



# Public Participation Performance Measures

May 2016



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## Acknowledgments

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Board member	Agency	Alternate
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Pete Vander Poel	Tulare County, District 2	William Cushing
Phil Cox (Chair)	Tulare County, District 3	Bill Whitlatch
J. Steven Worthley	Tulare County, District 4	Vacant
Mike Ennis	Tulare County, District 5	Vacant
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Dale Sally	City of Exeter	Mary Waterman
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Sharri Bender-Ehlert	Caltrans*	Gail Miller

\* Members-at-large and the Public Transit representative are not members of the Tulare County Transportation Authority or Abandoned Vehicle Abatement Authority.

\*\* Caltrans serves as an ex-officio member of the TCAG Policy Advisory Committee.

### TCAG member agencies

- County of Tulare
- City of Dinuba
- City of Exeter
- City of Farmersville
- City of Lindsay
- City of Porterville
- City of Tulare
- City of Visalia
- City of Woodlake

### TCAG staff

- Ted Smalley, Executive Director
- Walk 'N Bike Tulare County Staff Team:*
- Philip Shabanov, Project Manager



# 1 | Introduction

## What is Public Outreach?

Public Outreach's goal is to obtain public participation, as outlined in the Public Participation Plan. **(TCAG, TCAG Public Participation Plan, 2015)** In this Public Participation Plan, various outreach strategies are identified, starting off with identifying various committees and planning processes such as the Active Transportation Advisory Committee (ATAC), and Regional Transportation Plan (RTP). These committees and planning processes, in order to be more transparent and effective, need public input and participation. Title 23 CFR Part 450.316(a) states the following concerning participation and consultation:

"The Metropolitan Planning Organization (MPO) shall develop and use a documented participation plan that defines a process for providing citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties with reasonable opportunities to be involved in the metropolitan transportation planning process."

## What are Public Outreach Performance Measures?

Public Outreach is something TCAG has done on a regular basis. To measure outreach performance, TCAG periodically will provide updates of its public outreach processes, strategies, and successes. Performance measurement is a process of defining and monitoring objective indicators to assess and report

organizational performance on a regular interval. More simply, indicators are defined as "things that we measure in order to evaluate progress toward goals and objectives" (Litman, 2007).

### Who, or what, is TCAG?

TCAG, the Tulare County Association of Governments, is a government agency that carries out multiple, overlapping responsibilities for the Tulare County region, delivering a wide variety of federal, state and local programs. Its most relevant role to the Walk 'n Bike Plan is as the agency that plans the overall countywide transportation system, coordinates transportation projects among local agencies and distributes most of the funds used for transportation purposes.

TCAG was founded jointly by, and represents, the nine municipalities in the county. These nine TCAG "member agencies" are the County of Tulare and the Cities of Dinuba, Exeter, Farmersville, Lindsay, Porterville, Tulare, Visalia and Woodlake.

## Goals and Objectives

The first step in developing a performance methodology for public involvement is to identify goals and strategies, with goals being the achievement desires, and strategies being the "how" of achieving those goals. TCAG has developed a list of goals for its Public Outreach Plans:

- Raise the public's level of understanding of transportation planning processes in the County.
- Involve traditionally under-served persons such as low-income and minority households, the elderly, those addressed by the Americans with Disabilities Act (ADA) and Native American tribal governments and communities in transportation planning processes.
- Involve other public agencies, organizations and other groups which represent various segments of the public in transportation planning processes.



## Procedures

Procedures in the Public Participation Plan address strategies for gaining public interest in meetings and documents, notifying the public of them in a timely fashion, holding of workshops, keeping

mailing & emailing lists, posting to websites and social media, serving disabled and interpreting needs when requested, providing drafts of plans for public comments, policies for gathering public comments, press release policies, and making documents available.

Minimum levels of public participation required by SB375 to be consistent with the Federal Public Participation Plan include reaching out to stakeholders such as community groups or homeowner associations, consulting with other agencies, and more.

Public comment gathering policies and outreach methods covered include formal public workshops, small group sessions, online commenting, fair and festival exhibits, surveys, and via telephone or in the TCAG office.

For public meetings and workshops, the Public Participation Plan goes over recommendations such as advertising these events, having sign in sheets, materials available to help the public understand what TCAG does, visual aids such as media and handouts, and other preparation practices such as anticipating questions.

This document covers TCAG outreach from June 2015-June 2016.



## 2 | Film Production

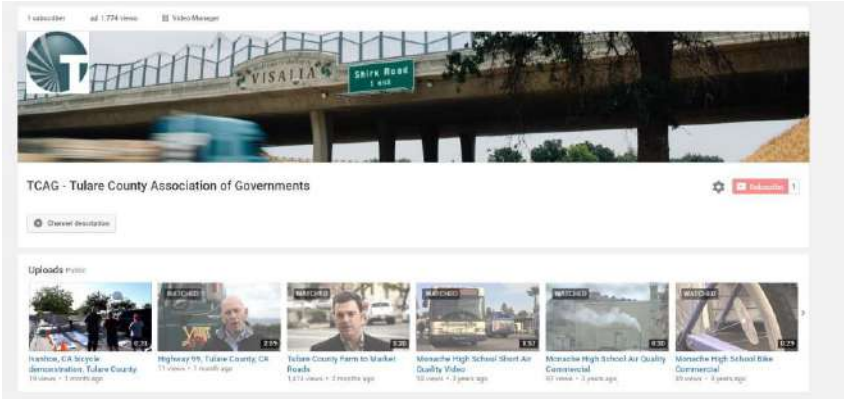
# Video Production

TCAG began producing professional quality videos this year. Videos produced thus far include "Farm to Market," addressing Tulare County's significant agricultural economy, and why Tulare County's agricultural and dairy roads need to be fixed. In this video local elected Phil Cox and Pete Vander Poel III were interviewed, presenting the possibility of partnering with the Federal government for funding. A local farmer, Tom Barcellos, was also interviewed.

A video on SR99 was also produced, covering the significance of the route, allowing \$8 billion dollars in goods to be moved throughout the county. With traffic volumes expecting to double by 2040, local businessman Scott Daniel explained why the 99 could benefit from a potential widening. The video was narrated by Board Member Pamela Kimball of KTIP radio.

Both videos were utilized in trips to Washington DC to lobby Congressional members for funding. TCAG plans on producing more videos with a focus on the successes of Measure R, reaching out to local communities of all demographics, local electeds, and citizens for their feedback. TCAG also recently uploaded a video of its bicycle outreach in Ivanhoe, CA.

Videos are available on [www.youtube.com/tularecog](http://www.youtube.com/tularecog) and have also been linked to from [www.tularecog.org](http://www.tularecog.org) and other member agencies.



