



Clean Mobility Voucher Pilot Program (CMO)

Fresno County Rural Transit Agency – Biola
Community Transportation Needs Assessment

September 20, 2021



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Acknowledgements

CMO is part of California Climate Investments (CCI), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in disadvantaged communities.

We especially would like to thank the residents who took the time to shape and participate in the needs assessment process.

Executive Summary

Fresno County Rural Transit Agency (“FCRTA”) in partnership with Walker Consultants applied for and received a \$36,885 Community Transportation Needs Assessment Voucher for the Clean Mobility Voucher Pilot Program. The focus of this project is on the unincorporated community of Biola in Fresno County, California. A transportation needs assessment is necessary for this project area to understand how people currently get around as well as obstacles faced by community members who do not have access to a vehicle to travel to destinations such as the grocery store, health care appointments, work, job interviews, and other necessary locations. There are no existing transit services in Biola and people face miles long walks in the sun and elements to get to the nearest bus stop (with no shaded areas or sidewalks). From there, riders must often make several bus connections to reach their final destination, making it a long and unreliable travel option. This needs assessment is important to understand the existing challenges and opportunities in the community to plan for expanded transportation service.

Project Location

The project is located in the community of Biola in Fresno County, California. Biola is a census-designated place with a population of 1,705 according to the 2019 American Community Survey 5-Year Estimates. Biola is located in Census Tract 06019004100.

Biola has had very few infrastructure investments – there are no sidewalks or parks. Residents must travel to nearby cities or to the City of Fresno to shop for essentials. There is only a small market for groceries. There are no existing transit services in Biola and people face miles long walks in the sun and elements to get to the nearest bus stop (with no shaded areas or sidewalks).

Many community members also face hurdles to advocate for their needs as they are limited English proficient and are agricultural workers with long hours and fluctuating work schedules. The traditional community meeting is not appropriate to reach people in Biola and gain their input on travel needs and planning.

Project Goals and Objectives

The key project goals and objectives are as follows:

- To understand how people in the community of Biola get around as well as obstacles faced by community members who do not have access to a vehicle to travel to destinations.
- Actively engage a traditionally underrepresented population in local transportation planning.
- Provide Biola with more environmentally friendly transportation options that lower resident's travel cost and provide transportation options.
- Increase access for low-income residents and disadvantaged communities to economic opportunity, medical facilities, schools, parks, grocery stores, and other daily needs.
- Provide tailored clean mobility options to address resident needs identified through a community transportation needs assessment and meet equity goals.
- Reduce greenhouse gases and criteria pollutants from the combination of reduced vehicle trips and use of electric vehicles rather than internal combustion engine vehicles.
- Reduce private vehicle ownership and vehicle miles traveled (VMT).

Project Team

The project team consists of Fresno County Rural Transit Agency ("FCRTA"), as the lead agency and Walker Consultants ("Walker") as the sub-applicant. FCRTA provided project vision, administration, and budget oversight. Walker Consultants helped to develop the needs assessment survey, conducted the analysis of the survey results, coordinated, and with FCRTA, facilitated the community outreach effort, conducted the transportation needs assessment, and prepared the summary report.

Purpose of this Report

This report was prepared to summarize the efforts involved as part of this grant funding including the transportation needs assessment, community outreach process, and key findings/lessons learned. The project goal is to address general concerns around the overall lack of high quality, affordable, environmentally-friendly transportation options. And more specifically to understand how people currently get around as well as obstacles faced by community members who do not have access to a vehicle to travel to destinations such as grocery stores, health care appointments, work, job interviews and other necessary locations.

Methods

FCRTA used a variety of data collection techniques and types, such as the formation of an advisory group, a focus group, virtual and telephone meetings, community events, and multi-lingual surveys, to engage community groups and community members. The FCRTA worked with community leaders to form an Advisory Council to educate and fully engage the community. FCRTA had an intentional focus on Spanish and Hmong speaking households, seniors, residents without driver's license, undocumented populations, agricultural workers, people living below the poverty line, residents without internet access, and people without access to a personal vehicle. We also performed an existing conditions analysis for the census blocks.

Key Findings

- Most residents reported that it is not easy to reach their destination because they lack a car or transportation options. This is to be expected, as there are currently no reliable travel options other than vehicle ownership in Biola and the cost of taking an Uber or Lyft is very high.
- Driving alone or driving with another person was the most frequent method of travel among survey respondents, because there is a lack of transportation options in the community.
 - When asked about what modes of transportation they would consider using, most respondents cited “driving alone or with other.” This is to be expected, as the community has been without transportation options other than driving, there is no pedestrian or bicycle infrastructure, no transit service, so people have come to rely only on automobiles to get around. In fact, most (73 percent) indicated they do not ride public transit because there is no regular transit service near or close to them and 70 percent do not own or ride a bicycle because they do not know how to ride.
 - This is to be expected, as there is no bicycle infrastructure to learn to ride and the hot temperatures can make riding a bicycle uncomfortable. Classes or education on how to ride a bike could benefit residents.
- Biola has a high unemployment rate (18 percent), low per capita income (\$22,039), and high poverty rate (27 percent). 66 percent of survey respondents reported a household income of less than \$25,000. Meanwhile, one third of resident survey respondents reported spending over \$200 per month on transportation expenses. This indicates that more low cost transportation options are needed for residents.
- The significant length of the survey may have deterred respondents from fully completing the survey, resulting in missed questions; and therefore missed data.
- We received very few survey responses online, even with flyering and sending notices out in utility bills and the local newsletter. The community event was necessary to receive input.
- Community members are most interested in transportation options including rideshare, transit, or micro transit.
 - When ask what type of transportation benefit they would be most interested in, receiving, free or discounted public transit passes ranked highest.
 - 81 percent of respondents would be interested in a free or low-cost shuttle to a common destination on a regular basis.
 - 74 percent of respondents would be willing to pay between \$4 and \$10 to ride a shuttle service.
 - Most respondents are traveling to Northwest Fresno. This provides more information for FCRTA on how to expand transit and micro transit services and plan routes.
- The community outreach event was truly a community event. It was wonderful to see people come out and talk to each other, help each other take the survey, and talk to FCRTA about their transportation concerns. FCRTA even handed out masks to stop the spread of the Covid-19 pandemic. People didn’t take the survey and leave, they had dinner and stayed awhile. Multi-generations of people attended. Providing dinner was key to getting people out. Many walked in asking when dinner would be ready and for their voucher for dinner once they completed the survey.



01 Introduction

Introduction

Project Background

Fresno County Rural Transit Agency in partnership with Walker Consultants applied for and received a \$36,885 Community Transportation Needs Assessment Voucher for the Clean Mobility Voucher Pilot Program. The focus of this project is on the unincorporated community of Biola in Fresno County, California. A transportation needs assessment is necessary for this project area to understand how people currently get around as well as obstacles faced by community members who do not have access to a vehicle to travel to destinations such as the grocery store, health care appointments, work, job interviews, and other necessary locations. There are no existing transit services in Biola and people face miles long walks in the sun and elements to get to the nearest bus stop (with no shaded areas or sidewalks). From there, riders must often make several bus connections to reach their final destination, making it a long and unreliable travel option. This needs assessment is important to understand the existing challenges and opportunities in the community to plan for expanded transportation service. Project goals and objectives include:

- To understand how people in the community of Biola get around as well as obstacles faced by community members who do not have access to a vehicle to travel to destinations.
- Actively engage a traditionally underrepresented population in local transportation planning.
- Provide Biola with more environmentally friendly transportation options that lower resident's travel cost and provide transportation options.
- Increase access for low-income residents and disadvantaged communities to economic opportunity, medical facilities, schools, parks, grocery stores, and other daily needs.
- Provide tailored clean mobility options to address resident needs identified through a community transportation needs assessment and meet equity goals.
- Reduce greenhouse gases and criteria pollutants from the combination of reduced vehicle trips and use of electric vehicles rather than internal combustion engine vehicles.
- Reduce private vehicle ownership and vehicle miles traveled (VMT).

Project Team

The project team consists of Fresno County Rural Transit Agency ("FCRTA"), as the lead agency and Walker Consultants ("Walker") as the sub-applicant.

The Fresno County Rural Transit Agency (FCRTA) provides general public transit service to rural communities throughout Fresno County, keeping the Valley connected and allowing passengers to conveniently travel within their community and throughout Fresno County. FCRTA provides both scheduled, fixed route services with designated bus stops along specific routes, as well as reservation-based, demand responsive service that offers curb-to-curb transportation.

Walker Consultants provides planning, design, policy, and engineering transportation consulting since 1965. Walker works with the public sector to provide more transportation choices for people. Walker believes stakeholder and community engagement is a key factor to transportation planning and combines that input with our analysis and mapping expertise to make informed decisions about where and how to invest in transportation.

Walker is a 100% employee-owned company with three California offices. Walker in partnership with FCRTA prepared an electric vehicle microtransit/carshare plan.

FCRTA provided project vision, administration, and budget oversight for this project. Walker Consultant helped to develop the needs assessment survey, conducted the analysis of the survey results, coordinated and, with FCRTA, facilitated the community outreach effort, conducted the transportation needs assessment, and prepared the summary report.

Community Transportation Needs Assessment

The Clean Mobility Options Voucher Pilot Program (CMO) provides voucher-based funding for zero-emission carsharing, carpooling/vanpooling, bikesharing/scooter-sharing, innovative transit services, and ride-on-demand services in California’s historically underserved communities.

CMO is funded by California Climate Investments (CCI), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment—particularly in underserved communities.

The three key requirements of the transportation needs assessment are transportation access data analysis, community engagement, and a summary report.

A transportation needs assessment is necessary for in Biola to understand how people currently get around as well as obstacles faced by community members who do not have access to a vehicle to travel to destinations such as the grocery store, health care appointments, work, job interviews, and other necessary locations. There are no existing transit services in Biola and people face miles long walks in the sun and elements to get to the nearest bus stop (with no shaded areas or sidewalks). From there, riders must often make several bus connections to reach their final destination, making it a long and unreliable travel option. The only travel option is driving, and there is a high portion of low income individuals in the population who cannot afford to purchase and maintain a vehicle.

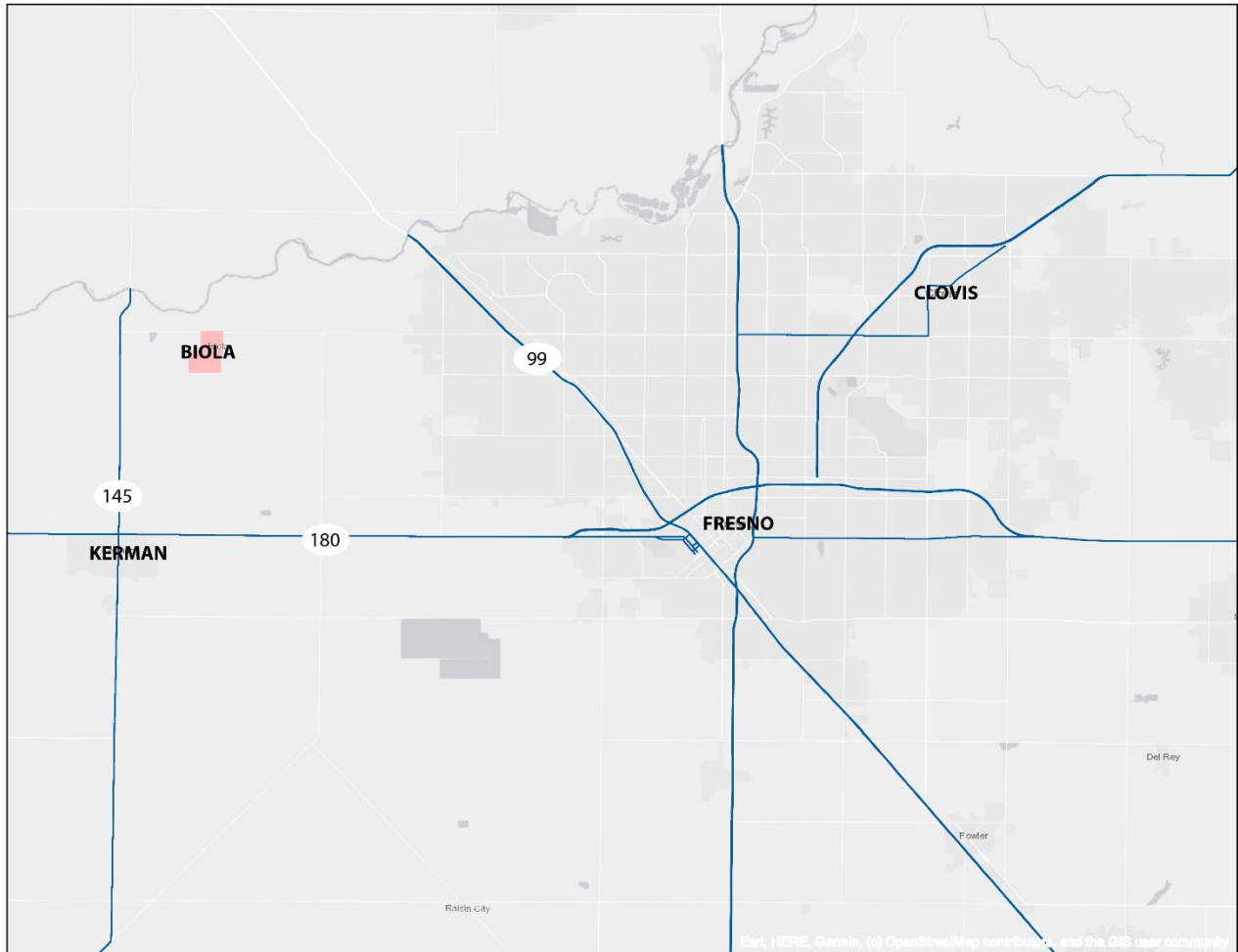
This needs assessment includes a review of existing demographic and socioeconomic data to help inform the existing transportation needs of Biola. The needs assessment also includes a community outreach effort and resident survey to better understand user needs.

Project Area

The study area for this project is the community of Biola, California (shown

Figure 1). Biola was selected for this project as the community is traditionally underrepresented in transportation planning efforts and is lacking in transportation options and access to basic services. Biola is located west of the City of Fresno as shown in the following map. Biola is a census-designated place with a population of 1,705 according to the 2019 American Community Survey 5-Year Estimates. Biola is located in Census Tract 06019004100.

Figure 1: Project Study Area



Source: ESRI, Walker Consultants, 2021.

Purpose of this Report

This report was prepared to summarize the efforts involved as part of this grant funding including the transportation needs assessment, community outreach process, and key findings/lessons learned. This report is intended to provide background information to help inform the future expansion of transportation services in Biola.



02 Methods

Methods

This section provides information on the approach taken to conduct a needs assessment in Biola.

Timeline

The overall timeline of the activities conducted by the project team to complete this needs assessment is shown below.

| | Months | | | | | | | | |
|--|--------|---|---|---|---|---|---|---|---|
| Task | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| Transportation Access Data Analysis and Research Deep Dive | X | X | | | | | | | |
| Community Engagement Plan | | X | X | X | | | | | |
| Stakeholder Meetings and Advisory Council | | | | X | X | | | | |
| Community Pop Up | | | | | | | | X | |
| Resident Survey | | | | | X | X | X | X | |
| Focus Group | | | | | X | | | | |
| Summary Report | | | | | | | | | X |
| Presentation of the Summary Report | | | | | | | | | X |
| CMO Project Preparation and Design | | | | | | | | | X |

Transportation Access Data Analysis – Selecting Indicators

Walker Consultants conducted the transportation access data analysis. Walker used the following accessibility indicators. For each of the following indicators, a map is included (provided in the Results section of this report) to show a comparison to surrounding communities:

- Commute to work characteristics to show what transportation mode Biola residents are using to commute to work (walking, driving alone, transit, carpooling), and the commute inflow and outflow.
- Employment and income characteristics, including number of workers, employment rate, unemployment rate, and per capita income.
- Household characteristics including household size, portion of non-family households, access to a computer, and access to the internet.
- The population of Biola compared to the population of surrounding communities.
- Race and ethnicity characteristics, including percent of the population that is Black/African American, Asian, Hispanic/Latino, and White.
- Transit demand factors, including proportion of the senior population, population below the poverty line, population with a disability, and cars per person of driving age.
- Walkability index displaying the current walkability of the area.

Transportation Access Data Analysis – Resident Survey Development

Walker Consultants adapted the CMO Sample Resident Survey based on the specific needs of Biola. Walker drafted multiple iterations of the survey and it was reviewed with FCRTA to ensure that it gathers the necessary feedback from the community. An English, Spanish, and Hmong version of the survey was created.

The questions of the survey were designed to understand the existing transportation patterns of residents, which transportation options residents would be willing to try and how much they would be willing to pay for those options, key demographic and socioeconomic characteristics, and current transportation barriers.

Transportation Access Data Analysis – Data and Survey Distribution and Collection

The survey was issued online through the Alchemer online survey portal (from June 10 through August 31, 2021) in English, Spanish, and Hmong. Hard copies of the survey were issued, in English, Spanish, and Hmong, at an outreach event in Biola on August 17, 2021. The online survey and hard copy survey had the same list of questions. Residents were given an option to take the survey online or in person and could receive assistance with survey questions.

Survey flyers were also distributed in utility bills. With the assistance of the local Community Services District, survey flyers were distributed to households that do not receive utility bills and apartment buildings. Incentives in the form of a gift card contest were used to incentivize participation. In total, we received 36 survey responses. Figure 2 shows the survey flyers that were used to promote the survey.

- Yonas Paulos, local homeless veterans advocate
- General Manager of the Biola Community Services District
- Fresno County

Community Engagement Activity 1 – Focus Group

FCRTA and Walker Consultants held a focus group in partnership with the Biola Community Services District board members, staff, and select community members on the evening of May 20, 2021, both in person and over Zoom so that all residents could participate. During the focus group, we first presented the goals of the needs assessment, existing conditions data, and discussed existing transportation challenges and needs. A copy of the presentation is attached to this report. We then facilitated a discussion with the Services District and the public. Approximately 15 people participated of multiple ages, genders, and backgrounds. We received the following feedback from the focus group:

- There are little to no travel options other than driving in the study area.
- If people lack access to a personal vehicle, they rely on neighbors and friends for transportation. If a vehicle is not available, they must miss appointments.
- Historically there has been underinvestment in transportation service and infrastructure.
- Interest in a low or no-cost transportation option, such as a shuttle or bus service.
- The need for translation of all study materials into Hmong.
- Received questions and comments from the public regarding the cost of service and the potential for fareless service. FCRTA expressed that we will work to keep fares low cost for residents.

The focus group took several months to plan. An original March 18, 2021 date was postponed because not enough members were able to attend that evening.

Community Engagement Activity 2 – Pop Up Event

FCRTA and Walker Consultants held a community popup event in partnership with the Biola Community Services District on August 17, 2021 at 6pm in person at the local Chamber of Commerce outdoor location. This event was planned to meet residents where they are. A local taco stall provided food and beverages. The popup event took about four months to plan. Also attending the event were MV Transportation and Inspiration Transportation, two local transportation organizations/businesses to hold a driver’s job fair. FCRTA also handed out masks to the community in response to the Covid-19 pandemic. Paper surveys were given to residents (in three languages) and support was provided if necessary. Once residents filled out the survey, they received a receipt for dinner (from a local taco stall). Approximately 50 people participated of multiple generations.

The community outreach event was truly a community event. It was wonderful to see people come out and talk to each other, help each other take the survey, and talk to FCRTA about their transportation concerns. FCRTA even handed out masks to stop the spread of the Covid-19 pandemic. People didn’t take the survey and leave, they had dinner and stayed awhile. Multi-generations of people attended. Due to the length of the survey, providing dinner was essential to generate participation. Many walked in asking when dinner would be ready and for their voucher for dinner once they completed the survey. Figure 3 shows the community outreach pop-up event flyers that were used to promote the event.

Figure 3: Community Outreach Pop Up Event Flyers

JÚNTESE CON NOSOTROS POR

Transporte & Tacos



17 de Agosto 5PM - 7PM
Cámara de Comercio de Biola
12535 G Street

Se servirán alimentos y bebidas.

¡Cuéntenos sobre sus necesidades de transporte por un taco y la oportunidad de ganar una tarjeta de regalo!

CONTESTE LA ENCUESTA
[HTTPS://SURVEY.ALCHEMER.COM/S3/6075034/BIOLA-ENG](https://survey.alchemer.com/s3/6075034/biola-eng)

| | | |
|--|---|---|
| <p>Encuesta en Inglés</p>  | <p>Encuesta en Español</p>  | <p>Encuesta en Hmong</p>  |
|--|---|---|

JOIN US FOR

Transportation & Tacos



August 17th 5PM – 7PM
Biola Chamber of Commerce
12535 G Street

Food and Beverages will be served

Tell us about your transportation needs for a taco and a chance to win a gift card!

TAKE THE SURVEY
[HTTPS://SURVEY.ALCHEMER.COM/S3/6075034/BIOLA-ENG](https://survey.alchemer.com/s3/6075034/biola-eng)

| | | |
|---|---|---|
| <p>English Survey</p>  | <p>Spanish Survey</p>  | <p>Hmong Survey</p>  |
|---|---|---|



Figure 4: Community Pop-Up Event Photos



FCRTA General Manager Moses Stites talks with residents (left). Many families attended the outreach event and the survey was taken by multi-generations of families. Many people attended because dinner was provided.



Top Left – Translation services provided for residents.

Top Right – FCRTA handed out masks to residents to prevent the spread of Covid-19.

