Community Steering Committee – Truck Study Subcommittee (AB 617 Truck Study Subcommittee) will provide input on Stakeholders and their appropriate level of engagement. See lists of stakeholders on Pages 6-10 of this Plan.
- Align the timing of outreach strategies with the technical tasks so that the public can help to inform the Truck Reroute Study progress and outcomes.
- Define key messages/taglines that resonate with the community.
- Provide a schedule of activities that enable diverse community members to provide opinions in several ways, such as participation in the Technical Steering Committee (TSC), Community Advisory Group (CAG), Stakeholders Focus Group Interviews, interaction with team members at pop-up booths at community-wide festivals, and/or online and paper surveys.
- Ensure that the community helps shape the Study’s recommendations

Study Area



The map above illustrates the boundaries of the South Central Fresno Community, the Study Area.



Goals

The Study offers an opportunity for the City of Fresno to update its vision and plan to reroute heavy-duty trucks traveling within the community to reduce emissions exposure of South Central Fresno community residents. The Study aims to identify, analyze, and evaluate potential strategies that freight-impacted communities in the AB 617 area might take in cooperation with the City of Fresno to abate truck impacts, with the intent of rerouting away from sensitive land uses, while maintaining, or increasing, productivity with goods and products movement. The Study may also investigate best practices for safety enhancements. Furthermore, this Study intends to apply knowledge and innovations that will help advance goods movement policies while fostering healthy, sustainable neighborhoods.

Strategic Objectives

- Update the 2005 City of Fresno Designated Truck Route Map for South Central Fresno so that it is forward-looking, and provides recommendations for rerouting, or eliminating, existing or proposed planned routes.
- Identify and prioritize opportunities to meet the existing and future needs of active transportation users, passenger vehicles, and trucks throughout South Central Fresno.
- Help to clarify the definition of truck routes for community stakeholders and impart an understanding of how and when they can be used appropriately by heavy-duty trucks.
- Engage traditionally underserved community members and those whose neighborhoods are currently affected, and could be affected, by trucking routes.

Taglines/Key Messages

Taglines (The Community Advisory Group, CAG, to select one to recommend for City approval)

- Reconnecting Communities: The South Central Trucking Reroute Study
- Creating a Healthier, Connected South Central Fresno for All
- Introducing a healthier future for neighborhoods, pedestrians, and cyclists – The South Central Fresno Truck Reroute Study
- Our Fresno. Our Streets. Our Community.
- The South Central Truck Reroute Study. Taking Back Our Streets
- The South Central Truck Reroute Study. A Community-Driven and Actionable Plan to Abate Impacts Related to Trucks



Key Messages (CAG to select one to recommend for City approval)

- Reconnecting communities through new trucking routes!
- We're working to reroute truck traffic through your neighborhood to improve air quality.
- Together we're creating recommendations to reduce truck travel through your neighborhood and improve residents' overall quality of life.
- With your help, we're creating healthier ways to get around Fresno!

Outreach and Engagement Strategies

Community Advisory Group (CAG)

AB617 Truck Study Subcommittee members will be invited to serve on the CAG. In addition, the city will advertise on the website, through eblasts and social media, the opportunity to serve on the CAG, which will be open to people who live or work within the AB617 community. The goal is to have a diverse group who will provide input and be representative of the various voices throughout the AB 617 community.

With input from the AB 617 Truck Study Subcommittee, the city will select and recruit a 17-member Community Advisory Group (CAG). The CAG will consist of representatives from a cross-section of the community: neighborhood representatives; social and environmental justice organizations; schools; youth, health, and transportation advocacy groups; businesses; and economic development organizations. They shall be community-knowledgeable individuals with "boots on the ground" experience.

Role of the CAG

- Serve as liaisons by providing accurate information to other community members about the Study's goals, its process and progress, and opportunities for the community-at-large to participate.
- Help advise how community members' questions and concerns can best be addressed in the analysis, recognizing that industry accepted methodologies are to be used to address such questions.
- Encourage friends, family, neighbors, and colleagues to attend pop-up events, and complete online and paper surveys.
- Provide suggestions for outreach to engage the broadest participation possible at the pop-up events and for survey distribution.



Two underlying principles must be understood and accepted for the CAG to operate effectively.

- 1) The CAG is not intended to be group decision-makers who reach consensus, rather the CAG is a forum to deepen understanding of issues and to provide the project team with insight into the context and implications of choices from a community perspective, and
- 2) the value of technical knowledge must be recognized and respected in the process.