<b><i>Farm to Market Video Views</i></b>	<b>1474</b>
<b><i>Highway 99 Video Views</i></b>	<b>11</b>
<b><i>Ivanhoe Bike Demo Views</i></b>	<b>19</b>







# Tulare County Association of Governments

[About Us](#)

## 3 | Website

### SEARCH



TCAG continues bike outreach

[\[Edit\]](#)



TCAG is accepting applications for an Alternate Member-At-Large on the TCAG Board



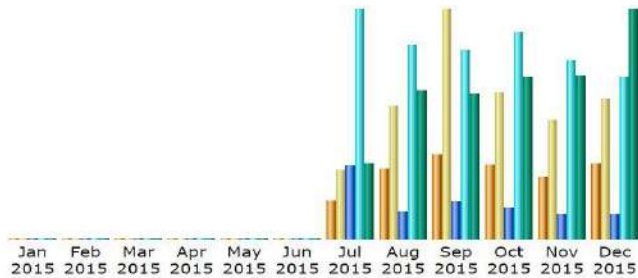
Opposition to SB 885

[\[Edit\]](#)

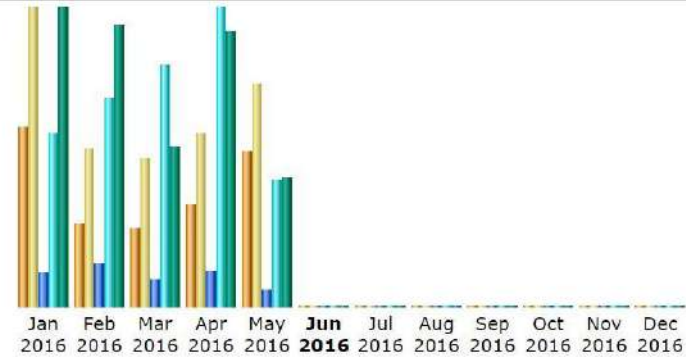
## Website

In July 2015 TCAG launched its completely redesigned website [www.tularecog.org](http://www.tularecog.org), featuring mobile-friendly, interactive, and streamlined, simplified content. In May 2016, [www.tularecog.org](http://www.tularecog.org) was restructured and received a facelift, with easier accessibility for all audiences, and new video-enabled pages.

[www.tularecog.org](http://www.tularecog.org) content is released in posts, making it easy for users to get more involved in their community. Since the launch of the new TCAG site, 103 posts have been created giving updates to TCAG documents and activities (i.e. RATP, unmet needs, etc.). Users can subscribe to new content via RSS, which gives notifications of new content being posted to users. Content is well structured and features an easy to use site wide search feature. The calendar is easy to use, allowing users to import events into their calendar, including location data. A site archive makes it easy for users to find important documents from committees



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2015	0	0	0	0	0
Feb 2015	0	0	0	0	0
Mar 2015	0	0	0	0	0
Apr 2015	0	0	0	0	0
May 2015	0	0	0	0	0
Jun 2015	0	0	0	0	0
Jul 2015	1,078	1,917	62,469	195,145	8.46 GB
Aug 2015	1,947	3,701	23,322	165,300	16.40 GB
Sep 2015	2,360	6,369	32,350	161,145	16.18 GB
Oct 2015	2,079	4,078	26,704	176,340	18.06 GB
Nov 2015	1,726	3,326	21,052	152,823	18.20 GB
Dec 2015	2,117	3,913	21,546	138,386	25.40 GB
<b>Total</b>	<b>11,307</b>	<b>23,304</b>	<b>187,443</b>	<b>989,139</b>	<b>102.70 GB</b>

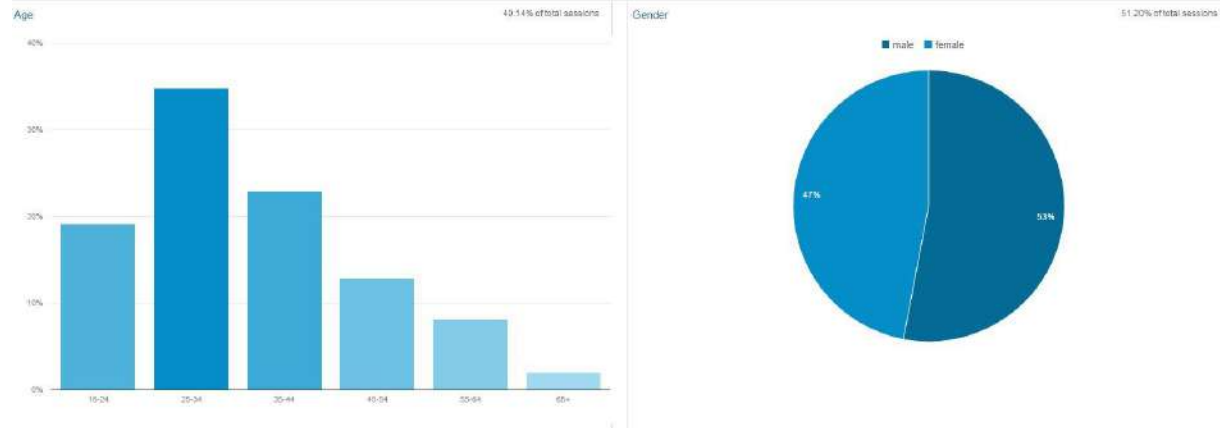


Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2016	4,610	7,660	38,455	197,598	66.56 GB
Feb 2016	2,160	4,061	49,015	237,106	62.71 GB
Mar 2016	2,005	3,814	30,463	273,485	35.82 GB
Apr 2016	2,613	4,446	40,995	339,032	61.69 GB
May 2016	3,965	5,742	19,280	143,348	28.79 GB
<b>Jun 2016</b>	<b>13</b>	<b>17</b>	<b>60</b>	<b>432</b>	<b>10.31 MB</b>
Jul 2016	0	0	0	0	0
Aug 2016	0	0	0	0	0
Sep 2016	0	0	0	0	0
Oct 2016	0	0	0	0	0
Nov 2016	0	0	0	0	0
Dec 2016	0	0	0	0	0
<b>Total</b>	<b>15,366</b>	<b>25,740</b>	<b>178,268</b>	<b>1,191,001</b>	<b>255.58 GB</b>

going back to early 2015 to get more involved. Per Title VI, the website is translatable into regionally needed languages powered by Google Translate.

Google Analytics was installed in February 2016, revealing popularity of destinations within the TCAG website, as well as information such as demographics. The most popular destination on the site is [www.tularecog.org/bustimes](http://www.tularecog.org/bustimes), containing large mobile friendly bus maps and the transit guide online. TCAG plans on expanding this site in the future. 35% of traffic on the

website comes from mobile platforms. The most common search terms related to our website are Transit, Measure R, Walk & Bike, and employment or RFP searches.



Device Category ?	Acquisition	
	Sessions ?	
	<b>1,799</b>	% of Total: 100.00% (1,799)
1. desktop	<b>1,139</b>	(63.31%)
2. mobile	<b>584</b>	(32.46%)
3. tablet	<b>76</b>	(4.22%)

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
	<b>3,443</b> % of Total: 100.00% (3,443)	<b>2,595</b> % of Total: 100.00% (2,595)	<b>00:01:53</b> Avg for View: 00:01:53 (0.00%)
1. /bustimes/	<b>830</b> (24.11%)	661 (25.47%)	00:03:30
2. /	<b>778</b> (22.60%)	613 (23.62%)	00:01:00
3. /agendaandminutes/	<b>157</b> (4.56%)	84 (3.24%)	00:00:56
4. /federaltip/	<b>117</b> (3.40%)	34 (1.31%)	00:01:42
5. /staffdirectory/	<b>104</b> (3.02%)	87 (3.35%)	00:04:56
6. /aboutus/	<b>100</b> (2.90%)	84 (3.24%)	00:02:05
7. /contractopportunities/	<b>81</b> (2.35%)	76 (2.93%)	00:01:38
8. /activetransportation/	<b>74</b> (2.15%)	63 (2.43%)	00:04:13
9. /bikepaths/	<b>71</b> (2.06%)	53 (2.04%)	00:03:18
10. /f2m/	<b>59</b> (1.71%)	28 (1.08%)	00:02:57



TCAG  
@TulareCOG

Official Twitter page for the Tulare County Association of Governments (TCAG) and Measure R.  
Tulare County  
tularecog.org  
Joined January 2013

65 Photos and videos

TWEETS 668  
FOLLOWING 436  
FOLLOWERS 277  
LIKES 46

Tweets Tweets & replies Media

You Retweeted  
City of Visalia @CityofVisalia - May 16  
Celebrating 10 years of the Sequoia Shuttle at City Council...starts  
May 21, June 15, see the Playlist

