



Fresno County Rural Transit Agency

Transit Roadmap

Advisory Committee Meeting | 9.10.26

AGENDA

1. Welcome and Introductions
2. Background and Purpose
3. Community Survey Summary
4. Discussion



STUDY PURPOSE

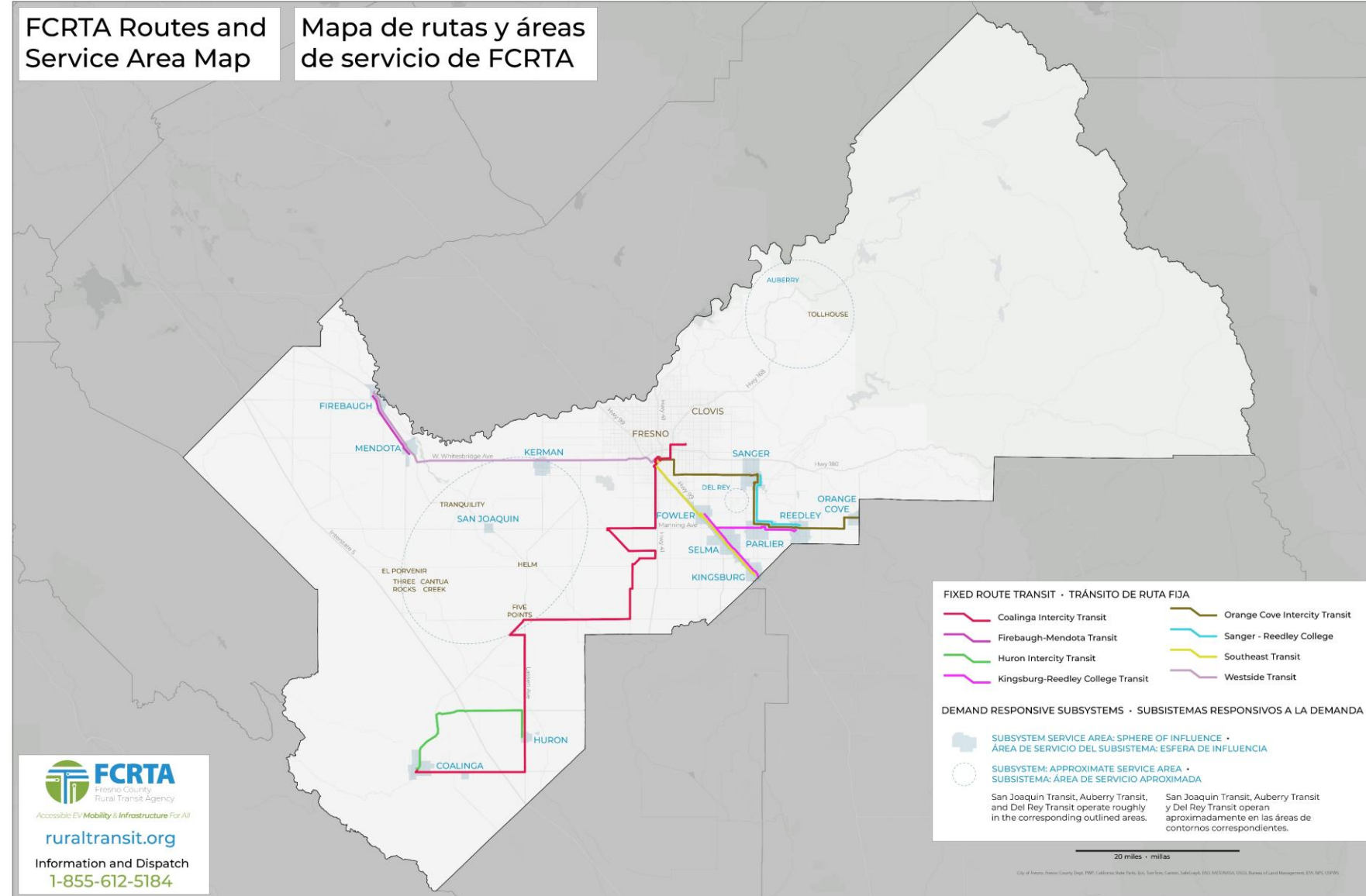
- Gather feedback from community members and stakeholders on service improvements
- Modernize operations to provide better service and amenities to riders
- Provide a Roadmap with recommendations related to:
 - Service adjustments
 - Software and technology
 - Funding
 - Capital projects
 - Marketing and communications



