

MCTC 2018 Regional
Transportation Plan /
Sustainable Communities
Strategy & Program
Environmental Impact Report

**Public Outreach Update
January 2018**



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What Outreach has been Completed and what is Planned?

- Workshop Series 1: 4 Workshops & Pop-Up Events to Receive Input & Identify Desired Land Use & Transportation Strategies (Charrettes & Polling) - *Completed*
- Workshop Series 2: 4 Workshops & Pop-Up Events to Receive Input on the desired Land Use & Transportation Scenario (Charrettes & Polling)
- Public Hearings during release of the Draft RTP/SCS & PEIR & in Summer 2018 to adopt the RTP/SCS & Certify the PEIR

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What is the Purpose of these Outreach Activities?

- Help MCTC Develop the RTP and SCS for the Madera County Region



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Outreach Activities Completed to Date:

➤ October Workshops

- Thursday, October 5 – Webster Elementary Madera Ranchos
- Tuesday, October 10 – Chowchilla City Hall, Chowchilla
- Wednesday, October 11 – Oakhurst Community Center, Oakhurst
- Thursday, October 12 – MCTC Offices, Madera

➤ Pop-up Events

- Saturday, October 21 – Fairmead Health Fair, Fairmead
- Wednesday, October 25 – First Five Event, Chowchilla
- Thursday, October 31 – First Five Halloween Event, Madera
- Friday, November 3 – Cesar Chavez Elementary School Harvest Festival
- Thursday, November 16 – The Great American Smokeout
- Wednesday, December 6 – La Vina Community Meeting

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Workshop Structure

- Discussion
- Break-Out Group Mapping Exercise
- Presentation of Mapping Exercise Results to Entire Group
- Polling Exercise
- Wrap-up/Next Steps
- Raffle!



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Workshop Polling Results

Polling Questions 1-7 were a series of demographic questions.

- Question 8 – Which of the following modes do you primarily use on a daily basis?

| Response | Madera Ranchos | Chowchilla | Oakhurst | Madera |
|-----------------|----------------|------------|----------|--------|
| Drive by myself | 60% | 86% | 89% | 67% |
| Carpool | | | | 33% |
| Take Transit | | 14% | | |
| Walk | | | 11% | |
| Bike | | | | |
| Other | 40% | | | |

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Workshop Polling Results

- Question 9 – Would you use transit if buses were more frequent?

| Response | Madera Ranchos | Chowchilla | Oakhurst | Madera |
|----------|----------------|------------|----------|--------|
| Yes | 40% | 43% | 33% | 67% |
| No | 40% | 43% | | 11% |
| Not sure | 20% | 14% | 67% | 22% |

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Workshop Polling Results

- Question 10 – Where would sidewalks, crosswalks, and bike lanes be appropriate in Madera County?

| Response | Madera Ranchos | Chowchilla | Oakhurst | Madera |
|--------------------------------|----------------|------------|----------|--------|
| City of Madera | | | | |
| Madera/Chowchilla | 60% | 43% | 17% | |
| Madera/Chowchilla/ Oakhurst | | 14% | 50% | 22% |
| Both urban and rural areas | 20% | 29% | 17% | 78% |
| Not sure | 20% | 14% | 17% | |

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Workshop Polling Results

- Question 11 – How should we spend our scarce transportation dollars? (1st priority)

| Response | Madera Ranchos | Chowchilla | Oakhurst | Madera |
|--|----------------|------------|----------|--------|
| Improve Freeways | | 14% | 11% | 17% |
| Improve local streets & roads | 60% | 43% | 44% | 33% |
| Enhance bicycle & walking trails, public transit, etc. | | 14% | 11% | 33% |
| Support alternative fuels for autos/trucks | 20% | 14% | 11% | 17% |
| Develop Streetscapes to increase walking & biking | | | 11% | |
| Provide parking structures to concentrate development and increase walking | | | 11% | |
| Provide light rail services | | 14% | | |
| Improve Amtrak | 20% | | | |
| Support High-Speed Rail | | | | |

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Workshop Polling Results

- Question 12 – How should we spend our scarce transportation dollars? (2nd priority, different answer)

| Response | Madera Ranchos | Chowchilla | Oakhurst | Madera |
|--|----------------|------------|----------|--------|
| Improve Freeways | 20% | 29% | 11% | |
| Improve local streets & roads | 40% | 43% | 22% | 33% |
| Enhance bicycle & walking trails, public transit, etc. | | 14% | 22% | 50% |
| Support alternative fuels for autos/trucks | | 14% | 11% | 17% |
| Develop Streetscapes to increase walking & biking | 20% | | 22% | |
| Provide parking structures to concentrate development and increase walking | 20% | | 11% | |
| Provide light rail services | | | | |
| Improve Amtrak | | | | |
| Support High-Speed Rail | | | | |

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Workshop Polling Results

- Question 13 – As we grow in the future, what is the **most important** to consider?

| Response | Madera Ranchos | Chowchilla | Oakhurst | Madera |
|--|----------------|------------|----------|--------|
| Preserve farmland by growing smarter | 40% | 14% | 11% | 17% |
| Reduce miles we travel by locating jobs & services closer to housing or housing closer to jobs | 20% | 29% | 22% | 17% |
| Redevelop our inner cities with entertainment districts including apartments & offices | | 43% | | |
| Increase pedestrian, public transit, & bike systems/facilities | 20% | | 33% | 33% |
| Reduce air pollution & greenhouse gases | 20% | 14% | 33% | 33% |

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Workshop Polling Results

- Question 14 – As we grow in the future, what is the **2nd most important** outcome to consider?

| Response | Madera Ranchos | Chowchilla | Oakhurst | Madera |
|--|----------------|------------|----------|--------|
| Preserve farmland by growing smarter | 20% | | | 17% |
| Reduce miles we travel by locating jobs & services closer to housing or housing closer to jobs | | 29% | 22% | 33% |
| Redevelop our inner cities with entertainment districts including apartments & offices | 20% | 43% | 22% | |
| Increase pedestrian, public transit, & bike systems/facilities | 60% | 14% | 44% | 33% |
| Reduce air pollution & greenhouse gases | | 14% | 11% | 17% |

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Workshop Polling Results

- Question 15 – Do you think that we can plan for growth that provides more transportation and housing choices?

| Response | Madera Ranchos | Chowchilla | Oakhurst | Madera |
|----------|----------------|------------|----------|--------|
| Yes | 20% | 86% | 100% | 83% |
| No | 40% | 14% | | |
| Not sure | 40% | | | 17% |

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Workshop Polling Results

- Question 16 – Do you support higher density housing in your community?