Your Tweet activity

Your Tweets earned 1,539 impressions over the last 28 days

[View your top Tweets](#)

Who to follow · Refresh · View all

[USBiosimilars @USBiosimilars](#)  
Biosimilars FORUM  
[Follow](#) [Promote](#)

[Buckman-Mitchell Inc](#)

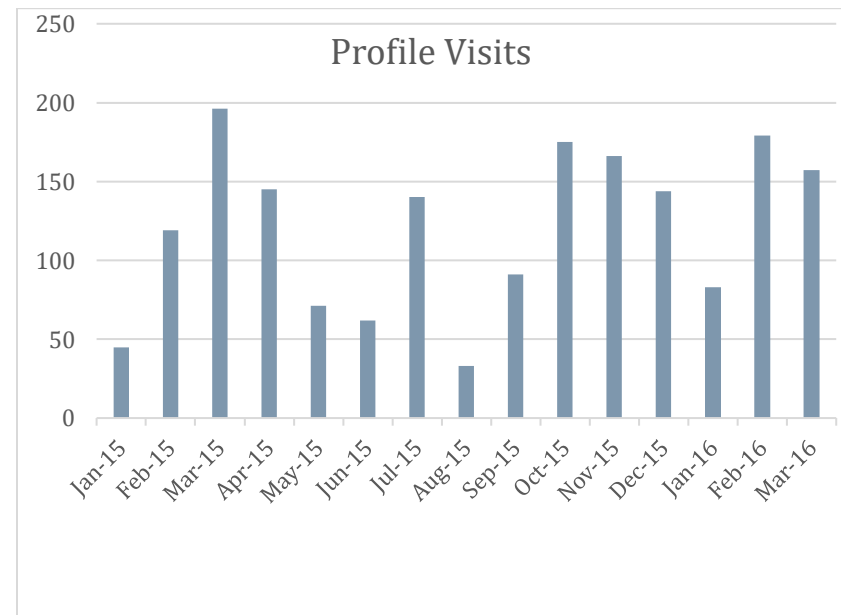
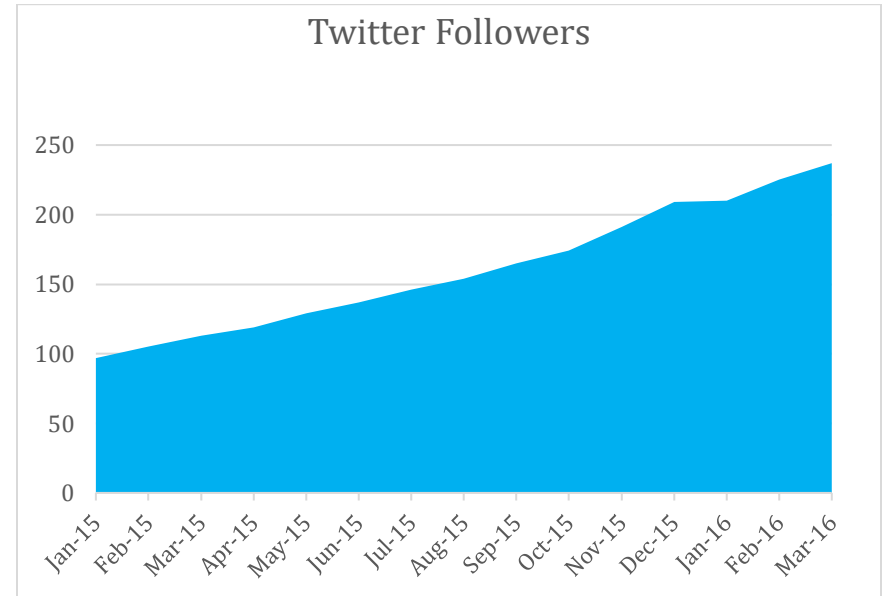
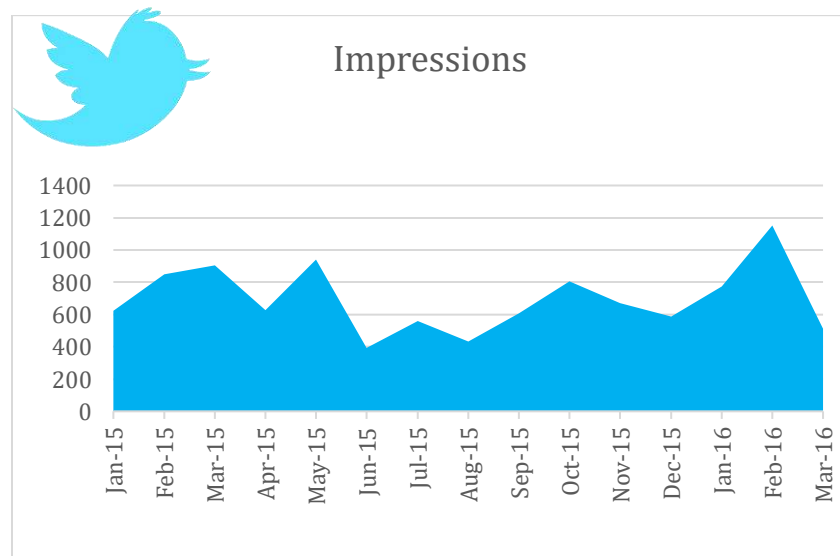
# 4 | Social Media



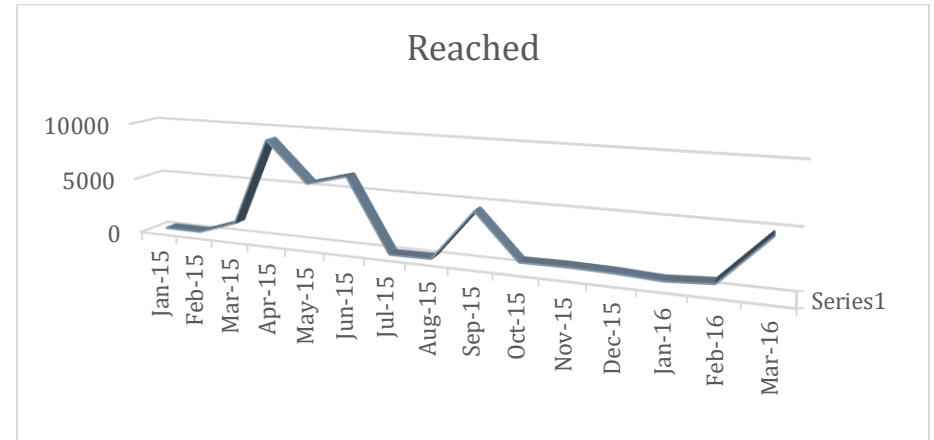
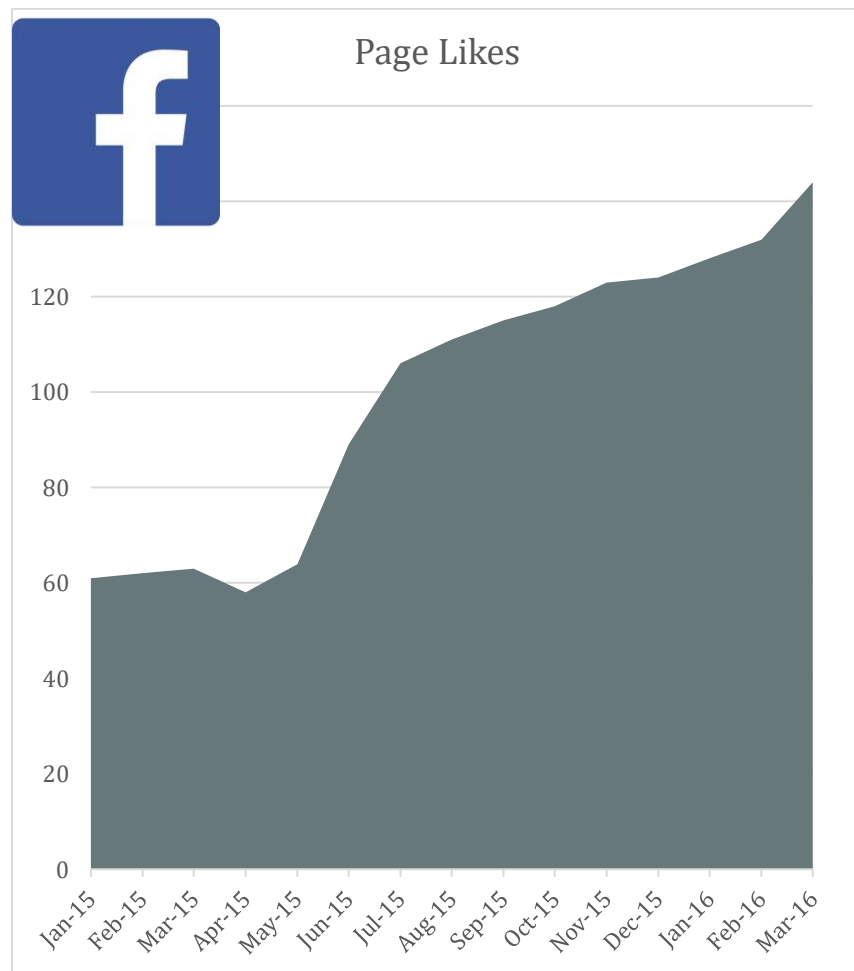
## Social Media