Community Engagement Activity 3 – Project Advisory Committee

A Project Advisory Committee was created to inform the needs assessment and support community outreach and survey distribution. The Project Advisory met formally and informally throughout the process. A copy of one of the PAC meeting agendas is provided as an attachment to this report. The PAC included the following members:

- Self Help Enterprises: Affordable Housing
- Fresno Council of Governments
- Inspiration Transportation, 501C(3) non-profit transportation provider
- Yonas Paulos, local homeless veterans advocate
- General Manager of the Biola Community Services District
- Fresno County

We did reach out to other organizations in the County, including local community non-profits, but they were unable to join the Project Advisory Committee due to limited resources.

Data Entry

Walker Consultants created an electronic version of the survey using the online survey tool Alchemer. Survey responses were stored in the Alchemer data system. Walker Consultants had access to the Alchemer portal because Walker was the partner that led the data analysis.

Walker collected hard copy surveys responses at the August 17 community meeting and manually entered into the online system so they could be analyzed. Walker translated the Spanish versions of the survey into English when entering the responses. Walker did not receive any Hmong versions of the survey.

Data Cleaning

Walker reviewed each survey response to determine whether the response was legitimate. Once the hard copy surveys were entered into Alchemer, Walker Consultants cross-referenced all surveys with the electronic versions to verify information was entered correctly. Any duplicate survey responses were removed.

Walker also checked responses for consistency. For example, some respondents indicated that they work outside of Fresno County, but they indicated that Biola was their work location of choice. Responses were reviewed to help determine if respondents selected their intended answer.

Based on resident feedback, the survey was too long. There were several questions that were largely duplicative and didn't add much value to the findings. However, Walker did glean key transportation behaviors and preferences from the analysis.

Data Analysis

Walker conducted the data analysis of the survey results using the online survey platform Alchemer. Alchemer summarizes the responses and creates reports, which include customizable charts and graphs. Walker adapted each survey response chart created in the Alchemer system to present the information in the most appropriate format. There were certain survey response questions in which Walker created new charts from scratch to present the information. The "Other" and other open-ended questions were reviewed individually for common themes.



04 Results

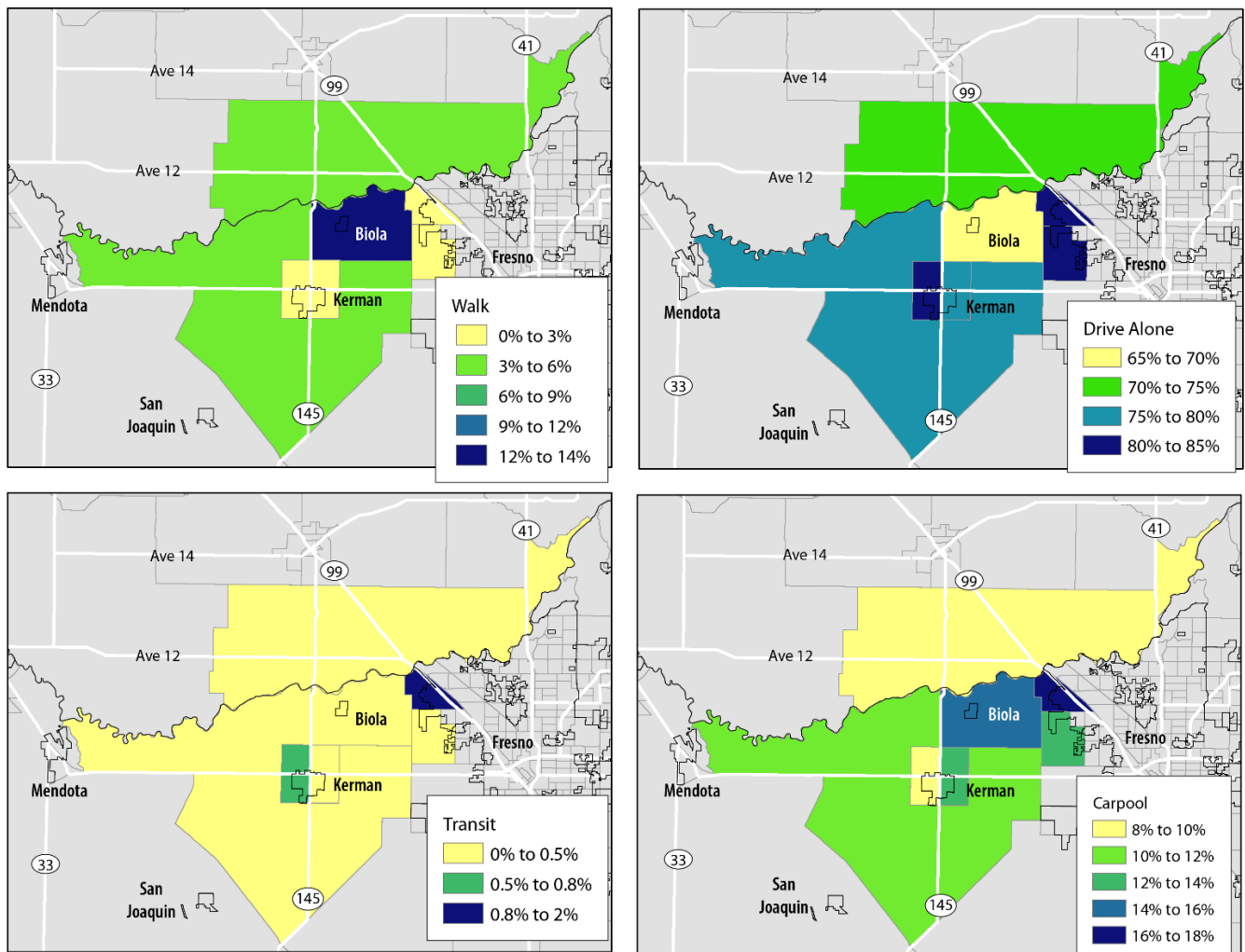
Results

Data Analysis

Commute to Work Characteristics

Figure 5 displays the commute to work characteristics of the community of Biola compared to surrounding communities, on a census tract level. Biola is within census tract 06019004100, but the census tract comprises of a larger area than Biola. Biola has a larger portion of the population that walks to work (14 percent) compared to surrounding communities. Biola has a smaller portion of the population that drives alone (67 percent) compared to surrounding communities. Almost none of the population takes transit, similar to the surrounding communities. Biola has a relatively larger share of the population that carpools (16 percent).

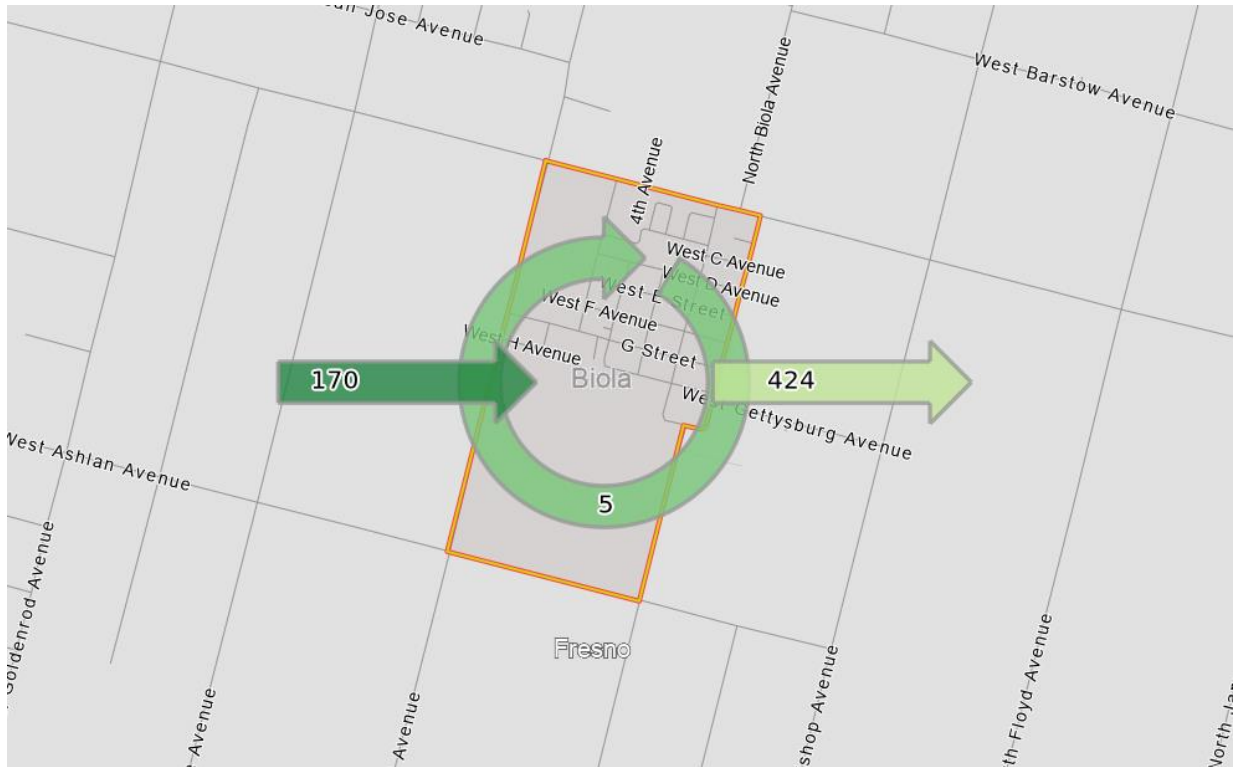
Figure 5: Biola Commute to Work Characteristics



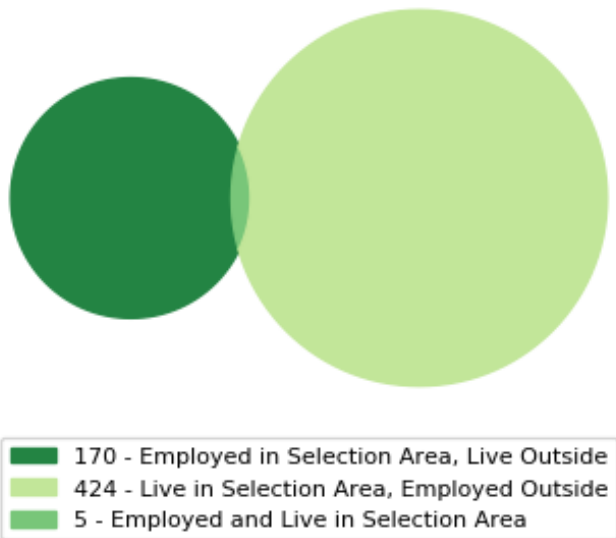
Source: Data – 2019 5-Year American Community Survey, Maps – Walker Consultants, 2021.

Figure 6 shows the inflow and outflow of workers to and from Biola. As shown in the figure, 170 people commute into Biola for work and live outside of Biola, 5 people live and work in Biola, and 424 people in live Biola and commute out of Biola.

Figure 6: Commuter Inflow and Outflow



Inflow/Outflow Job Counts in 2018

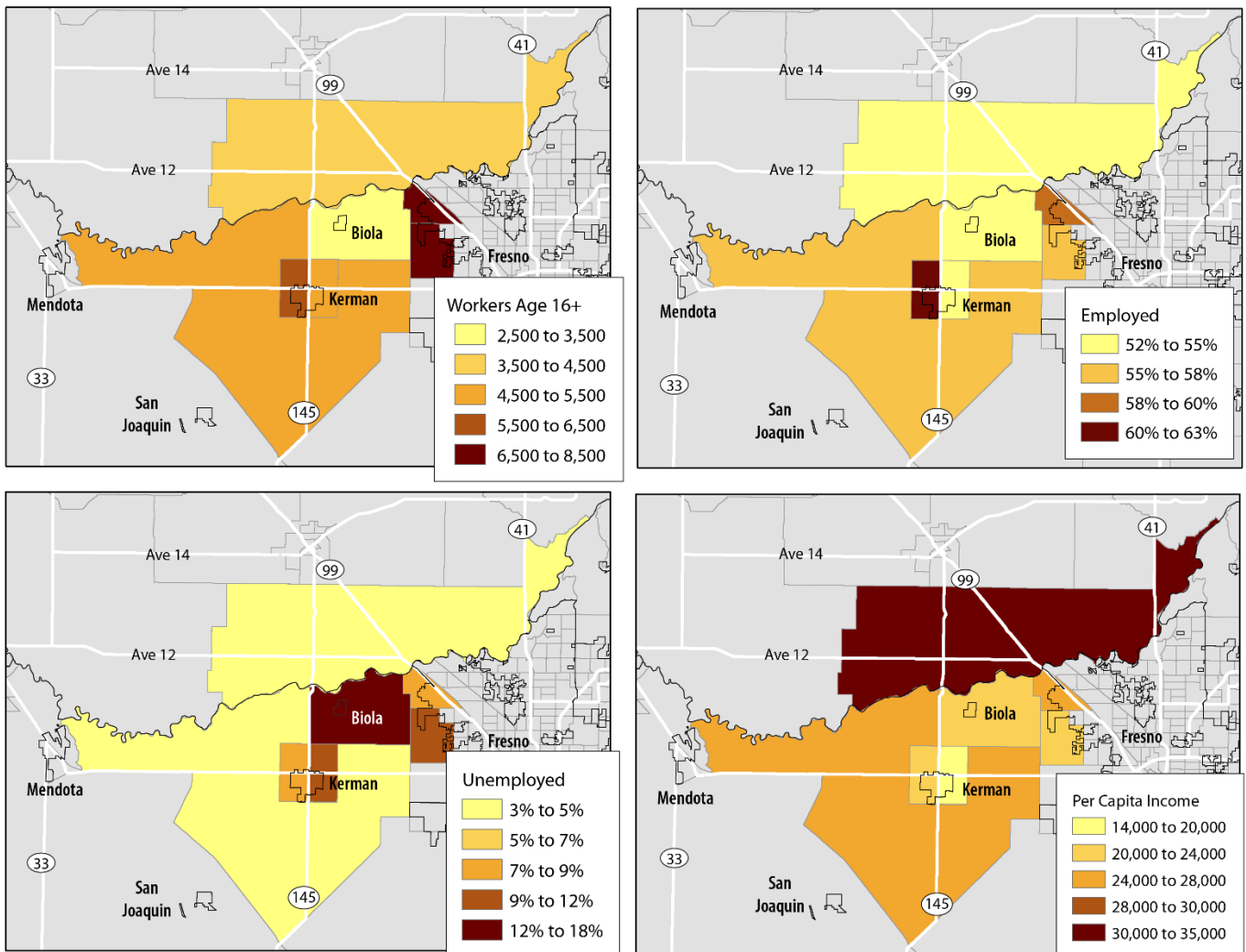


Source: LEHD Census on the Map

Employment and Income

Figure 7 summarizes the employment and income characteristics of Biola compared to the surrounding communities on a census tract level. Biola has a lower number of workers 16 and older (2,578) compared to surrounding communities. Biola also has a lower percent of the population employed (53 percent) compared to surrounding communities and a higher unemployment rate (18 percent). Biola has a lower per capita income (\$22,039) compared to surrounding communities.

Figure 7: Biola Employment and Income Characteristics

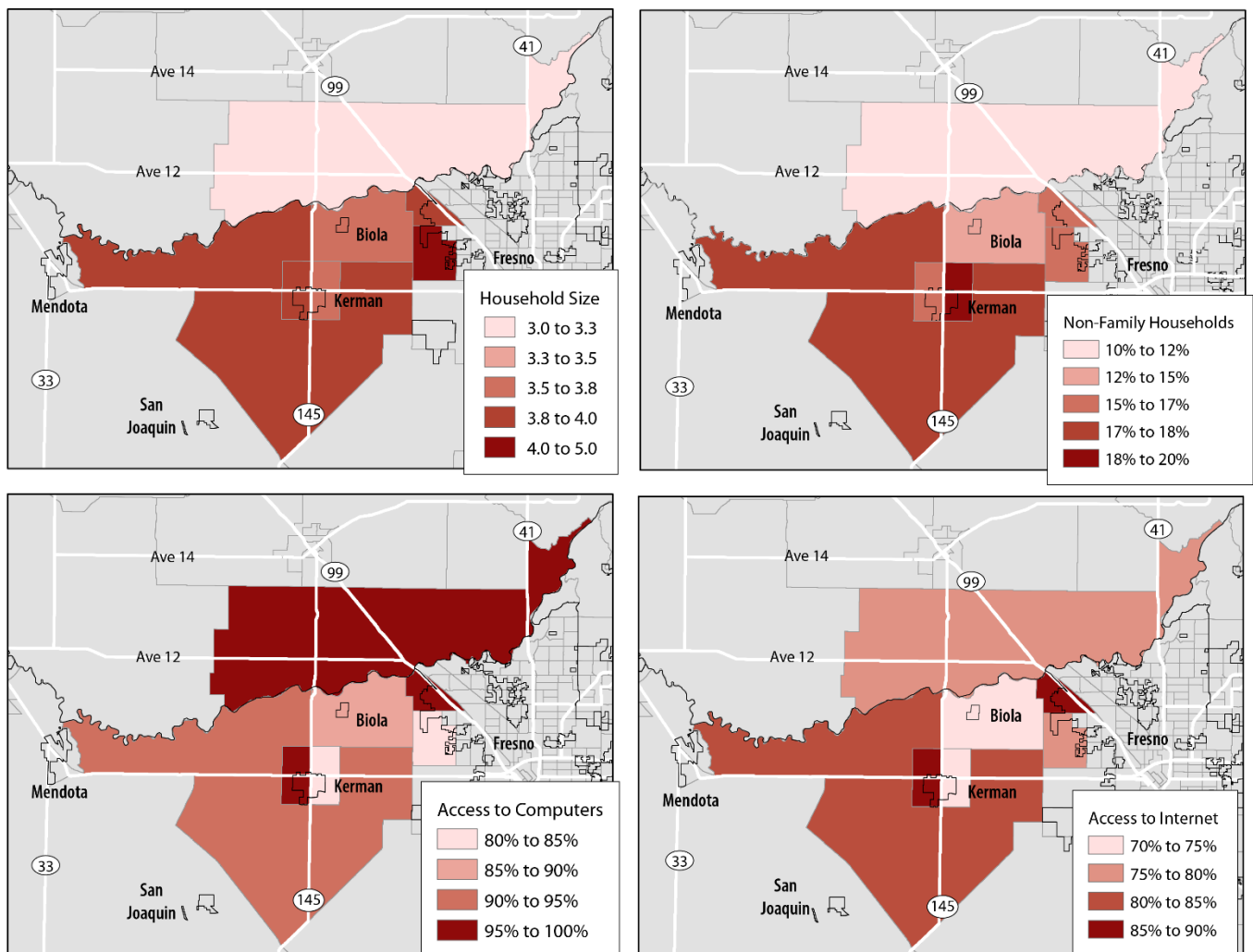


Source: Data – 2019 5-Year American Community Survey, Maps – Walker Consultants, 2021.

Household Characteristics

Figure 8 summarizes the household characteristics of Biola compared to the surrounding communities on a census tract level. Biola's average household size is 3.6, which is in the middle range compared to surrounding communities. Approximately 15 percent of Biola's households are non-family households. 87 percent of Biola's population has access to computers. 71 percent of Biola's population has access to the internet, which is lower than surrounding communities.

Figure 8: Biola Household Characteristics

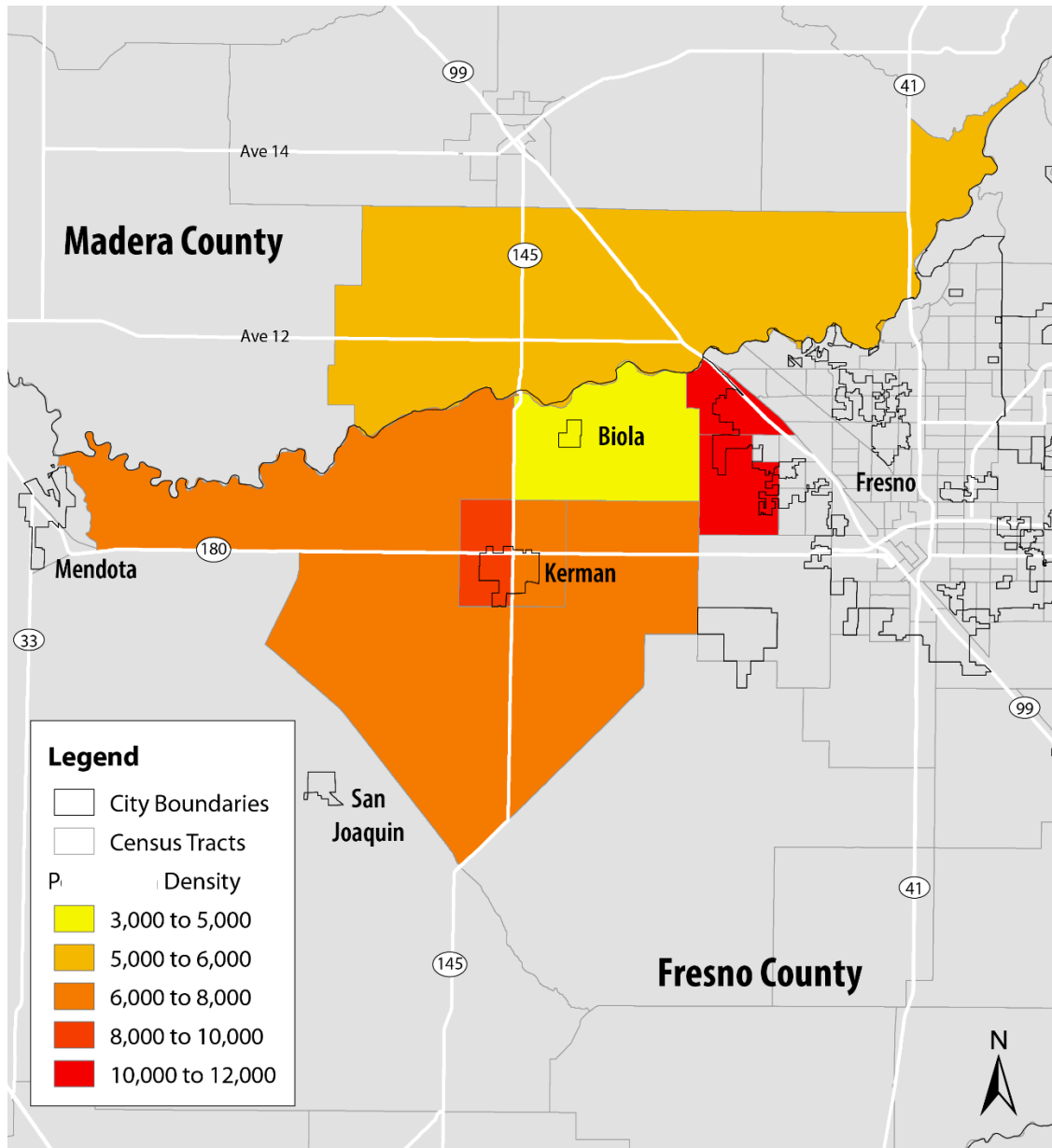


Source: Data – 2019 5-Year American Community Survey, Maps – Walker Consultants, 2021.

