

**CITY OF SELMA
COUNCIL SPECIAL MEETING
August 2, 2021**

PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM, THE PUBLIC HAD THE OPTION TO CALL +1 301 715 8592 ID: 816 8282 7338 PASSCODE: 93662 TO PROVIDE COMMENTS ON AGENDA ITEMS. THE COUNCIL CHAMBER WAS OPEN FOR THE PUBLIC AS WELL.

The special meeting of the Selma City Council was called to order at 4:00 p.m. in the Council Chambers. Council members answering roll call were: Guerra, Mendoza-Navarro, Trujillo, Mayor Pro Tem Cho, and Mayor Robertson.

Also present were Legal Counsel Lerner, Interim City Manager Jimenez, Assistant City Manager Moreno, and interested citizens.

The agenda for this meeting was duly posted in a location visible at all times by the general public seventy-two hours prior to this meeting.

CLOSED SESSION: Mayor Robertson recessed the meeting into Closed Session at 4:02 p.m. to discuss the following:

CONFERENCE WITH LABOR NEGOTIATOR: Government Code Section 54957.6

Agency Negotiator: Isaac Moreno, Assistant City Manager
Employee Organization: Selma Police Officers Association, Police Mid-Management, Fire Mid-Management & Selma Firefighter's Association (IAFF Local 3716)

CONFERENCE WITH REAL PROPERTY NEGOTIATOR Government Code Section 54986.8

Real Property: APN 358 473 33S

Agency Negotiator: Interim City Manager, Ralph Jimenez

Negotiating Parties: First Christian Church

Under Negotiation: Price and Terms of Acquisition

PUBLIC EMPLOYEE PERFORMANCE EVALUATION Government Code Section 54957

Title: Interim City Manager

PUBLIC EMPLOYEE DISMISSAL / RELEASE Government Code Section 54957(b)(1)

Mayor Robertson reconvened the meeting from closed session at 4:59 p.m. Legal Counsel Lerner provided the following reportable action: A motion by Mayor Robertson to release

Interim City Manager Jimenez. The motion was seconded by Council member Guerra. The motion did not carry with the following vote:

AYES: Robertson, Guerra
NOES: Mendoza-Navarro, Trujillo, Cho
ABSTAIN: None
ABSENT: None

ADJOURNMENT: There being no further business, the meeting was adjourned at 5:00 p.m.

Respectfully submitted,

Reyna Rivera
City Clerk

**CITY OF SELMA
COUNCIL REGULAR MEETING
August 2, 2021**

PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM, THE PUBLIC HAD THE OPTION TO CALL +1 301 715 8592 ID: 816 8282 7338 PASSCODE: 93662 TO PROVIDE COMMENTS ON AGENDA ITEMS. THE COUNCIL CHAMBER WAS OPEN FOR THE PUBLIC AS WELL.

The regular meeting of the Selma City Council was called to order at 6:12 p.m. in the Council Chambers. Council members answering roll call were: Guerra, Mendoza-Navarro, Trujillo, Mayor Pro Tem Cho and Mayor Robertson.

Also present were Legal Counsel Lerner, Interim City Manager Jimenez, Assistant City Manager Moreno, Community Development Director Santillan, Fire Chief Petersen, Community Services Director Kirchner, Public Works Director Ferrell, and interested citizens.

The agenda for this meeting was duly posted in a location visible at all times by the general public seventy-two hours prior to this meeting.

INVOCATION: Pastor Joe Alvarez of Iglesia Antiqua led the invocation.

CHANGE IN AGENDA ORDER: At this point in the meeting, Mayor Robertson reported that pursuant to Election Code Section 21607.1., the redistricting public hearing agenda item would be addressed first.

2. Public Hearing Public Hearing to receive input from the Community
 Regarding the Redrawing of Election District Boundaries –

City Clerk Rivera provided an overview of the redistricting process and introduced Ms. Shalice Tilton with National Demographics Corporation. Ms. Tilton provided a PowerPoint presentation on redistricting rules and regulations.

Mayor Robertson opened the public hearing to the public at 6:23 p.m. Public comments were received from Ms. Theresa Salas and Mr. Robert Cervantes. With no further comments, Mayor Robertson closed the public hearing at 6:28 p.m.

Ms. Tilton reported that Council would be conducting the second public hearing on August 16, 2021, to seek additional public input and provide direction on criteria to be considered while drafting district maps.

ORAL COMMUNICATIONS: Public comments were received by Mr. Robert Cervantes.

VIRTUAL LEARNING ACADEMY PRESENTATION: Ms. Michelle Dominguez, Principal of the Virtual Learning Academy provided a presentation on the new Virtual Learning Academy in Selma.

U.S. CENSUS BUREAU PRESENTATION: Ms. Benita Duran, Team Lead with the U.S. Census Bureau provided a PowerPoint presentation on the 2021 Census Outreach.

CONSENT CALENDAR Council member Guerra requested to pull agenda item 1.f., for separate discussion. Council member Trujillo motioned to approve the remainder of the Consent Calendar as written. Motion was seconded by Council member Guerra and carried unanimously.

- 1.a. 2021-33R Consideration of a Resolution Approving a Certified List of all Parcels Subject to a Special Tax Levy Pursuant to the City of Selma Community Facilities District No. 2006-1, Setting the Amount of the Special Tax to be Levied on Each Such Parcel for the 2021-22 Fiscal Year, and Authorizing the Placement of the Special Tax on the Fresno County Tax Rolls
- b. 2021-34R Consideration of a Resolution Setting the Tax Rate for 2021-22 Fiscal Year with Respect to General Obligation Bonds for the Police Station Improvements
- c. 2021-35R
 2021-36R Adoption of various Resolutions to receive the City's allocation of the
 2021-37R 2021-2022 Measure "C" Funds
- d. 2021-38R Consideration of a Resolution Approving the Preliminary Engineer's Report, Declaring Intention to Levy and Collect the Annual Assessment for Services Rendered in the Landscaping and Lighting Maintenance District No. 1, and Providing Notice of Public Hearing on the Proposed Assessments
- e. Approved Consideration of the Notice of Completion for STPL-5096(036), RSTP Arterials Pavement Improvement Rehabilitation Project
- f. Pulled Consideration of the check register dated July 30, 2021

CONSENT CALENDAR AGENDA ITEM 1.f. CHECK REGISTER DATED JULY 30, 2021. After Council discussion, motion was made by Council member Guerra to approve CHECK REGISTER DATED JULY 30, 2021. Motion was seconded by Mayor Pro Tem Cho and carried unanimously.

- 3. 2021-39R Consideration of a Resolution Confirming Report from the Code Enforcement Division on Delinquent Parcels for Administrative Citations to the 2021-2022 Fresno County Tax Roll – Public Hearing

Mayor Robertson opened the public hearing at 7:10 p.m. Public comments were received from Mr. Robert Cervantes and Mr. Dan Ruiz. With no further comments, Mayor Robertson closed the public hearing at 7:18 p.m.

After discussion, motion was made by Council member Mendoza-Navarro to approve RESOLUTION NO. 2021-39R, A RESOLUTION CONFIRMING REPORT FROM THE CODE ENFORCEMENT DIVISION ON DELINQUENT PARCELS FOR ADMINISTRATIVE CITATIONS TO THE 2021-2022 FRESNO COUNTY TAX ROLL. Motion was seconded by Council member Guerra and carried unanimously.

4. 2021-40R Consideration of a Resolution Confirming Report of the Environmental Control Officer on Delinquent Parcels for the Cost of Removal of structures, Weeds, Rubbish, Refuse, Dirt, etc. and Sidewalk Repair to the 2021-2022 Fresno County tax roll – Public Hearing

Assistant City Manager Moreno reported on the matter. Mayor Robertson opened the public hearing at 7:20 p.m. Public comments were received from Mr. Robert Cervantes and Mr. Dan Ruiz. Mayor Robertson then closed the public hearing at 7:24 p.m. After Council discussion, motion was made by Mayor Pro Tem Cho and seconded by Council member Mendoza-Navarro to approve RESOLUTION NO. 2021-40R, A RESOLUTION CONFIRMING REPORT OF THE ENVIRONMENTAL CONTROL OFFICER ON DELINQUENT PARCELS FOR THE COST OF REMOVAL OF STRUCTURES, WEEDS, RUBBISH, REFUSE, DIRT, ETC. AND SIDEWALK REPAIR TO THE 2021-2022 FRESNO COUNTY TAX ROLL. Motion carried unanimously.

RECESS: Mayor Robertson recessed the meeting for a break at 7:26 p.m. At 7:33 p.m. Mayor Robertson reconvened the meeting.

5. 2021-41R Consideration and Necessary Action on Resolution Confirming the Report of Annual Refuse Collection Charges to be added to the 2021-2022 Fresno County Property Tax Roll and Adopting Proposed Increase in Rates for the Solid Waste Collection, Disposal, and Recycling Services –Public Hearing

Mayor Robertson opened the public hearing at 7:35 p.m. Public comment was received from Mr. Robert Cervantes. With no other comments, Mayor Roberson closed the public hearing at 7:39 p.m. After Council discussion, a motion was made by Mayor Pro Tem Cho to approve RESOLUTION NO. 2021-41R, A RESOLUTION CONFIRMING THE REPORT OF ANNUAL REFUSE COLLECTION CHARGES TO BE ADDED TO THE 2021-2022 FRESNO COUNTY PROPERTY TAX ROLL AND ADOPTING PROPOSED INCREASE IN RATES FOR THE SOLID WASTE COLLECTION, DISPOSAL, AND RECYCLING SERVICES. Motion was seconded by Council member Guerra and carried unanimously.

6. Approved Consideration of a Request from Nisei Farmers League to submit a letter of support for the Immigration Reform Bill

Interim City Manager Jimenez reported to Council on the matter. Mr. Manuel Cunha, Jr., President of Nisei Farmers League discussed the letter of support for the Immigration Reform Bill and also presented Council with a donation of hand sanitizers and masks. Public comments were received from Mr. Jim Avalos and Mr. Robert Cervantes. After Council discussion, motion was made by Council member Mendoza-Navarro to approve LETTERS OF SUPPORT FOR THE IMMIGRATION REFORM BILL AS REQUESTED BY THE NISEI FARMERS LEAGUE. Motion was seconded by Council member Trujillo and carried unanimously.

7. Approved Consideration of a Professional Services Agreement with Second Chance Animal Shelter for City Animal Care and Control Services

Assistant City Manager Moreno reported on the animal control services agreement. Mayor Robertson advised Council that he resigned as a Board Member and Secretary for the Second Chance Animal Shelter. Ms. Rebecca Hernandez, Lead Animal Control Officer/Shelter Manager and Mr. Alex Colores, Secretary/Treasurer provided a video on the Second Chance Animal Shelter. Public comments were received from Ms. Theresa Salas, Ms. Chloe Mendoza, Ms. Michelle Garza, Mrs. Victoria Delgadillo, Mr. Jim Avalos, Mr. Bob Allen, Mr. Robert Cervantes and Ms. Anita Morales. After Council discussion, motion was made by Council member Trujillo to approve PROFESSIONAL SERVICES AGREEMENT WITH SECOND CHANCE ANIMAL SHELTER FOR CITY ANIMAL CARE AND CONTROL SERVICES. Motion was seconded by Council member Mendoza-Navarro and carried unanimously.

8. Approved Consideration of an Agreement with the Selma Unified School District to provide School Resource Officer Services

Police Commander Garza reported to Council on the matter and introduced Dr. Martinez, Principal of Selma High School. Public comments were received from Mrs. Victoria Delgadillo, Mrs. Rose Robertson, and Mr. Jim Avalos. After Council discussion, motion was made by Council member Mendoza-Navarro to approve an AGREEMENT WITH SELMA UNIFIED SCHOOL DISTRICT TO PROVIDE SCHOOL RESOURCE OFFICER SERVICES. The motion was seconded by Mayor Pro Tem Cho and carried with the following vote:

AYES: Mendoza-Navarro, Cho, Trujillo
NOES: Guerra, Robertson
ABSTAIN: None
ABSENT: None

DEPARTMENT REPORTS: Community Development Director Santillan reported that the planning update presentation would occur at the next meeting.