TCAG has a goal of offering captivating content on social media to make the TCAG name known, and to encourage more public participation. Strategies on social media include retweeting or reposting friends or followers' posts, posting original content on a regular basis, adding friends or followers, with an end goal of getting posts as many views as possible. Views can be increased by getting original content shared, or by "promoting" posts via payments.

Followers are people who subscribe to us and see what we post. Visits are people who visited our page where they see all of our content. Impressions are people who saw our tweet in their feed. Posts which are retweeted by someone else increase impressions. Followers increased by 144% since January 2015, and 64% since June 2015. Profile visits and impressions remained fairly steady.



Likes are people who went to our page and clicked “Like.” Reached are people who saw our post, which was seen in their feed because they were subscribed to our feed, or someone else shared or liked our post who was in their network. Likes trend upwards as we continue to share. Reached raises dramatically when other people share our stories, such as the Visalia Times Delta. Likes increased 136% from January 2015, and 61% since June 2015.



There was little to no “Plus-1”ing of our posts, which means our content is not being shared by others. Post views cannot be tracked because Google Plus doesn’t offer analytics like Twitter and Facebook do. However, Google+ still reaches many users.

## Strategies

To keep users engaged, posting often with a goal of getting TCAG’s content shared by others is recommended. Paying for promoting posts may be advantageous.



# 5 | Press Releases

## Press Releases

According to the Public Participation Plan, “Regionally significant changes to the transportation plan, transportation improvement programs, and environmental documents during the review and comment period shall also be advertised via press release to all media outlets, through electronic notice to TCAG’s address database and on the TCAG web site as deemed necessary prior to final adoption.”

Also, for high-profile projects TCAG can “Coordinate a news conference and/or press release highlighting the plan/program and coordination between TCAG and public participation. Press releases will be sent to the appropriate radio stations, television channels, and newspapers.”

Press releases follow the recommended format outlined in the Public Participation Plan.

<i>Valley Voice Trip to Sacramento</i>	<b>March 8, 2016</b>
<i>Transportation Bill Release</i>	<b>December 9, 2015</b>
<i>Measure R Update from Phil Cox</i>	<b>February 2016</b>



210 North Church St. Suite B.  
 Visalia, California 93291  
 Phone (559)623-0450  
 Fax (559)733-6720  
 www.tularecog.org

March 8, 2016

FOR IMMEDIATE RELEASE

FOR INFORMATION CONTACT: Benjamin A. Kimball  
 bkimball@tularecog.org  
 (559) 623-0450

### TCAG Board Members represent Valley in Sacramento

Supervisor Allen Ishida from Tulare County and Mayor Rudy Mendoza from the City of Woodlake joined elected officials from all over the San Joaquin Valley as part of the San Joaquin Valley Policy Council’s Valley Voice advocacy trip to Sacramento on March 2nd. The Policy Council was there to advise State elected officials and agencies to address transportation and water in the valley. Mayor Rudy Mendoza from the City of Woodlake has been instrumental in building consensus that the issue of water be a staple of our legislative platform. Mayor Mendoza states “We cannot ignore that Federal and State laws are prohibiting our communities from having an adequate water supply”

Details of priority topics are included in the attached brochure as well as an agenda of meetings.



Benjamin A. Kimball, Deputy Executive Director, TCAG; Allen Ishida, Supervisor, Dist. 1, Tulare County; Rudy Mendoza, Mayor, City of Woodlake; Ted Samlley, Executive Director, TCAG

Dinube    Exeter    Farmersville    Lindsay    Porterville    Tulare    Visalia    Woodlake    County of Tulare



# **LanguageLine Solutions**

## **6 | Language Line**

## Language Line

In order to better serve the public and to “provide non-English language translation at meetings or for written documents when necessary or upon request,” and to fulfill other expectations regarding Spanish and other language needs, TCAG subscribed to the Language Line this year, a translation service which allows users communicate with TCAG from one language to English and vice versa via telephone.

The Language Line also offers translation service for documents when TCAG does not have staff available to do so.

The screenshot shows the homepage of LanguageLine Solutions. The top navigation bar includes the company logo, a phone number (800) 752-6096, and links for Blog, Careers, Contact, MyLanguageLine, Lingohel, and LanguageLine UK. Below the navigation bar, there are links for Interpreting, Translation & Localization, Testing & Training, Industries, Company, Resources, and Client Services. The main content area features a large blue banner with the text "Enabling Communication Empowering Relationships" and a sub-header "See how LanguageLine Solutions can help". To the right of the banner is a photo of a male interpreter wearing a headset, with the word "Interpreting" written below it. Below the banner, there is a section titled "The Next Generation of Interpreting... InSight<sup>SM</sup>" with the sub-headers "FAST · EASY · SECURE · RELIABLE" and "Powered by the largest, most accomplished, experienced and professional linguist team in the world." A "Learn More..." button is located at the bottom right of this section. On the left side of the bottom section, there is a tablet displaying a language selection interface with a table of languages.

Top languages	American Sign Language
All languages	Chinese
Arabic	English
French	French
Portuguese	Spanish
	Tagalog
	Urdu



# 8 | Walk 'N Roll to School

### “Walk ‘n Roll to School” art contest

TCAG reaches out to kids across the county annually with the Walk ‘n Roll to School art contest. Over 300 drawings were submitted from which winners were selected. Five students from around the county received brand-new bikes and helmets. The contest encourages students from Kindergarten to 12th grade to submit drawings showing how they help clean the air in Tulare County. (TCAG, 2016)

The winners in each of the five school-grade categories were:

- **Valeria Cabrera**, a first-grader at FJ White Elementary in Woodlake
- Marianna Vargas**, a third-grader at Castle Rock Elementary in Woodlake
- Thalia Bentancourt**, a fifth-grader at Strathmore Elementary.
- Ashley Barrera**, a seventh-grader at Farmersville Junior High School.
- Kaden Kalstrom**, a junior at Redwood High School in Visalia.

“Improving our air quality is a vital step in moving toward a healthier community and these students are helping us do that,” said TCAG’s Brideget Moore. “I’m looking forward to seeing more parents and kids using more active transportation methods as a result.”