Schedule: The CAG is expected to meet for six (6) virtual meetings at key points prior to project milestones so the group can help to inform important project decisions. For example, Meetings #1 and #2 are expected to be held during the Existing Conditions Analysis/Development of Conceptual Designs phase in approximately February 2023 – May 2023; Meetings #3 and #4 during the following phase to Review Best Practices/Refine Truck Reroute Approach in approximately June – July 2023; and Meeting #5 and #6 will be held during the Draft Recommendation/Refine Final Recommendations phase in October – January 2024. Please note that dates are approximate. Refer to Appendix A, the Process Diagram, for a description of project milestones, dates, and activities.

Technical Steering Committee (TSC)

The City shall select a 17-member Technical Steering Committee (TSC) consisting of relevant agencies who can serve as peer advisors to the technical team, members of the IBI Group team, and the City. Committee members will be drawn from different departments and public agencies to advise on technical considerations and design standards, related projects planned or currently underway, and policies and recommendations.

Schedule: The TSC will be convened six (6) times to advise prior to key project decisions. The meetings will be held virtually. The TSC meetings will follow a similar schedule as those of the CAG. See above CAG Schedule for approximate TSC meeting dates.

Joint CAG and TSC Meetings

Joint meetings of CAG and TAC will be held prior to key milestones, such as Review of Draft Recommended Truck Route Strategies, to support a shared understanding of the implications and tradeoffs associated with rerouting of trucks.

Focus Group Interviews



Three (3) focus groups will be held at three (3) separate times, for example, during the lunch hour and during the evening to accommodate community members' schedules. Community members will be invited to drop in during these sessions to discuss their lived experiences. Focus groups sessions will be open to those who live and work within the project area. The interviews will be conducted in English and Spanish as needed, either in person or virtually to accommodate schedules.

The project team, KPA/IBI Group/City staff, will prepare an Interview Guide of "questions that need answers" to structure the discussion. The AB617 Truck Study Subcommittee will be asked to review and comment on the questions.

Schedule: Two (2) rounds of Focus Group Interviews are expected to be held. Round #1- Focus Group Interviews will be held in approximately February 2023 to contribute to the Existing Conditions Analysis/Conceptual Design Development phase of the Study, and Round #2- Focus Group Interviews are expected to be held in October 2023 to provide input to help inform the Draft Recommended Truck Route Strategies/Implementation Plan phase. Note: Dates are approximate.

Pop up Events

Two (2) community-wide "pop-up" events will be identified and selected by the CAG for opportunities to interact with and collect opinions from large numbers of South Central Fresno residents of all ages and backgrounds. The project team, consisting of IBI Group/KPA, with City staff providing input, will design interactive family-friendly activities and informational displays and staff booths at the events. Both English and Spanish will be available. Through "dot-voting," the team will collect input on Community Priorities and Draft Truck Strategies. This input will be compiled and considered by the city, technical staff, and presented to the CAG for comment, and then used to refine/or change Draft Recommendations, leading to Final Recommendations. Events with the highest attendance will be identified, such as Downtown Art Hop.

Schedule: Events taking place in October - November 2023 during the Draft Recommended Truck Strategies/Implementation Plan phase will be selected.

Survey

An online and paper survey will be conducted to collect opinions from South Central Fresno residents and stakeholders. The questionnaire will be developed by the project team, KPA/IBI Group/and City staff, and the CAG will be asked for input. Both English and Spanish will be available. KPA will contact community-based organizations,



schools, businesses, and institutions within the project area to ask for their support in disseminating the survey. The CAG and AB 617 Truck Study Subcommittee will also be asked to encourage survey participation through their social networks. The survey will have a QR code for easy access and can also be distributed at the pop-up events described above as another method of collecting input. An incentive for completing the questionnaire, such as entry into a drawing of gift cards, will be offered to increase participation.

Schedule: October - November 2023 will be targeted for dissemination to collect opinions from stakeholders to refine Draft Recommended Truck Strategies/Implementation Plan.

Communication Strategies

All outreach materials will be provided in English and Spanish. Hmong translation will be provided as needed. The following outreach materials will be developed:

- Flyer to promote pop-up events and the survey will be distributed at libraries and community centers, community-based organizations, and local businesses.
- Use of electronic communication: social media messages and images, email blasts content, digital flyers to inform and engage will be sent to the AB 617 Truck Study Subcommittee, AB 617 Committee, TAC, CAG, community-based organizations and local institutions and businesses. All electronic communications will be in English and Spanish. Hmong translation of outreach materials will be provided as needed.
- Press releases will be sent to local media.
- Project webpage to be hosted within the City's website, content to be provided by consultant team

Stakeholder Identification and Analysis: Capturing Stakeholder Input

A database of the stakeholder list that follows has been developed to facilitate on-going communication. This list will be updated throughout the life of the Study.

CAG and TSC members are suggested, as well as potential participants for focus group interviews. It is assumed that all stakeholders will be kept up to date about the Study and invited to participate in public engagement activities, including pop-up events and surveys.