Police Commander Garza invited everyone to the upcoming Community Room dedication and National Night Out event.

COUNCIL REPORTS: Council member Mendoza-Navarro reported she would be attending the National Night Out event and will be hosting a booth at the event.

Council member Trujillo reported on attending the Bringing Broken Neighborhoods Back to Life meeting.

Council member Guerra reported on meeting with Community Development Director Santillan to address constituent questions on the Amberwood project. She also reported on attending the Team Selma Meeting and United Health Care Board meeting.

Mayor Pro Tem Cho thanked City staff, the Lions Club, and the Second Chance Animal Shelter for all their hard work. She reported the Lions Club would be providing backpacks to over 150 Selma Unified School District students.

Mayor Robertson thanked Code Enforcement Officer Vidrio and Public Works Director Ferrell for assisting with on-going issues in the City. Mayor Robertson reported on receiving a note from a community member asking him to thank Building Inspector Robert Eagan. He also thanked Mrs. Delgadillo for the donation to the Senior Center. Mayor Robertson reported on attending the Fresno Council of Governments (COG) meeting and the celebration of life ceremony for Mr. Bill Alves.

ORAL COMMUNICATION: Public comment was received by Mrs. Victoria Delgadillo and Ms. Michelle Garza.

ADJOURNMENT: There being no further business, the meeting was adjourned at 9:35 p.m.

Respectfully submitted,

Reyna Rivera
City Clerk

**CITY OF SELMA
COUNCIL SPECIAL MEETING
August 16, 2021**

PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM, THE PUBLIC HAD THE OPTION TO CALL +1 301 715 8592 ID: 844 5553 4222 TO PROVIDE COMMENTS ON AGENDA ITEMS. THE COUNCIL CHAMBER WAS OPEN FOR THE PUBLIC AS WELL.

The special meeting of the Selma City Council was called to order at 5:00 p.m. in the Council Chambers. Council members answering roll call were: Guerra, Mendoza-Navarro, Trujillo, Mayor Pro Tem Cho, and Mayor Robertson.

Also present were Legal Counsel Van Bindsbergen, Interim City Manager Jimenez, Assistant City Manager Moreno, and interested citizens.

The agenda for this meeting was duly posted in a location visible at all times by the general public seventy-two hours prior to this meeting.

CLOSED SESSION: Mayor Robertson recessed the meeting into Closed Session at 5:02 p.m. to discuss the following:

Conference with Labor Negotiator Government Code Section 54957.6

Agency Negotiator: Isaac Moreno, Assistant City Manager

Employee Organization: Selma Police Officers Association, Police Mid-Management, Fire Mid-Management & Selma Firefighter's Association (IAFF Local 3716)

Conference with Real Property Negotiator Government Code Section 54956.8 Real Property

Real Property: Property located at Huntsman and De Wolf, Selma CA., Portion of APN's 348-13-071ST & 348-130-69ST

Agency Negotiator: Interim City Manager, Ralph Jimenez

Negotiating Parties: County of Fresno

Under Negotiation: Price and Terms

Mayor Robertson reconvened the meeting from closed session at 5:43 p.m. Legal Counsel Van Bindsbergen provided the following reportable action:

A motion was made by Council member Trujillo and seconded by Council member Guerra to approve the Tentative Agreement with Police Mid-Management. The motion carried with a unanimous vote. In addition to a number of non-economic items, including a reopener on constructive receipt issues and health benefits language clean up, the bargaining group and City have agreed upon the following economic items and directed staff to finalize revised MOUs and execute the same.

Police Mid Management – 2-year agreement

- 3.5% base wage increase effective the first full pay period following today's date.
- As an incentive to reach agreement and in recognition of a ratification vote and employees who maintain continuity of operations for the City's critical infrastructure during the COVID-19 pandemic, \$2,500 one-time lump sum effective the first full pay period following today's date.
- 3.5% base wage increase effective the pay period that includes July 1, 2022
- In recognition of the Unit giving up legal defense fund monies, City agrees to increase the uniform allowance by \$370.
- Raise pay for covering in Chief's absence from \$25 to \$50.
- Agree to 5% for Detective Sergeant.

A motion was made by Council member Guerra and seconded by Council member Mendoza-Navarro to approve the Tentative Agreement with Selma Police Officers Association. The motion carried with a unanimous vote. In addition to a number of non-economic items, including a reopener on constructive receipt issues and health benefits language clean up, the bargaining group and City have agreed upon the following economic items and directed staff to finalize revised MOUs and execute the same.

Selma Police Officers Association - 3-year agreement

- 3% base wage increase effective the first full pay period following today's date.
- As an incentive to reach agreement and in recognition of a ratification vote and employees who maintain continuity of operations for the City's critical infrastructure during the COVID-19 pandemic, \$2,500 one-time lump sum effective the first full pay period following today's date.
- 3% base wage increase effective the pay period that includes July 1, 2022
- 3% base wage increase effective the pay period that includes July 1, 2023
- Agree to add Arabic and American Sign Language to Bilingual Pay
- Safety Dispatchers uniform allowance increased from \$300 to \$500.
- Revised education incentive to payment for "any" field and not limited to "related to their work, or with local government in general"

A motion was made by Council member Guerra and seconded by Mayor Pro Tem Cho, to approve the Tentative Agreement with Fire Mid-Management. The motion carried with a unanimous vote. In addition to a number of non-economic items, including a reopener on

constructive receipt issues and health benefits language clean up, the bargaining group and City have agreed upon the following economic items and directed staff to finalize revised MOUs and execute the same.

Fire Mid Management - 2-year agreement

- 4% base wage increase effective the first full pay period following today's date.
- As an incentive to reach an agreement and in recognition of a ratification vote and employees who maintain continuity of operations for the City's critical infrastructure during the COVID-19 pandemic, \$5,000 one-time lump sum effective the first full pay period following today's date.
- 3% base wage increase effective the pay period that includes July 1, 2022
- Deletion of Legal Defense Fund from MOU confirming City not paying any amounts.
- Cap incentive pays at 25% for employees hired on July 1, 2021 and after.
- Add language regarding reimbursable mutual aid incidents paid at time and one-half.
- Revise Captain vacation accrual rate to be consistent with Local 3716
- Education incentive payments for any AA, AS, BA, or BS and not restricted to specific degrees.

A motion was made by Council member Guerra and seconded by Council member Mendoza-Navarro to approve the Tentative Agreement with the Selma Firefighters Association (IAFF Local 3716). The motion carried with a unanimous vote. In addition to a number of non-economic items, including a reopener on constructive receipt issues and health benefits language clean up, the bargaining groups and City have agreed upon the following economic items and directed staff to finalize revised MOUs and execute the same.

Fire – IAFF Local 3716 - two-year agreement

- 4% base wage increase effective the first full pay period following today's date.
- As an incentive to reach agreement and in recognition of a ratification vote and employees who maintain continuity of operations for the City's critical infrastructure during the COVID-19 pandemic, \$5,000 one-time lump sum effective the first full pay period following today's date.
- Targeted equity adjustment - Effective the first full pay period following today's date, in an effort to assist with non-safety paramedic retention issues, 3% base salary adjustment for the non-safety paramedic classifications.
- 3% base wage increase effective the pay period that includes July 1, 2022

- Targeted equity adjustment - Effective the pay period that includes July 1, 2022, in an effort to assist with non-safety paramedic retention issues, 2% base salary adjustment for the non-safety paramedic classifications.
- Cap incentive pays at 25% for employees hired on July 1, 2021 and after.
- Increase uniform allowance amount for EMS employees from \$300 to \$500.
- Education incentive payments for any AA, AS, BA, or BS and not restricted to specific degrees.

ADJOURNMENT: There being no further business, the meeting was adjourned at 5:50 p.m.

Respectfully submitted,

Reyna Rivera
City Clerk

**CITY OF SELMA
COUNCIL REGULAR MEETING
AND
SPECIAL JOINT MEETING OF
SUCCESSOR AGENCY, PUBLIC FINANCING AUTHORITY,
AND COMMUNITY ENHANCEMENT CORPORATION
August 16, 2021**

PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM, THE PUBLIC HAD THE OPTION TO CALL +1 301 715 8592 ID: 844 5553 4222 TO PROVIDE COMMENTS ON AGENDA ITEMS. THE COUNCIL CHAMBER WAS OPEN FOR THE PUBLIC AS WELL.

The regular meeting of the Selma City Council was called to order at 6:00 p.m. in the Council Chambers. Council members answering roll call were: Guerra, Mendoza-Navarro, Trujillo, Mayor Pro Tem Cho and Mayor Robertson.

Also present were Legal Counsel Van Bindsbergen, Interim City Manager Jimenez, Assistant City Manager Moreno, Community Development Director Santillan, Fire Chief Petersen, Community Services Director Kirchner, Police Commander Garza, Public Works Director Ferrell, and interested citizens.

The agenda for this meeting was duly posted in a location visible at all times by the general public seventy-two hours prior to this meeting.

INVOCATION: Pastor Nelson Schwamb of Church of the Redeemer led the invocation.

CHANGE IN AGENDA ORDER: At this point in the meeting, Mayor Robertson reported that pursuant to Election Code Section 21607.1., the redistricting public hearing agenda item would be addressed first.

2. Public Hearing Second Public Hearing to receive input from the Community
 Regarding the Redrawing of Election District Boundaries

City Clerk Rivera provided an overview of the redistricting process and introduced Ms. Shalice Tilton with National Demographics Corporation. Ms. Tilton provided a power point presentation on redistricting rules and regulations including permissible criteria to be considered to redraw district boundaries. She also discussed options and tools available for the public to draft the district maps.

Mayor Robertson opened the public hearing to the public at 6:19 p.m. Public comments were received from Mr. Jim Avalos and Ms. Theresa Salas. With no further comments, Mayor Robertson closed the public hearing at 6:25 p.m.

After much discussion, a motion was made by Mayor Robertson to approve the OPTIONAL PROJECT ELEMENT CALIPER-CENTERED SYSTEM WHICH INCLUDES THE ONLINE TOOL FOR A COST OF \$4,500. The motion was seconded by Council member Mendoza-Navarro and carried unanimously.

ORAL COMMUNICATIONS: Public comments were received by Mr. Robert Cervantes and Mr. Jim Avalos.

AMERICAN LEGION RECOGNITION: Community Services Director Kirchner provided a presentation on the completed Veteran's Plaza project and recognized American Legion Post 12 for their countless hours in rebuilding the Veteran's Plaza. Chamber of Commerce Executive Director Bob Allen stepped forward and presented American Legion Post 12 with a Beautification Award and thanked them for beautifying the City of Selma.

STILLMAN STREET DEVELOPMENT PROPOSAL PRESENTATION: Mr. Dwight Nelson presented and discussed a proposal for the future development on Stillman Street. Public comment was received from Mr. Jim Avalos, Mrs. Victoria Delgadillo, and Mr. Robert Cervantes. After much discussion, Council thanked Mr. Nelson for the informative presentation.

CONSENT CALENDAR: Council member Guerra requested to pull agenda item 1.a, for separate discussion. Mayor Robertson requested to pull agenda items 1.f., 1.g., and 1.h. for separate discussion. Council member Trujillo motioned to approve the remainder of the Consent Calendar as written. Motion was seconded by Council member Guerra and carried unanimously.