| Response | Madera Ranchos | Chowchilla | Oakhurst | Madera |
|----------|----------------|------------|----------|--------|
| Yes | 40% | 29% | 56% | 83% |
| No | 60% | 57% | 44% | |
| Not sure | | 14% | | 17% |

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Workshop Polling Results

- Question 17 – Do you support a “walkable/bikeable” streetscape in your community?

| Response | Madera Ranchos | Chowchilla | Oakhurst | Madera |
|----------|----------------|------------|----------|--------|
| Yes | 80% | 100% | 100% | 100% |
| No | 20% | | | |
| Not sure | | | | |

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Workshop Polling Results

- Question 18 – Should the historical approach to land use and transportation planning remain unchanged or would you propose that it be substantially modified?

| Response | Madera Ranchos | Chowchilla | Oakhurst | Madera |
|------------------------|----------------|------------|----------|--------|
| Remain the same | 40% | | | |
| Somewhat modified | | 57% | 22% | 17% |
| Modified | 20% | 43% | 44% | 17% |
| Substantially modified | 20% | | 11% | 67% |
| Not sure | 20% | | 22% | |

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Workshop Polling Results

- Question 19 – What type of housing should be the focus of future growth? (1st priority)

| Response | Madera Ranchos | Chowchilla | Oakhurst | Madera |
|--|----------------|------------|----------|--------|
| Rural homes (2 acre+ rural lots with 1 home) | 20% | | 44% | |
| Single family homes – large lot | 40% | 57% | | 17% |
| Single family homes – small lot | | 14% | 22% | 33% |
| Townhouses and/or condominiums | 40% | 29% | 33% | 33% |
| Apartments, 2-8 units | | | | 17% |
| Apartments, large developments | | | | |

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Workshop Polling Results

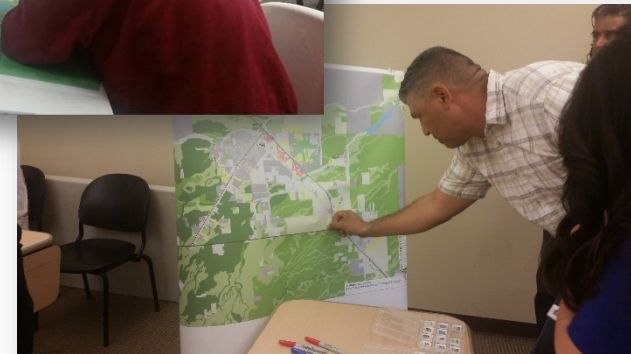
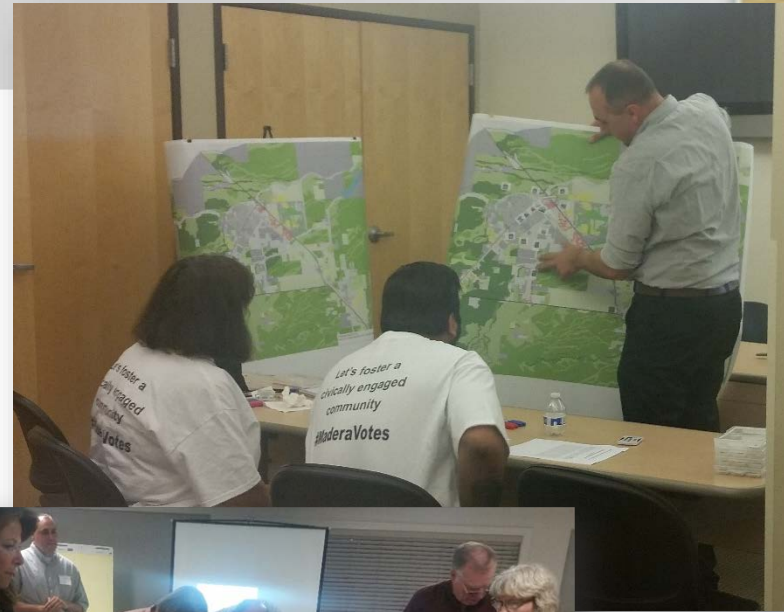
- Question 20 – What type of housing should be the focus of future growth? (2nd priority, different answer)

| Response | Madera Ranchos | Chowchilla | Oakhurst | Madera |
|--|----------------|------------|----------|--------|
| Rural homes (2 acre+ rural lots with 1 home) | 40% | | 22% | |
| Single family homes – large lot | | | | |
| Single family homes – small lot | | 29% | | 50% |
| Townhouses and/or condominiums | 20% | 43% | 44% | 17% |
| Apartments, 2-8 units | 20% | 14% | 33% | |
| Apartments, large developments | 20% | 14% | | 33% |