The contest as well as the winners was also open to the public, promoted at the County Fair and online via the TCAG website and social media.





IT'S SUPER COOL TO



TO SCHOOL!!

How can we help keep our air clean?

Ride a bike, walk, ride a scooter? Do you have ideas? Please share them!

TCAG is hosting an art contest, giving you a chance to win a bike!!!

Please use an 8 1/2 x 11 inch sheet of paper to create your poster. Please put your name, grade, school, and phone number on the back of your art.

Due November 2, 2015

Winners will be awarded a bike at our December 7<sup>th</sup> board meeting!!

Submit entries to: 210 N. Church St, Visalia CA 93291



Contact Andrea Apolinario for more information at 556-823-0450  
A.Apolinario@tulareco.org



ES SUPER COOL CAMINAR Y RODAR A LA ESCUELA!!



¿Cómo podemos ayudar a tener nuestro aire limpio?

¿Andar en bicicleta, caminar, o andar en tu scooter?

¿Tienes ideas? Compártelas!

TCAG esta organizando un concurso de arte que te da la oportunidad de ganar una bicicleta!

Por favor de usar una hoja de 8 1/2 x 11 pulgadas para crear tu cartel. Escribe tu nombre, grado escolar, escuela, y número de teléfono detrás de tu cartel.

Fecha límite 2 de Noviembre, 2015

Los ganadores recibirán su premio durante nuestra junta el día 7 Diciembre!!

presentar sus candidaturas a: 210 N. Church Street, Visalia CA 93291



Para más información comunícate con Andrea Apolinario at 556-823-0450  
A.Apolinario@tulareco.org



## Works Cited

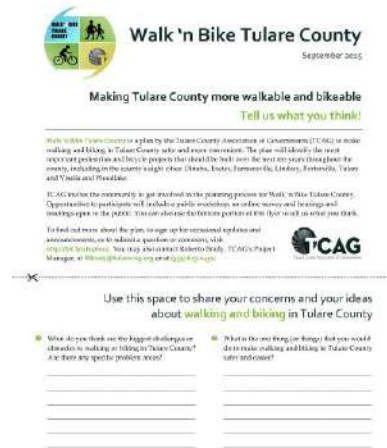
TCAG. (2016). *www.tularecog.org*. Retrieved from Regional Active Transportation Plan Walk and Bike Tulare County:  
<http://www.tularecog.org/wp-content/uploads/2015/07/TCAG-Regional-Active-Transportation-Plan-Walk-and-Bike-Tulare-County.pdf>



# 9 | RATP (Regional Active Participation Plan)

## Walk & Bike Tulare County (TCAG, 2016)

The Tulare County Association of Governments (TCAG) has played an important role in promoting active transportation in the county by providing funding and logistical support to its member agencies for the implementation of pedestrian and bicycle projects and programs. The Tulare County Regional Active Transportation Plan (RATP), known more informally as Walk 'n Bike Tulare County, is further demonstration of TCAG's commitment to active transportation. TCAG has prepared this plan in response to the growing interest among residents and in recognition of the benefits of active transportation and its contribution to a more diverse transportation system for the county.



## Public Comments

Several hundred comments were submitted from the public at the Tulare County Fair regarding thoughts and opinions of walking and biking in Tulare County. These comments were summarized and used to strengthen the content of the RATP to help better represent the people of Tulare County.

## Flyers

100 flyers were handed out promoting TCAG's newly designed user-friendly interactive website, as well as 250 coloring interactive website, as well as 250 coloring books for children promoting active transportation, and 200 children books containing literature on biking.



## Promotional Items

In order to engage the public and gather surveys, TCAG gave away items via a spinning wheel, including 200 stress balls, 300 bike lights, 250 sun visors, 250 pens, 150 water bottles, 10 basketballs, 150 keychain wallets, 150 safety lights, and 100 tape measurers. The prize wheel fostered substantial interest in the booth, excitement and lines, and was an effective method for obtaining surveys.



***Appx. Tulare County Fair Outreach Stats:***

Public Comments	240
Promotional Items	1460
Bike Coloring Books	250
Website Flyer	100
Children's Bike Info	200



## Opportunities for public input

Public input on needs and concerns was gathered using the following four main tools. Given the large percentage of Tulare County residents for whom Spanish is their first language, all of these tools were made available in both English and Spanish.

- Online survey, open for almost two months, from October 15 through December 13, 2015.
- Interactive map on which people could post comments. The map was open for comments during the same period as the online survey.
- Brief paper survey distributed by TCAG staff through the agency's booth at last year's Tulare County Fair, in September.
- Similar paper survey distributed by partner organizations at community organizing events in November and early December 2015.

These opportunities for participation were announced and publicized in the following ways:

- Posts in both English and Spanish on TCAG's webpage on active transportation (<http://www.tularecog.org/activetransportation/>).
- Posts on the websites of member agencies (see sample screenshot below from Dinuba's website, and below it, from Visalia's website).



- Mass email to the approximately 100 people on the project's email list.
- Announcement to members of TCAG's Active Transportation Advisory Committee.
- Through several partner community organizations, namely the Leadership Counsel for Justice and Accountability, the Community Water Center and El Quinto Sol.
- English and Spanish display advertisements in the following eight newspapers serving the county:
 

Dinuba Sentinel	Noticiero Semanal
Foothills Sun-Gazette	Porterville Recorder
Fresno Bee	Vida en el Valle
Kaweah Commonwealth	Visalia Times-Delta

Below, as examples, are images of the ads that appeared in the Foothills Sun-Gazette (top) and Noticiero Semanal (bottom).

The top advertisement is for J&P's NOVEMBER SAVINGS, featuring a Honda Mower, Echo CS-310 Chain Saw, and Honda Snowblowers. The bottom advertisement is for 'Walk 'n Bike Tulare County', a survey by the Tulare County Association of Governments (TCAG) to improve walking and biking conditions. It includes a logo with a person walking and a person on a bicycle, and lists ways to participate: online survey, interactive map, and phone/email contact.

This advertisement is for the 'Walk 'n Bike Tulare County' survey. It features a photo of a family walking on a beach. The text includes:
 

- Preparase y dar el primer paso para brindarles la tranquilidad a su familia.**
- Para que sea mas fácil ir a pie o en bici por Tulare County**
- Encuesta: Rellénala a <https://es.surveymonkey.com/r/PieBiciTulare> — y sea elegible para ganar uno de tres certificados de regalo a valor de \$50 de Amazon.com. Abierta hasta el domingo 13 de diciembre, 2015.
- Mapa interactivo: Use el mapa a <http://j.mp/1O7NsBV> para fijar comentarios en lugares y sitios específicos.
- Por telefono o email: Comuníquese con Niko Letunic (hispanohablante) al (415) 216-9413 o a [niko@eisenletunic.com](mailto:niko@eisenletunic.com).

## Online Survey

TCAG conducted an online survey on walking and biking for almost two months, from October 15 through December 13, 2015. The survey was administered through SurveyMonkey.com, and was available in two versions, English and Spanish (see screenshot of the first page below). The survey contained 12 questions, all of which were optional. Respondents were eligible to win one of three \$50 gift cards for Amazon.com. The English-language version received 60 responses while the Spanish version received no responses.

*Outreach Stats:*

Online Survey Comments	60
Other Workshop Attendance	45
Interactive Map Comments	8
Paper Survey at Community Events	78
Woodlake Workshop	10

## Interactive map

In addition to the online survey, TCAG made available two versions of an interactive map—one with instructions in English and one in Spanish—on which people could pin markers with location-specific as well as general comments. The maps were open for comments for one month, during the same period as the online survey, from October 15 through December 13, 2015. The maps were administered using a web service called ZeeMaps.