- 1.a. Pulled Consider Approval of a Contract for the Purchase and Installation of an Electrical Power Generator for the Selma Senior Center Under the California Office of Emergency Services Community Power Resiliency Allocation to Cities Program

- b. Approved Consideration of the second amendment to the American Ambulance Services Agreement and authorize the Interim City Manager to execute

- c. 2021-42R Consideration of a Resolution designating the City Manager, or his designee, as the Administrative Citation Appeal Hearing Officer

- d. Approved Consideration of Resolutions Approving Changes to Banking Authorized Signers for City, Successor Agency, Community Enhancement Corporation, and Public Financing Authority

- i. 2021-43R Consider Approval of a Resolution of the City Council of the City of Selma Rescinding Resolution No. 21-7R Authorizing and Designating Authorized Persons to Establish, Deposit, and Withdraw from Bank Accounts at Union Bank of California, N.A.

- ii 2021-4SRDA Consider Approval of a Resolution of the Board of Directors of the Selma Successor Agency Rescinding Resolution No. 21-3R Authorizing and Designating Authorized Persons to Establish, Deposit, and Withdraw from Bank Accounts at Union Bank of California, N.A.

- iii. 2021-2CEC Consider Approval of a Resolution of the Board of Directors of the Selma Community Enhancement Corporation Rescinding Resolution No. 21-1R Authorizing and Designating Authorized Persons to Establish, Deposit, and Withdraw from Bank Accounts at Union Bank of California, N.A.
- iv. 2021-2PFA Consider Approval of a Resolution of the Board of Directors of the Selma Public Financing Authority Rescinding Resolution No. 21-1R Authorizing and Designating Authorized Persons to Establish, Deposit, and Withdraw from Bank Accounts at Union Bank of California, N.A.
- e. 2021-44R Consideration of a Resolution Approving and Adopting the 2022 Health Insurance Maximum Allowances (Caps) for Eligible City Employees
- f. Pulled Consideration of a Resolution approving a request for fee waivers for various community events sponsored by the the Selma District Chamber of Commerce
- g. Pulled Consideration of a Resolution approving a request for a fee waiver for the Selma Rotary District #5230 annual Band Festival Parade
- h. Pulled Consideration of the check register dated August 11, 2021

CONSENT CALENDAR AGENDA ITEMS 1.a. CONSIDER APPROVAL OF A CONTRACT FOR THE PURCHASE AND INSTALLATION OF AN ELECTRICAL POWER GENERATOR FOR THE SELMA SENIOR CENTER UNDER THE CALIFORNIA OFFICE OF EMERGENCY SERVICES COMMUNITY POWER RESILIENCY ALLOCATION TO CITIES PROGRAM and 1.f. CONSIDERATION OF A RESOLUTION APPROVING A REQUEST FOR FEE WAIVERS FOR VARIOUS COMMUNITY EVENTS SPONSORED BY THE THE SELMA DISTRICT CHAMBER OF COMMERCE and 1.g. CONSIDERATION OF A RESOLUTION APPROVING A REQUEST FOR A FEE WAIVER FOR THE SELMA ROTARY DISTRICT #5230 ANNUAL BAND FESTIVAL PARADE and 1.h. CHECK REGISTER DATED AUGUST 11, 2021: After Council discussion, motion was made by Council member Trujillo to approve RESOLUTION NO. 2021-48R, APPROVING A CONTRACT FOR THE PURCHASE AND INSTALLATION OF AN ELECTRICAL POWER GENERATOR FOR THE SELMA SENIOR CENTER UNDER THE CALIFORNIA OFFICE OF EMERGENCY SERVICES COMMUNITY POWER RESILIENCY ALLOCATION TO CITIES PROGRAM & RESOLUTION NO. 2021-45R, APPROVING A REQUEST FOR FEE WAIVERS FOR VARIOUS COMMUNITY EVENTS SPONSORED BY THE THE SELMA DISTRICT CHAMBER OF COMMERCE & RESOLUTION NO. 2021-46R, APPROVING A REQUEST FOR A FEE WAIVER FOR THE SELMA ROTARY DISTRICT #5230 ANNUAL BAND FESTIVAL PARADE & CHECK REGISTER DATED AUGUST 11, 2021. Motion was seconded by Mayor Pro Tem Cho and carried unanimously.

RECESS: Mayor Robertson recessed the meeting for a break at 7:46 p.m. At 7:52 p.m., Mayor Robertson reconvened the meeting.

3. 2021-47R Consideration of a Resolution Approving Rates for Landscaping Lighting and Maintenance District No.1 (LLMD), approving Engineer's Report Identifying the Assessments and the Property Against which it is Assessed within the LLMD and Directing Collection thereof by Placement of the Assessment on the 2021-2022 Fresno County Tax Roll

Assistant City Manager Moreno reported that there were no increases in rates and that the Vineyard Estates zone had a rate reduction.

Mayor Robertson opened the public hearing at 7:53 p.m. There being no one one speak on the matter, the public hearing was closed at 7:54 p.m.

After discussion, motion was made by Council member Trujillo to approve RESOLUTION NO. 2021-47R, APPROVING THE ENGINEER'S REPORT FOR THE LEVY AND COLLECTION OF THE ANNUAL ASSESSMENT FOR SERVICES RENDERED IN THE LANDSCAPING AND LIGHTING MAINTENANCE DISTRICT No. 1 IN THE CITY OF SELMA. The motion was seconded by Mayor Pro Tem Cho and carried unanimously.

4. Tabled Consideration of a Resolution Amending the Schedule of Fees and Charges for City of Selma Services (User Fees)

Mayor Robertson opened the public hearing at 8:21 p.m. Public comments were received from Mrs. Victoria Delgadillo and Mr. Dan Ruiz. There being no further comments, Mayor Robertson closed the public hearing at 8:28 p.m. After Council discussion, and clarification from Legal Counsel, a motion was made by Council member Trujillo and seconded by Council member Guerra to table the item to a future date to be determined. Motion carried unanimously.

5. Direction Council Request to Discuss Adoption of Parliamentary Procedures

Interim City Manager Jimenez reported that this item was placed on the agenda at the request of Council member Mendoza-Navarro. Public comment was received from Mrs. Victoria Delgadillo, Ms. Michelle Garza and Mr. Jim Avalos. After much discussion, direction was given to City Manager and City Attorney to research the parliamentary procedures by Council consensus. Mayor Robertson called for a roll call vote on Council consensus.

AYES:	Mendoza-Navarro, Cho, Trujillo
NOES:	Guerra, Robertson
ABSTAIN:	None
ABSENT:	None

6. Discussion Council Request to Discuss the 2018 Fresno County Rural Transit
 Only Agency Property Purchase APN 390-190-15S

Interim City Manager Jimenez reported that this item was placed on the agenda at the request of Mayor Robertson. Mayor Robertson referenced and read into record the Economic Impact Report associated with the property purchase. Fresno County Rural Transit General Manager Moses Stites stepped forward to provide historical information on the matter. Public comments were received from Mr. Jim Avalos, Mrs. Victoria Delgadillo and Mr. Robert Cervantes. After much discussion, it was stated that the item was for discussion only and no action was taken.

7. Continued Consideration of a Resolution approving a request to enter into an
 Agreement with RRM Design, Inc. for Professional Architectural and
 Engineering Services on the Rockwell Pond Park Project

Assistant City Manager Moreno and Community Services Director Kirchner discussed the matter for Council. Public comment was received from Mrs. Victoria Delgadillo. After Council discussion, motion was made by Council member Trujillo to continue the item to the September 7, 2021 Council meeting to allow City staff to obtain additional information as requested by Council. Motion was seconded by Council member Guerra and carried unanimously.

8. Discussion Presentation and Discussion on American Rescue Plan Act Funds
 Only

Assistant City Manager Moreno provided a power point presentation for Council. Public comment was received from Mrs. Victoria Delgadillo. After much Council discussion, City staff was thanked for the information. No further action was taken as this item was for discussion only and no action was taken.

DEPARTMENT REPORTS: Community Services Director Kirchner announced the grant award of \$25,000 from the California Arts Council.

COUNCIL REPORTS: Council member Mendoza-Navarro congratulated Ms. Everett Pearce on her 106th birthday. She then reported on attending the following events: National Night Out event, Antioquia Ministries Backpack Giveaway event, League of California Cities meeting, Concert in the Park, ribbon-cutting event and groundbreaking ceremony for Hampton Inn.

Council member Trujillo reported on attending the following: Antioquia Ministries Backpack Giveaway event, Concert in the Park event and groundbreaking ceremony for Hampton Inn.

Council member Guerra reported on attending the following: groundbreaking ceremony for Hampton Inn, National Night Out event and Dr. Louie Community Room dedication event.

Mayor Pro Tem Cho reported on attending the Dr. Louie Community Room dedication event, Beautification Committee Clean Up event, and Antioquia Ministries Backpack Giveaway event.

Mayor Robertson reported on attending the following: National Night Out event, Dr. Louie Community Room dedication event, Neighborhood Resource Center backpack event and concert in the park. He also reported on the Selma Swim program funded by the Selma Healthcare District.

ORAL COMMUNICATION: Public comments were received by Mrs. Ramza Coury and Mr. Jim Avalos.

ADJOURNMENT: There being no further business, the meeting was adjourned at 10:55 p.m.

Respectfully submitted,

Reyna Rivera
City Clerk

**CITY OF SELMA
COUNCIL SPECIAL MEETING
August 26, 2021**

PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM, THE PUBLIC HAD THE OPTION TO CALL +1 301 715 8592 ID: 871 5002 5977 TO PROVIDE COMMENTS ON AGENDA ITEMS. THE COUNCIL CHAMBER WAS OPEN FOR THE PUBLIC AS WELL.

The special meeting of the Selma City Council was called to order at 5:30 p.m. in the Council Chambers. Council members answering roll call were: Mendoza-Navarro, Trujillo, and Mayor Pro Tem Cho. Council member Guerra and Mayor Robertson were absent.

Also present were Legal Counsel Lerner, Interim City Manager Jimenez, and interested citizens.

The agenda for this meeting was duly posted in a location visible at all times by the general public seventy-two hours prior to this meeting.

ORAL COMMUNICATIONS: Public comments were received by Ms. Theresa Salas and Mr. Robert Cervantes.

CLOSED SESSION: Mayor Pro Tem recessed the meeting into Closed Session at 5:34 p.m. to discuss the following:

Public Employee Performance Evaluation Pursuant to Government Code Section 54957
Title: Interim City Manager

Public Employee Appointment/ Employment Pursuant to Government Code Section 54957
Title: City Manager

Mayor Pro Tem Cho then reconvened the meeting from closed session at 6:02 p.m. Legal Counsel Lerner provided the following reportable action:

A motion was made by Council member Mendoza-Navarro and seconded by Mayor Pro Tem Cho to provide authority to Interim City Manager to conduct the city manager recruitment internally instead of using an outside agency. The motion carried with the following vote:

AYES:	Mendoza-Navarro, Cho, Trujillo
NOES:	None
ABSTAIN:	None
ABSENT:	Guerra, Robertson

ADJOURNMENT: There being no further business, the meeting was adjourned at 6:03 p.m.

Respectfully submitted,

Reyna Rivera
City Clerk

**CITY MANAGER'S/STAFF'S REPORT
CITY COUNCIL MEETING:**

November 15, 2021

ITEM NO: 1.d.

SUBJECT: Consideration of a Resolution Authorizing the City to Continue with Teleconferenced Public Meetings Pursuant to Assembly Bill 361

RECOMMENDATION: Staff recommends that Council approve the resolution authorizing the City to continue with teleconferenced public meetings pursuant to Assembly Bill 361.

DISCUSSION: On September 16, 2021, the California legislature passed Assembly Bill ("AB") 361, which amends Government Code, section 54953 and permits a local agency to use teleconferencing to conduct its meetings in any of the following circumstances: (A) the legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing; (B) the legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees; or (C) the legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, pursuant to subparagraph (B), that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

In order for the City Council to use teleconferencing as allowed by AB 361 after October 1, 2021, it must first adopt findings in a resolution, allowing the City Council to conduct teleconferenced meetings for a period of thirty (30) days. In addition, AB 361 requires the City to make specified findings every 30 days thereafter. City Council initially approved Resolution No. 2021-57R on September 27, 2021 and subsequently Resolution No. 2021-60R on October 18, 2021.