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Workshop Mapping Exercise



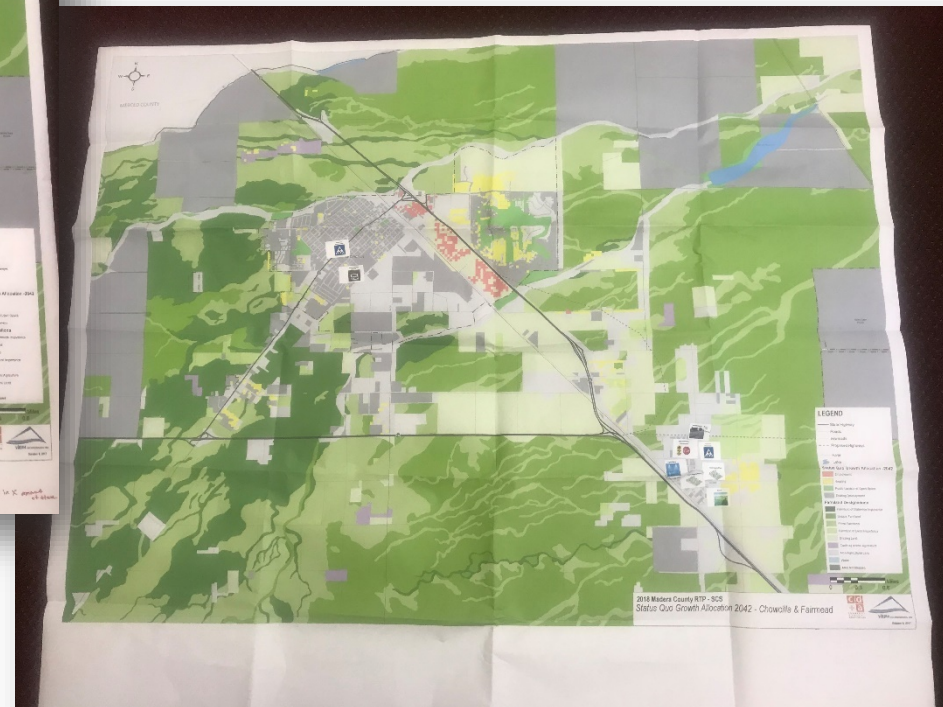
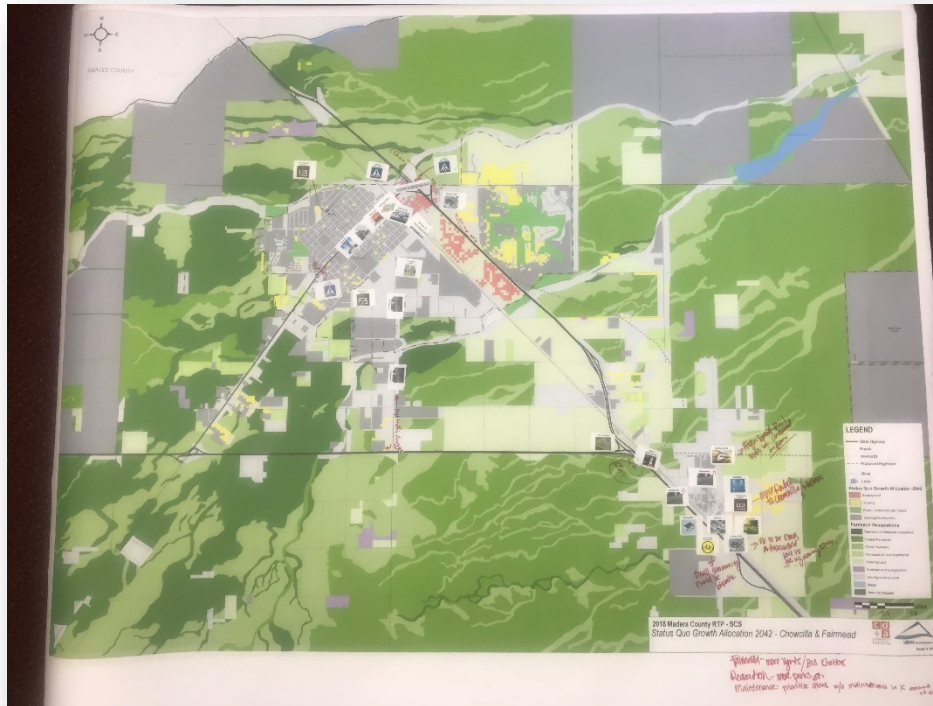
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Workshop Mapping Exercise Results Madera Ranchos



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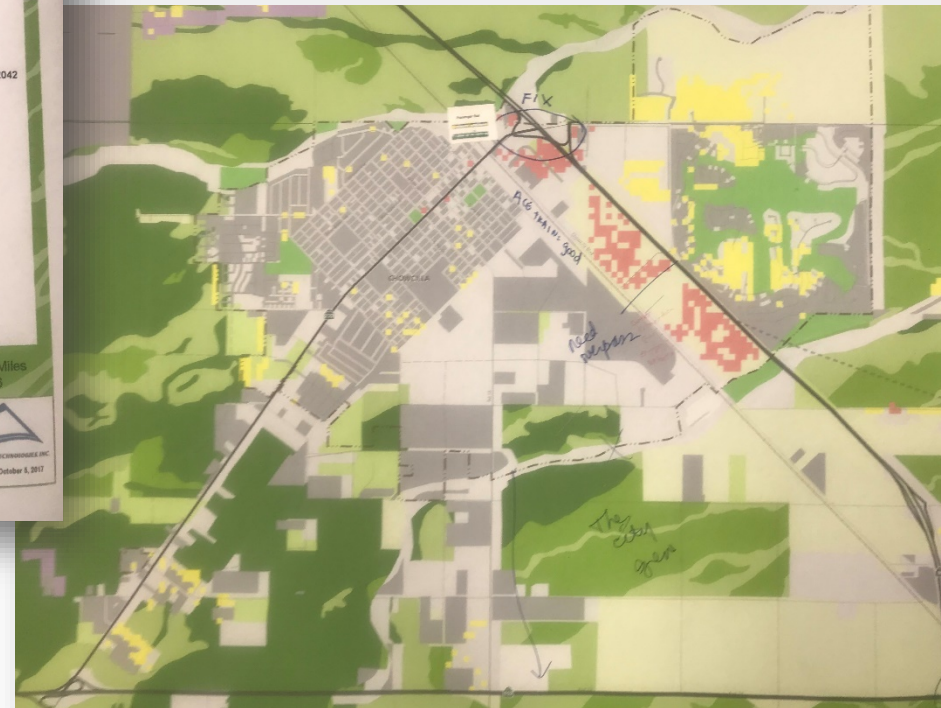
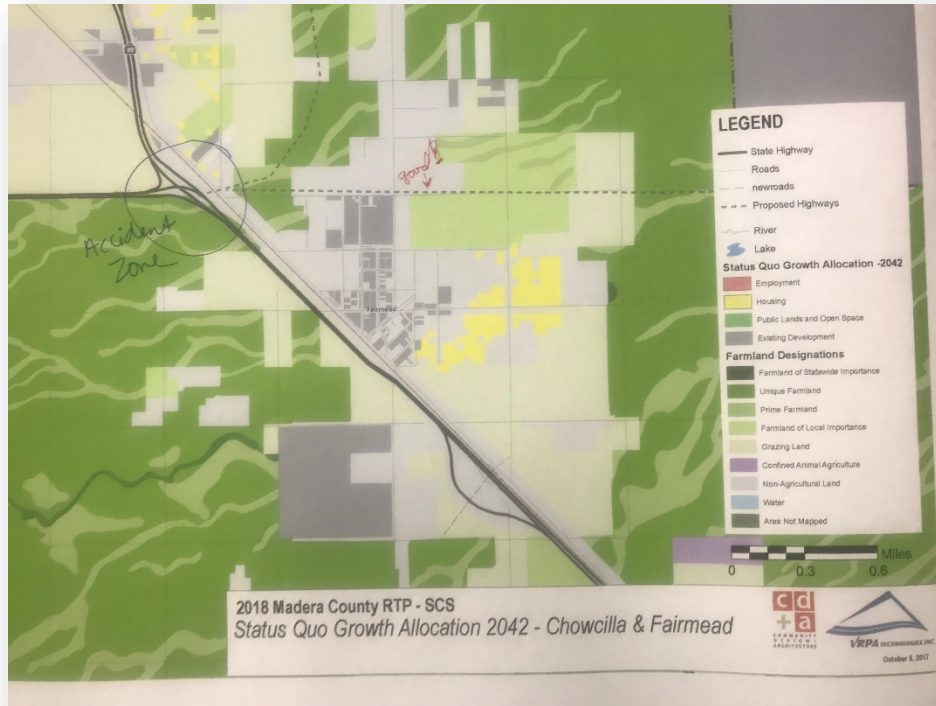
Workshop Mapping Exercise Results Chowchilla & Fairmead