Reedley Bus stop

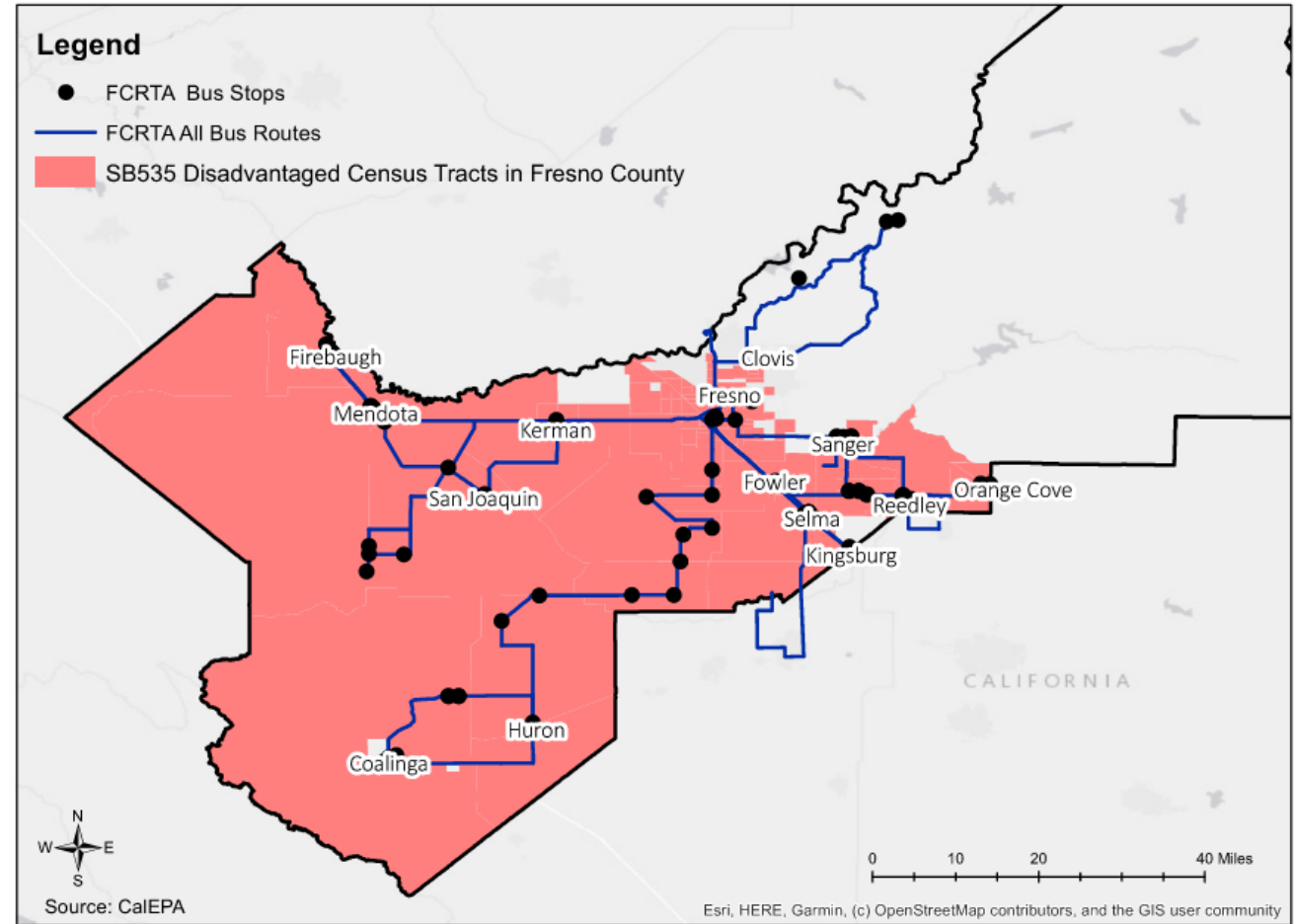
FRESNO COUNTY RURAL TRANSIT AGENCY

- Serves rural communities of Fresno County
- Demand response
- Fixed-route
- Rural Transit dial-a-ride service
- 13 incorporated cities
- 39 unincorporated communities



FCRTA SERVICE AREA

- Most communities in the service area are disadvantaged with economic hardship, high levels of air pollution, and environmental health risks
- Significant transit-dependent population



COMMUNITY SURVEY

Where we distributed the survey

Several FCRTA shelters in Mendota	Kingsburg Senior Center
Mendota lavanderia laundromat	Kingsburg Urgent Care
Di Amici Coffee – Mendota	Reedley College
Mendota Food Center Grocery	Brick and Stone Coffee, Reedley
Mendota City Hall	Reedley Library
Mendota Library	Reedley Library bus stop
Parlier City Hall	Sweet Destination, Reedley
Parlier City Hall FCRTA bus stop	Ace of Fades Barbershop, Reedley
Kingsburg City Hall	Sam’s Shoe Store, Reedley
Kingsburg Coffee Pot Park FCRTA Shelter	Reedley Flower Shop
Auberry Sierra Oaks Senior Center	Second Chance Thrift Store, Reedley