Ralph Jimenez, Interim City Manager

RESOLUTION NO. 2021 –__R

**A RESOLUTION OF THE CITY OF SELMA, CALIFORNIA AUTHORIZING
CONTINUED USE OF REMOTE TELECONFERENCING PROVISIONS (AB 361)**

WHEREAS, the City Council of the City of Selma (“City Council”) is committed to open and transparent government, and full compliance with the Ralph M. Brown Act (“Brown Act”); and

WHEREAS, the Brown Act generally requires that a public agency take certain actions in order to use teleconferencing to attend a public meeting virtually; and

WHEREAS, the City Council recognizes that a local emergency persists due to the worldwide COVID-19 pandemic; and

WHEREAS, the California Legislature has recognized the ongoing state of emergency due to the COVID-19 pandemic and has responded by creating an additional means for public meetings to be held via teleconference (inclusive of internet-based virtual meetings); and

WHEREAS, on September 16, 2021, the California legislature passed Assembly Bill (“AB”) 361, which amends Government Code, section 54953 and permits a local agency to use teleconferencing to conduct its meetings in any of the following circumstances: (A) the legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing; (B) the legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees; or (C) the legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, pursuant to subparagraph (B), that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees; and

WHEREAS, in order for the City Council to use teleconferencing as allowed by AB 361 after October 1, 2021, it must first adopt findings in a resolution, allowing the City Council to conduct teleconferenced meetings for a period of thirty (30) days; and

WHEREAS, the City Council initially approved Resolution No. 2021-57R on September 27, 2021; and

WHEREAS, on October 18, 2021, the City Council approved Resolution No. 2021-60R; and

WHEREAS, Governor Gavin Newsom declared a state of emergency for the State of California due to the COVID-19 pandemic in his order entitled “Proclamation of a State of Emergency,” signed March 4, 2020; and

WHEREAS, the California Occupational and Safety Health Administration (OSHA) continues to recommend certain social distancing requirements, as described in detail in California Code of Regulations Title 8, section 3205 Covid Prevention; and

WHEREAS, the City Council hereby finds that the state and local emergencies have caused and will continue to cause imminent risks to the health or safety of attendees; and

WHEREAS, the City Council is conducting its meetings through the use of telephonic and internet-based services so that members of the public may observe and participate in meetings and offer public comment.

NOW THEREFORE, BE IT RESOLVED, that the recitals set forth above are true and correct and fully incorporated into this Resolution by reference.

BE IT FURTHER RESOLVED, that the City Council is conducting meetings during a state of emergency and OSHA recommends measures to promote social distancing; and/or

BE IT FURTHER RESOLVED, that the City Council has determined that given the state of emergency, holding in-person only meetings would present imminent risks to the health or safety of attendees.

BE IT FURTHER RESOLVED, that the actions taken by the City Council through this resolution shall be applied to all City committees governed by the Brown Act unless otherwise desired by that committee.

BE IT FURTHER RESOLVED, the City Council authorizes the City Manager or their designee(s) to take all actions necessary to conduct City Council meetings in accordance with Government Code section 54953(e) and all other applicable provisions of the Brown Act, using teleconferencing for a period of thirty (30) days from the adoption of this Resolution after which the City Council will again reconsider the circumstances of the state of emergency.

PASSED AND ADOPTED by the Selma City Council on this 15th day of November 2021, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

APPROVED:

ATTEST:

Scott Robertson, Mayor

Reyna Rivera, City Clerk

CHECK REGISTER REPORT

CHECK NUMBER	CHECK DATE	STATUS	VENDOR NAME	CHECK DESCRIPTION	CATEGORY	AMOUNT
78264	10/28/2021	Printed	IRG MASTER HOLDINGS, LLC	CENTRAL VALLEY TRAINING CENTER LEASE -NOVEMBER 21	R	10,652.93
78265	10/28/2021	Printed	IRG MASTER HOLDINGS, LLC	CENTRAL VALLEY TRAINING CENTER UTILITIES 8/20/21-9/26/21	R	830.99
78266	11/03/2021	Printed	A&S PUMP SERVICE	STORM DRAIN PUMP -LINCOLN PARK		224.00
78267	11/03/2021	Printed	ACTION TOWING AND DIVE TEAM	EVIDENCE TOWING -SEPT 2021		210.00
78268	11/03/2021	Printed	ADVENTIST HEALTH TULARE	BLOOD/ALCOHOL ANALYSIS -PD		100.00
78269	11/03/2021	Printed	MARK ALVES / ALVES ELECTRIC	LIGHTING PLUGS FOR LINCOLN PARK		1,275.00
78270	11/03/2021	Printed	AMERICAN PLANNING ASSOC	APA MEMBERSHIP		390.00
78271	11/03/2021	Printed	NICOLETTE ANDERSEN	CAST PARTY SUPPLIES REIMB.		33.02
78272	11/03/2021	Printed	RYAN ANDERSEN	HANDRAILS FOR ART CENTER		811.60
78273		Void				0.00
78274		void				0.00
78275	11/03/2021	Printed	ARAMARK UNIFORM	UNIFORMS/TOWELS/FIRST AID KITS 10/7-10/21/21		859.98
78276	11/03/2021	Printed	AT&T	TELEPHONE -OCTOBER 2021		21.90
78277	11/03/2021	Printed	AT&T	INTERNET SERVICE -CVTC	R	100.24
78278	11/03/2021	Printed	AT&T	INTERNET SERVICE -WEED & SEED		74.19
78279	11/03/2021	Printed	AT&T	PD FIRE ALARM		199.38
78280	11/03/2021	Printed	AT&T	TELEPHONE 9/1/21-9/30/21		77.00
78281	11/03/2021	Printed	AT&T	TELEPHONE 9/4/21-10/3/21		1,470.66
78282	11/03/2021	Printed	AT&T	TELEPHONE 9/12/21-10/11/21		45.65
78283	11/03/2021	Printed	AT&T	TELEPHONE 9/12/21-10/11/21		95.41
78284	11/03/2021	Printed	AT&T MOBILITY	TELEPHONE -MDT'S 9/1/21-9/30/21		437.31
78285	11/03/2021	Printed	AT&T MOBILITY	TELEPHONE -MDT'S 9/12/21-10/11/21		1,675.47
78286	11/03/2021	Printed	BANNER PEST CONTROL INC	PEST CONTROL -OCTOBER 2021		441.00
78287	11/03/2021	Printed	BAUER COMPRESSORS INC.	LEATHER BOOTS FOR NEW HIRES		1,102.62
78288	11/03/2021	Printed	MATT BEGINES	STRIKE TEAM CHARGES REIMB.	R	1,270.57
78289	11/03/2021	Printed	JAY WESLEY BROCK / TOP DOG TRAINING CENTER	K9 MAINTENANCE 10/18/21		360.00
78290	11/03/2021	Printed	BSN SPORTS LLC	BASKETBALL COURT REPLACEMENT		305.41
78291	11/03/2021	Printed	CARROT-TOP INDUSTRIES, INC.	HOLDERS & HALYARDS FOR FLAGS		346.62
78292	11/03/2021	Printed	CENTRAL VALLEY TOXICOLOGY INC.	DRUG TESTING 21-3492		430.00
78293	11/03/2021	Printed	CISCO SYSTEMS CAPITAL CRP	LEASE-PHONE SYSTEM/BACKUP 10/15/21-11/14/21 & EQUIPMENT PROPERTY TAX		1,740.08
78294	11/03/2021	Printed	CITY OF SANGER FIRE DEPARTMENT	CONSULTING FOR IGT -SEPT 2021		929.25
78295	11/03/2021	Printed	COMCAST	PD TO FCSO -OCT 2021		3,485.11
78296	11/03/2021	Printed	COPWARE, INC.	LEGAL SOURCEBOOK		615.00
78297	11/03/2021	Printed	COUNTY OF FRESNO	PRISONER PROCESSING 7/1/21-9/30/21, RMS/JMS/CAD ACCESS FEES-SEPT 21, IA INVESTIGATION		4,455.78
78298	11/03/2021	Printed	COVID 19 HRSA UNINSURED	AMBULANCE OVERPAYMENT REIMB		561.72
78299	11/03/2021	Printed	DATA TICKET, INC.	PARKING CITATION PROCESSING -AUG 21		200.00
78300	11/03/2021	Printed	DATAPATH LLC	NETCARE & ON SITE SUPPORT-OCT 21, BARRACUDA SPAM FILTER, UPS REPLACEMENTS		13,874.80
78301	11/03/2021	Printed	DEPARTMENT OF GENERAL SERVICES	ADMIN HEARING -JULY & AUG 21		375.50
78302	11/03/2021	Printed	DEPARTMENT OF JUSTICE	BLOOD ALCOHOL ANALYSIS -SEPT 21 & BLOOD ALCOHOL ANALYSIS -SEPT 21		536.00
78303	11/03/2021	Printed	LIA CHRISTINE DEWEY	DRAMATURGY -ZOOT SUIT		200.00
78304	11/03/2021	Printed	EPIC ENERGY	BUSINESS LIC OVERPAYMENT REIMB		4.00
78305	11/03/2021	Printed	MICHAEL FIDALGO	VOCAL COACH FOR DESCENDANTS		400.00
78306	11/03/2021	Printed	FINANCIAL PACIFIC LEASING	PD VEHICLES LEASE PAYMENT		52,684.59
78307	11/03/2021	Printed	FIRE RECOVERY EMS LLC	AMBULANCE BILLING -SEPT 2021		5,838.88
78308	11/03/2021	Printed	FORTNER'S AUTO SERV & TOWING	TOW PD UNIT		275.00
78309	11/03/2021	Printed	FRESNO CITY COLLEGE	POST SUPERVISOR COURSE 9/13/21-9/24/21		302.00
78310	11/03/2021	Printed	FRESNO CITY COLLEGE	FTO TRAINING COURSE 7/19/21-7/23/21		272.00
78311	11/03/2021	Printed	FRESNO COUNTY	INTERNET SERVICE -CVTC	R	2,550.00