Population

Figure 9 displays the population of the census tract in which Biola is located (06019004100). The population of the census tract that Biola is located (population of 3,404) is lower than surrounding census tracts.

Figure 9: Biola Population

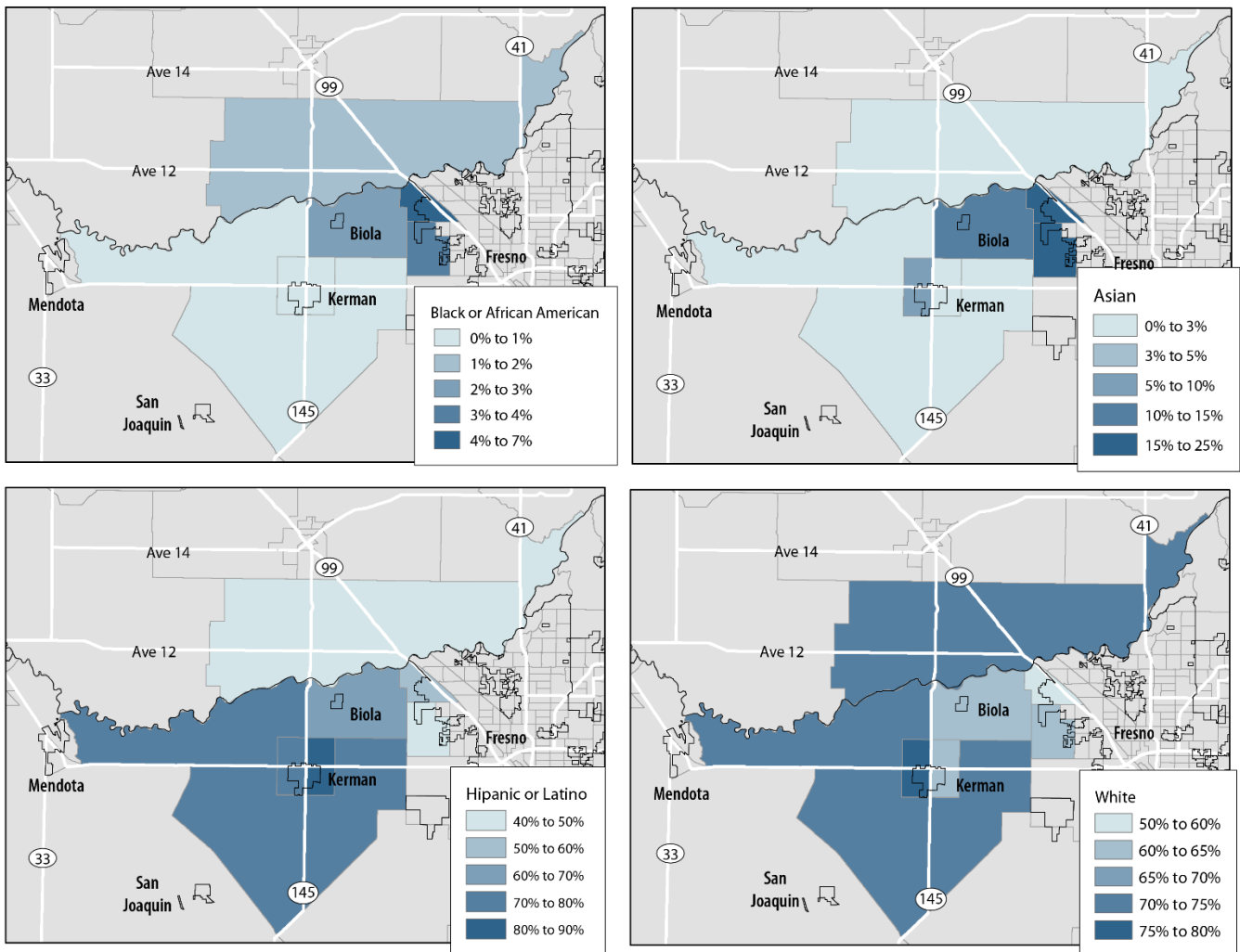


Source: Data – 2019 5-Year American Community Survey, Maps – Walker Consultants, 2021.

Race and Ethnicity

Figure 10 displays the race and ethnicity characteristics of Biola compared to surrounding communities on a census tract level. 2 percent of the Biola population is Black or African American, comparable to the surrounding communities. 10 percent of the population is Asian, relatively higher than surrounding communities. 65 percent of the population is Hispanic or Latino, which is comparable to surrounding communities. 65 percent of the population is white, which is slightly lower than in surrounding communities.

Figure 10: Biola Race and Ethnicity

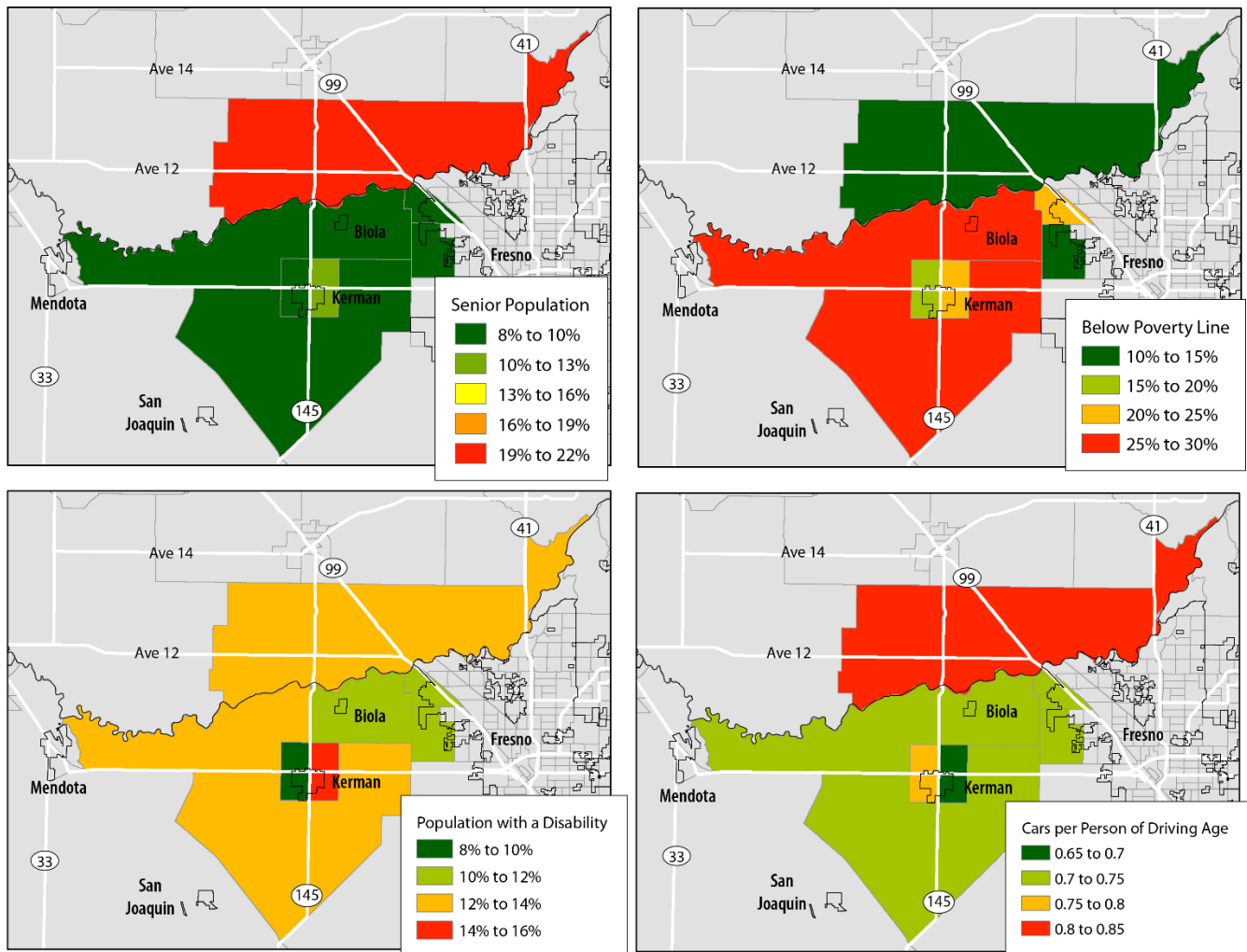


Source: Data – 2019 5-Year American Community Survey, Maps – Walker Consultants, 2021.

Transit Demand Factors

Figure 11 summarizes key factors that make communities more dependent on transit, including portion of the population that is seniors, below the poverty line, persons with disabilities, and cars per persons of driving age on a census tract level. 27 percent of the population is living below the poverty line. 10 percent of the population is seniors and 12 percent of the population has a disability. There are 0.73 vehicles per persons of driving age, indicating there is less than one vehicle per person of driving age.

Figure 11: Biola Transit Demand Factors

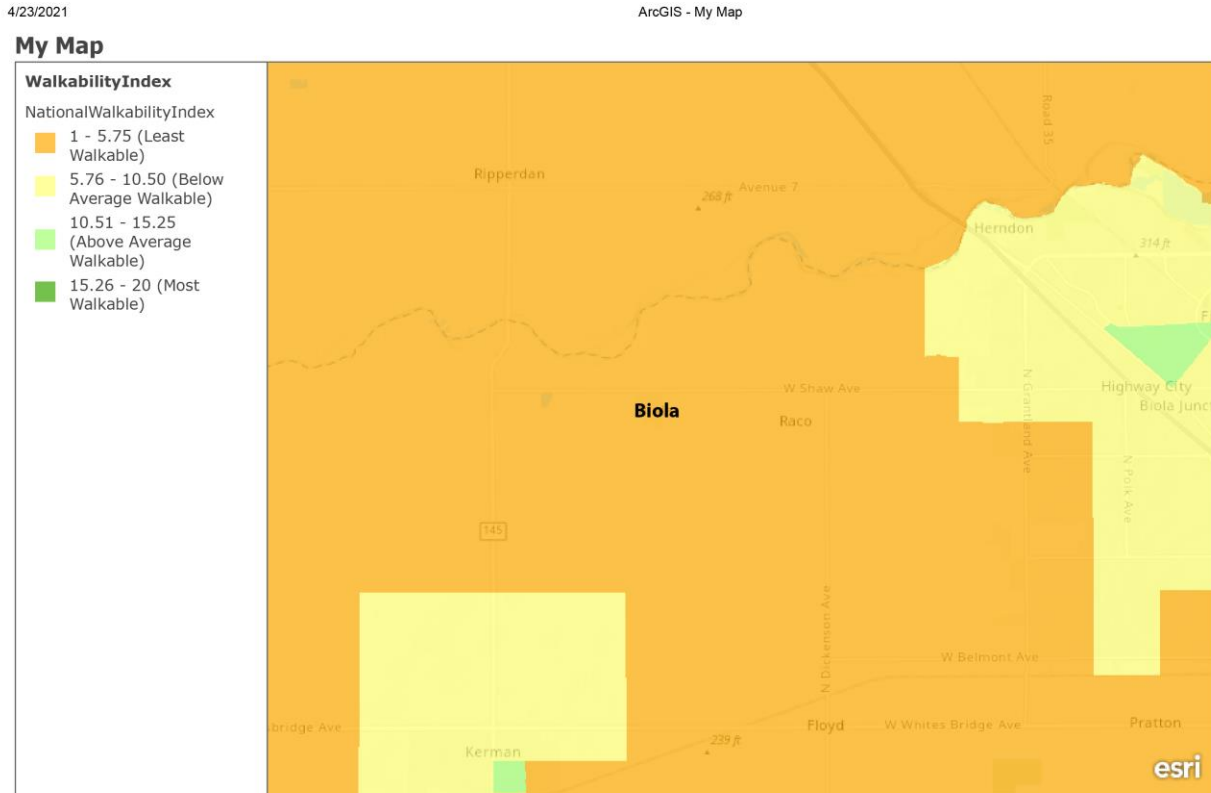


Source: Data – 2019 5-Year American Community Survey, Maps – Walker Consultants, 2021.

Walkability Index

Figure 12 shows the walkability index of Biola and the surrounding area. As shown in the figure, Biola has a walkability index of 1-5.75 (least walkable). Biola has very few destinations in walking distance, only a small grocery store in town. There are also a lack of sidewalks and shade trees to facilitate a walkable environment.

Figure 12: Biola Walkability Index

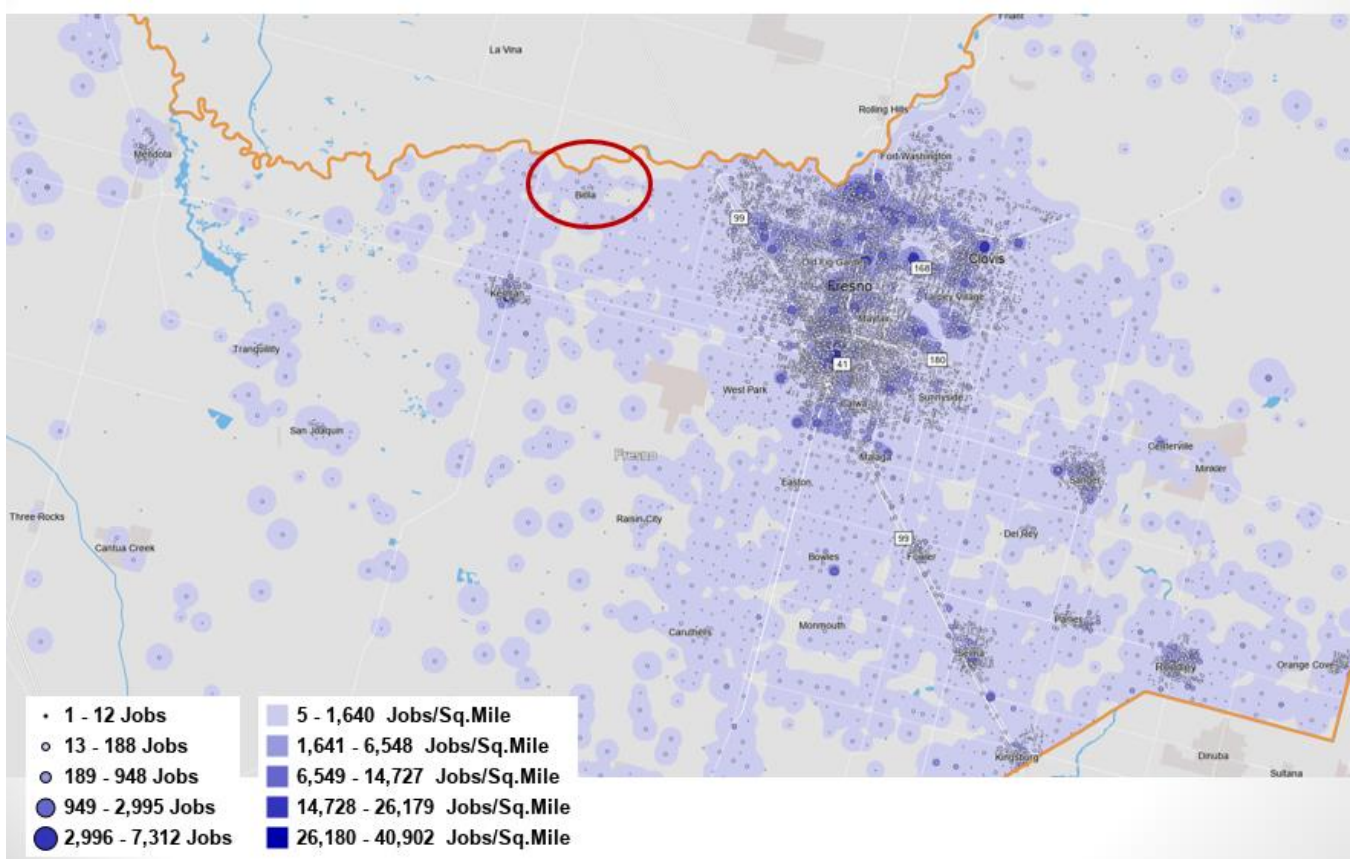


Esri, NASA, NGA, USGS | Fresno County Dept. PWP, Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USDA | US-EPA

Access to Jobs

Figure 10 shows jobs accessible to Biola residents. The majority of jobs are located outside of Biola, in the City of Fresno.

Figure 10: Access to Jobs



Source: LEHD Census on the Map

Resident Survey Findings

Demographics

- In total, 35 respondents fully completed the survey and 7 respondents partially completed the survey.
- The majority of respondents (87 percent) described their race as Hispanic or Latino.
- Respondents ranged in age group. The largest proportion of respondents were between 14-20 years old (29 percent), followed by 31-40 years old (21 percent), and then 41-50 years old (18 percent).
- Over half of respondents have attained a high school diploma or GED or have completed some college (61 percent). Approximately 7 percent have earned a bachelor's or undergraduate degree.
- Approximately 63 percent of respondents reported that they are either full-time employed or part-time employed. Approximately 22 percent reported that they are not working.
- Approximately 66 percent of respondents reported an annual household income of less than \$25,000.
- 44 percent of respondents reported their primary language as Spanish and 56 percent reported their primary language as English.
- 23 percent of respondents reported that they have a condition that makes it difficult to walk/roll and 23 percent of respondents reported that they have a condition that makes it difficult to drive.

Current Transportation Behavior and Preferred Transportation Benefits

- The majority (92 percent) of respondents indicated that they have at least one vehicle in their household.
- When asked whether instead of owning a car they would use alternative options to meet their daily needs, 79 percent responded "probably" or "yes."
- Most respondents (70 percent) do not own a bicycle and the top reason reported for not owning a bicycle is that they do not know how to ride.
- Most respondents (73 percent) do not use public transit regularly and the top reason for not using public transit regularly is there are no stops or pick-up close to them.
- Approximately one third of respondents reported that they spend more than \$200 per month on transportation.
- Respondents were asked what parts of Fresno County they work, shop, and go to medical services. Northwest Fresno and Central Fresno were the most common destinations reported
- For those respondents that provided the city of their work or school location, 58 percent of residents work or go to school in Fresno, 25 percent work or go to school in Biola, and 17 percent work or go to school in Kerman.
- Respondents were asked how frequently they are using the following mobility options: drive alone, drive with others (e.g. co-workers, family, friends, etc.), carpool service (e.g. Waze, Scoop), bus or light/metro train, bicycle, walk/roll, Uber/Lyft, taxi, carshare (e.g. Zipcar), bikeshare (e.g. Lime, Jump), scootershare (e.g. Lime, Bird), and Shuttle/Microtransit. Driving alone (54 percent drive alone at least 1-3 days per week), driving with others (42 percent drive with others at least 1-3 days per week), and walk/roll (24 percent walk/roll at least 1-3 days per week) were the most frequently used mobility options respondents reported.

- For the respondents who indicated that they would be willing to pay to rent a car (50 percent of respondents indicated that they would be willing to pay \$5-\$10 to rent a car for one hour and 50 percent would be willing to pay \$11+.
- The majority of respondents (81 percent) indicated that they would be interested in a free or low-cost shuttle to a common destination on a regular basis and most respondents (74 percent) would be willing to pay between \$4-\$10 to ride the shuttle service.
- When asked which of the following they would be interested in receiving: free or discounted carshare, bikeshare rides, Lyft or Uber rides, scootershare rides, and public transit passes, the top answer was public transit passes followed by Lyft or Uber rides.
- Over half of respondents indicated that they would be interested in receiving updates on this program.
- For those that would be interested in attending an in-person training on the following topics: how to ride a bike, how to use e-scooters, how to fix a bike, how to use an Uber/Lyft, how to use bike share, and how to ride the bus, the two most popular responses included how to ride the bus and how to use Uber/Lyft.

Familiarity with New Shared Mobility Options and Interest in Modes

- Respondents were asked about level of familiarity with the following mobility options: electric cars, carshare (e.g. Zipcar, Getaround), public transit (e.g. bus, light rail), bike-share (e.g. Jump, Lime), e-bikes, scootershare/E-scooters (e.g. Lime, Bird), and Lyft/Uber. Respondents had the most familiarity with Lyft/Uber and public transit and the least familiarity with bike-share, e-bikes, and scootershare/e-scooters.
- When asked what modes of transportation respondents would consider using, driving alone (74 responses) and driving with others (62 responses) were the two transportation modes most frequently selected. Other frequently cited mobility options that respondents would consider using are Uber/Lyft (43 responses), bus or light/metro train (34 responses), carpool service (31 responses), and carshare (31 responses).