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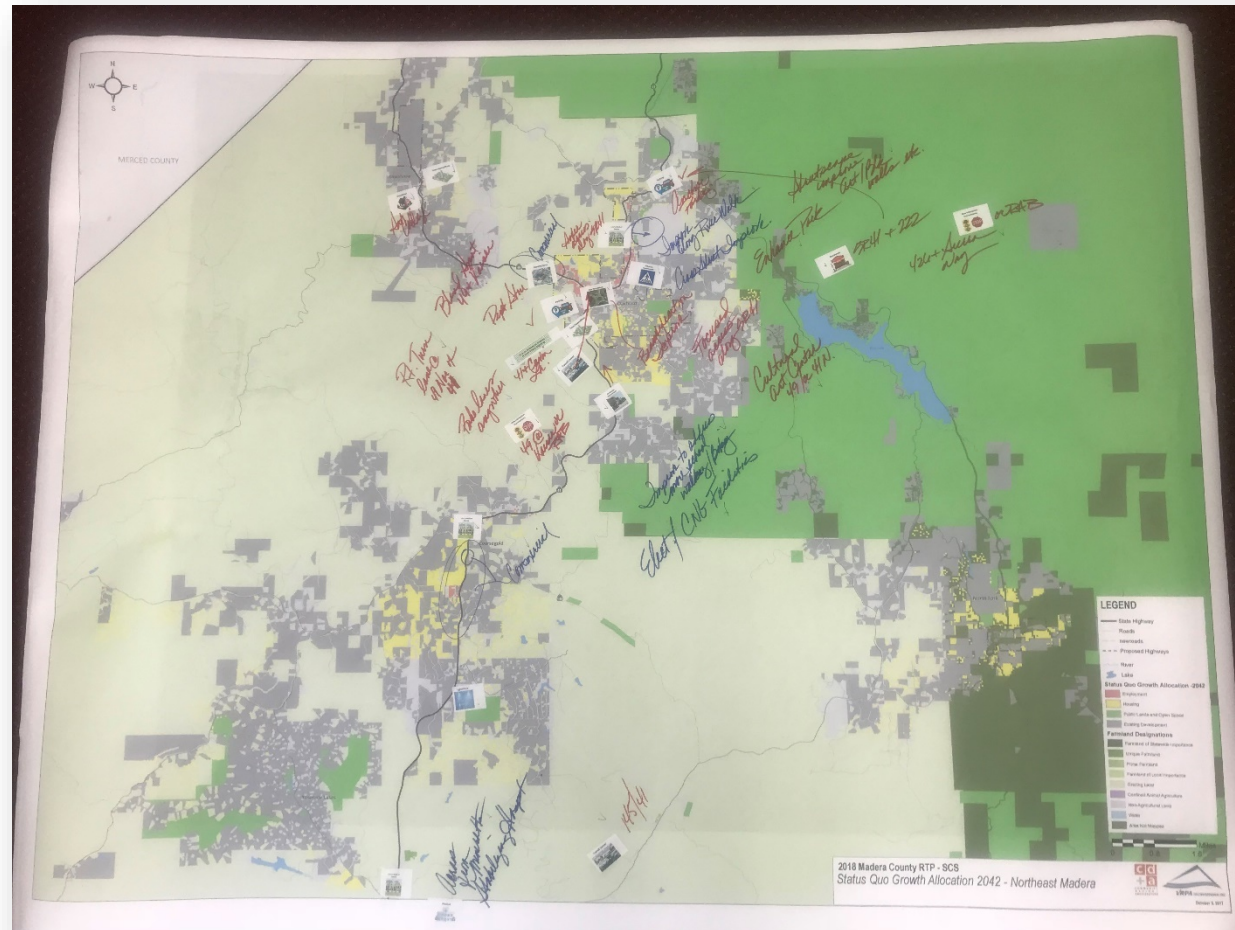