CHECK REGISTER REPORT

CHECK NUMBER	CHECK DATE	STATUS	VENDOR NAME	CHECK DESCRIPTION	CATEGORY	AMOUNT
78312	11/03/2021	Printed	FRESNO OXYGEN	OXYGEN RENTALS		445.12
78313	11/03/2021	Printed	FRESNO,MADERA,KINGS AND TULARE	SAFETY CERTS/HAZWAP & SAFETY WORK GLOVES-CVTC	R	11,064.80
78314	11/03/2021	Printed	RENE GARZA	TRAINING PER DIEM 11/14/21-11/18/21	R	290.00
78315	11/03/2021	Printed	GCS ENVIRONMENTAL EQUIPMENT	KIT-SUCTION NOZZLE LINER		176.30
78316	11/03/2021	Printed	GEIL ENTERPRISES INC	JANITORIAL SERVICE -OCT 2021		3,545.00
78317	11/03/2021	Printed	LILIANA LOPEZ DE GODINEZ / JR'S JUMPERS	TABLES & CHAIRS FOR SENIOR RESOURCE FAIR		450.00
78318	11/03/2021	Printed	HEALTH NET	AMBULANCE OVERPAYMENT REIMB		220.80
78319	11/03/2021	Printed	HENRY SCHEIN INC.	MEDICAL SUPPLIES		1,530.83
78320	11/03/2021	Printed	RAUL R HERRERA JR / ECN POLYGRAPH & INVESTIGATION	POLYGRAPH SERVICES -OCT 21		400.00
78321	11/03/2021	Printed	VANESSA M. HERRERA	EXCEL TRAINING REIMBURSEMENT		60.00
78322	11/03/2021	Printed	INDUSTRIAL SAFETY LLC	UTILITY GLOVES & SAFETY GLASSES		923.83
78323	11/03/2021	Printed	J'S COMMUNICATION INC.	SERVICE AGREEMENT -NOV 21		446.00
78324	11/03/2021	Printed	JC'S PAINTING & COATINGS INC.	EXTERIOR PAINTING FOR FIRE STA 1		6,559.00
78325	11/03/2021	Printed	JOHNSON CONTROLS SECURITY	WEED & SEED LOWER BATTERY ALERT		70.45
78326	11/03/2021	Printed	KOEFRAN INDUSTRIES, INC.	EMPTY ANIMAL CONTROL FREEZER		163.86
78327	11/03/2021	Printed	LEAGUE OF CALIFORNIA CITIES	LEAGUE MEETING		25.00
78328	11/03/2021	Printed	HEATHER ELIZABETH LEMON	INTERPRETING SERVICES -AC		300.00
78329	11/03/2021	Printed	LOGISTICARE	AMBULANCE OVERPAYMENT REIMB		385.15
78330	11/03/2021	Printed	METRO UNIFORM	PD REVOLVING ACCT	R	549.48
78331	11/03/2021	Printed	MID VALLEY PUBLISHING, INC.	EMPLOYMENT ADS -PW & TRANSIT		107.50
78332	11/03/2021	Printed	NORIDIAN MEDICARE JE PART B	AMBULANCE OVERPAYMENT REIMB		200.25
78333	11/03/2021	Printed	ADRIAN OCEGUERA	DESCENDANTS SUPPLIES REIMB		116.46
78334	11/03/2021	Printed	OFFICE DEPOT, INC.	OFFICE SUPPLIES		438.50
78335	11/03/2021	Printed	OVERHEAD DOOR COMPANY	REPAIR ROLL UP DOOR AT FIRE STA 2		1,760.74
78336	11/03/2021	Printed	PG&E	UTILITIES -OCTOBER 2021		12.19
78337	11/03/2021	Printed	PG&E	UTILITIES -OCTOBER 2021		260.52
78338	11/03/2021	Printed	PG&E	UTILITIES -OCTOBER 2021		55.24
78339	11/03/2021	Printed	PG&E	UTILITIES -OCTOBER 2021		26,946.97
78340	11/03/2021	Printed	PG&E	UTILITIES -OCTOBER 2021		123.80
78341	11/03/2021	Printed	PG&E	UTILITIES -OCTOBER 2021		15,876.12
78342	11/03/2021	Printed	PROFESSIONAL PRINT & MAIL, INC	WINDOW ENVELOPES		233.07
78343	11/03/2021	Printed	QUAD KNOFF, INC.	ON-CALL PLANNING SERVICES 8/22/21-10/2/21		37,570.21
78344	11/03/2021	Printed	RAVE WIRELESS INC	ANNUAL RENEWAL OF MASS NOTIFICATION SYSTEM		4,750.00
78345	11/03/2021	Printed	THOMAS R & AIMII REDEMER	POSTERS AND POSTCARDS FOR DESCENDANTS & ZOOT SUIT		551.05
78346	11/03/2021	Printed	RINCON CONSULTANTS, INC.	ZONING ORDINANCE UPDATE		8,107.26
78347	11/03/2021	Printed	DANIEL ANTHONY RIVAS	PARAMEDIC RECERT REIMB, STRIKE TEAM REIMB, PARAMEDIC RECERT REIMB	PARTIAL R	1,839.58
78348	11/03/2021	Printed	RONALD J RODGERS	BLACK INK TANK		287.46
78349	11/03/2021	Printed	SANTA MARIA CALIFORNIA NEWS	PH NOTICES -1630 2ND ST, APPEAL HOP, SB 1383		485.66
78350	11/03/2021	Printed	SELMA DISTRICT CHAMBER OF	2ND QTR DUES FY 21/22		7,500.00
78351	11/03/2021	Printed	SOUTH COUNTY VETERINARY	DOG DISPOSAL		40.00
78352	11/03/2021	Printed	SPARKLETT'S	WATER SERVICE -PD		148.61
78353	11/03/2021	Printed	STERICYCLE, INC.	STER-SAFE OSHA COMPLIANCE -NOV 21		180.75
78354	11/03/2021	Printed	STRYKER SALES CORPORATION	STAIR PRO/MTS POWER LOAD MAINT. -FD		7,572.60
78355	11/03/2021	Printed	SUN LIFE	EMPLOYEE INSURANCE -NOV 21		1,781.27
78356	11/03/2021	Printed	SUPERIOR VISION INSURANCE INC	VISION INSURANCE -SEPT 21		6,494.92
78357	11/03/2021	Printed	SWANSON-FAHRNEY FORD	2021 F150		25,704.09
78358	11/03/2021	Printed	THE CRISCOM COMPANY	SEWER INFRASTRUCTURE -NOV 21		4,500.00
78359	11/03/2021	Printed	THE MT PIT	THE SPONGEBOB MUSICAL RENTAL		1,600.00
78360	11/03/2021	Printed	TRACY TOSTA	CANVA GRAPHIC DESIGN SOFTWARE JUL-OCT 21 REIMB.		51.80

CHECK REGISTER REPORT

CHECK NUMBER	CHECK DATE	STATUS	VENDOR NAME	CHECK DESCRIPTION	CATEGORY	AMOUNT
78361	11/03/2021	Printed	U.S. BANK CORPORATE PMT SYSTEM	CALCARD CHARGES 9/23-10/22/21	PARTIAL R	73,126.00
78362	11/03/2021	Printed	UNITY IT	MDT MANAGED SERVICES -SEPT 21		3,235.50
78363	11/03/2021	Printed	VALLEY SHREDDING LLC	DOCUMENT DESTRUCTION SERVICE - CH & PD		60.00
78364	11/03/2021	Printed	VANIR CONSTRUCTION	PROFESSIONAL SERVICES -SEPT 21		5,042.50
78365	11/03/2021	Printed	VERIZON WIRELESS	AIRCARDS 9/19/21-10/18/21		728.49
78366	11/03/2021	Printed	VINCENT COMMUNICATIONS INC	RADIOS & BATTERIES		1,151.93
78367	11/03/2021	Printed	DANIEL VIVEROS / D&G FENCE	REPAIR ENTRANCE GATE -PV		150.00
78368	11/03/2021	Printed	WASTE MANAGEMENT-USA WASTE	GARBAGE -OCTOBER 2021		123,321.61
78369	11/03/2021	Printed	WHITE CAP, L.P.	WINTER JACKETS -PW		1,722.68
78370	11/03/2021	Printed	WILLDAN ENGINEERING	BUILDING INSPECTOR SERVICES 8/31/21-10/1/21		450.00
78371	11/03/2021	Printed	WRIGHT OIL DBA FOWLER BUTANE	PROPANE FD		2,448.60
78372		Void				0.00
78373	11/03/2021	Printed	YAMABE & HORN ENGINEERING, INC	ENGINEERING SERVICES -SEPT 21		59,289.40
					TOTAL	566,769.61

Grant: G PD State Appropriation: PDSA (457)

Reimbursement: R

US BANK INVOICE FOR CALCARD CHARGES: 9/23/21-10/22/21

TRANSACTION					
EMPLOYEE NAME	DATE	VENDOR NAME	DESCRIPTION OF PURCHASE	ACCOUNT NUMBER	AMOUNT
ALEJANDRO ALVAREZ	9/25/2021	SAVE N GO	FUEL	701-9200-600.257.000	73.49
CALEB GARCIA	9/28/2021	BELMONT FUEL, FRESNO CA	FUEL-ACT	269-2100-600.257.000	74.87
CALEB GARCIA	9/30/2021	CHEVRON, FRESNO CA	FUEL-ACT	269-2100-600.257.000	67.19
CALEB GARCIA	10/5/2021	SUNSHINE FOOD MART, FRESNO CA	FUEL-ACT	269-2100-600.257.000	61.75
CALEB GARCIA	10/8/2021	CHEVRON, FRESNO CA	FUEL-ACT	269-2100-600.257.000	83.88
CALEB GARCIA	10/12/2021	CHEVRON, FRESNO CA	FUEL-ACT	269-2100-600.257.000	58.55
CALEB GARCIA	10/15/2021	BAD BUDS, FRESNO CA	FUEL-ACT	269-2100-600.257.000	74.59
CASSY FAIN	9/26/2021	76 STATION	FUEL	701-9200-600.257.000	35.37
CASSY FAIN	9/26/2021	76 STATION	FUEL	701-9200-600.257.000	62.25
CASSY FAIN	9/26/2021	76 STATION	FUEL	701-9200-600.257.000	25.00
CASSY FAIN	9/26/2021	76 STATION	FUEL	701-9200-600.257.000	35.00
CASSY FAIN	9/26/2021	76 STATION	FUEL	701-9200-600.257.000	51.83
CASSY FAIN	9/27/2021	76 STATION	FUEL	701-9200-600.257.000	40.00
CASSY FAIN	9/27/2021	76 STATION	FUEL	701-9200-600.257.000	40.00
CASSY FAIN	9/27/2021	76 STATION	FUEL	701-9200-600.257.000	34.00
CASSY FAIN	9/30/2021	CPOA	LDF -REIMB. THE CITY	800-0000-121.000.000	41.67
CITY OF SELMA FIRE QRT MST	10/12/2021	THE HOME DEPOT	TRAINING WOOD	100-2525-610.915.000	53.55
CITY OF SELMA FIRE QRT MST	10/13/2021	WPSG, INC.	DEPARTMENT SAFETY GEAR	100-2525-600.476.000	354.22
CITY OF SELMA FIRE QRT MST	10/15/2021	ADVANCE MARKETING SYSTEMS	DEPARTMENT PASSPORTS	100-2525-600.250.000	31.39
CITY OF SELMA FIRE QRT MST	10/20/2021	ARCO AMPM	GAS FOR TRAINING CLASS	100-2525-600.915.000	31.17
CITY OF SELMA FIRE QRT MST	10/21/2021	COSTCO GAS	GAS FOR TRAINING CLASS	100-2525-600.915.000	37.84
CITY OF SELMA STATION 1	10/11/2021	THE HOME DEPOT	T-IIO REPAIRS	100-2525-600.250.000	9.71
CITY OF SELMA STATION 1	10/11/2021	THE HOME DEPOT	CLEANING SUPPLIES / STATION 1 PROJECT	100-2525-600.250.000	143.04
CITY OF SELMA STATION 2	9/27/2021	WAL-MART	STATION SUPPLIES	100-2525-600.250.000	67.98
CITY OF SELMA STATION 2	9/27/2021	MIRROR FINISH POLISH	SUPPLIES	100-2525-600.250.000	82.98
CITY OF SELMA STATION 2	10/4/2021	THE HOME DEPOT	STATION SUPPLIES	100-2525-600.250.000	58.62
CITY OF SELMA STATION 2	10/6/2021	WAL-MART	SUPPLIES	100-2525-600.250.000	12.92
CITY OF SELMA STATION 2	10/18/2021	WM SUPERCENTER	SUPPLIES	100-2525-600.250.000	35.73
CITY OF SELMA TRAINING DIV	10/4/2021	BEST WESTERN	HOTEL FOR TRAINING	100-2525-600.915.000	537.32
CITY OF SELMA TRAINING DIV	10/4/2021	NUGGET HOTEL	HOTEL FOR TRAINING	100-2525-600.915.000	242.96
CITY OF SELMA TRAINING DIV	10/6/2021	THE HOME DEPOT	MATERIALS FOR TRAINING PROP	100-2525-600.915.000	43.22
CITY OF SELMA TRAINING DIV	10/7/2021	THE HOME DEPOT	MATERIALS FOR TRAINING PROP	100-2525-600.915.000	37.81
CITY OF SELMA TRAINING DIV	10/14/2021	THE HOME DEPOT	MATERIALS FOR TRAINING PROP	100-2525-600.915.000	147.53
DEBBIE GOMEZ	9/21/2021	GALLS	INNER DUTY BELTS & EXPANDABLE BATONS	100-2200-600.250.000	316.47
DEBBIE GOMEZ	9/22/2021	LYNN PEAVEY COMPANY	EVIDENCE BAGS, ADJUSTA TUBES, INK PADS	100-2200-600.250.000	373.93
DEBBIE GOMEZ	9/27/2021	LYNN PEAVEY COMPANY	MEDIUM ADJUSTABLE TUBES, VIALS	100-2200-600.250.000	150.41
DEBBIE GOMEZ	9/29/2021	OFFICE SUPPLY	HANGING BOX FILES, COLORED HANGING TABS	100-2100-600.250.000	91.95
DEBBIE GOMEZ	9/29/2021	TRITECH FORENSICS	GUN SHOT RESIDUE COLLECTION KITS	100-2200-600.250.000	206.50
DEBBIE GOMEZ	10/4/2021	AMAZON	MR. CLEAN MAGIC ERASERS	100-2200-600.250.000	13.01
DEBBIE GOMEZ	10/6/2021	LYNN PEAVEY COMPANY	ADJUSTABLE TUBES	100-2200-600.250.000	108.26
DEBBIE GOMEZ	10/7/2021	GALLS	OUTER DUTY BELTS	100-2200-600.250.000	151.96
DEBBIE GOMEZ	10/13/2021	AMAZON	AMAZON BUSINESS PRIME SERVICE	100-2100-600.250.000	194.17
DEBBIE GOMEZ	10/13/2021	FEDEX	SHIPPING - CASINGS TO NIBIN FOR ENTRY	100-2100-600.250.000	29.96
DEBBIE GOMEZ	10/14/2021	AMAZON	DRY ERASE MARKER SET FOR DET'S	100-2100-600.250.000	35.16
DEBBIE GOMEZ	10/14/2021	AMAZON	MAGNETIC WHITEBOARD FOR DET'S	100-2100-600.250.000	64.53
DEBBIE GOMEZ	10/15/2021	GALLS	SWIVEL RADIO HOLDERS	100-2200-600.250.000	246.50
DEBBIE GOMEZ	10/20/2021	BEST BUY	CAMERA'S, CAMERA CASES & CLEANING KITS	100-2200-600.250.000	520.65