It is understood that the project sponsors, the City of Fresno and the San Joaquin Valley Air Pollution Control District, will approve the list of stakeholders to contact. The AB 617 Truck Study Subcommittee will review and comment, also.

Communities (May be most affected. Focus group interview participants may be drawn from this group.)

- Britten
- Calwa
- Cincotta
- Daleville
- Gold Leaf (Touches Eastside Boundary of Study Area)
- Hammond
- Las Palmas (Touches Eastside Boundary of Study Area)
- Southwest Fresno
- Sunnyside (Touches Eastside Boundary of Study Area)
- Tower District
- West Park

AB 617 Community Steering Committee – Truck Study Subcommittee

- Venise Curry, M.D.
- Janet Gardner
- Sylvester Hall
- Bill Jensen
- Victor Lai
- Kimberly McCoy
- Eric Payne
- Ivanka Saunders
- Isabel Vargas

CBOs: HOUSING, ECONOMIC DEVELOPMENT, ENVIRONMENTAL JUSTICE, ENVIRONMENTAL HEALTH (CAG members may be drawn from these organizations)

- Black Wellness and Prosperity Center
- Central California Asthma Collaborative
- Centro La Familia
- Central Valley Partnership



- Central Valley Air Quality Coalition
- Central Valley Community Foundation
- Central Valley Regional Center
- Chinatown Fresno Foundation
- Community and Economic Development Corporation
- Cultiva la Salud
- Delano Terrace Elderly Housing
- Disability Rights California
- Every Neighborhood Partnership
- Fresno Area Community Enterprises
- Fresno Building Healthy Communities
- The Fresno Center
- Fresno City College
- Fresno Economic Opportunities Commission
- Fresno Interdenominational Refugee Ministries
- Fresnoland
- Fresno Metro Ministries
- Fresno Policy Chaplaincy
- Fresno Street Saints Friends of Calwa
- Glen Agnes Elderly Housing
- Golden West Side Organizations
- Hands On Central California
- Hmong American Community, Inc.
- Image Church
- Leadership Counsel for Justice and Accountability
- Local Conservation Corps
- Lowell Community Development Corporation
- Neighborhood Church
- Reading and Beyond
- San Joaquin Valley Veterans (West Care)
- South Tower Association
- Southwest Fresno Community Development Corporation
- The Leap
- Tower District Preservation Association
- West Fresno Family Resource Center



BUSINESSES (Community Advisory Group members may be drawn from this list)

- Blue Ocean Development America
- Caglia Recycling - Environmental Health & Safety Manager
- Cherry Avenue Auction
- Fresno Chamber of Commerce
- Fresno Hispanic Chamber of Commerce
- Fresno Metro Black Chamber of Commerce
- Producers Dairy Foods, Inc.
- Robert V. Jensen Inc (RVJ)

SCHOOL DISTRICTS (Technical Steering Committee, TSC, or Community Advisory Group, CAG, members may be drawn from this list)

- Central Unified School District
- Fresno Unified School District
- Fowler Unified School District
- Orange Center Unified School District
- Pacific Union Unified School District
- Sanger Unified School District
- Washington Colony Unified School District
- Washington Unified School District
- West Park Unified School District

GOVERNMENT (TSC members to be drawn from this list)

CITY COUNCIL MEMBERS

- City Council District 1 - Councilmember Annalisa Perea-Laura Rios (Liaison)
- City Council District 3 - Councilmember Miguel Arias -Gabriela Olea (Liaison)
- City Council District 5 -Councilmember Luis Chavez- Juan Lara (Liaison)
- City Council District 7 - Council President Nelson Esparza -Araceli Garcia Munoz (Liaison)

COUNCIL DISTRICT REVIEW COMMITTEES

- City Council District 1 – Jose Valenzuela, Planner III
- City Council District 3 – Robert Hall, Planner II
- City Council District 5 – Juan Lara



- City Council District 7 – (Vacant)

OTHER AGENCIES

- Caltrans
- City of Fresno
- County of Fresno, Public Works Department and Long-Range Planning Division
- Fresno Council of Governments
- Fresno San Joaquin Valley Air Pollution Control District
- UC Merced – Health Assessment

COMMISSIONS, COMMITTEES, REGIONAL CONSERVANCY (CAG members may be drawn from this group)

- Bicycle and Pedestrian Advisory Committee (BPAC)
- Disability Advisory Commission (DAC)
- Parks, Recreation and Arts Commission
- Regional Competitive Active Transportation Program

EDUCATIONAL INSTITUTIONS (CAG members may be drawn from this list)

- California Arts Academy
- California State University Fresno
- Fresno Music Academy and Arts
- Central High School West Campus Arts Center
- Ryan Preparatory Seminary School
- UC Cooperative Extension Hmong Small Farmers