Workshop Mapping Exercise Results Chowchilla & Fairmead



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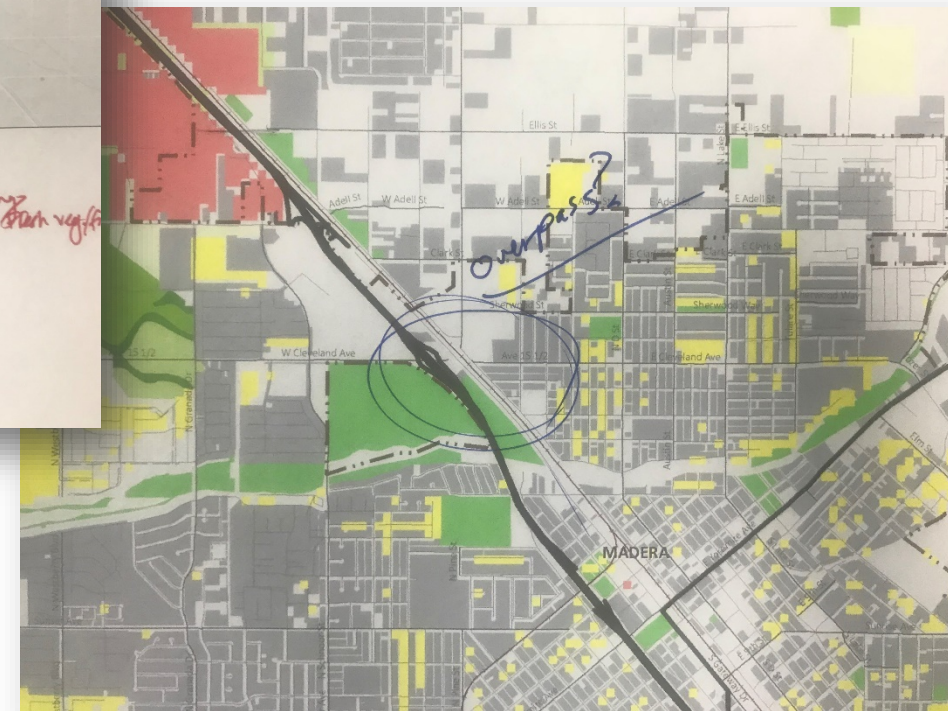
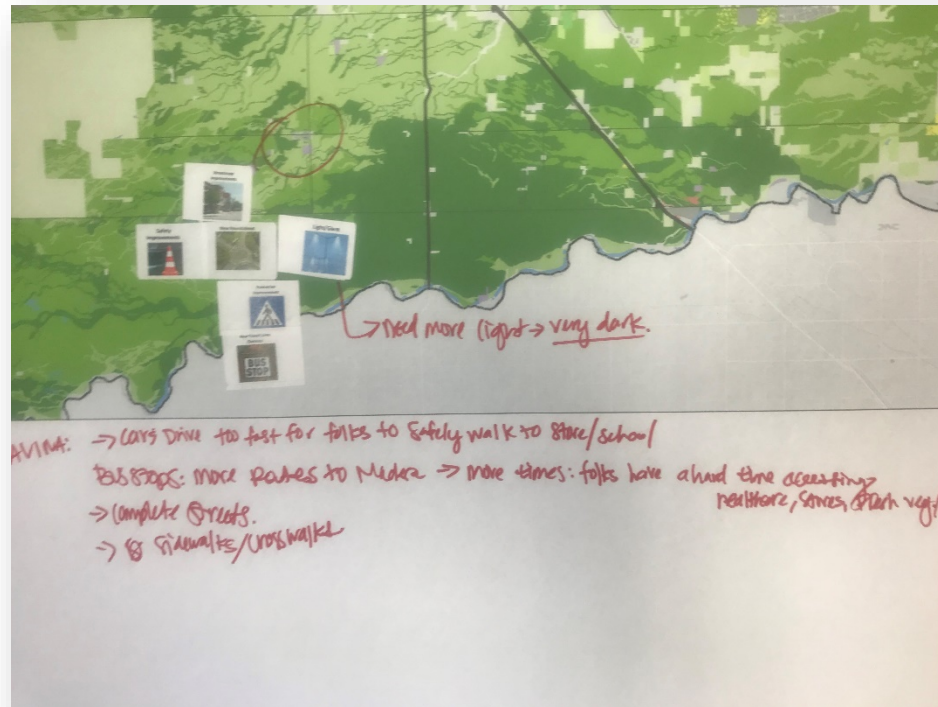
Workshop Mapping Exercise Results Oakhurst



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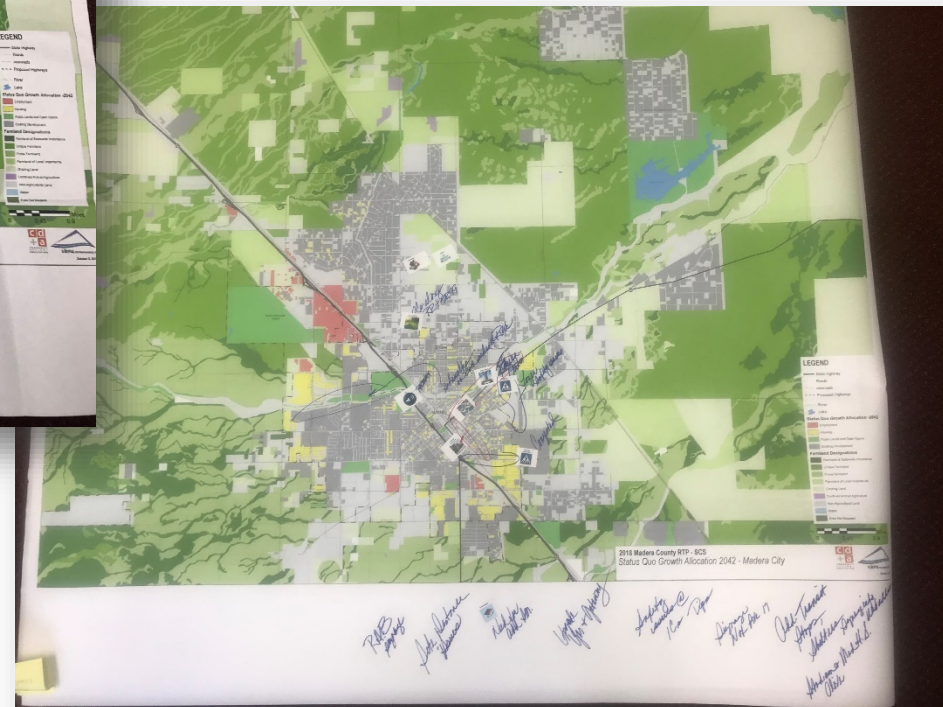
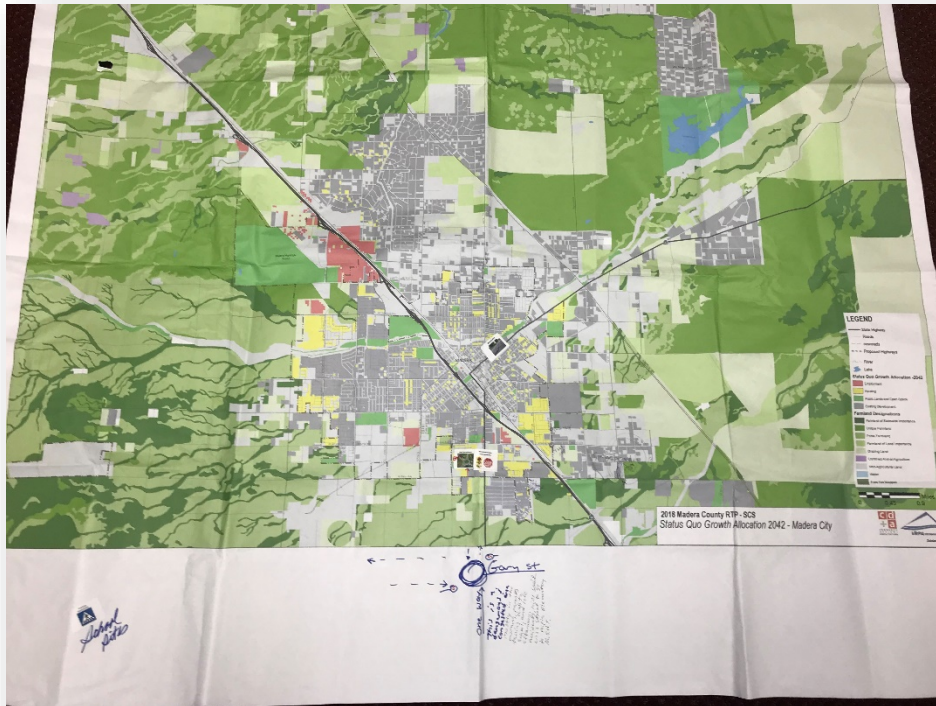


Workshop Mapping Exercise Results - Madera



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Workshop Mapping Exercise Results - Madera





Pop-Up Event Structure

Pop-up events allow the Study Team to engage stakeholders in locations where they already planned on being. Two members of the Study Team, including a bilingual member, attended the listed pop-up events.