US BANK INVOICE FOR CALCARD CHARGES: 9/23/21-10/22/21

TRANSACTION					
EMPLOYEE NAME	DATE	VENDOR NAME	DESCRIPTION OF PURCHASE	ACCOUNT NUMBER	AMOUNT
DEBBIE GOMEZ	10/21/2021	ANN'S DONUTS	DONUT'S FOR MEETING ON 10/21	100-2100-600.250.000	12.75
DEBBIE GOMEZ	10/21/2021	BEST BUY	CAMERA'S, CAMERA CASES & CLEANING KITS	100-2200-600.250.000	32.50
DEBBIE GOMEZ	10/21/2021	BEST BUY	CAMERA'S, CAMERA CASES & CLEANING KITS	100-2200-600.250.000	39.00
DEBBIE GOMEZ	10/21/2021	DOLLAR TREE	COFFEE SUPPLIES FOR MEETING ON 10/21	100-2100-600.250.000	8.44
EMS DIVISION 550	10/18/2021	CHEVRON	FUEL	701-9200-600.257.000	85.85
EMS DIVISION I	9/27/2021	CIRCLE K	FUEL-PUMPS DOWN	701-9200-600.257.000	53.61
EMS DIVISION I	9/27/2021	CIRCLE K	FUEL-PUMPS DOWN	701-9200-600.257.000	53.94
EMS DIVISION I	10/7/2021	CHEVRON	FUEL-PUMPS DOWN	701-9200-600.257.000	85.82
EMS DIVISION I	10/8/2021	DOWNTOWN VALERO	FUEL-LDT	701-9200-600.257.000	97.93
EMS DIVISION I	10/11/2021	ARCO	FUEL-LDT	701-9200-600.257.000	66.67
FABIAN URESTI	10/11/2021	AMAZON	AMAZON MEMBERSHIP (ACCIDENTAL PURCH)	100-2500-610.900.000	14.09
FERNANDO SANTILLAN	9/21/2021	ALASKA AIR	FLIGHT FOR CONFERENCE	100-3200-610.920.000	304.80
FERNANDO SANTILLAN	9/21/2021	GUITAR CENTER	CONFERENCE MICROPHONES	100-3100-620.200.000	739.62
FERNANDO SANTILLAN	9/21/2021	GUITAR CENTER	CONFERENCE MICROPHONES	100-1300-620.200.000	739.61
FINANCE DEPT	9/29/2021	UPS STORE KINGSBURG	MAILING ATTORNEY CHECK (IM)	100-1600-600.120.000	42.41
GEORGE SIPIN	9/22/2021	TNT TOWING LLC	TOW RT#118	603-5500-600.400.000	450.00
GEORGE SIPIN	9/24/2021	SOLID SIGNALS	TABLET MOUNT	603-5500-600.250.000	971.21
GEORGE SIPIN	9/24/2021	O'REILLY AUTO PARTS	BATTERY - STOCK	603-5500-600.256.000	501.97
GEORGE SIPIN	9/24/2021	CREATIVE BUS SALES, INC	AMBER LIGHTS - STOCK	603-5500-600.256.000	411.33
GEORGE SIPIN	9/27/2021	O'REILLY AUTO PARTS	BATTERIES/FILTERS-STOCK	603-5500-600.256.000	480.23
GEORGE SIPIN	9/27/2021	O'REILLY AUTO PARTS	MAF-STOCK	603-5500-600.256.000	124.30
GEORGE SIPIN	9/28/2021	AMAZON	EXTERNAL HARD DRIVES	603-5500-600.250.000	125.15
GEORGE SIPIN	9/28/2021	LES SCHWAB TIRES	RESTOCK TIRES	603-5500-600.256.000	3,047.75
GEORGE SIPIN	9/28/2021	AMAZON	EXTERNAL HARD DRIVE	603-5500-600.250.000	100.87
GEORGE SIPIN	9/29/2021	O'REILLY AUTO PARTS	SEMI-MET PAD-RT #185 CREDIT	603-5500-600.256.000	(10.36)
GEORGE SIPIN	9/29/2021	O'REILLY AUTO PARTS	WIPER BLADES - RT#225	603-5500-600.256.000	18.19
GEORGE SIPIN	9/29/2021	O'REILLY AUTO PARTS	WATER PUMP, SEMI-MET PADS-STOCK	603-5500-600.256.000	288.74
GEORGE SIPIN	9/30/2021	O'REILLY AUTO PARTS	MICRO V-BELT - RT#185	603-5500-600.256.000	21.76
GEORGE SIPIN	10/4/2021	O'REILLY AUTO PARTS	BATTERIES - RT#200 CREDIT	603-5500-600.256.000	(2.76)
GEORGE SIPIN	10/4/2021	O'REILLY AUTO PARTS	BATTERIES - RT#200 CREDIT	603-5500-600.256.000	241.14
GEORGE SIPIN	10/4/2021	SECURE STORAGE	12 MONTH STORAGE FEE	603-5500-600.400.000	1,714.00
GEORGE SIPIN	10/6/2021	O'REILLY AUTO PARTS	RELAYS, ALTERNATOR - STOCK	603-5500-600.256.000	360.03
GEORGE SIPIN	10/6/2021	O'REILLY AUTO PARTS	FILTERS, SEPARATORS,COOLANT-STOCK	603-5500-600.256.000	1,107.25
GEORGE SIPIN	10/6/2021	LES SCHWAB TIRES	INSTALL TIRES - RT#117	603-5500-600.400.000	2,198.08
GEORGE SIPIN	10/6/2021	LES SCHWAB TIRES	INSTALL TIRES - RT#117	603-5500-600.400.000	1,061.46
GEORGE SIPIN	10/7/2021	AMAZON	AIR SUSPENSION COMPRESSORS-STOCK	603-5500-600.256.000	904.62
GEORGE SIPIN	10/7/2021	NELSON'S ACE HARDWARE	DUCT TAPE, PLASTIC COVER-STOCK	603-5500-600.250.000	87.80
GEORGE SIPIN	10/7/2021	HOME DEPOT	PLASTIC COVER FOR CHARGERS	603-5500.600.250.000	32.52
GEORGE SIPIN	10/8/2021	O'REILLY AUTO PARTS	CTRL ARM ASSY,SEAL,ROTOR-RT#167	603-5500-600.256.000	450.52
GEORGE SIPIN	10/8/2021	O'REILLY AUTO PARTS	HUB ASSY, BRAKE ROTORS-STOCK	603-5500-600.256.000	665.36
GEORGE SIPIN	10/8/2021	AMAZON	SOLAR OUTDOOR LIGHTS FOR SHOP	603-5500-600.250.000	503.28
GEORGE SIPIN	10/8/2021	FRESNO AG HARDWARE	CASTER FOR STORAGE PALLETS	603-5500.600.250.000	112.51