Eight comments were posted on the English-version map and none on the Spanish map. Of the eight comments, four were posted for Visalia; the location of these comments is shown on the next page. An additional three comments were posted for Woodlake while one non-location-specific comment was posted for East Porterville. While the maps are now closed for comments, the English-version map and comments posted on it may still be viewed at <http://j.mp/1KgPYRM>.

## Paper survey at community organizing events

TCAG often partners with community organizations in the county to disseminate information about its projects and to solicit input and feedback from the public. For the Walk 'n Bike Plan, TCAG enlisted the help of three organizations to distribute an informational flyer/survey at various community meetings throughout the county—but primarily in Ivanhoe and the Matheny Tract—in November and early December. These organizations were:

- Leadership Counsel for Justice and Accountability.
- Community Water Center.
- El Quinto Sol.



26 survey responses from residents of the unincorporated community of Ivanhoe were received.

36 survey responses from residents of the Matheny Tract were received, an unincorporated area just outside the city of Tulare, to the southeast.

16 survey responses from residents of other communities in Tulare County were also received.

## Survey of the member agencies

To better understand the context for pedestrian and bicycling planning in the county, we obtained additional information directly from the TCAG member agencies. We distributed a fillable survey form to the County and to the eight cities asking for the information outlined below. Tables 7, 8 and 9 on the following pages summarize the information gathered through the survey of the member agencies.

### Plans

- Adopted plans with a substantive relation to walking and biking (in addition to the General Plan).



### Facilities and projects

- List of pedestrian or bicycle facilities or projects completed in the past five years.

- General description of the pedestrian system (particularly sidewalks and crosswalks).
- Expenditures on pedestrian and bicycle facilities and projects in the past five years, including for maintenance and repair.
- Policies, practices or procedures for maintaining sidewalks, crosswalks and bike paths, lanes and routes.

### **Programs and activities**

- City- or County-sponsored support programs or activities in the areas of education, training, safety, encouragement or enforcement conducted in the past five years.
- Support programs or activities sponsored by the local school district(s).

### **Bicycle parking**

- Bicycle parking in commercial areas and at parks, civic buildings and other public facilities and places of assembly other than schools.
- Bicycle parking at schools.
- Requirements for bicycle parking, such as a bicycle parking ordinance or policies.

### **Stakeholder involvement**

- One-time or ongoing efforts to involve the public in pedestrian and bicycle planning.
- Processes or protocols in place to discuss issues of common interest with the local school district(s).

Survey results are available in the TCAG RATP, available on TCAG's website under the Active Transportation section.

## Works Cited

TCAG. (2016). *TCAG Regional Active Transportation Plan - Walk and Bike Tulare County*. Retrieved from [www.tularecog.org](http://www.tularecog.org):  
<http://www.tularecog.org/wp-content/uploads/2015/07/TCAG-Regional-Active-Transportation-Plan-Walk-and-Bike-Tulare-County.pdf>



# 10 | Tribal Outreach



## About the Tule River Tribe

“Tule River Tribe is a proud sovereign nation that strives to improve the livelihood of their members, their community and their surrounding communities.

Established in 1873, the Tule River Indian Reservation is estimated to cover almost 85 square miles of rugged foothill lands of the Sierra Nevada Mountains. The reservation is located in a remote rural area approximately 20 miles from the nearest town of Porterville. The two nearest cities of size are Fresno, approximately 70 miles north of Porterville and Bakersfield, which is approximately 50 miles south of Porterville.

The Reservation is accessible only by one winding paved road that follows the meandering South Fork of the Tule River. It is isolated in a rugged setting that allows for privacy and for development independent from urban or recreational sprawl.



The Tribe also owns 40 acres in the Porterville Airport Industrial Park and 79.9 acres in the foothill scenic development corridor along Highway 190.” (Tule River Tribe, 2016)

## Outreach to Tribe

Historically TCAG outreach to the tribe has included sending agendas and requesting the presence of the tribe in important meetings.

To empower this outreach TCAG recently partnered with Caltrans’ Tule River Tribe liaison Marta Fausto. In this partnership the relationship with the tribe has been rekindled with the assistance of Vernon Vera, an influential member of the Tule River Tribe.

In this outreach TCAG has been working with the tribe to add a defined project to the RATP (Regional Active Transportation Plan), helping the tribe plan for a more complete active transportation network, and giving the project a better chance at getting state and federal funding in the future. The project was added to the RATP and TCAG is currently working with them to attain a grant.

Member agency Porterville has worked with the tribe over the years to add transit a transit link to their Casino.

## Works Cited

Tule River Tribe. (2016). *Tule River Tribe*. Retrieved from  
<http://www.tulerivertribe-nsn.gov/>:  
<http://www.tulerivertribe-nsn.gov/>



# 11 | Transit

## SSTAC (Social Services Transportation Advisory Council)

SSTAC exists to address the transit needs of seniors, youth, disabled, and students.

### Unmet Needs

“As required by the California Transportation Development Act (TDA) TCAG, as the Regional Transportation Planning Agency and the Metropolitan Planning Agency for Tulare County, is required to identify any unmet transit needs that may exist in the Tulare County region. If an unmet transit need is identified then a further determination must be made to determine whether those needs are “reasonable to meet”. In accordance with the TDA regulations, the TDA funds must first be allocated to any unmet

**YOUR VISION. YOUR RIDE.**

Tell us how we can make public transportation work for you.

The Unmet Needs Hearing is on  
**MONDAY, MARCH 21, 2016 AT 1:00 PM**  
Visalia Convention Center  
303 E. Acequia Ave., Visalia, CA 93291

and also **MONDAY, MARCH 21, 2016 AT 5:30 PM**  
Porterville Sheltered Workshop  
194 W Poplar Ave, Porterville, CA 93257

OR SENDS COMMENTS TO:  
TCAG  
210 N. Church Street, Suite B, Visalia, CA 93291  
559-623-0461 - KThompson1@tularecog.org

We want to hear about ways we can improve transit in Tulare County.  
All comments must be received by March 31, 2016.

March 2016 is Unmet Transit Needs Month!

Digamos que podemos hacer para que el tránsito público trabaje para usted.

La Audiencia de Necesidades No Cumplidas es el **LUNES, 21 DE MARZO, 2016 - 1:00 PM**  
Centro de Convencion de Visalia  
303 E. Acequia Ave., Visalia, CA 93291

y tambien el **LUNES, 21 DE MARZO, 2016 - 1:00 PM**  
Porterville Sheltered Workshop  
194 W Poplar Ave, Porterville, CA 93257

¡COMUNIQUESE CON NOSOTROS!  
TCAG  
210 N. Church Street, Suite B, Visalia, CA 93291  
559-623-0461 - KThompson1@tularecog.org

Queremos saber acerca de maneras de como podemos mejorar el tránsito en el Condado de Tulare.  
Todos los comentarios tienen que ser recibidos antes del 31 de Marzo, 2016.