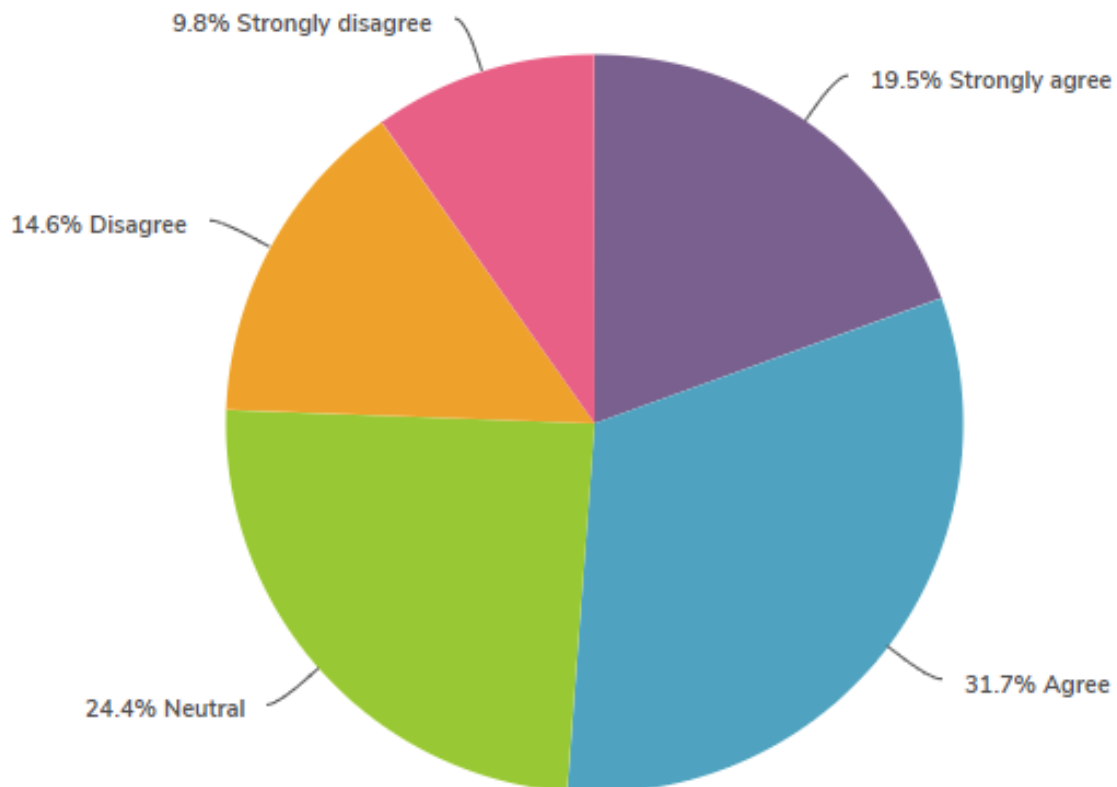
Banking, Debit/Credit Card Access and Phone Technology

- 68 percent of respondents reported that they regularly use a smartphone and 64 percent respondents reported that they use a debit card.
- For those that reported using social media, Facebook was the most common social media platform.

Full Survey Results

Q1: It is generally easy for me to get to where I need to go

When asked whether it is generally easy to reach their destination, 51 percent of respondents stated that they either agree or “strongly agree,” 24 percent responded “neutral,” and 24 percent responded “disagree.”

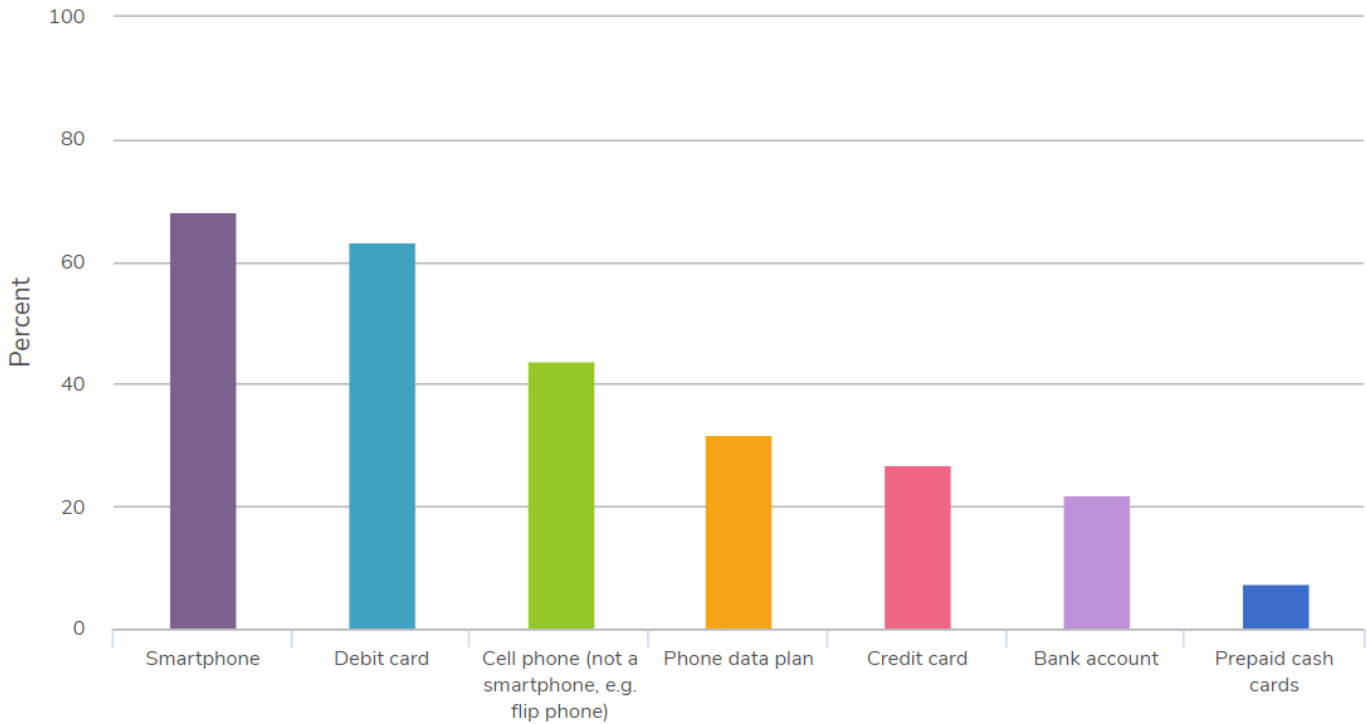


When asked why it is easy or why it is not easy to reach their destination, examples of responses included:

- Why it is easy to reach their destination
 - They already have a car
 - They have close friends or family members that can assist
- Why is not easy to reach their destination
 - Lack of driver’s license or knowledge of how to drive
 - Lack of car
 - Lack of transportation options
 - Cost of maintaining a vehicle

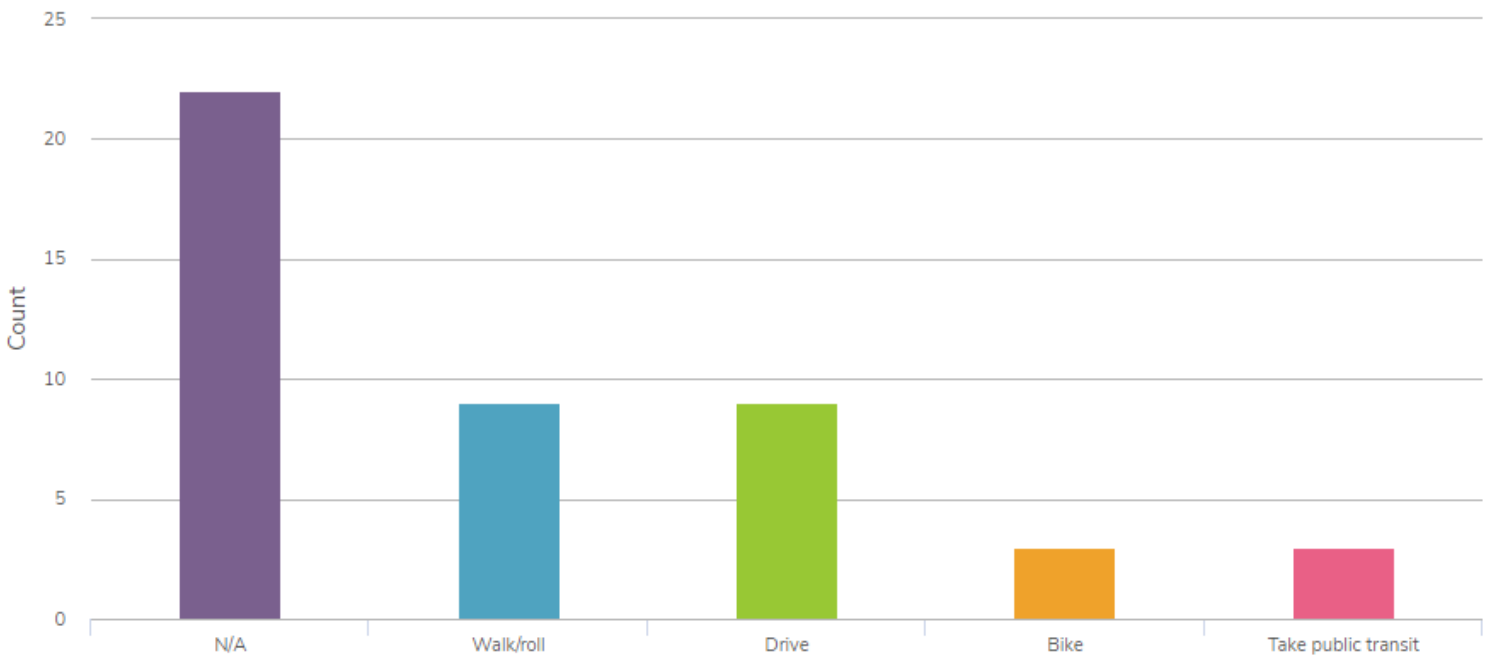
Q2: Which of the following do you use regularly? (check all that apply)

When asked which of the following phone and payment options that respondents use regularly, the top answer was a smartphone (68 percent of respondents) followed by debit card (63 percent of respondents) and then non-smartphone cell phone (44 percent of respondents).



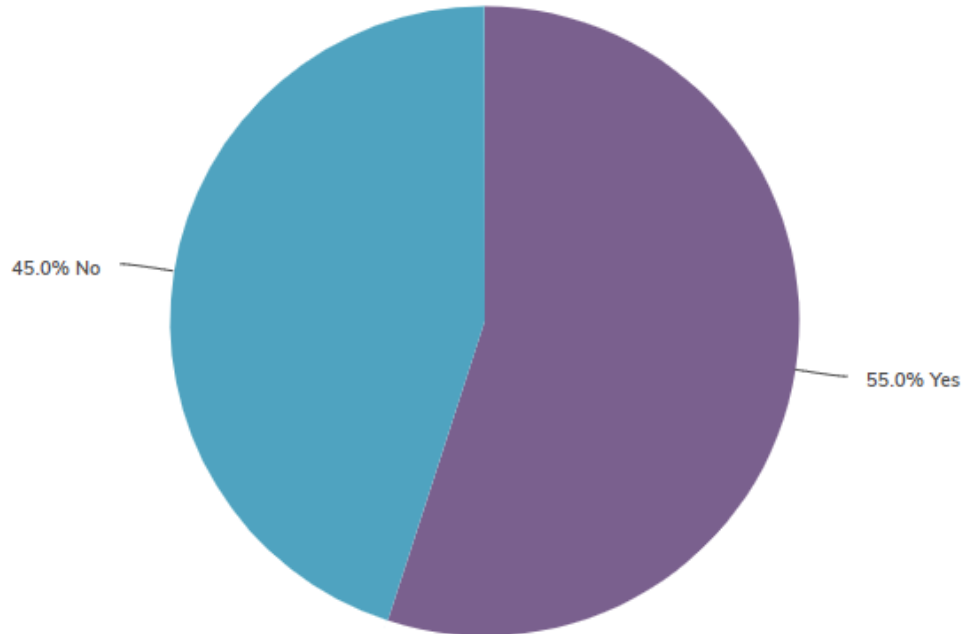
Q3: I have a condition that makes it more difficult to:

23 percent of respondents reported that they have a condition that makes it difficult to walk/roll and 23 percent of respondents reported a condition that makes it difficult to drive.



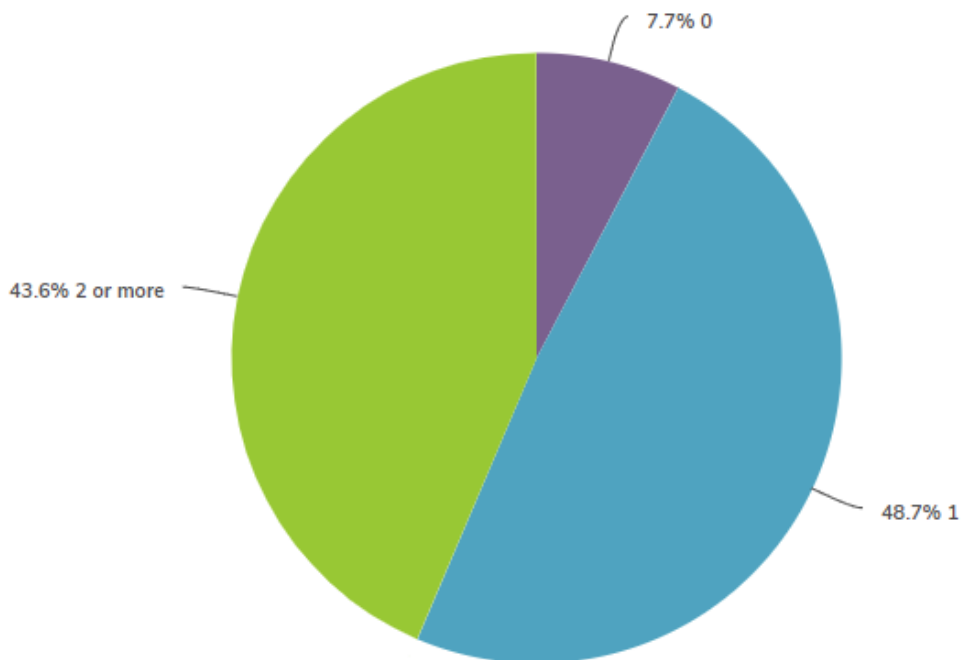
Q4: Do you have a driver's license?

Just over half of respondents (56 percent) reported that they have a driver's license and 44 percent reported that they do not have a driver's license.



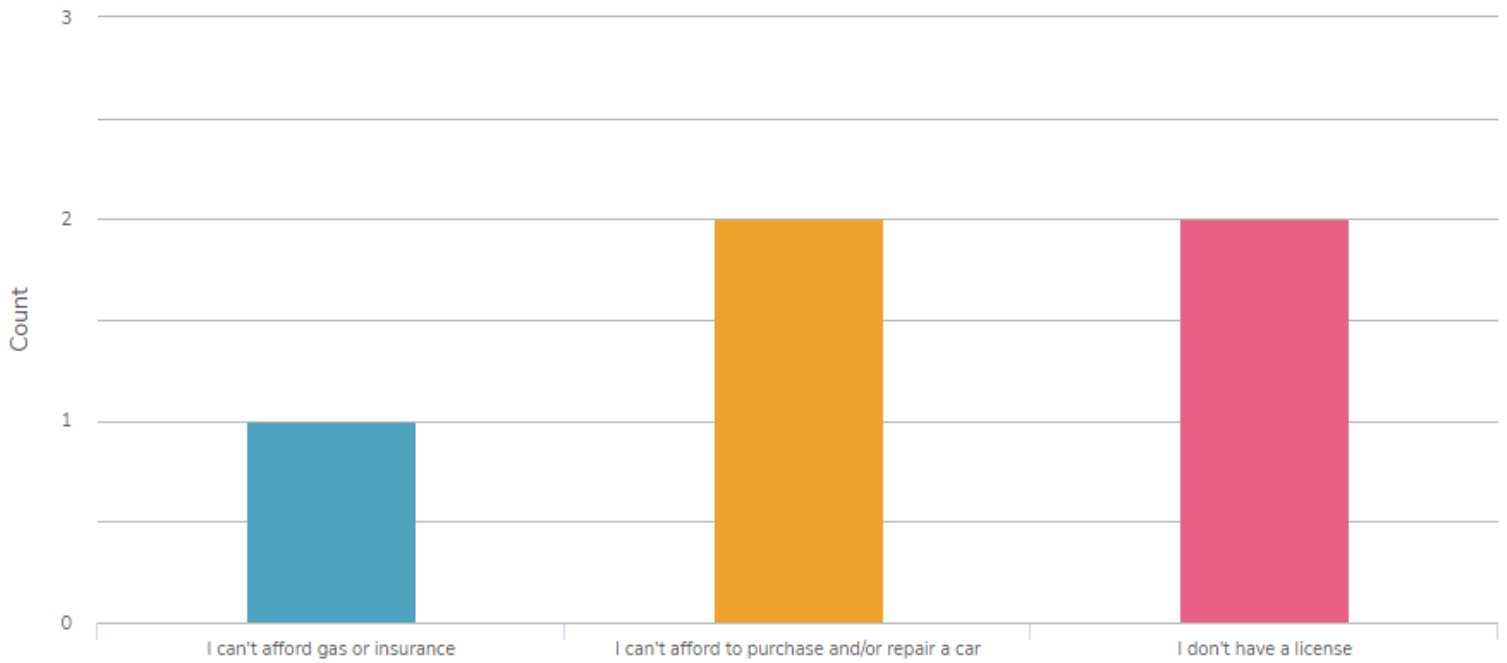
Q5: How many cars does your household (family members/roommates) own or lease?

Most respondents (92 percent) reported that their household has as least one car and 8 percent reported that they do not have a car in the household.



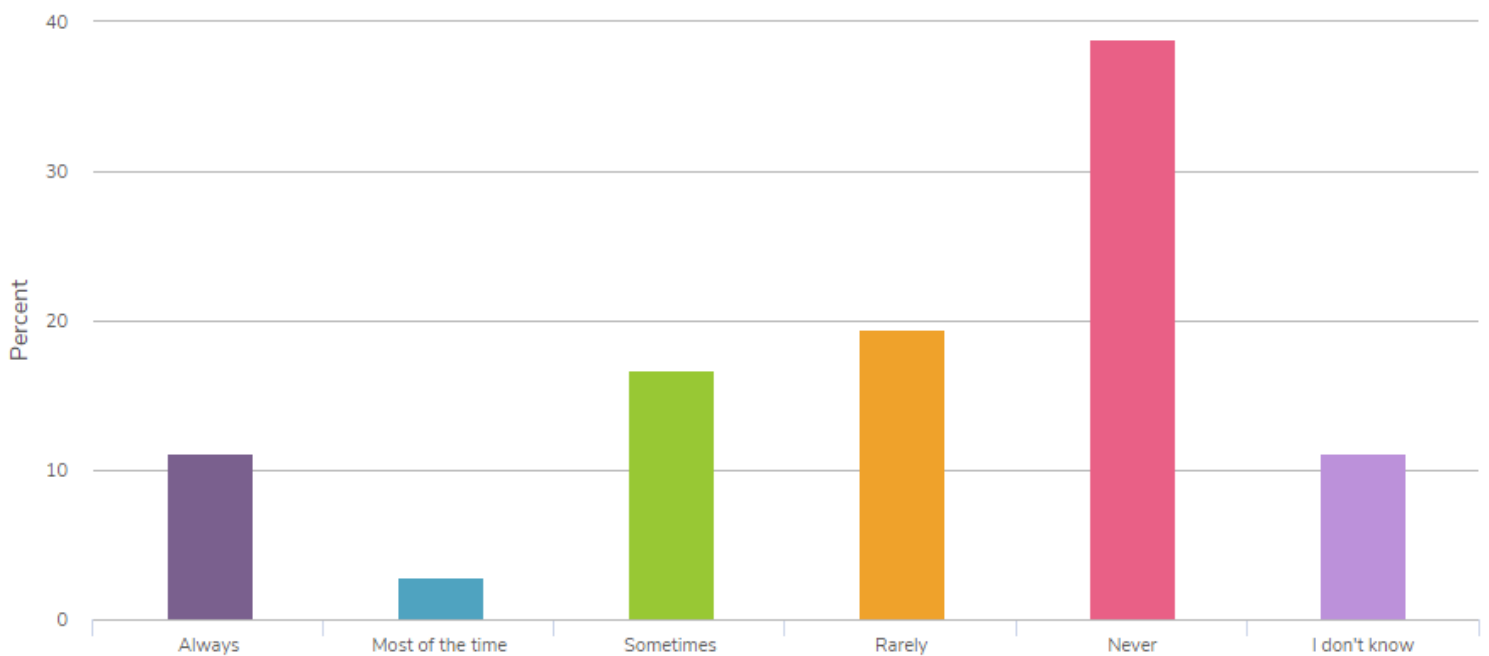
Q6: If you do not own or lease a car, please indicate why (check all that apply)?

For those who do not have a car in their household, respondents that they either cannot afford gas or insurance, cannot afford to purchase and/or repair a car, or do not have a license.