- Information area including study display boards, hand-out materials, and comment cards
- Mapping Exercise using sticker icons
- Brief (English/Spanish) survey instrument

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Pop-Up Events Synopsis

- Fairmead Health Fair
 - 30 Attendees with 14 Surveys completed
 - Comments
 - ✓ Community Center needed in Fairmead
 - ✓ More transportation in Chowchilla and school site
 - ✓ Weekend buses needed in Fairmead
 - ✓ Transportation needs to come out to Fairmead more than twice
 - Mapping Exercise Results
 - ✓ Fairmead needs new intersection improvements (no location specified)
 - ✓ Maintenance in all of Fairmead
 - ✓ Pedestrian improvements, all of Fairmead
 - ✓ Town square/plaza
 - ✓ Scenic improvements
 - ✓ Light and glare issues
 - ✓ Chowchilla needs pedestrian improvements and new transit lines/services



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Pop-Up Events Synopsis

- First Five Event, Chowchilla
 - 75 Attendees with 41 Surveys completed
 - Comments
 - ✓ Increase public bus service in Chowchilla
 - Mapping Exercise Results
 - ✓ Maintenance in Chowchilla near Ave 24 1/2 and Chowchilla Blvd
 - ✓ Maintenance near Ave 22 ½ and Road 18 1/2

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Pop-Up Events Synopsis

- First Five Halloween Event, Madera
 - 150 Attendees with 49 Surveys completed
 - Comments
 - ✓ Jaywalkers in front of schools (Yosemite Avenue)
 - ✓ Need speed bumps near schools and in residential areas

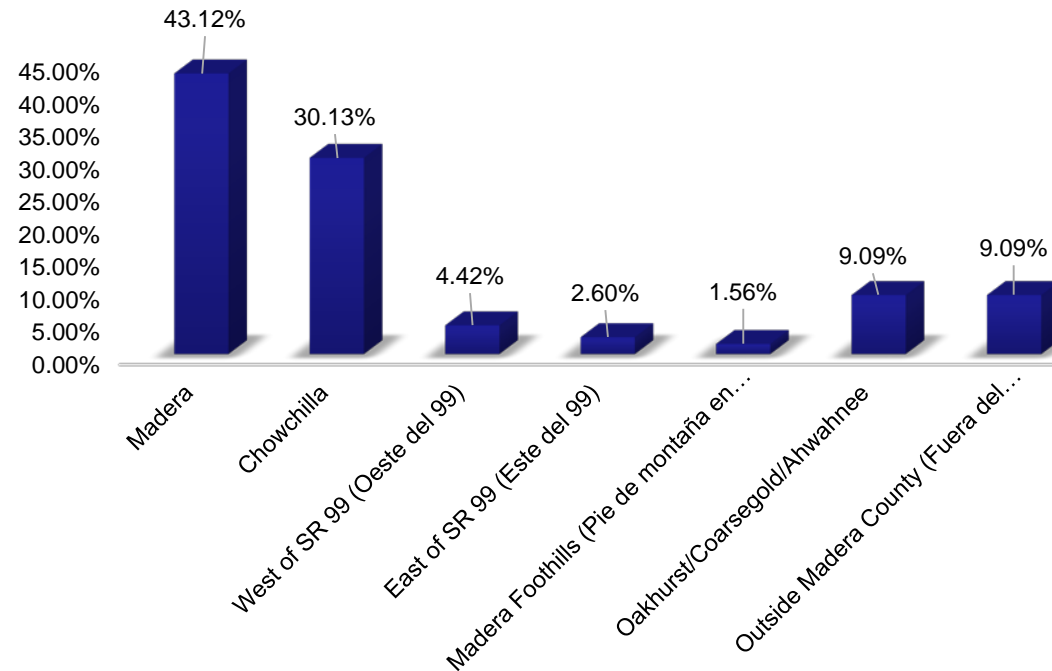


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Pop-Up Events Survey Results

➤ Question 1 – Where do you live?



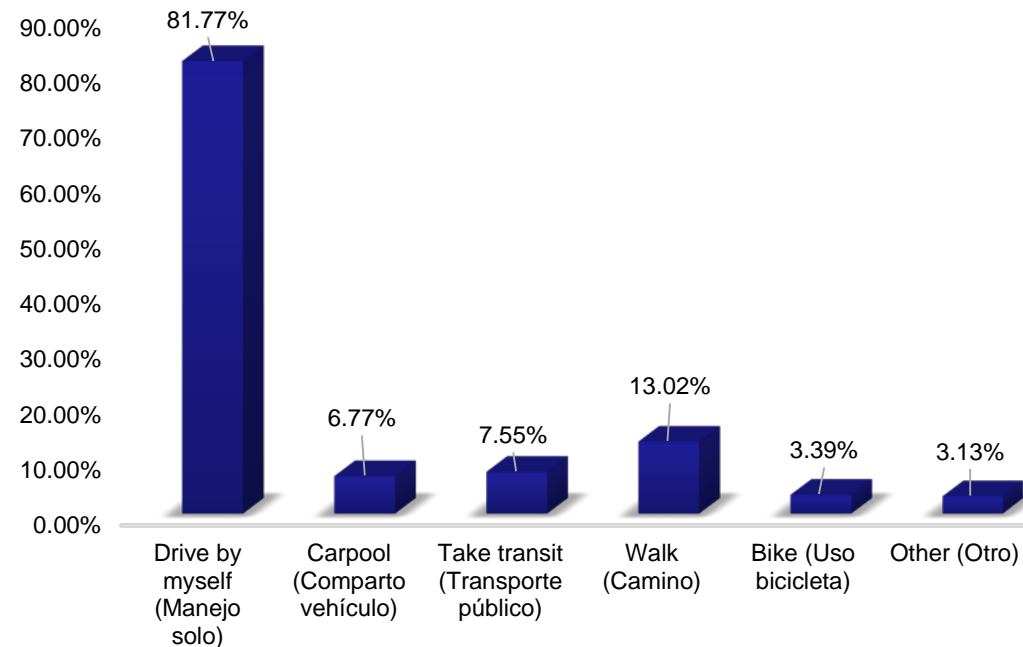
385 answered, 0 skipped

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Pop-Up Events Survey Results

- Question 2 – Which of the following do you primarily use on a daily basis?