Dirivabe Area Regional Transit (DART), Exeter, Dial-A-Ride, Porterville Transit, Tulare County Area Transit (TCAT), Tulare InterMedial Express (TIME), Visalia Transit, Woodlawn Dial-A-Ride

[www.tularecog.org](http://www.tularecog.org)

transit needs which are found reasonable to meet before any funds can be allocated to local jurisdictions for non-transit purposes.” (TCAG, Unmet Transit Needs Analysis Report, 2015)

### Workshop

As required by TDA regulations TCAG is required to conduct at least one public hearing to allow transit riders, social service agencies and the general public an opportunity to submit potential unmet transit needs. TCAG conducted two public hearings on March 16 in Visalia at 1:00 p.m. at the TCAG Board Meeting and the other one in Porterville at 5:30 p.m. in the Porterville Sheltered Workshop meeting room. The two hearings were conducted in English and in Spanish. For those individuals that were unable to attend the public hearings, TCAG staff accepted comments via telephone, fax, e-mail, mail and through the TCAG website up until March 31, 2015. A copy of the Staff Report that was prepared for the Public Hearing is available in Appendix A. **Comments were received this year from 89 individuals. There were 110 comments received in total** from the public hearings and received via mail, fax, telephone, the TCAG website, and other means. (TCAG, Unmet Transit Needs Analysis Report, 2015)

### Website Comments

TCAG created an unmet needs web post open to public comment for the first time, which received 3 comments. The post was publicized via social media and TCAG’s homepage, but was not advertised on the comment cards or buses. (TCAG, Have a concern about the bus? Let us know, 2016)

## Committee Vacancy

TCAG has been actively advertising its committee vacancies for SSTAC, including a disabled and student position. TCAG has advertised on its website, social media, and flyers which were posted at COS (College of the Sequoias), the Visalia Transit Center, and Tulare Transit Center.



Public Comments	110
Flyers Produced & Posted	10
Social Media Posts	4
Website Posts	2
Workshop Attendance	3

All comments received are logged into a tracking system, analyzed, summarized and communicated for consideration. Written comments are acknowledged so that the person making

them knows whether his or her comment is reflected in the outcome of a policy.

## “Try Transit” Advertising Campaign

Tulare County has recently launched some fantastic new programs, including Google Transit and Transit Military Discounts. With a goal of promoting transit as something to consider to draw in new riders, TCAG will soon be launching its “Try Transit” advertising campaign with the help of consultant firm The Lockwood Agency. Recently transit ridership has suffered a slight decline with some agencies, and TCAG hopes that will bolster ridership.

Various media platforms considered include print advertising, radio buys, theater commercials, outdoor poster boards, external bus advertising, Facebook, Pandora, and Yelp. Costs range in these categories and the platforms chosen will be picked based upon how to reach the most amount of people.

Other possibilities for sparking public interest and support of transit include a first-time rider prize, referral prizes, “how-to” guides at targeted locations, and transit buddy training.



The transit military discount was launched on April 1, 2016 for US Veterans and Active Duty and their families, as long as they possess a military ID. Military members receive the reduced fair equal to the senior and disabled rider rate. The military discount was also promoted

on social media and the TCAG website. In April, 245 military discounted fares were purchased countywide.



Google Transit went live for all agencies on May 15, 2016, making taking the bus a breeze for first time and existing riders. On mobile devices, riders simply put their destination into Google on Google Maps app, and Google figures out the rest. Some great features include setting an “arrive by” time, allowing users to know exactly how to get there on time, a confusing feat by other means. Interagency coordination also improves, allowing riders to take other buses they may not have previously considered.

Google Transit is still in the testing stages and has not yet reached the advertising stage.

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- Litman, T. (2007). Developing Indicators for Comprehensive and Sustainable Transportation Planning. *Transportation Research Record: Journal of the Transportation Research Board*, 10-15.
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# 12 | FTIP (Federal Transportation Improvement Program)





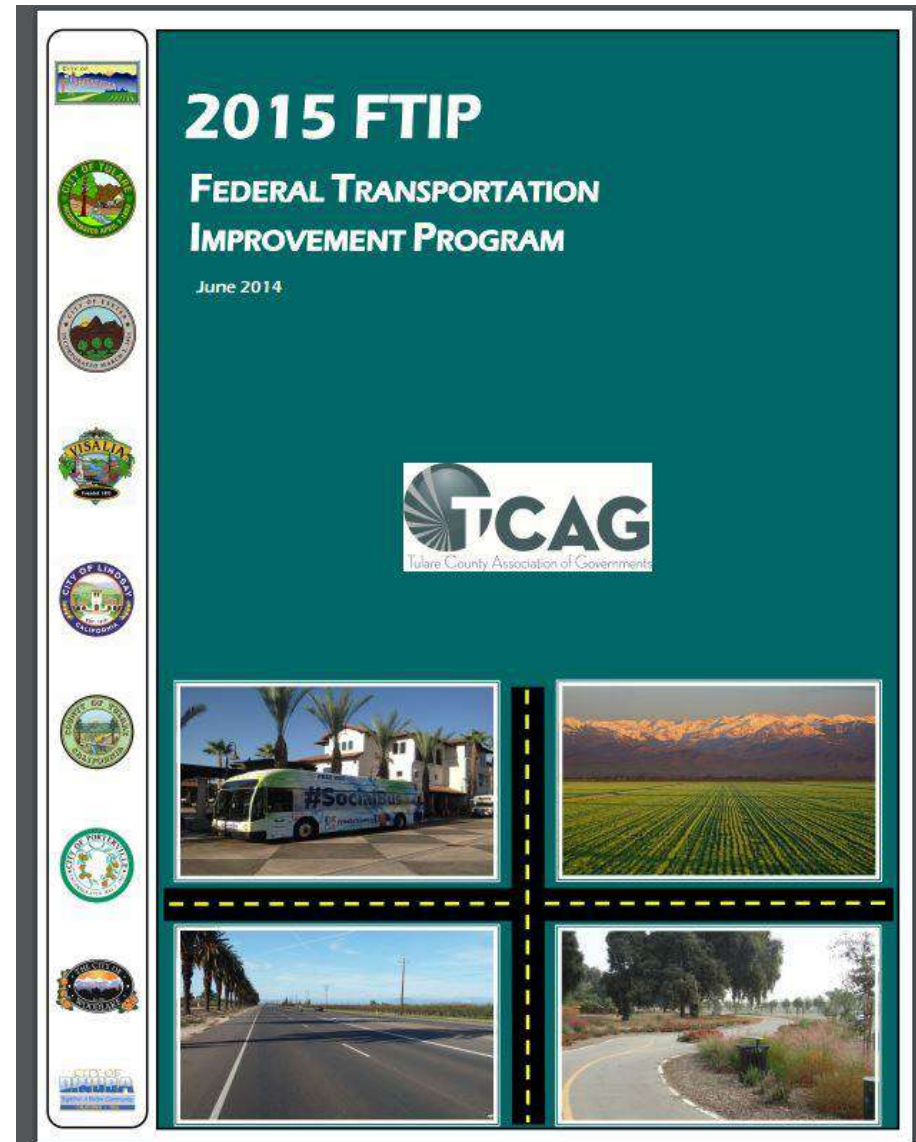
## FTIP

The Federal Transportation Improvement Program is a comprehensive listing of transportation projects that receive federal funds, require a federal action, or are regionally significant. The Tulare County Association of Governments (TCAG), as the federally designated Metropolitan Planning Organization (MPO) for the Tulare County region, prepares and adopts the FTIP every two years. The FTIP covers a four year period and must be financially constrained by year, meaning that the amount of dollars committed to the projects must not exceed the amount of dollars estimated to be available. (TCAG, 2014) The FTP is a public document to promote transparency in government, to help the public be more aware of where their tax dollars are being spent in transportation.

Outreach programs encouraged in the FTIP include the Central Valley Ridesharing, a program designed to educate employers and employees about the use of Transportation Demand Management (TDM). TDM strategies include rideshare programs, transit usage, flexible work hours, vanpools, bicycling and walking, telecommuting, guaranteed ride home, compressed work week, and preferential treatment for ridesharing. A local success story of TDM includes Vanpool.

An Appendix to the FTIP is TCAG's Public Participation Plan, which has its own outreach processes and is covered elsewhere in this document.

In the FTIP amendment process, TCAG has a formal public review process and informs the Board about formal amendments to the FTIP. This is another avenue for public participation, as all Board meetings are open to the public.