REALICE LA ENCUESTA
SOBRE EL TRANSPORTE
PÚBLICO

TAKE THE
TRANSIT SURVEY

ruraltransit.org

ENGLISH
tinyurl.com/FCRTAsurvey

ESPAÑOL
tinyurl.com/EncuestaFCRTA



COMMUNITY SURVEY SNAPSHOT

126

survey responses

72%

ride FCRTA
51% fixed route,
40% demand response

83%

have a smartphone

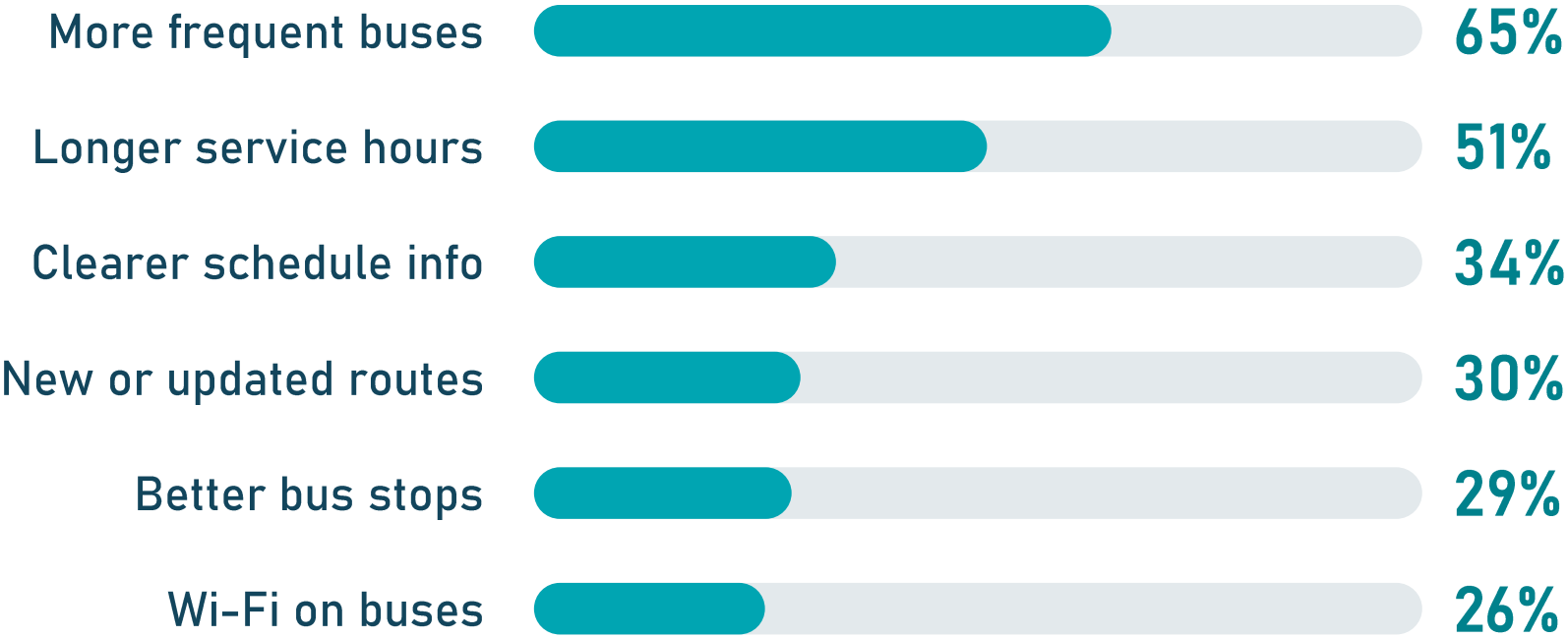
RIDERS ARE GENERALLY SATISFIED WITH FCRTA SERVICES



66% Are satisfied or very satisfied with FCRTA overall

Question: "What are the positives of your FCRTA experience?"

RIDERS WANT MORE FREQUENT SERVICE AND EXPANDED HOURS



Question: "Select up to three areas you would most like FCRTA to improve"

RIDERS EXPRESSED INTEREST IN NEW RIDER TOOLS



Question: "Which options would make FCRTA more useful to you?"

KEY TAKEAWAYS FROM THE COMMUNITY SURVEY

Riders are overall satisfied with FCRTA service - affordability and a safe, comfortable ride are the service's strengths.

