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Title: RESOLUTION- Adopting the Travel by Trail, Fresno! Trail Network Wayfinding, Promotion and Connectivity Plan

Sponsors: Public Works Department

Indexes:

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Attachments: 1. 22-446 Resolution, 2. 22-446 Exhibit A Travel by Trail, Fresno Trail Network Wayfinding, Promotion and Connectivity Plan

Date	Ver.	Action By	Action	Result
4/21/2022	1	City Council	ADOPTED	Pass

REPORT TO THE CITY COUNCIL

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SUBJECT

RESOLUTION- Adopting the Travel by Trail, Fresno! Trail Network Wayfinding, Promotion and Connectivity Plan

RECOMMENDATION

Staff recommends that the City Council adopt the Travel by Trail, Fresno! Trail Network Wayfinding, Promotion and Connectivity Plan, a planning document that knits together the City’s trails and transit network.

EXECUTIVE SUMMARY

The Travel by Trail, Fresno! Trail Network Wayfinding, Promotion and Connectivity Plan, knits together the City’s trails and transit network, increases the viability and visibility of Fresno’s trails, encourages mode shift to walking and bicycling and encourages transportation and recreation. The current trail and bike facility signage across the city is inconsistent and incomplete, resulting in a lack of guidance and creating confusion for people using the trails and bikeways. This plan provides

seamless, coordinated wayfinding system that can be implemented across the City's trail network and to close the gaps between first-mile and last-mile connection to transit.

BACKGROUND

In 2018 the City applied for a Caltrans Sustainable Communities Grant and was awarded funding to complete a trail network wayfinding plan. Upon authorization of the funding, the city engaged a consultant to prepare the Wayfinding Plan for Fresno's trail network as well as promotional material, community outreach and ensuring consistency in trail wayfinding to neighboring jurisdiction.

A Stakeholder Advisory Committee was formed to gather input and support from a small group of highly informed and engaged stakeholders. Three meetings were held; one at the beginning of the project, one after the sign concepts were developed, and one to review and discuss the draft plan.

Due to the impact of the COVID-19 pandemic and limitations on public gathering during the project's prime engagement phase, public input was solicited via two online surveys. The first was a visual preference survey and the second requested input on the draft sign concepts and navigational needs.

To engage with the public, inform them of the overall project outcomes and gather critical feedback, participatory meetings were held. These meetings were originally planned to take place in locations where the community is already gathering, but under the COVID-19 concerns with public interaction, the City was able to hold physically distant engagement through online meetings and surveys.

In addition to the outreach noted above, a Public Draft of the Travel by Trail, Fresno! Trail Network Wayfinding, Promotion and Connectivity Plan (attached hereto as Exhibit A) was made available for a 30 day public comment period beginning February 23, 2022.

Notice was provided by the following methods pursuant to Fresno Municipal Code 15-5007-F. A hard copy was available with the Public Works Administrative Reception on February 23, 2022. The Public Draft of the Travel by Trail, Fresno! Trail Network Wayfinding, Promotion and Connectivity Plan was posted on the City's website on the Public Works page at: Travel by Trail, Fresno! Wayfinding Plan.

Staff recommends that the City Council adopt the Travel by Trail, Fresno! Trail Network Wayfinding, Promotion and Connectivity Plan. The Resolution has been reviewed and approved as to form by the City Attorney's Office.

ENVIRONMENTAL FINDINGS

By the definition provided in the California Environmental Quality Act (CEQA) Guidelines Section 15378, this item is not a project for the purposes of CEQA.

LOCAL PREFERENCE

Local preference is not applicable as this item does not involve a bid or award of a contract.

FISCAL IMPACT

Approval of this item will not impact the General Fund. Adoption of the Travel by Trail, Fresno! Trail

Network Wayfinding, Promotion and Connectivity Plan will provide a path forward on knitting together the City's trails and transit network when funding becomes available. Any future awards of funding will be brought to Council for consideration.

Attachments:

Resolution

Exhibit A: Travel by Trail, Fresno! Trail Network Wayfinding, Promotion and Connectivity Plan