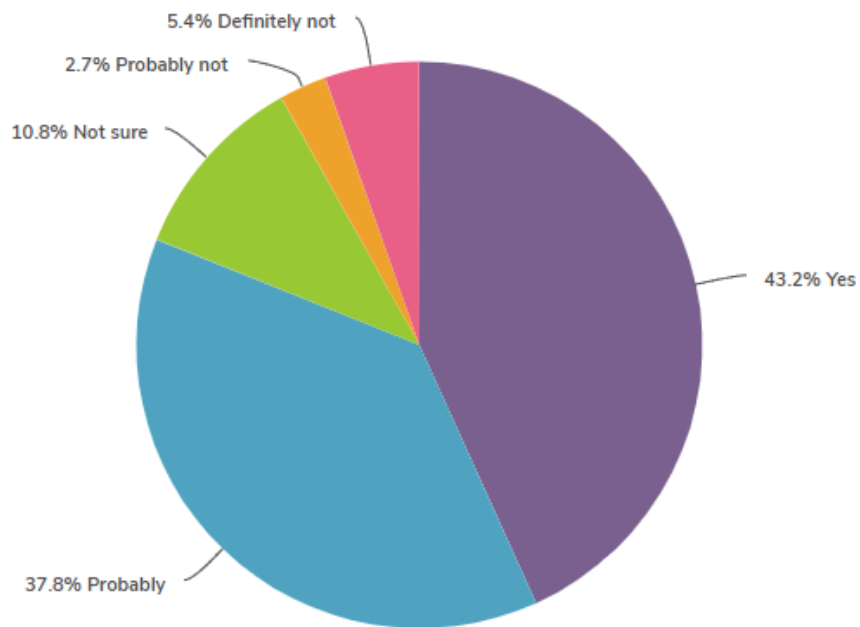
Q7: Is it hard to find a parking spot on the street where you live?

When asked whether it is hard to find a parking spot on the street where they live, over half of respondents (58 percent) stated "rarely" or "never" while 31 percent reported at least "sometimes" it was hard to find a spot.



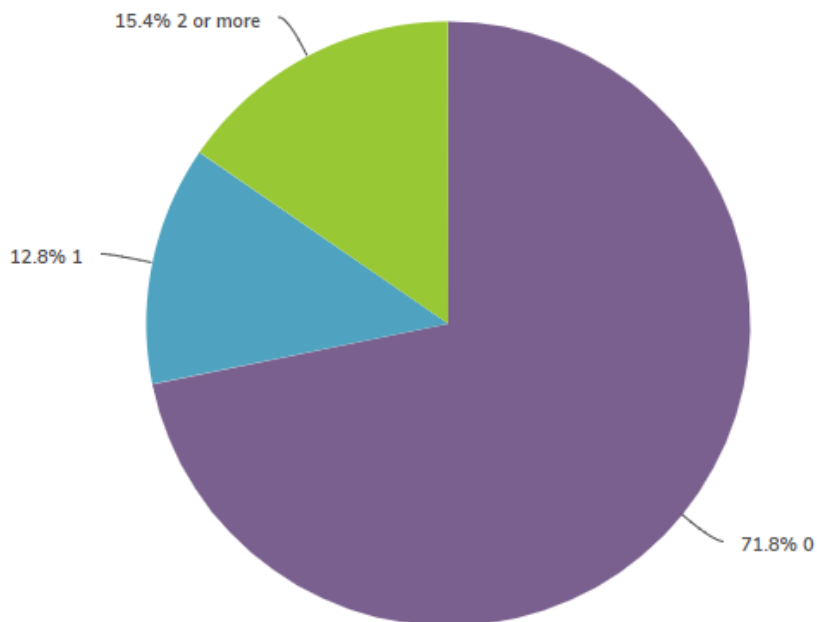
Q8: Instead of owning a car, do you think you could use car sharing and other options currently available, or if these options were improved or became available (like riding your bike or taking the bus) to meet your daily needs?

When asked whether instead of owning a car they would use alternative options to meet their daily needs, 79 percent responded “probably” or “yes.”



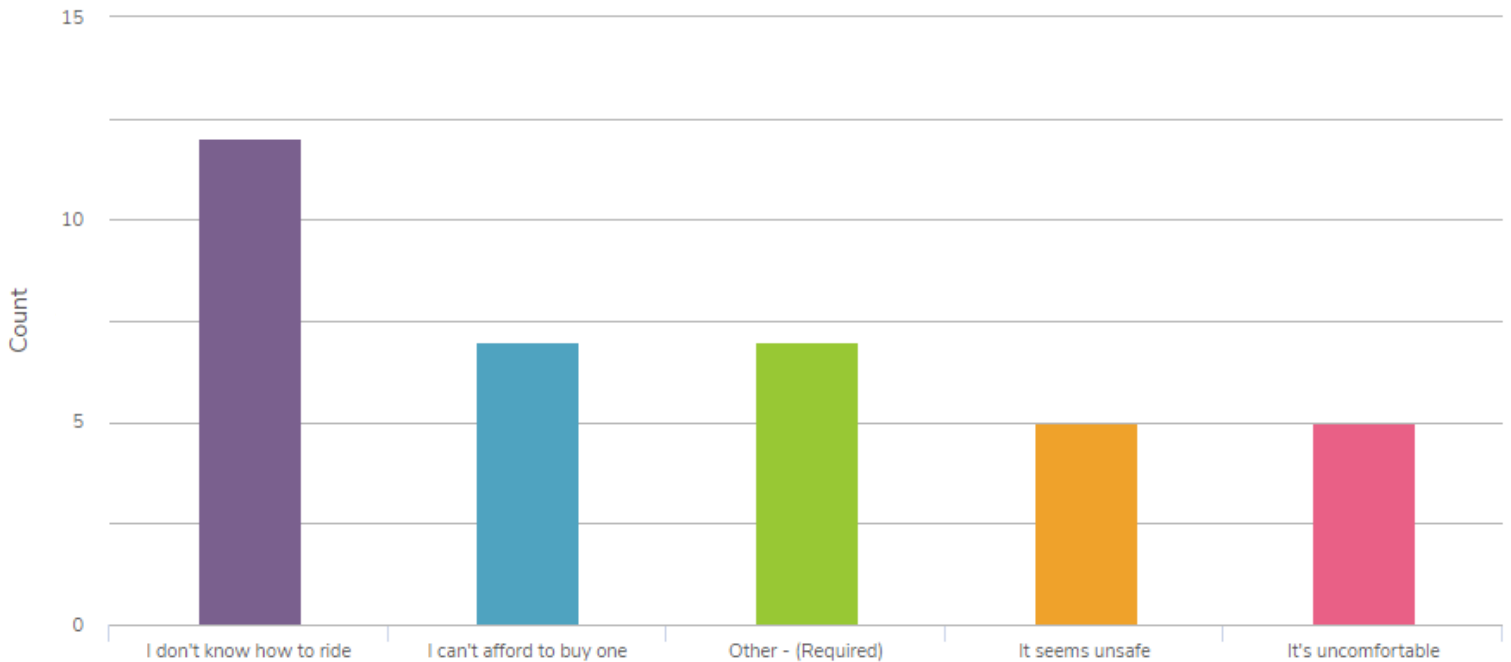
Q9: How many bicycles do you own?

70 percent of respondents reported that they do not own a bicycle.



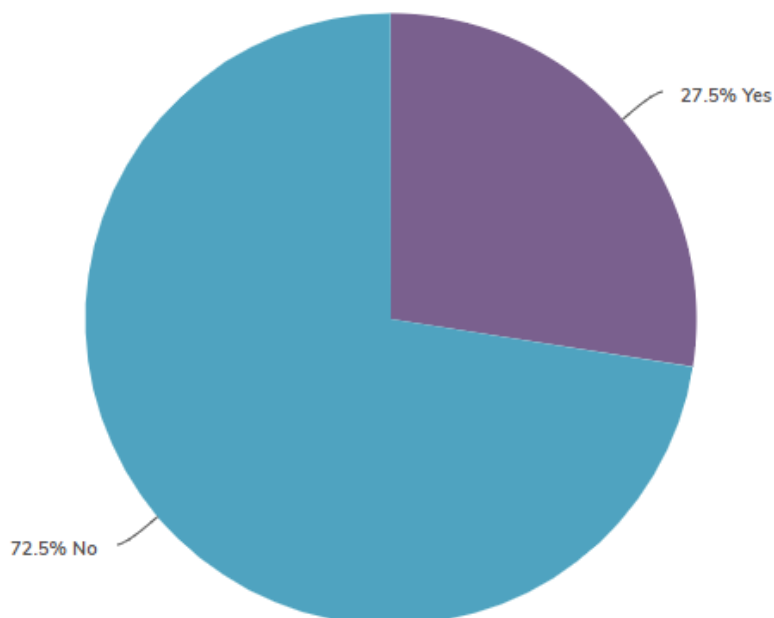
Q10: If you don't own a bicycle, please indicate why (check all that apply)?

For those who do not own a bicycle, the most common reason was "I don't know how to ride" (12 responses) or "I can't afford to buy one" (7 responses). Some of the other reasons not listed in the chart below included that they don't have a bike, don't have time to use one, don't need it, or the weather is too hot.



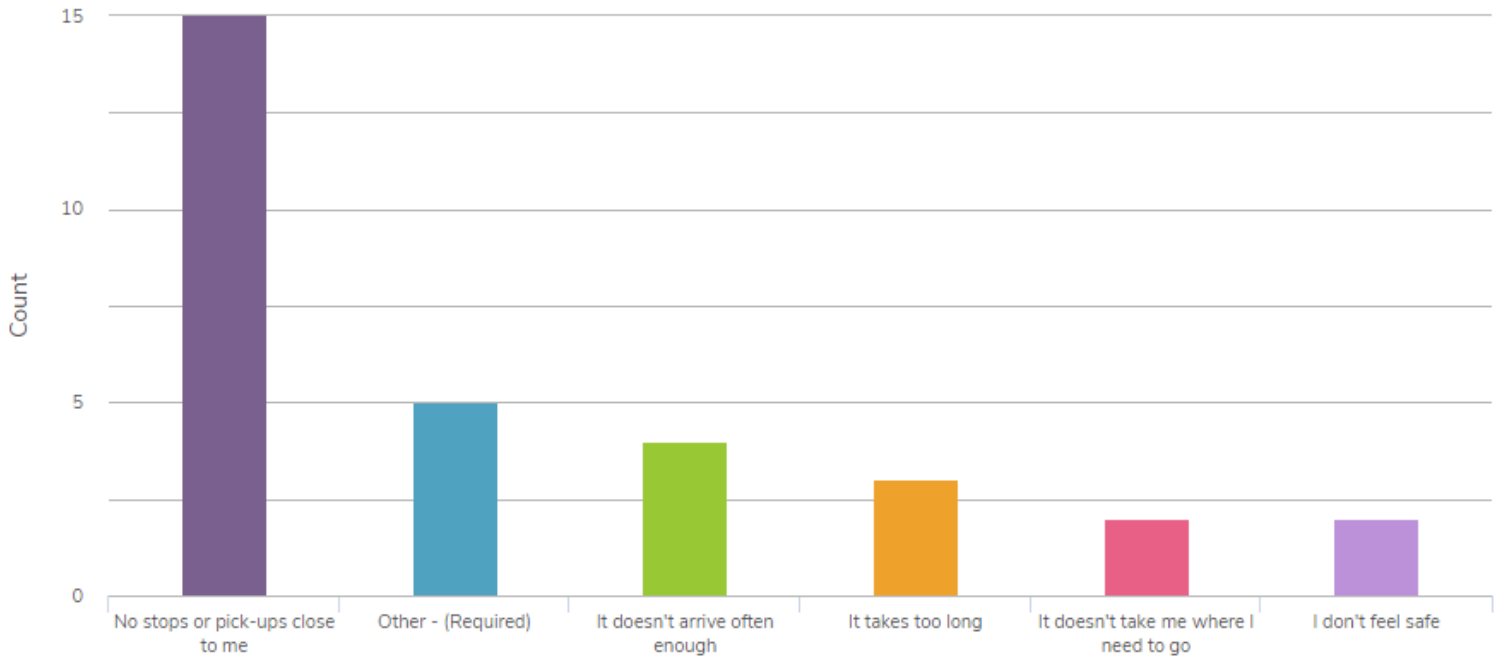
Q11: Do you use public transit (e.g. bus, light rail) regularly?

73 percent of respondents reported that they do not use public transit regularly and 27 percent reported that they do use public transit regularly.



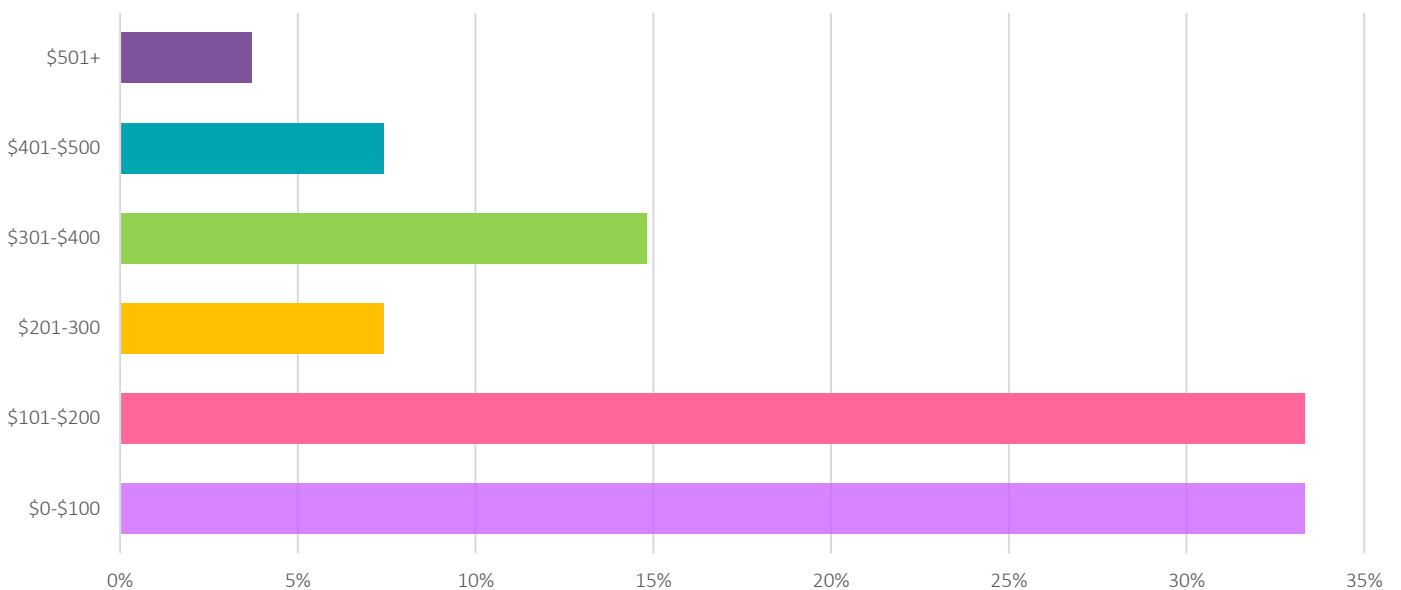
Q12: If not, please indicate why (check all that apply):

For those who do not use public transit, the most common reason respondents reported was there are “no stops or pick-up close to me” (15 respondents). Another reason not listed that respondents reported included that they “don’t need it.”



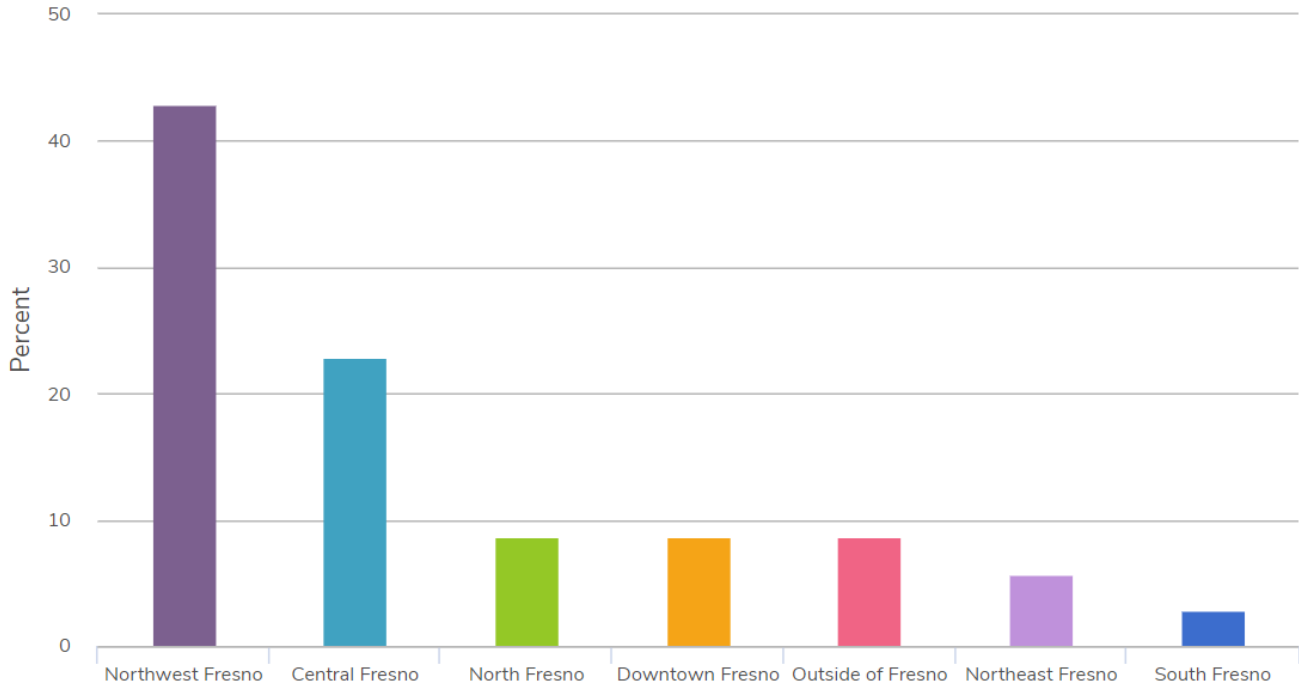
Q13: On average, how much do you spend per month total on transportation (bus fare, car payment, car insurance, gas, tolls, parking, etc.)?

Approximately one third of respondents reported that they spend more than \$200 per month on transportation.



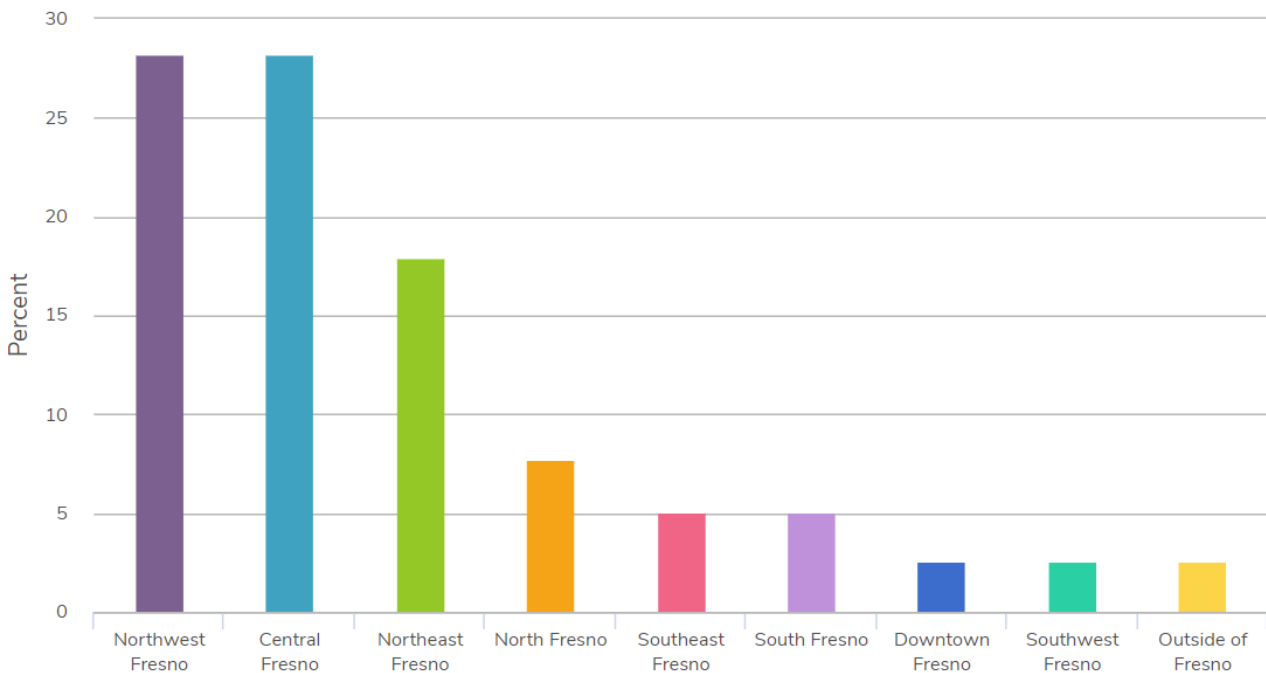
Q14: What areas of Fresno County do you work (if you currently do not work, please leave blank)?

When asked what areas of Fresno County respondents work, the most frequent answers included Northwest Fresno (43 percent) and Central Fresno (23 percent).