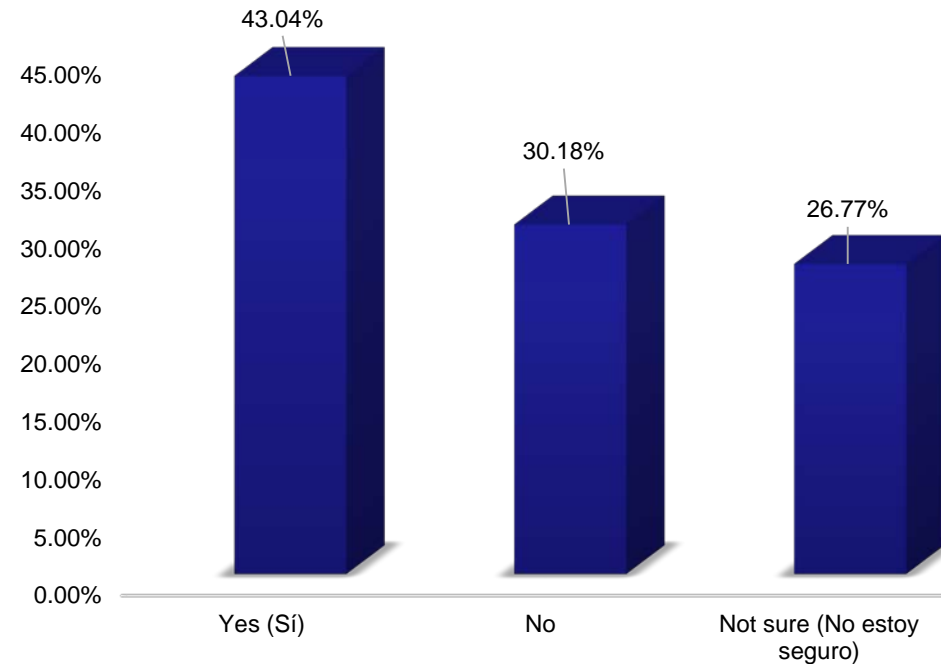
384 answered, 1 skipped

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Pop-Up Events Survey Results

- Question 3 – Would you use transit if buses came by more often?



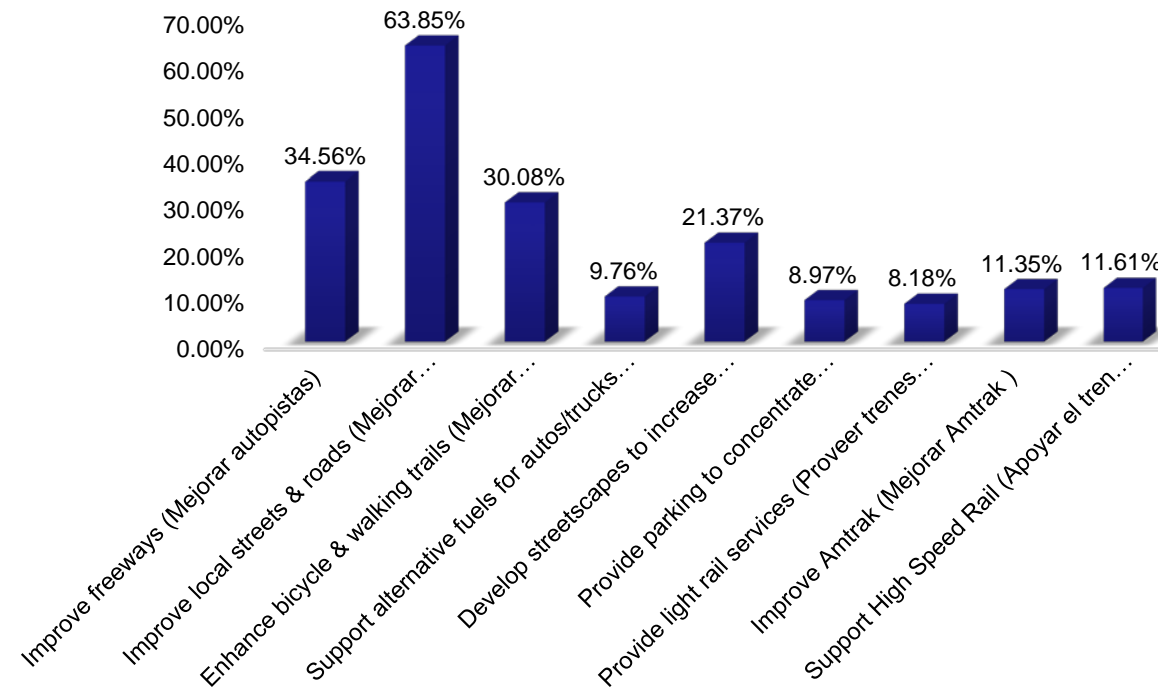
381 answered, 4 skipped

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Pop-Up Events Survey Results

- Question 4 – How should we spend our scarce transportation dollars?