The FTIP document and FTIP Amendments are posted on [www.tularecog.org](http://www.tularecog.org), with a total of 16 amendments being posted to the website. Amendments are also available by request at the TCAG office.

## Works Cited

TCAG. (2014). *2015 FTIP Federal Transportation Improvement Program*. Retrieved from [www.tularecog.org:  
http://www.tularecog.org/wp-  
content/uploads/2015/06/Federal-Transportation-  
Improvement-Program-FTIP-2015.pdf](http://www.tularecog.org/wp-content/uploads/2015/06/Federal-Transportation-Improvement-Program-FTIP-2015.pdf)



# 13 | PPP (Public Participation Plan)

## Public Participation Plan

The Public Participation Plan itself needs input from the public in order to be the best quality document, and is not intended to be a static document. It is periodically reviewed to evaluate its effectiveness in promoting public participation in TCAG's transportation planning processes.

The Plan is comprehensively reviewed every four years (at a minimum) as part of the adoption of an RTP update. The next currently scheduled RTP update is in 2019. This will ensure that the Public Participation Plan will be reviewed and revised as necessary preceding the public outreach efforts for the development of each successive RTP update.

In addition, the Public Participation Plan may be subject to additional updates due to changes in state and federal law and to address any needed changes as a result from the input of the public, other public agencies, organizations and other stakeholders which represent various segments of the public in transportation planning processes.

The last update to the PPP included a press release and posts to the TCAG website to gather input from the public.





# 13 | Project Milestones

## Project Milestones

TCAG attends and invites stakeholders and members of the public to project groundbreakings and ribbon cuttings for their own projects, and member agency's projects, with the purpose of recognizing and congratulating staff and partners for their hard work, and celebrating the project for the public.

TCAG advertises these events on their website and social media, and promote member agency projects as well. When TCAG cannot attend member agency's event, TCAG still promotes it on their website and social media.

Groundbreaking and ribbon cuttings attended or promoted this year include:

- Cartmill Ribbon Cutting Ceremony
- Farmersville Roundabout Ribbon Cutting
- Groundbreaking of Farmersville's City Sports Park Renovation
- V-line Groundbreaking
- Plano Bridge Widening Project Ribbon Cutting in Porterville
- Dinuba Transit Center Ribbon Cutting





# 15 | Local Motion Awards

## Local Motion Awards

The 5<sup>th</sup> annual Local Motion Awards Luncheon was hosted this year at the Visalia Convention Center, on January 28<sup>th</sup>. This event gives TCAG the opportunity to honor the projects, citizens, public officials and plans that have contributed to transportation planning in Tulare County.

Anyone can nominate a project or person, and the awards ceremonies are open to the public with a registration fee of \$35. Sponsorship opportunities are given offering table signage and with their logo featured on the event program and TCAG website.

The event was promoted via social media and the TCAG website, [www.tularecog.org/localmotion](http://www.tularecog.org/localmotion). 90 people attended the event.







## 16 | Board of Governors and Other Committees

## Board and other Committees (TCAG, 2015)

The **Board of Governors** directs TCAG. This Board is composed of one representative from each of the eight city councils, the five members of the County Board of Supervisors, and three members-at-large. These sixteen members act as the Council of Governments (COG), the Regional Transportation Planning Agency (RTPA), and the Metropolitan Planning Organization (MPO). These members, plus the District 6 Director of Caltrans, sit as the Policy Advisory Committee. This body offers advice on issues that will be presented to the Board of Governors. The Tulare County Transportation Authority is governed by the elected members of the TCAG Board of Governors. The Authority is designated to act on Measure R (the Tulare County ½ percent sales tax) issues.

These board meetings are open to the public and TCAG encourages public participation. Meeting times, locations, and agendas are posted well in advance on the TCAG website and TCAG office.

The **Technical Advisory Committee (TAC)** makes recommendations to the Board of Governors. This committee is comprised of representatives from each of the eight cities, the Tulare County Resource Management Agency, Caltrans, the Tule River Tribal Council and TCAG Staff. This committee meets once a month prior to TCAG Board meetings to review upcoming Board agenda items and to discuss outstanding issues of regional significance.

These meetings are also open to the public and TCAG encourages public participation. Meeting times, locations, and agendas are posted well in advance on the TCAG website and office.

The **Measure R Citizens Oversight Committee** meets at least quarterly and additionally as needed and is responsible for providing input on implementation of the Measure R Expenditure Plan and to advise the TCAG Board if and when the Plan needs to be augmented and to ensure that the funds are being spent in accordance with the Plan. This committee is comprised of non-elected citizens from the following groups: the County of Tulare, the eight incorporated cities, a major private sector employer (nominated by the Tulare County Economic Development Corporation), the building industry (nominated by the Tulare County Building Association), the agriculture industry (nominated by the Tulare County Farm Bureau), the Hispanic community (nominated by the Tulare-Kings Hispanic Chamber of Commerce), an advocacy group representing bicyclists, pedestrians and/or transit (selected through application), a professional in the field of audit, finance and/or budgeting (selected through application) and an environmental advocacy group (selected through application).

These meetings are open to the public and TCAG encourages public participation. Meeting times, locations, and agendas are posted well in advance on the Measure R website, [www.tcmeasurer.com](http://www.tcmeasurer.com)

With the 2010 Census, the population of Visalia/Tulare surpassed the 200,000 mark, triggering the additional planning requirements for Transportation Management Areas (TMAs). The primary additional planning process requirement for TMAs is the creation of the **Congestion Management Process (CMP)** to monitor and

manage congestion. The CMP meets monthly or as needed and is open to the public and their time, location, and agendas are posted well in advanced on the TCAG website and office.

The **RAC (Rail Advisory Committee)** meets as needed, with their last meeting being July 2015. The purpose of the Rail Advisory Committee is to provide a forum to identify, discuss, and make recommendations regarding commercial rail in Tulare County. This includes rail abandonment, rail goods movement, rail consolidation, and other pertinent issues related to commercial rail in the County. These meetings are open to the public and posted well in advance on the TCAG website and office.

**There are also non-Board appointed committees that provide the public and other agencies and organizations the opportunity to participate in planning processes. These meetings are also open to the public and meeting time, location, and agendas are posted well in advance on the TCAG website and office:**

The **Active Transportation Advisory Committee (ATAC)** meets every 4-8 weeks and is responsible for advising the TCAG Board regarding the development and maintenance of active transportation interests within Tulare County. This committee is comprised of members from the following groups: Planning and Public Works Staff from the County and eight incorporated cities, bicycle facility users, school officials, local service clubs, law enforcement officials, local citizens and TCAG staff.

The transit operators in Tulare County are represented on the TCAG Board of Governors and the Technical Advisory Committee by an elected official of the operator's decision-making body and by a technical staff person respectively. In addition, the Transit Forum is composed of representatives from each of the agencies

that provide transit operations and TCAG Staff. The Forum meets every two months to exchange information and discuss transit related issues.

TCAG participates in meetings for the **Visalia Waterways and Trails Committee** which meets monthly. The mission of the committee is to advocate for a network of safe, accessible and attractive pedestrian routes that promote healthy lifestyles, enhance waterways and riparian corridors, and develop according to the City's Waterway Trail and Bicycle Master Plans.

The meetings are open to the public and TCAG encourages public participation. Meeting time, location, and agendas are posted well in advance on Visalia's website, at [https://www.ci.visalia.ca.us/government/committees/waterways\\_n\\_trails\\_comitee.asp](https://www.ci.visalia.ca.us/government/committees/waterways_n_trails_comitee.asp)

**All of the aforementioned meetings are held throughout the county, are accessible by transit, ADA accessible, and linguistically accessible with three days' advance notice for translation.**

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