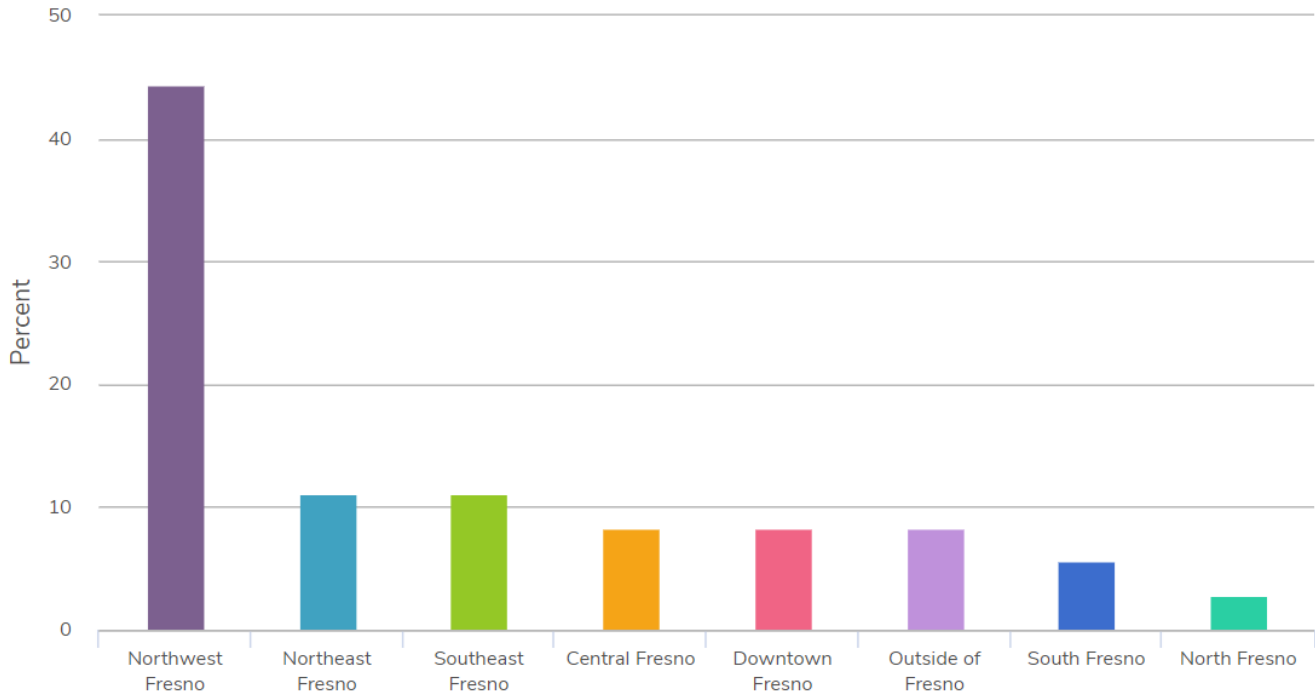
Q15: What areas of Fresno County do you do most of your shopping?

When asked what areas of Fresno County respondents do most of their shopping, the most frequent answers were Central Fresno (27 percent), Northwest Fresno (24 percent), and Northeast Fresno (19 percent).



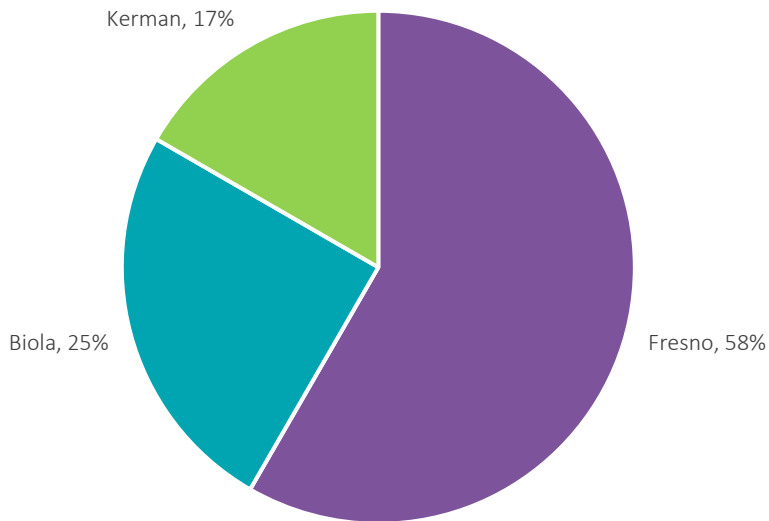
Q16: What areas of Fresno County do you go for medical services?

When asked what areas of Fresno County residents go for medical services, the most frequent answer was Northwest Fresno (37 percent) and outside of Fresno (17 percent).



Q17: What is the city of your current work or school location?

For those respondents that provided the city of their work or school location, 58 percent of residents work or go to school in Fresno, 25 percent work or go to school in Biola, and 17 percent work or go to school in Kerman.



Q22: Please indicate how familiar you are with the following:

The following tables summarizes respondents' level of familiarity with the following mobility options. Respondents had the most familiarity with Lyft/Uber and public transit and the least familiarity with bike-share, e-bikes, and scootershare/e-scooters.

| | Not Familiar | Somewhat Familiar | Moderately Familiar | Familiar | Very Familiar |
|---|--------------|-------------------|---------------------|----------|---------------|
| Electric Cars | 52% | 30% | 9% | 6% | 3% |
| Car-share (e.g. Zipcar, Getaround) | 67% | 16% | 9% | 0% | 6% |
| Public transit (e.g. bus, light rail) | 45% | 19% | 19% | 13% | 7% |
| Bike-share (e.g. Lime, Jump) | 81% | 3% | 0% | 10% | 7% |
| E-bikes | 84% | 0% | 0% | 13% | 3% |
| Scootershare/E-scooters (e.g. Lime, Bird) | 80% | 3% | 0% | 10% | 7% |
| Lyft/Uber | 25% | 13% | 22% | 22% | 19% |

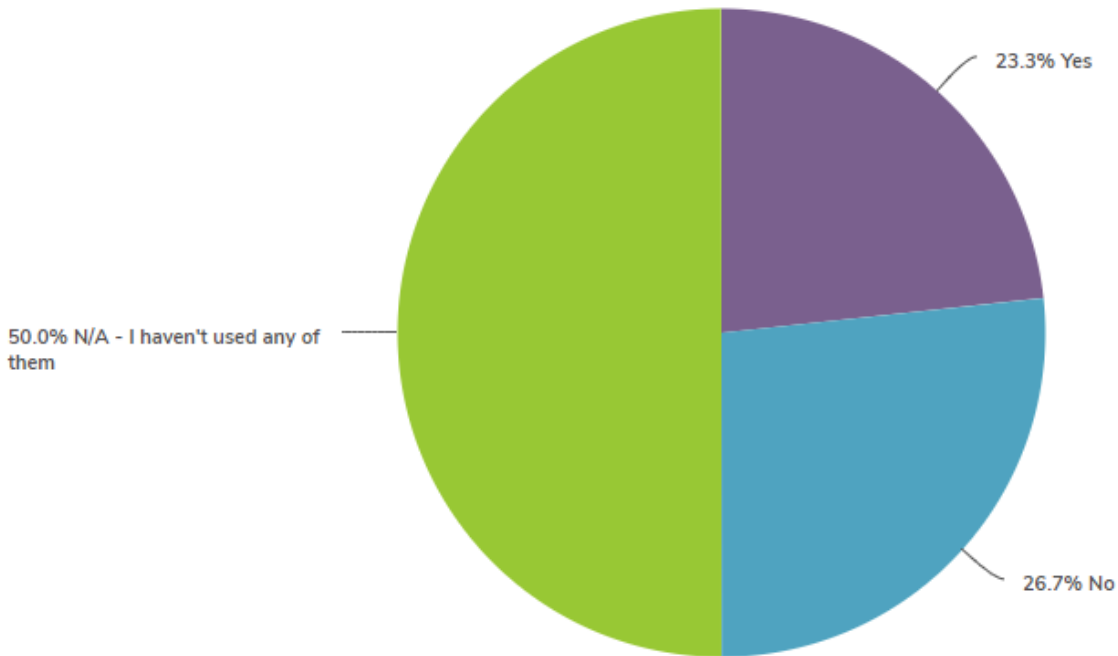
Q23: Please indicate how often you CURRENTLY use the following:

The following table presents the frequency that respondents reported using of each mobility option. Driving alone (54 percent drive alone at least 1-3 days per week), driving with others (42 percent drive with others at least 1-3 days per week), and walk/roll (24 percent walk/roll at least 1-3 days per week) were the most frequently used mobility options respondents reported.

| | Never | Less than once a month | Once a month | About once every other week | 1-3 days per week | 4-6 days per week | Everyday |
|--|-------|------------------------|--------------|-----------------------------|-------------------|-------------------|----------|
| Drive alone | 26% | 3% | 0% | 17% | 14% | 29% | 11% |
| Drive with others (e.g. co-workers, family, friends, etc.) | 24% | 12% | 9 | 12% | 18% | 6% | 18% |
| Carpool service (e.g. Waze, Scoop) | 75% | 16% | 0% | 0% | 3% | 3% | 3% |
| Bus or light/metro train | 88% | 3% | 6% | 0% | 0% | 0% | 3% |
| Bicycle | 84% | 3% | 0% | 6% | 0% | 0% | 6% |
| Walk/roll | 50% | 6% | 9% | 9% | 9% | 0% | 15% |
| Uber/Lyft | 76% | 9% | 0% | 9% | 3% | 3% | 0% |
| Taxi | 100% | 0% | 0% | 0% | 0% | 0% | 0% |
| Carshare (e.g. Zipcar) | 91% | 3% | 0% | 0% | 0% | 3% | 3% |
| Bikeshare (e.g. Lime, Jump) | 94% | 0% | 0% | 0% | 0% | 0% | 6% |
| Scotershare (e.g. Lime, Bird) | 91% | 0% | 3% | 0% | 0% | 0% | 6% |
| Shuttle/Microtransit | 94% | 0% | 3% | 0% | 0% | 0% | 3% |

Q24: Did you experience any challenges using any of the mobility options listed in the table above (Question 23)?

Approximately 23 percent reported that they experienced challenges with one of the mobility options listed in Question 23.



Q25: Please explain the challenges you experienced:

Some of the challenges with the mobility options that respondents cited included:

- Lack of transportation options, including options for seniors
- Mobility issues
- Lack of smartphone

Q26: Please indicate which transportation options you are CURRENTLY using, for each of the purposes below (check all that apply):

The following table displays the number of respondents that use the various mobility options for a variety of purposes. Driving alone and driving with others are the two transportation modes most frequently selected and respondents reported using these modes for all purposes, including commute to/from work/school, groceries/errands, pick up/drop off children, social recreational, job interviews, and medical appointments. For non-driving modes, the most common destination reported was commuting to/from work/school.

| | Commute to/from work/school | Groceries/errands | Pick up/drop off children | Social/Recreational | Job Interviews | Medical Appointments | Total |
|--|-----------------------------|-------------------|---------------------------|---------------------|----------------|----------------------|-------|
| Drive alone | 19 | 15 | 12 | 10 | 4 | 15 | 75 |
| Drive with others (e.g. co-workers, family, friends, etc.) | 12 | 15 | 10 | 10 | 1 | 15 | 63 |
| Carpool service (e.g. Waze, Scoop) | 6 | 3 | 1 | 1 | 0 | 1 | 12 |
| Bus or light/metro train | 5 | 1 | 2 | 1 | 0 | 1 | 10 |
| Bicycle | 8 | 0 | 0 | 3 | 1 | 0 | 12 |
| Walk/roll | 10 | 0 | 2 | 3 | 0 | 1 | 16 |
| Uber/Lyft | 5 | 2 | 1 | 5 | 1 | 0 | 14 |
| Taxi | 5 | 1 | 0 | 1 | 0 | 0 | 7 |
| Carshare (e.g. Zipcar) | 6 | 2 | 1 | 2 | 1 | 1 | 13 |
| Bikeshare (e.g. Lime, Jump) | 8 | 1 | 0 | 1 | 0 | 0 | 10 |
| Scootershare (e.g. Lime, Bird) | 5 | 1 | 1 | 1 | 0 | 0 | 8 |
| Shuttle/Microtransit | 5 | 1 | 0 | 1 | 0 | 0 | 7 |
| Drive my own car | 1 | 1 | 0 | 1 | 0 | 1 | 4 |

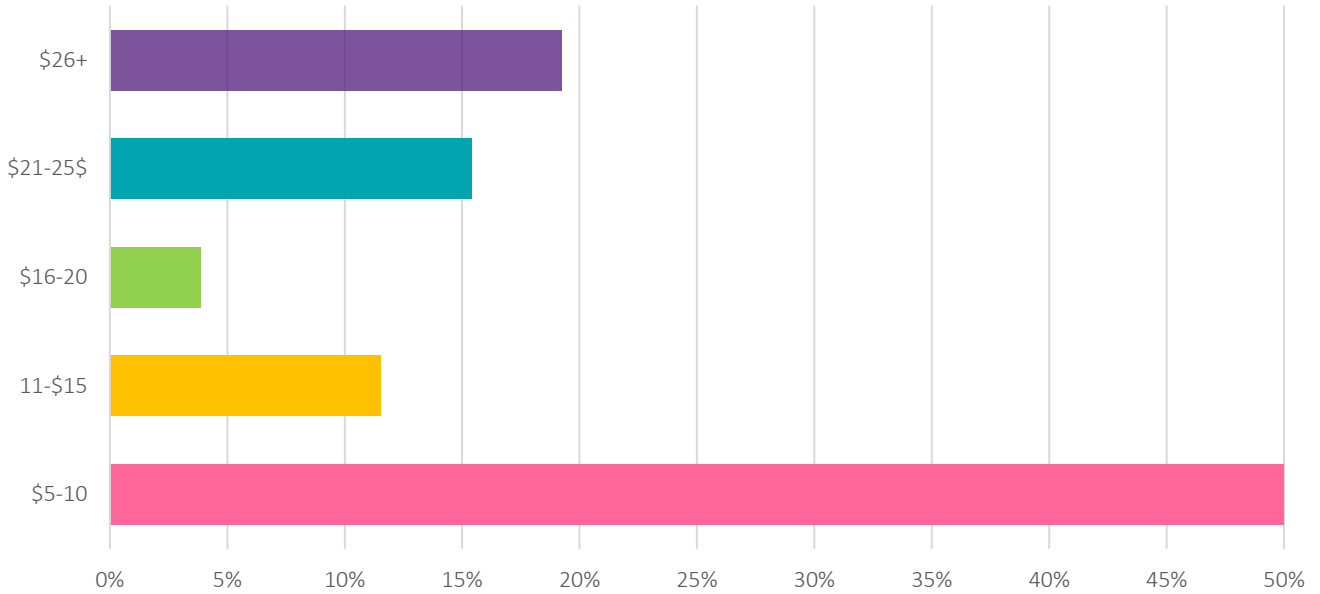
Q26: Please indicate which transportation options you would CONSIDER using, if they were readily available and affordable for each of the purposes below (check all that apply):

The following table displays the number of respondents that would consider using the various mobility options for a variety of purposes. Driving alone (74 responses) and driving with others (62 responses) are the two transportation modes most frequently selected. Other frequently cited mobility options that respondents would consider using are Uber/Lyft (43 responses), bus or light/metro train (34 responses), carpool service (31 responses), and carshare (31 responses).

| | Commute to/from work/school | Groceries/errands | Pick up/drop off children | Social/Recreational | Job Interviews | Medical Appointments | Total |
|--|-----------------------------|-------------------|---------------------------|---------------------|----------------|----------------------|-------|
| Drive alone | 17 | 13 | 11 | 13 | 7 | 13 | 74 |
| Drive with others (e.g. co-workers, family, friends, etc.) | 14 | 12 | 9 | 9 | 5 | 13 | 62 |
| Carpool service (e.g. Waze, Scoop) | 11 | 6 | 3 | 4 | 3 | 4 | 31 |
| Bus or light/metro train | 12 | 5 | 4 | 5 | 3 | 5 | 34 |
| Bicycle | 13 | 1 | 0 | 3 | 0 | 1 | 18 |
| Walk/roll | 12 | 2 | 0 | 3 | 0 | 1 | 18 |
| Uber/Lyft | 12 | 7 | 6 | 8 | 4 | 6 | 43 |
| Taxi | 8 | 3 | 1 | 5 | 2 | 3 | 22 |
| Carshare (e.g. Zipcar) | 12 | 6 | 3 | 3 | 2 | 5 | 31 |
| Bikeshare (e.g. Lime, Jump) | 10 | 2 | 0 | 3 | 1 | 1 | 17 |
| Scootershare (e.g. Lime, Bird) | 11 | 4 | 0 | 3 | 1 | 1 | 20 |
| Shuttle/Microtransit | 8 | 5 | 1 | 2 | 0 | 5 | 21 |

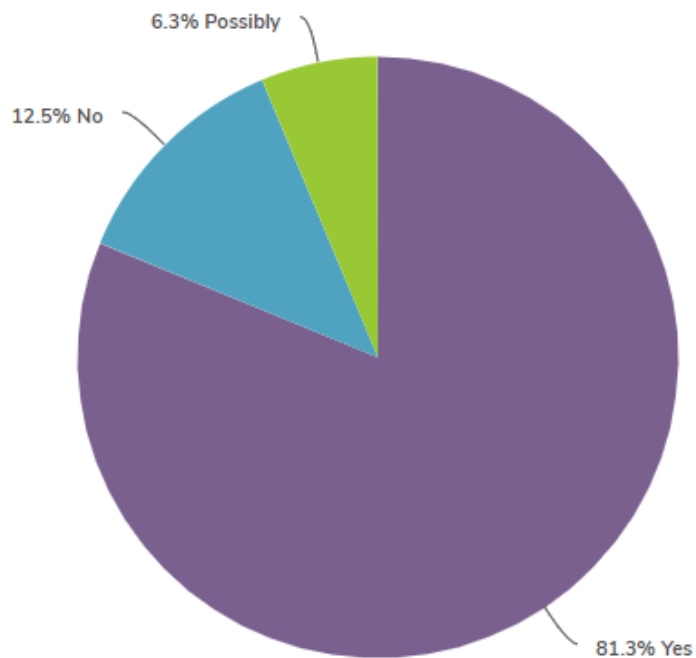
Q27: What would you be willing to pay to rent a car for one hour?

For those who provided a response, 50 percent of respondents indicated that they would be willing to pay \$5-\$10 to rent a car for one hour and 50 percent would be willing to be \$11+.



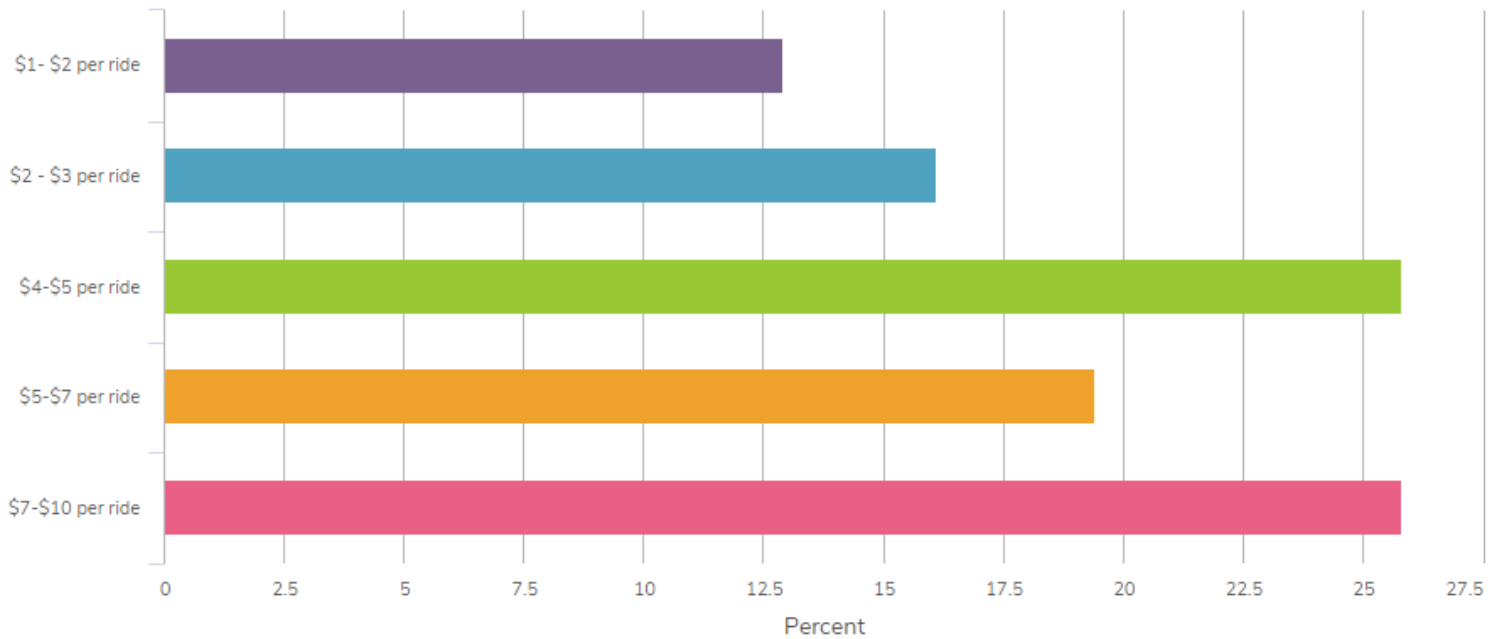
Q28: If a free or low-cost shuttle service was available to a common destination (such as a grocery store) on a regular basis (e.g., once a week), would you be interested?

The majority of respondents (81 percent) indicated that they would be interested in a free or low-cost shuttle to a common destination on a regular basis.