Riders want more service - more frequent buses and longer hours, especially in the evenings and on weekends.

Riders expressed interest in digital tools - most have smartphones and would book rides and check arrivals by app.

SERVICE ENHANCEMENTS AND TECHNOLOGY REQUIRE FUNDING

Service

Increased frequency, expanded service hours, expanded microtransit

Bus Stops and Shelters

Signage and bus shelters, important for navigability and marketing

Software

New software to allow online ride booking and real time bus information

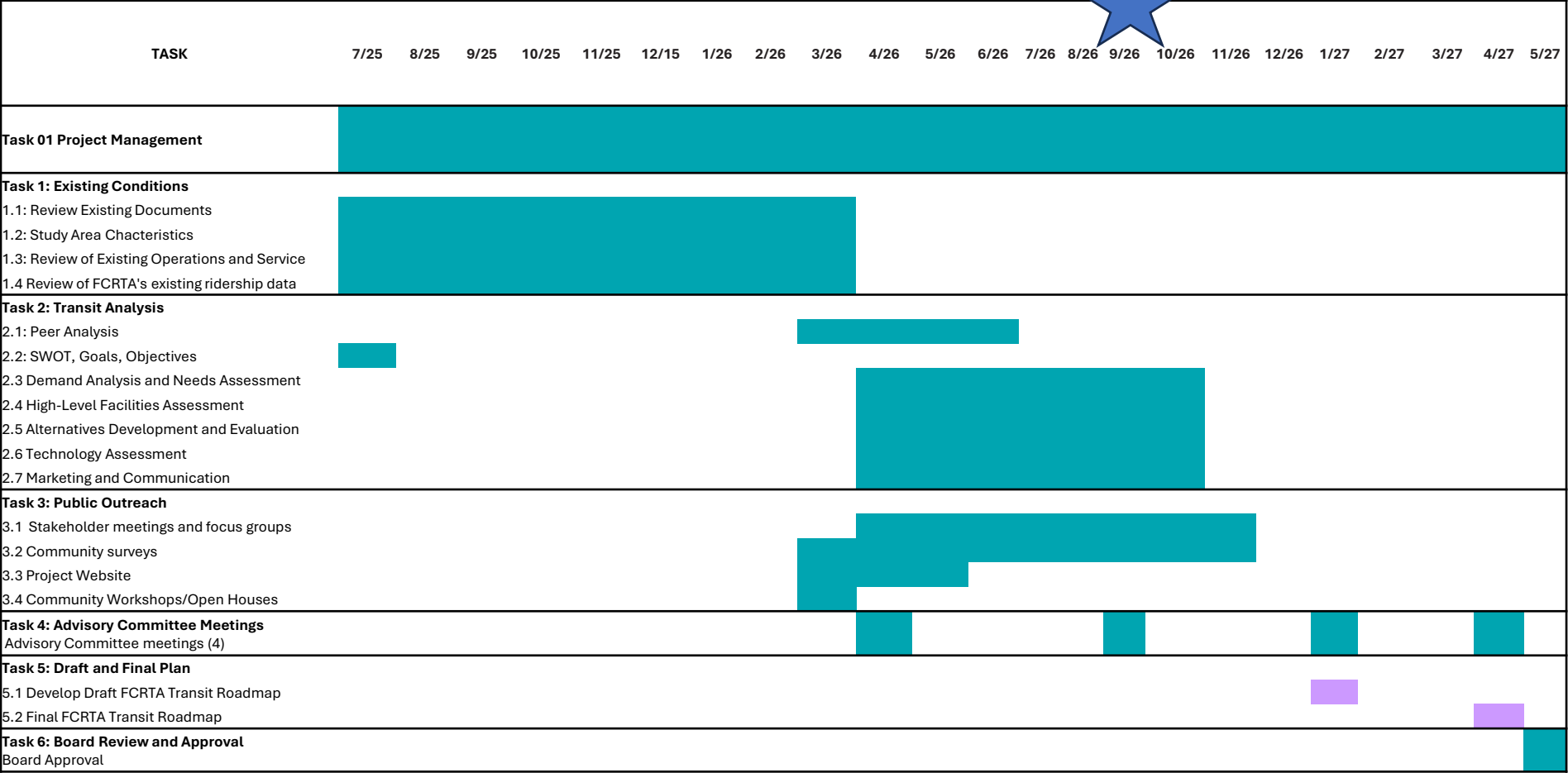
Zero Emission Transition

Vehicles and infrastructure needed to comply with state law



NEXT STEPS

We are here



Next Advisory Committee January 2027

Questions, Comments,
Suggestions?