US BANK INVOICE FOR CALCARD CHARGES: 9/23/21-10/22/21

EMPLOYEE NAME	TRANSACTION DATE	VENDOR NAME	DESCRIPTION OF PURCHASE	ACCOUNT NUMBER	AMOUNT
GEORGE SIPIN	10/11/2021	O'REILLY AUTO PARTS	BRAKE ROTORS - STOCK	603-5500-600.256.000	428.69
GEORGE SIPIN	10/11/2021	O'REILLY AUTO PARTS	COMPRESSORS,MICRO V-BELT-STOCK	603-5500-600.256.000	370.98
GEORGE SIPIN	10/12/2021	SAUNDERS AUTOMATIC SERVICE	RECALIBRATE TCM - RT #140	603-5500-600.400.000	1,126.67
GEORGE SIPIN	10/13/2021	O'REILLY AUTO PARTS	CORE RETURN	603-5500-600.256.000	(10.85)
GEORGE SIPIN	10/13/2021	BUS PARK WAREHOUSE	GAS SHOCKS FOR FORD LIFTS - STOCK	603-5500-600.256.000	273.00
GEORGE SIPIN	10/13/2021	O'REILLY AUTO PARTS	MASKS, CAST, FILTERS - STOCK	603-5500-600.256.000	726.47
GEORGE SIPIN	10/13/2021	RALPH'S TRIANGLE SERVICE	REPAIR FLAT TIRE -RT#165	603-5500-600.400.000	20.65
GEORGE SIPIN	10/14/2021	O'REILLY AUTO PARTS	SHOP TOWELS, DEGREASER-STOCK	603-5500-600.250.000	158.41
GEORGE SIPIN	10/14/2021	LES SCHWAB TIRES	INSTALL TIRES - RT#134	603-5500-600.400.000	3,093.30
GEORGE SIPIN	10/15/2021	O'REILLY AUTO PARTS	UNV HANGERS -STOCK	603-5500-600.256.000	54.28
GEORGE SIPIN	10/15/2021	NAPA AUTO PARTS	BRAKE CALIPER RUBBER, DISC PADS-STK	603-5500-600.256.000	911.12
GEORGE SIPIN	10/15/2021	LES SCHWAB TIRES	ALIGNMENT - RT#167	603-5500-600.256.000	85.00
GEORGE SIPIN	10/15/2021	MICHAEL AUTOMOTIVE CENTER	LINKS - STOCK	603-5500-600.256.000	147.49
GEORGE SIPIN	10/18/2021	O'REILLY AUTO PARTS	TENSIONERS - STOCK	603-5500-600.256.000	145.33
GEORGE SIPIN	10/18/2021	LES SCHWAB TIRES	INSTALL TIRES - RT#132	603-5500-600.400.000	2,031.84
GEORGE SIPIN	10/18/2021	LES SCHWAB TIRES	RESTOCK TIRES	603-5500-600.256.000	2,165.76
GEORGE SIPIN	10/18/2021	NVB EQUIPMENT INC	AC COMPRESSOR - STOCK	603-5500-600.256.000	969.50
GEORGE SIPIN	10/19/2021	MID VALLEY DISTRIBUTORS	HEX'S,HARD F/W,NC GRADE - STOCK	603-5500-600.256.000	21.84
GEORGE SIPIN	10/19/2021	O'REILLY AUTO PARTS	OIL FILTERS, DRAIN PLUGS-STOCK	603-5500-600.256.000	44.58
GEORGE SIPIN	10/19/2021	NVB EQUIPMENT INC	AC COMPRESSOR - CREDIT	603-5500-600.256.000	(969.50)
GEORGE SIPIN	09/27/2021	O'REILLY AUTO PARTS	BATTERIES - CREDIT	603-5500-600.256.000	(250.99)
JOHNNIE CERDA	9/26/2021	76-DBA CAL	GAS PUMPS DOWN	701-9200-600.257.000	60.40
JOHNNIE CERDA	9/26/2021	76-DBA CAL	GAS PUMPS DOWN	701-9200-600.257.000	40.52
JOHNNIE CERDA	9/26/2021	76-DBA CAL	GAS PUMPS DOWN	701-9200-600.257.000	59.00
JOHNNIE CERDA	9/26/2021	76-DBA CAL	GAS PUMPS DOWN	701-9200-600.257.000	48.19
JOHNNIE CERDA	9/26/2021	76-DBA CAL	GAS PUMPS DOWN	701-9200-600.257.000	25.02
JOHNNIE CERDA	9/27/2021	76-DBA CAL	GAS PUMPS DOWN	701-9200-600.257.000	51.17
JOHNNIE CERDA	9/27/2021	76-DBA CAL	GAS PUMPS DOWN	701-9200-600.257.000	52.10
JOHNNIE CERDA	9/27/2021	76-SEI	GAS PUMPS DOWN	701-9200-600.257.000	46.27
JOHNNIE CERDA	10/4/2021	THE HOME DEPOT	KEYS FOR SALLY PORT	100-2200-600.250.000	28.42
JOHNNIE CERDA	10/6/2021	FOOD 4 LESS	PRISONER MEALS	100-2200-600.250.000	7.40
JOHNNIE CERDA	10/13/2021	SPORTSJERSEYWEARST	PERSONAL CHARGE BY ACCIDENT -REIMB THE CITY	800-0000-121.000.000	101.49
JUSTIN HOLT	9/22/2021	EVERY SECOND COUNTS	CHILD ID KITS	100-2300-600.215.000	250.00
JUSTIN HOLT	9/25/2021	76 STATION	GAS FOR UNIT 193, 199, 184	701-9200-600.257.000	125.00
JUSTIN HOLT	9/25/2021	76 STATION	GAS FOR UNIT 190, 193, 195	701-9200-600.257.000	125.00
JUSTIN HOLT	9/25/2021	76 STATION	GAS FOR UNIT 1002	701-9200-600.257.000	50.00
JUSTIN HOLT	9/25/2021	WALMART	SUPPLIES FOR AI BINDERS	100-2200-600.250.000	20.45
JUSTIN HOLT	9/26/2021	SHELL GAS STATION	GAS FOR UNIT 227 WHILE AT TRAINING	701-9200-600.257.000	56.01
JUSTIN HOLT	9/27/2021	SHELL GAS STATION	GAS FOR UNIT 227 WHILE AT TRAINING	701-9200-600.257.000	75.30
JUSTIN HOLT	10/1/2021	LIONS GATE HOTEL	ROOM FOR SGT HOLT TRAINING	100-2200-610.915.000	542.45
JUSTIN HOLT	10/1/2021	LIONS GATE HOTEL	ROOM FOR SRO VILLALOBOS TRAINING	100-2200-610.915.000	542.45
JUSTIN HOLT	10/1/2021	LIONS GATE HOTEL	ROOM FOR DET HUGHES TRAINING	100-2200-610.915.000	542.45
JUSTIN HOLT	10/1/2021	PILOT GAS STATION	ROOM FOR DET HUGHES TRAINING	701-9200-600.257.000	73.00
KELLI TELLEZ	9/23/2021	AMAZON	OFFICE SUPPLIES	100-1600-600.250.000	7.58
KELLI TELLEZ	10/1/2021	AMAZON	OFFICE SUPPLIES	100-1600-600.250.000	5.67
KELLI TELLEZ	10/8/2021	FOX FIRE / LUMAWAR	NAME TAGS-SCBA'S	100-2525-600.477.000	30.95

US BANK INVOICE FOR CALCARD CHARGES: 9/23/21-10/22/21

TRANSACTION					
EMPLOYEE NAME	DATE	VENDOR NAME	DESCRIPTION OF PURCHASE	ACCOUNT NUMBER	AMOUNT
KELLI TELLEZ	10/20/2021	DELI DELICIOUS	LUNCH FOR FIRE CREW	100-2525-600.250.000	153.15
KELLI TELLEZ	10/21/2021	LIQUOR LOCKER	DRINKS FOR FIRE CREW	100-2525-600.250.000	21.20
KELLI TELLEZ	10/21/2021	AMAZON	OFFICE SUPPLIES	100-1600-600.250.000	145.48
MIKAL KIRCHNER	10/14/1902	CALIFORNIA PARKS/RECREATION	EARLY BIRD CONFERENCE REGISTRATION-KIRCHNER	100-4100-610.920.000	455.00
MIKAL KIRCHNER	9/22/2021	CHINA GARDEN	SR. CENTER LUNCHES GRANT FUNDED	805-0000-226.200.000	566.89
MIKAL KIRCHNER	9/28/2021	NELSONS ACE HARDWARE	PIONEER VILLAGE RESTROOM SUPPLIES	601-4100-600.250.000	13.00
MIKAL KIRCHNER	10/1/2021	AMAZON	CORN HOLE (4) FOR TOURNAMENT FUNDRAISERS	100-4700-600.250.000	394.80
MIKAL KIRCHNER	10/4/2021	AMAZON	CORN HOLE (1) FOR TOURNAMENT FUNDRAISERS	100-4700-600.250.000	98.70
MIKAL KIRCHNER	10/4/2021	COSTCO	DECORATIVE LIGHTING PIONEER VILLAGE-RENTALS,	601-4100-600.250.000	536.14
MIKAL KIRCHNER	10/7/2021	ROSAS PIZZA	SR. CENTER LUNCHES GRANT FUNDED	805-0000-226.200.000	517.50
MIKAL KIRCHNER	10/8/2021	ANN'S DONUTS	SR. CENTER BREAKFAST/LUNCH GRANT FUNDED	805-0000-226.200.000	51.00
MIKAL KIRCHNER	10/10/2021	WAL MART	SR. CENTER TRIP WATER	805-0000-226.000.000	16.68
MIKAL KIRCHNER	10/11/2021	ROSAS PIZZA	SR. CENTER LUNCHES GRANT FUNDED	805-0000-226.200.000	350.00
MIKAL KIRCHNER	10/11/2021	HOME DEPOT	SR. CENTER ALARM BATTERY	100-4200-600.250.000	35.80
MIKAL KIRCHNER	10/12/2021	SMART N FINAL	SR. CENTER SUPPLIES - KITCHEN-LUNCHES	805-0000-226.200.000	329.81
MIKAL KIRCHNER	10/12/2021	FIRST STRING SPORTS	(2) PITCHER RUBBERS FOR SHAFER BALLFIELDS	100-4700-600.250.000	221.03
MIKAL KIRCHNER	10/13/2021	NELSONS ACE HARDWARE	KEY MADE FOR FILING CABINET SR.CENTER	100-4500-600.250.000	3.18
MIKAL KIRCHNER	10/13/2021	NELSONS ACE HARDWARE	KEY MADE SR. CENTER RETURNED - DIDN'T WORK	100-4500-600.250.000	(3.18)
MIKAL KIRCHNER	10/13/2021	NELSONS ACE HARDWARE	SR. CENTER DOOR STOP RUBBER TIPS	100-4200-600.250.000	6.48
MIKAL KIRCHNER	10/13/2021	HOME DEPOT	SHAFER PARK MAINTENANCE DOOR HOOK (CLOSING)	100-4700-600.250.000	3.45
MIKAL KIRCHNER	10/15/2021	HOME DEPOT	PIONEER VILLAGE BANDSTAND DECORATIVE LIGHTING	601-4100-600.250.000	160.13
MIKAL KIRCHNER	10/18/2021	FRESNO EOC	SR. CENTER LUNCHES GRANT FUNDED	805-0000-226.200.000	1,869.31
MIKAL KIRCHNER	10/18/2021	FRESNO EOC	SR. CENTER KITCHEN/LUNCH SUPPLIES	805-0000-226.200.000	118.07
MIKAL KIRCHNER	10/18/2021	KNOTTY CHIX	SR. CENTER LUNCH GRANT FUNDED	805-0000-226.200.000	535.00
MIKAL KIRCHNER	10/19/2021	CHINA GARDEN	SR. CENTER LUNCH GRANT FUNDED	805-0000-226.200.000	466.55
MIKAL KIRCHNER	10/20/2021	HOME DEPOT	PIONEER VILLAGE OFF-SEASON LIGHT STORAGE	601-4100-600.250.000	21.11
NESTOR GALVAN	9/23/2021	O'REILLY AUTO PARTS	PARTS FOR 1315 & 1318	701-9200-600.256.000	91.04
NESTOR GALVAN	9/23/2021	O'REILLY AUTO PARTS	MOTOR OIL FOR UNIT 8508	701-9200-600.254.000	26.02
NESTOR GALVAN	9/23/2021	FAST UNDERCAR FRESNO	SWAY BAR KIT FOR UNIT 851	701-9200-600.256.000	57.21
NESTOR GALVAN	9/24/2021	NAPA AUTO PARTS	FUEL FILTER AND OIL FILTERS UNIT 8508	701-9200-600.256.000	177.94
NESTOR GALVAN	9/24/2021	NAPA AUTO PARTS	RADIATOR CAP FOR UNIT 8508	701-9200-600.256.000	6.32
NESTOR GALVAN	9/24/2021	NAPA AUTO PARTS	3 CENTER LED YELLOW UNIT 8508	701-9200-600.256.000	102.42
NESTOR GALVAN	9/24/2021	FIRE APPARATUS SOLUTIONS	ENGINE CHECK FOR E-110	701-9200-600.457.000	444.10
NESTOR GALVAN	9/27/2021	NAPA AUTO PARTS	TRACS BILLING JULY & AUGUST	701-9200-600.400.000	338.00
NESTOR GALVAN	9/28/2021	76- SEI	FUEL FOR TRUCK 722	701-9200-600.257.000	68.00
NESTOR GALVAN	9/28/2021	O'REILLY AUTO PARTS	BATTERY & CORE CHARGE FOR UNIT 3205	701-9200-600.256.000	55.07
NESTOR GALVAN	9/28/2021	O'REILLY AUTO PARTS	AIR FILTER FOR UNIT 806	701-9200-600.256.000	31.00
NESTOR GALVAN	9/28/2021	KROEGER EQUIPMENT	KIT PAD, ROTOR & OIL SEAL FOR UNIT 8508	701-9200-600.256.000	1,323.62
NESTOR GALVAN	9/28/2021	SELMA COLLISION CENTER	REPAIRS FOR UNIT 185	701-9200-600.457.000	1,336.80
NESTOR GALVAN	9/28/2021	SELMA COLLISION CENTER	REPAIRS FOR UNIT 195	701-9200-600.457.000	1,674.23
NESTOR GALVAN	9/29/2021	TIFCO INDUSTRIES	PK ENVIROPURE CHEMICAL	701-9200-600.400.000	68.53
NESTOR GALVAN	9/30/2021	NAPA AUTO PARTS	ACCESSORY RELAY FOR UNIT 197	701-9200-600.256.000	50.40
NESTOR GALVAN	9/30/2021	SWANSON FAHRNEY FORD	OIL, FILTER & MULTIPOINT INSPECT UNIT 728	701-9200-600.457.000	180.24
NESTOR GALVAN	9/30/2021	SWANSON FAHRNEY FORD	OIL, FILTER & MULTIPOINT INSPECT UNIT 197	701-9200-600.457.000	69.54
NESTOR GALVAN	9/30/2021	CAMACHO TIRES	TIRE ROTATION - UNIT 553	701-9200-600.255.000	20.00
NESTOR GALVAN	10/1/2021	NAPA AUTO PARTS	AUTOMATIC TRANSMISSION FILTER UNIT 1315	701-9200-600.256.000	12.01
NESTOR GALVAN	10/1/2021	NAPA AUTO PARTS	OIL FILTER & FUEL LINE HOSE UNIT 1315	701-9200-600.254.000	23.24