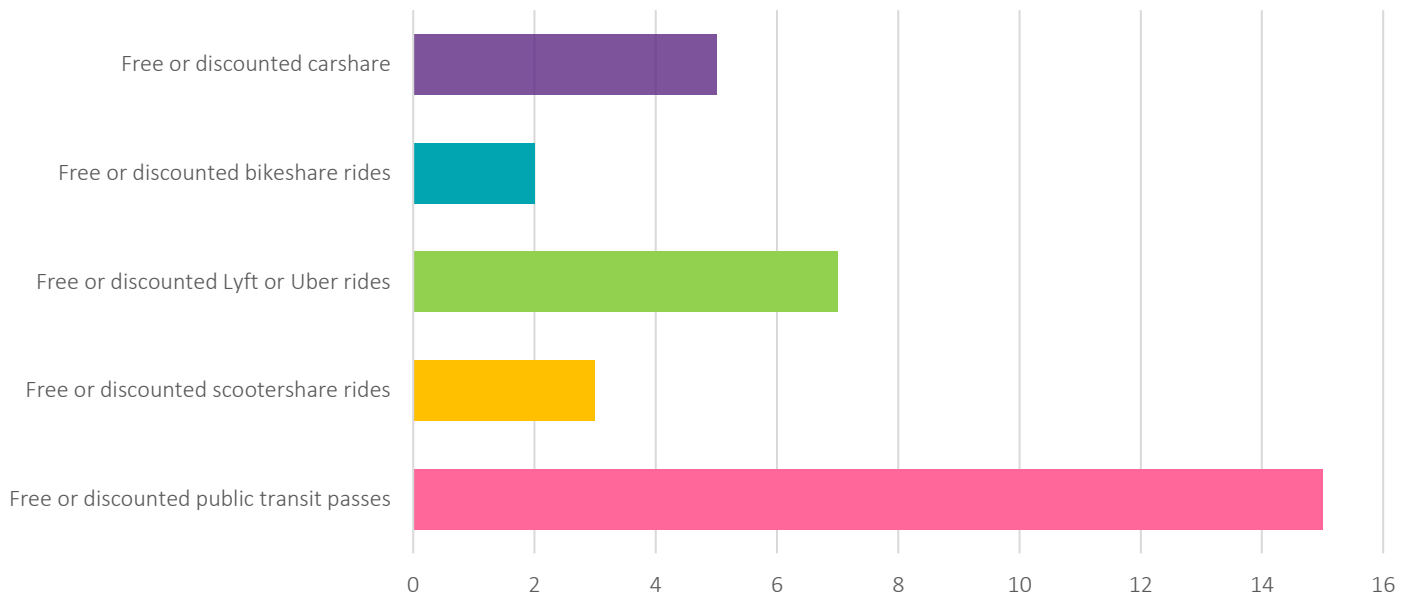
Q29: What is the maximum you would be willing to pay per ride for the shuttle service?

Most respondents (74 percent) would be willing to pay between \$4-\$10 to ride the shuttle service.



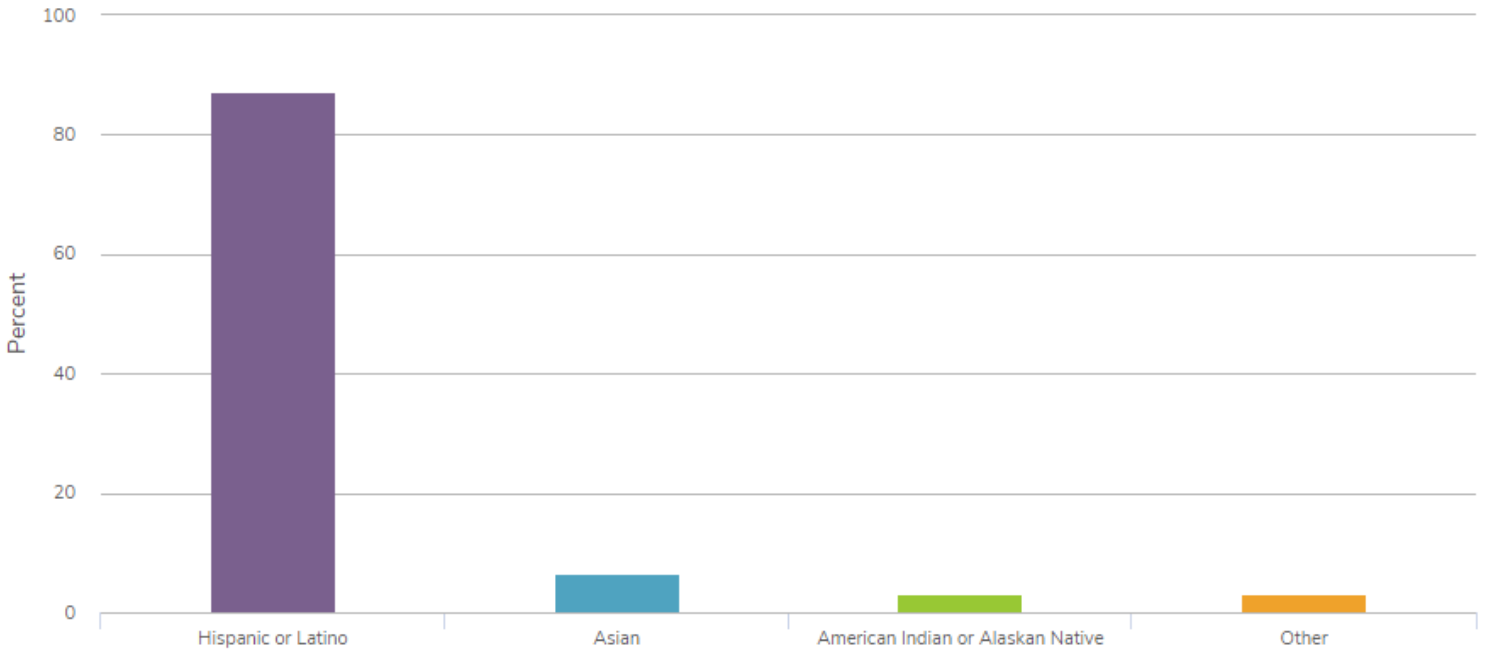
Q30: What would you be most interested in receiving? Please rank the following services in order of interest from 1-4, where 1 is of most interest to you and 4 is of least interest to you.

The following chart shows the number of #1 rankings for each transportation benefit. Free or discounted transit passes had the most #1 rankings.



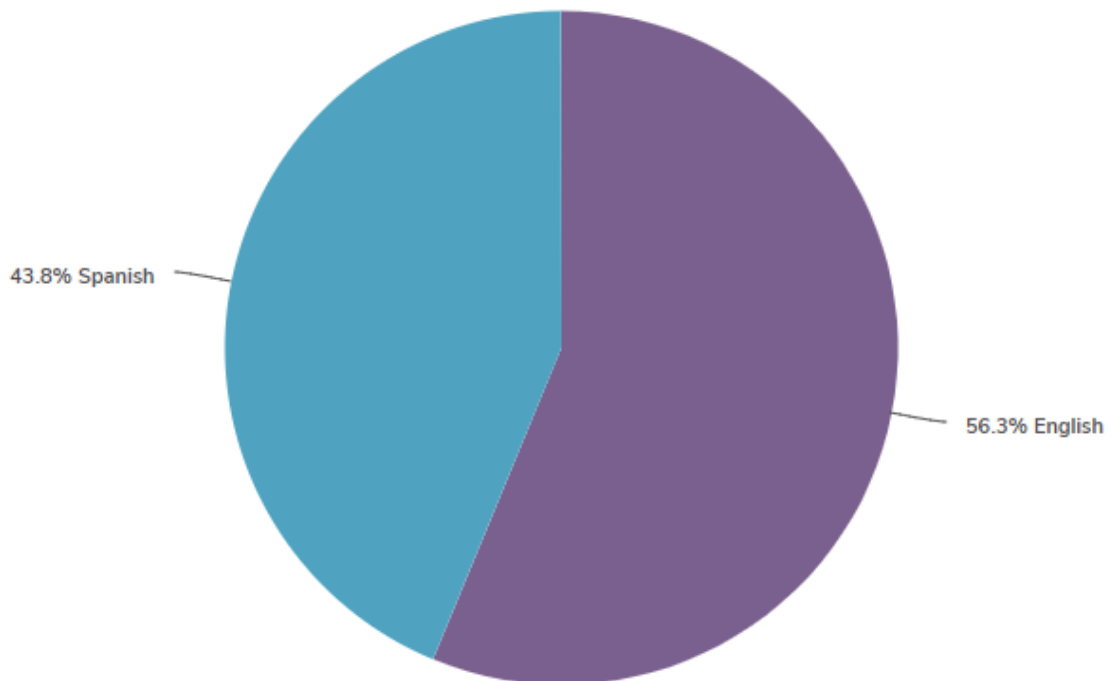
Q31: How would you describe your race/ethnicity (check all that apply)? (Optional)

The majority of respondents (87 percent) would describe their race as Hispanic or Latino.



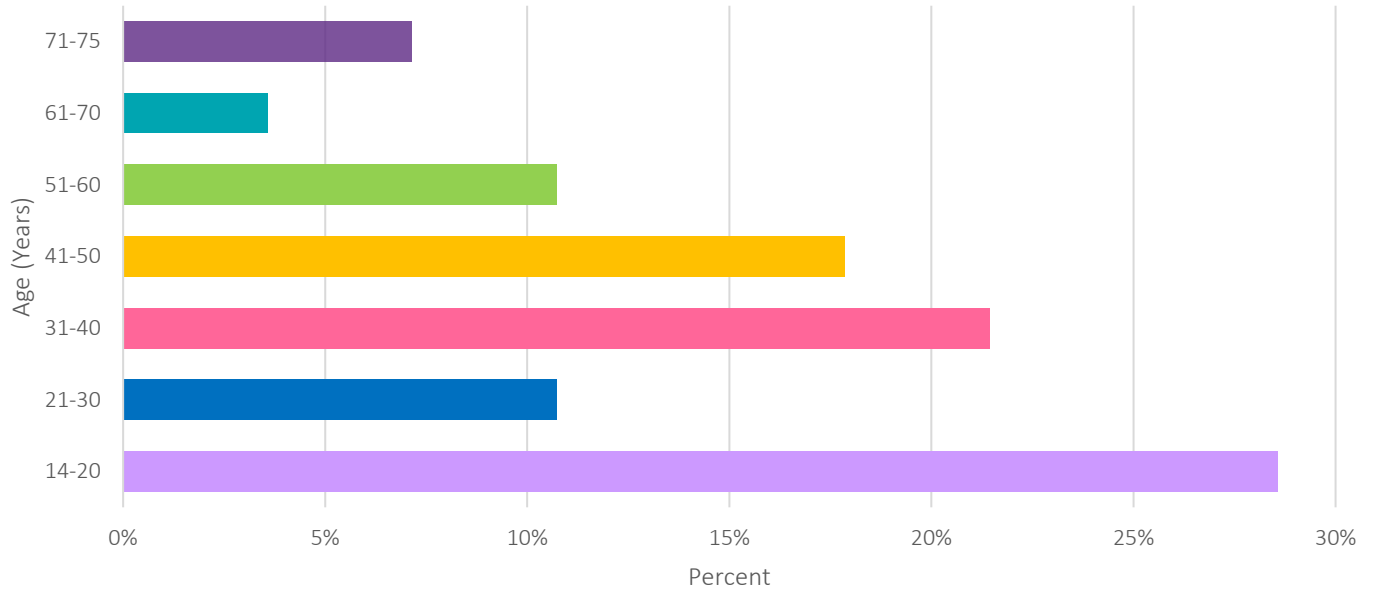
Q32: What is your primary language (i.e. the language you speak most of the time?) (Optional)

44 percent of respondents reported their primary language as Spanish and 56 percent reported their primary language as English. Some respondents checked both English and Spanish. The language selected was the language in which they used to fill out the survey.



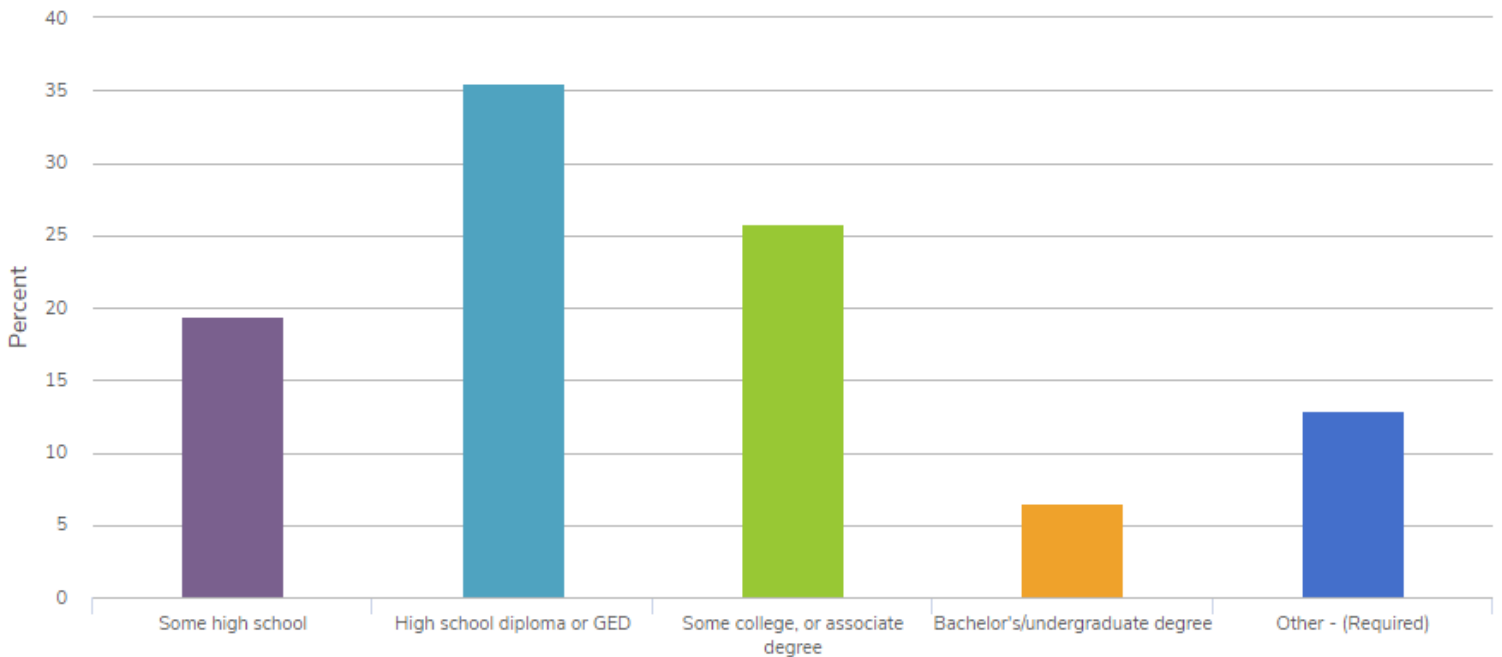
Q33: What is your age in years? (Optional)

Respondents ranged in age group. The largest proportion of respondents were between 14-20 years old (29 percent), followed by 31-40 years old (21 percent), and followed by 41-50 years old (18 percent).



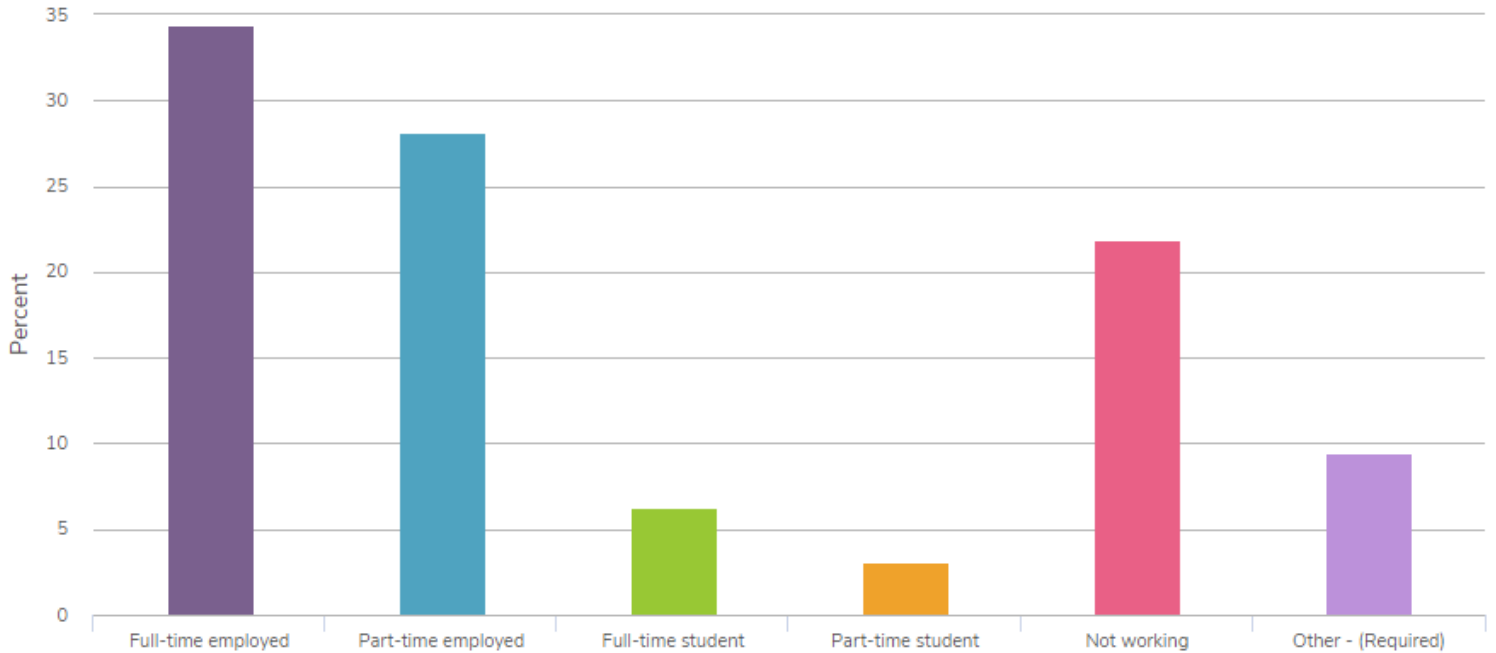
Q34: What is the highest level of education you have completed? (Optional)

Over half of respondents have attained a high school diploma or GED, or have completed some college (61 percent). Approximately 7 percent have earned a bachelor's or undergraduate degree.



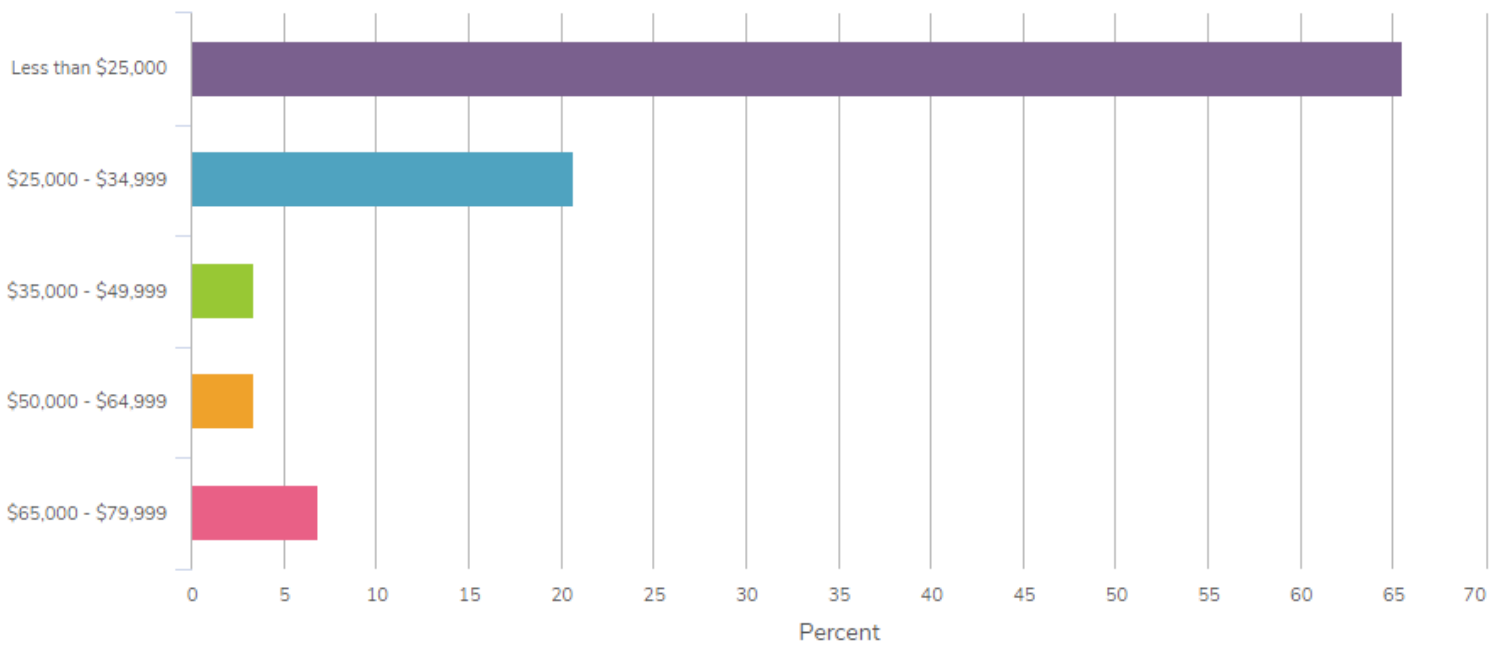
Q35: What is your current work status? (check all that apply): (Optional)

Approximately 63 percent of respondents reported that they are either full-time employed or part-time employed. Approximately 22 percent are not working.