TRANSPORTATION & FIRST RESPONDERS (CAG members may be drawn from this list)

- California Transportation Commission
- Fresno County Sherriff's Office
- Fresno Fire Department
- Fresno Transportation Club
- Inspiration Transportation
- Kiwi Transportation
- KNS Trans Service
- Myovich Trucking
- Old Dominion Freight



MAJOR COMPANIES/EMPLOYERS (CAG members may be drawn from this list)

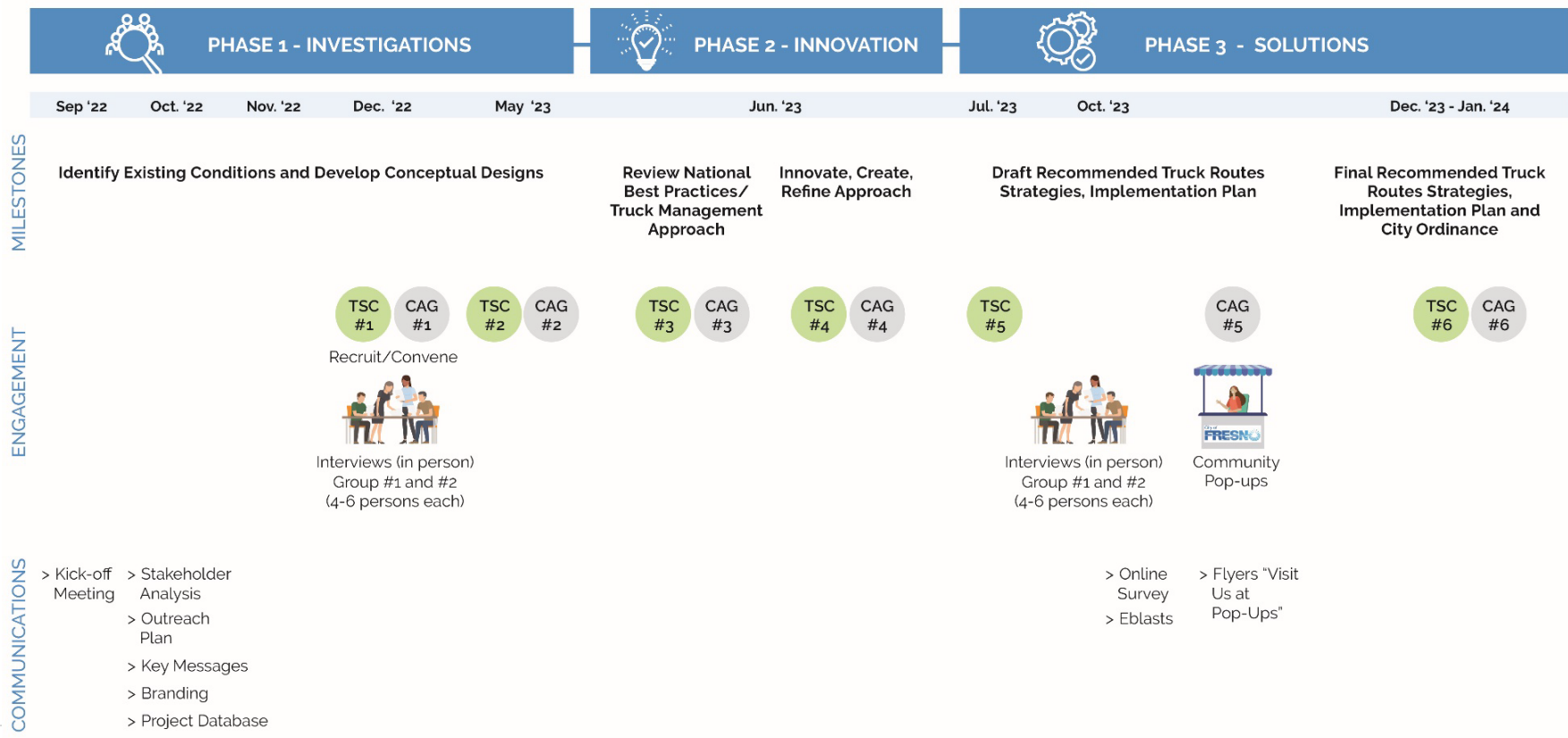
- Amazon
- Arc Fresno
- ERI
- Geo Reentry Inc.
- Home Care Preferred Choices
- Infraroad Trading & Contracting Overview
- Learning Arts
- LINKUS Enterprises
- National Cement
- Pridestaff
- San Joaquin Valley Manufacturing Alliance
- San Joaquin Valley Rehabilitation



APPENDIX A: PROCESS DIAGRAM

South Central Fresno Community Truck Reroute Study

Draft Process Diagram



● TSC - Technical Steering Committee Meeting
 ● CAG - Community Advisory Group Meeting