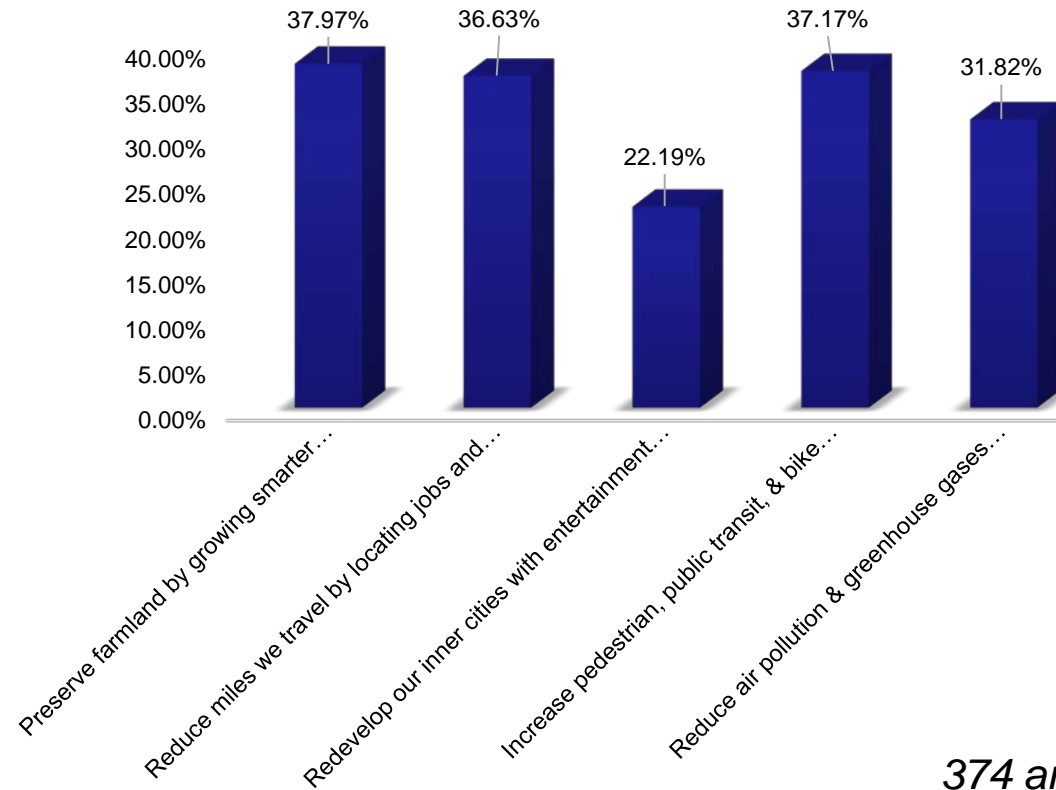
379 answered, 6 skipped

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Pop-Up Events Survey Results

- Question 5 – As we grow in the future, what is most important to consider?



374 answered, 11 skipped



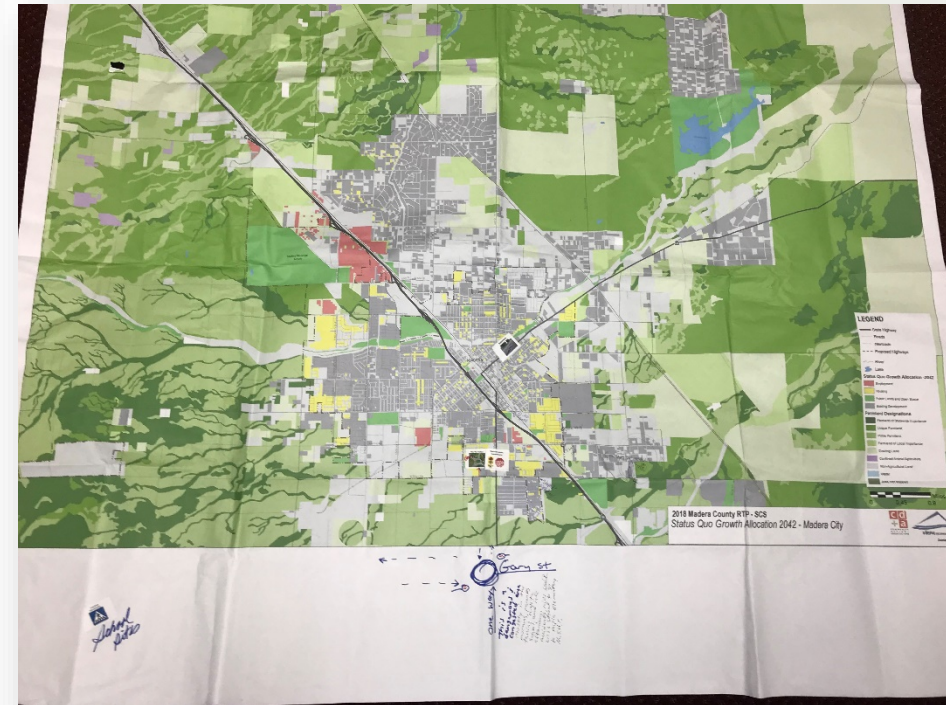
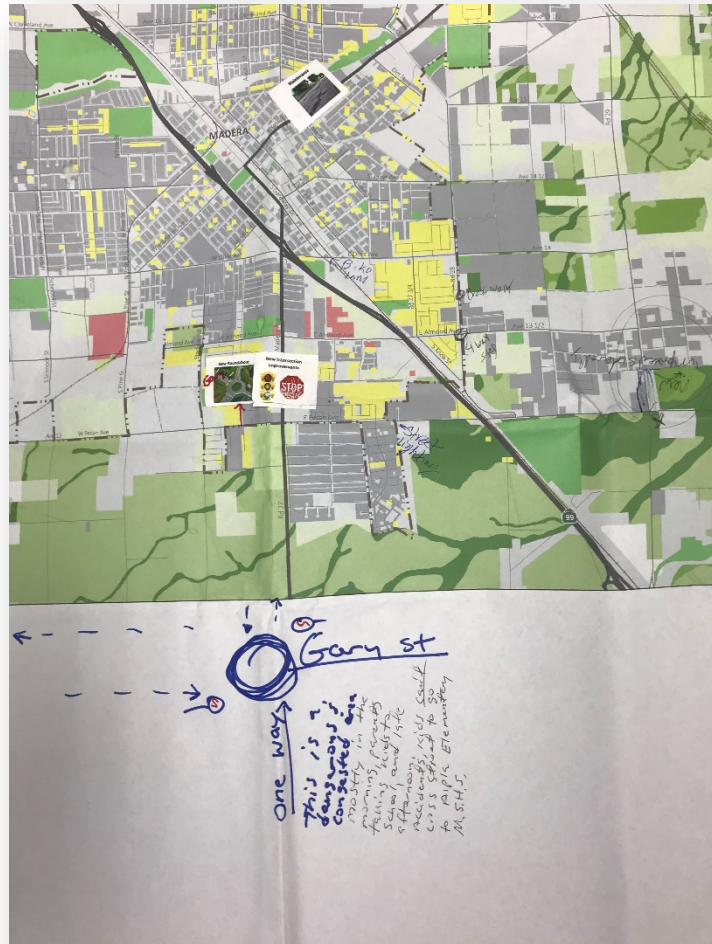
Pop-Up Events Survey Results

Question 6 – Do you have any comments/suggestions about transportation improvements in your community?

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Pop-up Event Mapping Exercise Results



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What are the Next Steps?

- **Winter 2017/2018** - Workshop Series 2: 4 Workshops to Receive Input on the desired Land Use & Transportation Scenario
- **Winter 2017/2018** – MCTC Board Approve Preferred SCS Scenario
- **Winter 2018** - Prepare the RTP/SCS and PEIR Documents
- **Spring 2018** - Release the Draft RTP/SCS and PEIR for Public Review and Comment
- **Spring 2018** - Hold a Public Hearing During Public Review of the Draft RTP/SCS & PEIR
- **Summer 2018** - Hold a Public Hearing to adopt the RTP/SCS & Certify the PEIR