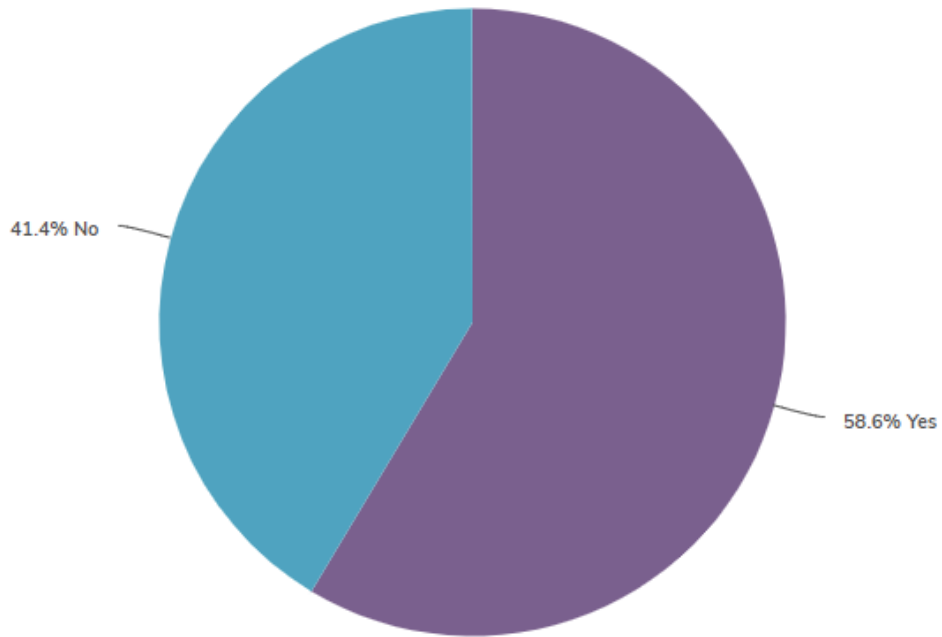
Q36: What is your annual household income (check one)? (Optional)

Approximately 66 percent of respondents reported an annual household income of less than \$25,000.



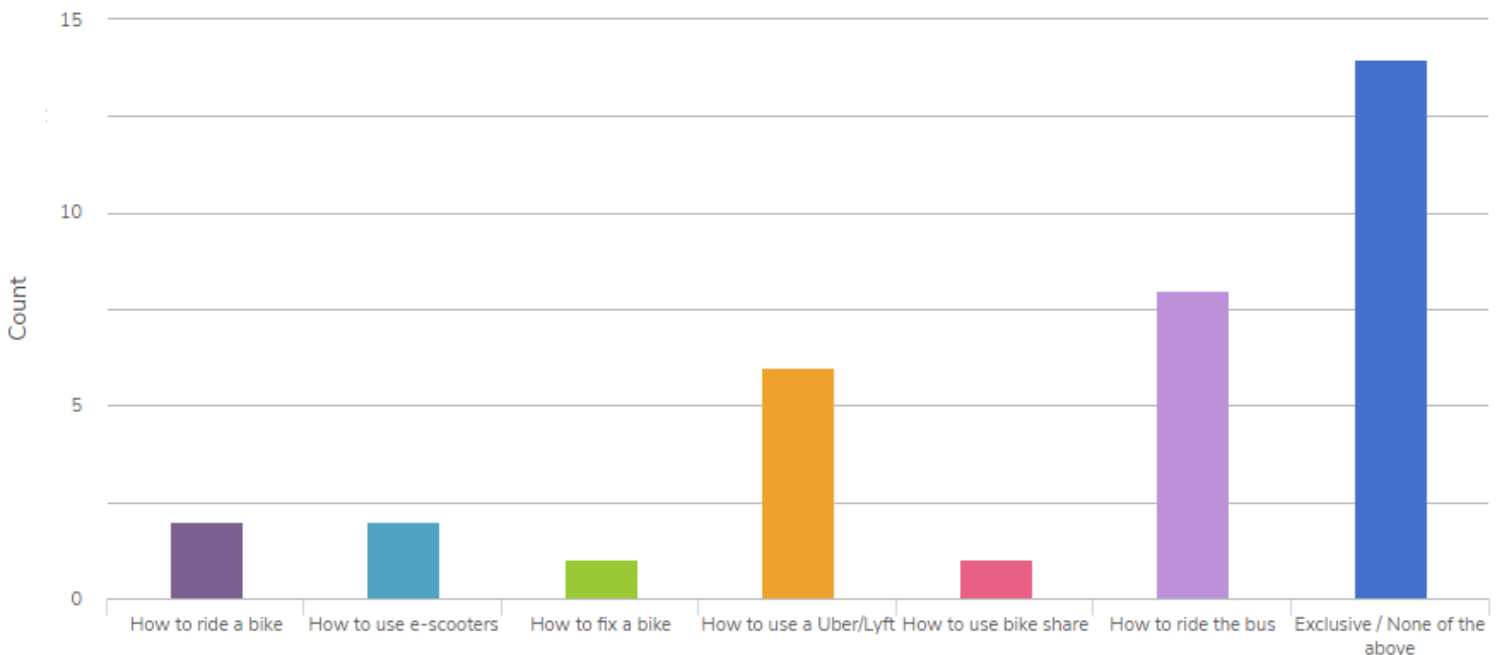
Q37: Would you like to receive updates on this program? We may also send invitations to future surveys, or information about free transportation benefits you qualify for.

Over half of respondents indicated that they would be interested in receiving updates on this program.



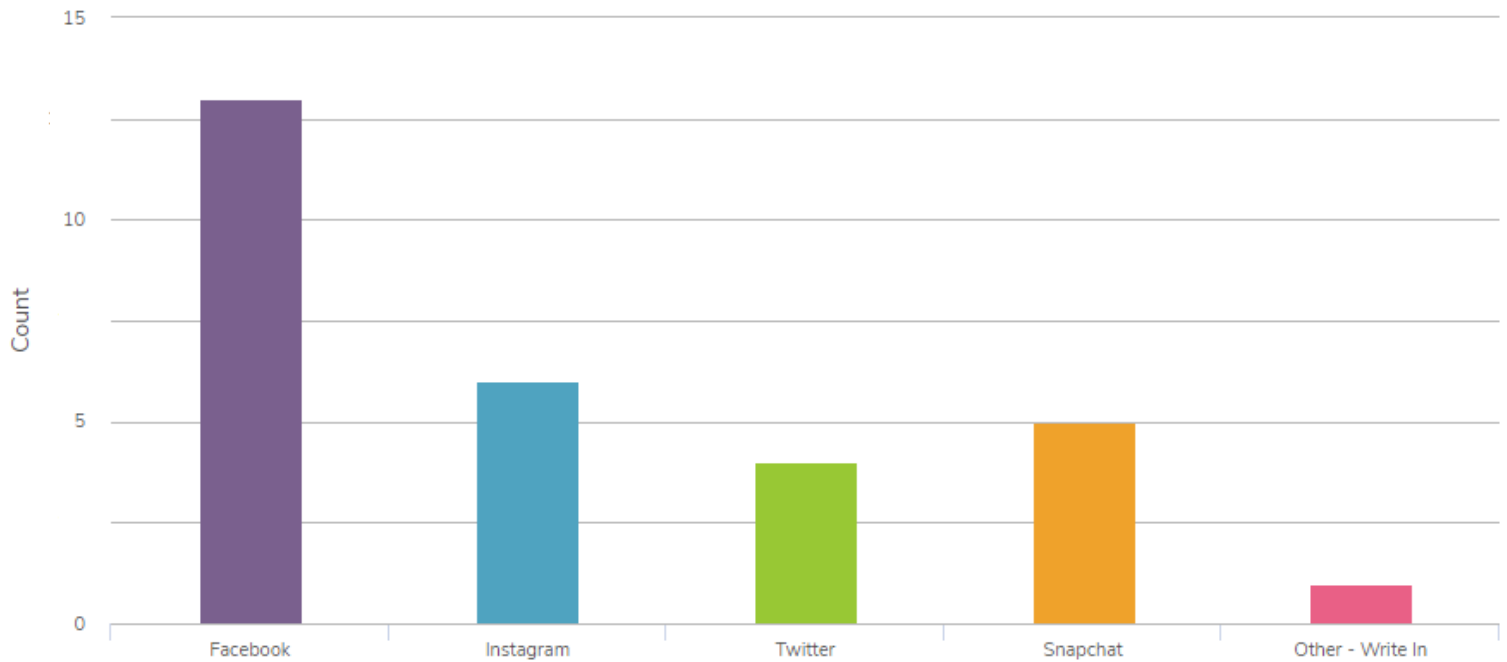
Q37: Would you be interested in attending an in-person training on the following (check all that apply)?

For those that would be interested in attending an in-person training, the two most popular responses included how to ride the bus and how to use Uber/Lyft.



Q38: Which social media platform(s) do you use regularly (check all that apply)?

For those that reported using social media, Facebook was the most common social media platform.



Q39: Do you have any other feedback or suggestions you would like to share?

Additional comments and feedback shared included:

- Appreciation for the survey
- Comments indicating the survey was too long
- Appreciation for electric transport
- Suggestion for more transportation
- Suggestion for weekend ride options



05 Limitations

Limitations

There were some limitations that inhibited the study. Limitations are listed below:

- The COVID-19 pandemic may have limited community participation in the outreach events, thus limiting the portion of the community that provided input.
- We received very few survey responses online, even with flyering and sending notices out in utility bills. The community event was necessary to receive input.
- There were 35 full survey responses and 7 partial survey respondents, which may not be representative of the entire community (which is 1,705 people).
- The significant length of the survey may have deterred respondents from fully completing the survey, resulting in missed questions; and therefore missed data. Participants took up to 40 minutes to complete the survey, which is a significant ask of people.
- We experienced several challenges including bringing on members to join the project advisory committee (our invitation was declined by several local social service agencies because they are over extended). One of our partner organizations, the local community services district was stretched to support this project, the staff were excellent to work with, however staff has limited resources. It was also challenging to find a meeting time with the community services district board. Our first meeting was cancelled due to a lack of participation. We also had to translate our flyer and survey into a third language, Hmong, which added time and resources, but eventually found a translator through a colleague.



06 Discussions and Solutions

Discussion and Solutions

The following key findings were gleaned from the needs assessment process:

- Overall, there are no current transit options for Biola residents. The top reason that survey respondents cited for not using public transit currently is lack of transit stops near where they live.
- Most residents reported that it is not easy to reach their destination because they lack a car or transportation options. This is to be expected, as there are currently no reliable travel options other than vehicle ownership in Biola.
- Approximately 14 percent of Biola residents walk to work. Walking to work is difficult with the lack of sidewalks and extreme heat in the summers. There are little shade trees or protection from the elements.
- The car ownership rate is relatively low in Biola (0.73 vehicles per persons of driving age). Therefore, there are some Biola residents who lack access to a vehicle. However, 92 percent of survey respondents reported that they had access to at least one vehicle in their household, but this figure may not be representative of the community.
- Biola has a high unemployment rate (18 percent), low per capita income (\$22,039), and high poverty rate (27 percent). 66 percent of survey respondents reported a household income of less than \$25,000. Meanwhile, one third of resident survey respondents reported spending over \$200 per month on transportation expenses. This indicates that more low cost transportation options are needed for residents.
- 44 percent of survey respondents reported that their preferred language is Spanish, indicating that effective outreach efforts need to be conducted in English and Spanish.
- 68 percent of survey respondents reported access to a smartphone and 71 percent reported access to the internet. Therefore, outreach efforts and mobility options need to be provided to accommodate those with and without internet and a smartphone.
- When survey respondents were asked about level of familiarity with the following mobility options: electric cars, car-share (e.g. Zipcar, Getaround), public transit (e.g. bus, light rail), bike-share (e.g. Jump, Lime), e-bikes, scootershare/E-scooters (e.g. Lime, Bird), and Lyft/Uber. Respondents had the most familiarity with Lyft/Uber and public transit and the least familiarity with bike-share, e-bikes, and scootershare/e-scooters. Therefore, more education can be provided about these mobility options.
- For those respondents that provided the city of their work or school location, 58 percent of residents work or go to school in Fresno, 25 percent work or go to school in Biola, and 17 percent work or go to school in Kerman. Most survey respondents reported that they go to work, shop, and go to medical services in Northwest and in Central Fresno, indicating that expanded transit service should potentially be focused in these locations.
- Survey respondents indicated a willingness of trying modes of transportation other than driving alone. When asked whether instead of owning a car they would use alternative options to meet their daily needs, 79 percent responded “probably” or “yes.”
 - The majority of respondents (81 percent) indicated that they would be interested in a free or low-cost shuttle to a common destination on a regular basis.
 - 62 percent of respondents reported that they would be willing to pay at least \$5 to rent a car for an hour.

- Driving alone or driving with another person was the most frequent method of travel among survey respondents, because there is a lack of transportation options in the community.
 - When asked about what modes of transportation they would consider using, most respondents cited “driving alone or with other.” This is to be expected, as the community has been without transportation options other than driving, there is no pedestrian or bicycle infrastructure, no transit service, so people have come to rely only on automobiles to get around. In fact, most indicated (73 percent) they do not ride public transit because there is no regular transit service near or close to them and 70 percent do not own or ride a bicycle because they do not know how to ride.
 - This is to be expected, as there is no bicycle infrastructure to learn to ride and the hot temperatures can make riding a bicycle uncomfortable. Classes or education on how to ride a bike could benefit residents.
- Community members are most interested in transportation options including rideshare, transit, or micro transit.
 - When ask what type of transportation benefit they would be most interested in, receiving, free or discounted public transit passes ranked highest.
 - 81 percent of respondents would be interested in a free or low-cost shuttle to a common destination on a regular basis.
 - 74 percent of respondents would be willing to pay between \$4 and \$10 to ride a shuttle service.
 - Most respondents are traveling to Northwest Fresno
 - This provides more information for FCRTA on how to expand transit and micro transit services and plan routes.



07 CMO Project
Preparation and
Design

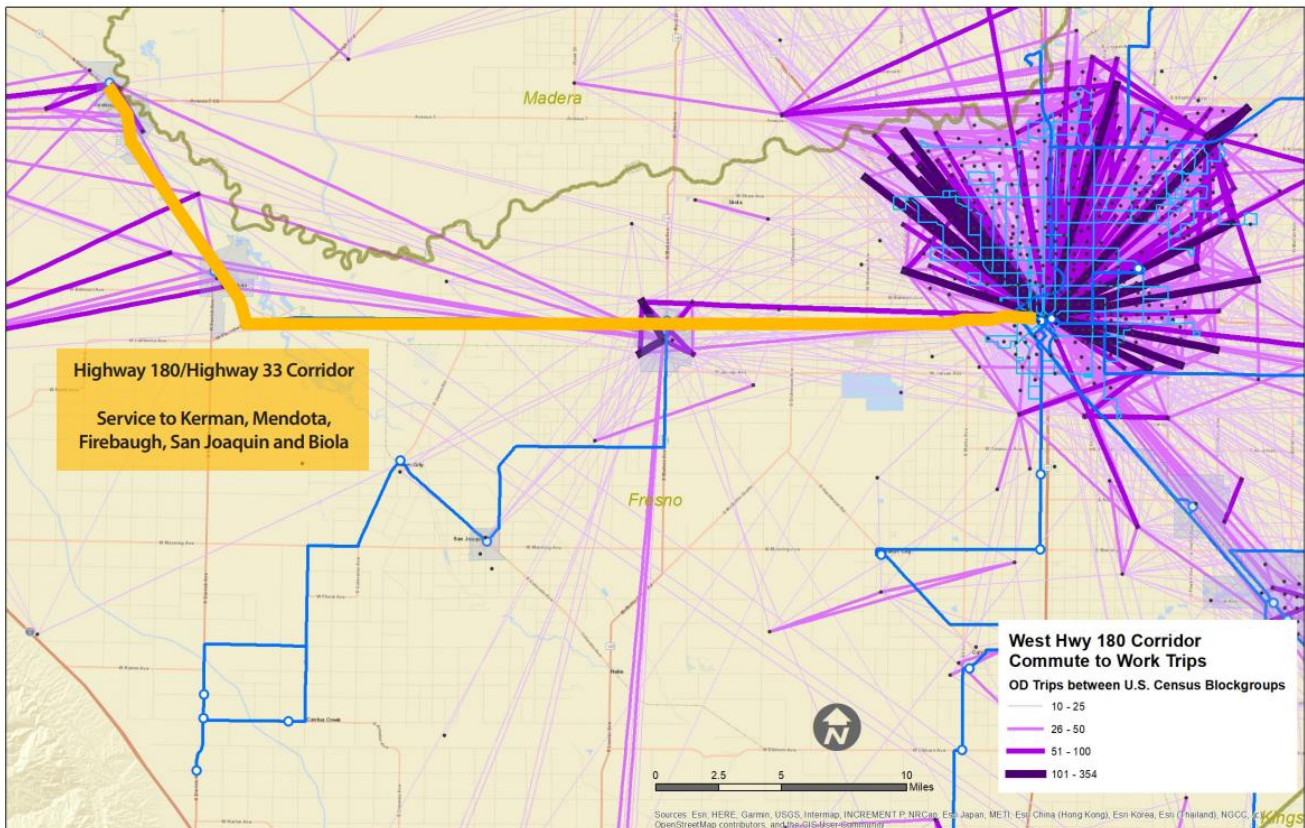
CMO Project Preparation and Design

To address the lack of transit access for Biola residents, the primary recommendation for the CMO project is the implementation of a private micro-transit rideshare program. This all-electric micro-transit/rideshare program would be operated locally along generally-defined corridors. The concept is to identify service corridors as conduits for aggregation of trips, like the trunk of a tree, and use the analogy to organize and coordinate trips that may occur between points along the trunk or between points that are off the trunk, on branches connected to the trunk, at a distance of roughly no more than five miles apart. The point is to create a system of connections that can be used to aggregate trips and share rides, as that will allow the service to operate in a cost-effective manner.

Planning Required

The first step in the service planning effort will be to identify the origin-destination travel corridors to implement service. We recommend providing this service to connect Biola residents to key destinations including Kerman and Fresno. The likely route for the service would be the Highway 180/Highway 33 corridor, which would connect Biola to Kerman, Mendota, Firebaugh, West Park and Fresno. The corridor overlaid over origin/destination between US Census Blockgroups is show in Figure 13.

Figure 13: Highway 180/Highway 33 Corridor



Source: Walker Consultants

Partnerships

To operate the service, FCRTA would partner with a non-governmental organization (NGO) for operations. The NGO could hire drivers and assume responsibilities of the vehicle and ownership of the vehicle(s) and park the vehicle(s) at a depot when not in use. Alternatively, the NGO could hire local drivers (Biola residents) who would park the vehicle at their place of residence and eliminate deadhead travel time to/from the depot and Biola. An example NGO that FCRTA could partner with is Inspiration Transportation, a 501 (c) 3 transportation access and environmental justice organization. The organization received a grant as part of the State of California's Transformative Climate Communities to operate electric vehicle ridesharing for non-emergency medical transportation.

FCRTA would also partner with the local Biola Community Services District to operate the service. The Services District and its General Manager are a community institution and trusted leader. FCRTA would work with the Services District to market service with residents, recruit drivers, and store vehicles at their facility, which would eliminate deadhead travel time to/from the depot and Biola.

Additional partners that FCRTA would continue to work with include Fresno County, Fresno Council of Governments, and Self-Help Enterprises.

Cost Projections

Walker Consultants conducted cost estimates for an outsourced contract scenario with a partner transportation organization operating an on demand electric vehicle ridesharing service utilizing employee drivers, also under an hourly wage contract but reduced benefits. The following assumptions and cost estimates were developed:

- The cost estimates assume implementation of the service along five corridors, including the proposed Highway 180/Highway 33 corridor (corridor that would serve Biola).
- A total of 9 vehicles are in operation during the day and 1 vehicle is kept as spare
- Partner commits to operate vehicles for at least 8 hours each day, during "transit service hours" (7:00 a.m. – 7:00 p.m.)
- Drivers are employed by a partner organization for an hourly wage of \$15.00 and reduced benefits
- The total cost of operating this pilot is estimated at \$700,000 per year, and the average cost per vehicle hour is estimated at \$38.19
- Fare charges are also structured by travel distance at \$4.00, \$6.00 and \$8.00 for trips of up to 15, 30 and 60 miles, respectively
- The service performance target is also established at an average of 2.0 passengers per hour of revenue service
- At the 2.0 passengers/hour performance target, the estimated ratio of cost recovery at farebox is 23.6%
- Estimates do not include partner operation of vehicles outside "transit service hours" to increase revenue and funding of operations

Potential Funding Sources

The potential funding sources for the service include the following:

- Peak hour fares
- Off peak and evening hour fares
- Monthly assessments to key institutions
- Measure C funds
- 5311 formula funds
- State Transit Assistance (STA) funds
- Grant funding, such as:
 - National RTAP Community Rides Grant Program
 - CMO Clean Mobility Project Voucher

Tracking and Monitoring Service

The selected transportation operator would manage the transit service operation, coordinate with social service agencies to provide rides for their clients and residents and connecting riders to existing service routes. Responsibilities of each operator include ride coordination and outreach, dispatch, driver management (may work with local organizations to find paid or volunteer drivers,) vehicle storage, and tracking of data and monitoring of performance.

A key component of the service is the provision of fleet management technology or equivalent to track the service electronically, including:

- Driver hours and miles
- Vehicle mechanics and diagnostics
- Pre/post trip inspections and issues

Importantly, because this service would be a partnership led by FCRTA, not a private service, FCRTA will have access to the data, which might not be the case in working with other, private ridesharing operators.

Next Steps

FCRTA will conduct additional outreach efforts to further plan the transit service, including with the Biola Community Service District and other project partners listed above. Additional feedback sought from the outreach effort includes further refinement of the service corridor, hours of operation, passenger fares and days of operation. In addition, a plan to advertise the service and attract riders will be formulated with project partners.

An additional next step is to select the appropriate NGO to operate the service and negotiate the service contract.