US BANK INVOICE FOR CALCARD CHARGES: 9/23/21-10/22/21

TRANSACTION					
EMPLOYEE NAME	DATE	VENDOR NAME	DESCRIPTION OF PURCHASE	ACCOUNT NUMBER	AMOUNT
NESTOR GALVAN	10/1/2021	NAPA AUTO PARTS	AIR FILTER FOR UNIT 1315	701-9200-600.256.000	124.08
NESTOR GALVAN	10/1/2021	NELSONS ACE HARDWARE	SPRING- UNIT 4314	701-9200-600.256.000	18.43
NESTOR GALVAN	10/4/2021	KIMBALL MIDWEST	SUPPLIES	701-9200-600.250.000	23.21
NESTOR GALVAN	10/4/2021	KIMBALL MIDWEST	SHOP SUPPLIES	701-9200-600.250.000	237.57
NESTOR GALVAN	10/4/2021	NAPA AUTO PARTS	FUEL FILTER, AIR FILTER UNIT 1315	701-9200-600.256.000	264.43
NESTOR GALVAN	10/4/2021	NAPA AUTO PARTS	WINDSHIELD WASH - SHOP PARTS	701-9200-600.256.000	20.05
NESTOR GALVAN	10/5/2021	O'REILLY AUTO PARTS	MANIFOLD SET- UNIT 725	701-9200-600.256.000	14.63
NESTOR GALVAN	10/5/2021	O'REILLY AUTO PARTS	CAPSULE- UNIT 186	701-9200-600.256.000	3.55
NESTOR GALVAN	10/5/2021	TNT TOWING	TOWING CHARGE FOR UNIT 8508	701-9200-600.458.000	375.00
NESTOR GALVAN	10/5/2021	ARMANDO'S SMOG	SMOG INSPECTIONS	701-9200-600.457.000	400.00
NESTOR GALVAN	10/5/2021	CUMMINS INC	CHECK ENGINE LIGHT ON UNIT 1318	701-9200-600.457.000	392.00
NESTOR GALVAN	10/5/2021	CAMACHO TIRES	TIRE INSTALL & BALANCE- UNIT 319	701-9200-600.255.000	260.00
NESTOR GALVAN	10/6/2021	O'REILLY AUTO PARTS	FUSE HOLDER- SMALL TOOLS	701-9200-600.305.000	7.04
NESTOR GALVAN	10/6/2021	O'REILLY AUTO PARTS	HEATER HOSE- UNIT 8508	701-9200-600.256.000	22.45
NESTOR GALVAN	10/7/2021	NAPA AUTO PARTS	CABIN AIR FILTER- UNIT 1006	701-9200-600.256.000	12.04
NESTOR GALVAN	10/7/2021	NAPA AUTO PARTS	HEAT HOSE, MD HOSE ANTIFREEZE-UNIT 8508	701-9200-600.256.000	85.90
NESTOR GALVAN	10/7/2021	O'REILLY AUTO PARTS	MULTI-SWITCH - UNIT 8510	701-9200-600.256.000	95.30
NESTOR GALVAN	10/7/2021	O'REILLY AUTO PARTS	CREEPER & THERMOMETER- SMALL TOOLS	701-9200-600.305.000	211.49
NESTOR GALVAN	10/7/2021	CAMACHO TIRES	TIRE INSTALL & BALANCE- UNIT 184	701-9200-600.255.000	30.00
NESTOR GALVAN	10/8/2021	O'REILLY AUTO PARTS	CREDIT FOR RETURN OF CORE	701-9200-600.256.000	(22.00)
NESTOR GALVAN	10/8/2021	ARMANDO'S SMOG	CREDIT FOR OVERCHARGE ON TAGS	701-9200-600.400.000	(150.00)
NESTOR GALVAN	10/8/2021	NAPA AUTO PARTS	CONNECTOR & RELAY - UNIT 8510	701-9200-600.256.000	26.89
NESTOR GALVAN	10/8/2021	O'REILLY AUTO PARTS	BATTERY & CORE CHARGE FOR UNIT 1605	701-9200-600.256.000	148.82
NESTOR GALVAN	10/8/2021	CAMACHO TIRES	TIRE INSTALL & BALANCE- UNIT 2120	701-9200-600.255.000	125.00
NESTOR GALVAN	10/11/2021	NAPA AUTO PARTS	GEAR OIL - UNIT 8561	701-9200-600.254.000	14.09
NESTOR GALVAN	10/11/2021	NAPA AUTO PARTS	LIQUID GASKET MAKER- UNIT 8561	701-9200-600.256.000	19.51
NESTOR GALVAN	10/11/2021	SAFETY KLEEN	OIL RECYCLING	701-9200-600.400.000	1,317.60
NESTOR GALVAN	10/11/2021	SAFETY KLEEN	OIL RECYCLING	701-9200-600.400.000	252.17
NESTOR GALVAN	10/13/2021	TIFCO INDUSTRIES	O-RINGS, AUTO FUSES, MARKER PAINT	701-9200-600.250.000	101.10
NESTOR GALVAN	10/13/2021	O'REILLY AUTO PARTS	PARTS FOR UNIT 224	701-9200-600.256.000	92.45
NESTOR GALVAN	10/13/2021	SELMA LES SCHWAB	WHEEL SPIN BALANCE- UNIT 193	701-9200-600.457.000	185.84
NESTOR GALVAN	10/13/2021	FRESNO COUNTY FIRE	MOBILE EQUIPMENT GRAPHICS- UNIT E111	701-9200-600.457.000	833.33
NESTOR GALVAN	10/13/2021	CAMACHO TIRES	TIRE REPAIR	701-9200-600.255.000	20.00
NESTOR GALVAN	10/14/2021	SWANSON FAHRNEY FORD	SHROUD-SPORT - UNIT 726	701-9200-600.256.000	329.61
NESTOR GALVAN	10/15/2021	CALIFORNIA INDUSTRIAL RUBBER	PARTS- CENTER PUNCH CLAMPS	701-9200-600.256.000	10.29
NESTOR GALVAN	10/15/2021	SWANSON FAHRNEY FORD	OIL, FILTER & MULTIPOINT INSPECT- UNIT 192	701-9200-600.254.000	256.26
NESTOR GALVAN	10/15/2021	SWANSON FAHRNEY FORD	CHECK AIRBAG LIGHT - UNIT 195	701-9200-600.457.000	1,231.55
NESTOR GALVAN	10/19/2021	O'REILLY AUTO PARTS	PARTS- CONNECTOR UNIT 720	701-9200-600.256.000	7.54
NESTOR GALVAN	10/19/2021	O'REILLY AUTO PARTS	PARTS- BATTERY UNIT E311	701-9200-600.256.000	892.91
NESTOR GALVAN	10/20/2021	O'REILLY AUTO PARTS	WIRE SET, IRIIDIUM PLUG- UNIT 718	701-9200-600.256.000	140.19
NESTOR GALVAN	10/20/2021	O'REILLY AUTO PARTS	TEST FLUID - SMALL TOOLS	701-9200-600.305.000	10.84
NESTOR GALVAN	10/20/2021	O'REILLY AUTO PARTS	SMALL TOOLS- DETECTOR FOR UNIT 720	701-9200-600.305.000	48.80
NESTOR GALVAN	10/20/2021	O'REILLY AUTO PARTS	SHOP OILS & LUBES	701-9200-600.254.000	104.05
NESTOR GALVAN	10/21/2021	TIFCO INDUSTRIES	REEL SWIVEL , HOSE REEL, HOSE- UNIT 2201	701-9200-600.457.000	2,053.85
NESTOR GALVAN	10/21/2021	NAPA AUTO PARTS	SPARK PLUG WIRE KIT- UNIT 718	701-9200-600.256.000	60.68
NESTOR GALVAN	10/22/2021	O'REILLY AUTO PARTS	CORE RETURN	701-9200-600.256.000	(205.01)
NICOLETTE ANDERSEN	9/22/2021	SIGNUP GENIUS	AUDITION SIGN UP PLATFORM	605-4300-600.400.000	24.99

US BANK INVOICE FOR CALCARD CHARGES: 9/23/21-10/22/21

TRANSACTION					
EMPLOYEE NAME	DATE	VENDOR NAME	DESCRIPTION OF PURCHASE	ACCOUNT NUMBER	AMOUNT
NICOLETTE ANDERSEN	9/22/2021	AMAZON	DESCENDANTS COSTUMES	605-4300-656.540.042	104.88
NICOLETTE ANDERSEN	9/23/2021	FASTSIGNS	LOBBY SIGNS FOR DESCENDANTS	605-4300-656.540.042	136.72
NICOLETTE ANDERSEN	9/24/2021	WALMART	DESCENDANTS SNACK BAR	605-4300-656.540.042	120.86
NICOLETTE ANDERSEN	9/24/2021	THE HOME DEPOT	DESCENDANTS- BATTERIES	605-4300-656.540.042	47.60
NICOLETTE ANDERSEN	9/25/2021	WALMART	DESCENDANTS SNACK BAR	605-4300-656.540.042	31.90
NICOLETTE ANDERSEN	9/25/2021	DRILEAWOMYORD.COM	CLEANING SOFTWARE	605-4300-656.540.042	10.00
NICOLETTE ANDERSEN	9/25/2021	RITE AID	SUPPLIES FOR DESCENDANTS	605-4300-656.540.042	38.03
NICOLETTE ANDERSEN	9/26/2021	AMAZON	MIC PACKS AND RECEIPT TAPE	605-4300-600.250.000	68.92
NICOLETTE ANDERSEN	9/26/2021	AMAZON	MIC PACKS	605-4300-600.250.000	59.60
NICOLETTE ANDERSEN	9/29/2021	THE SHIRT SHAK	DESCENDANTS - T-SHIRTS	605-4300-656.540.042	779.68
NICOLETTE ANDERSEN	9/30/2021	WALMART	DESCENDANTS SNACK BAR	605-4300-656.540.042	63.97
NICOLETTE ANDERSEN	9/30/2021	NELSONS HARDWARE	DESCENDANTS - BATTERIES	605-4300-656.540.042	45.53
NICOLETTE ANDERSEN	10/1/2021	SAVEMART	DESCENDANTS SNACK BAR	605-4300-656.540.042	18.72
NICOLETTE ANDERSEN	10/1/2021	THE HOME DEPOT	DESCENDANTS - BATTERIES	605-4300-656.540.042	107.10
NICOLETTE ANDERSEN	10/6/2021	AMAZON	ZOOT SUIT- WIGS & ACCESSORIES	605-4300-656.540.040	46.95
NICOLETTE ANDERSEN	10/7/2021	AMAZON	ZOOT SUIT- WIGS & ACCESSORIES	605-4300-656.540.040	98.51
NICOLETTE ANDERSEN	10/7/2021	BEBE O'S	ZOOT SUIT - COSTUMES	605-4300-656.540.040	541.75
NICOLETTE ANDERSEN	10/8/2021	AMAZON	ZOOT SUIT- WIGS & ACCESSORIES	605-4300-656.540.040	10.82
NICOLETTE ANDERSEN	10/9/2021	AMAZON	ZOOT SUIT- COSTUMES	605-4300-656.540.040	10.84
NICOLETTE ANDERSEN	10/10/2021	WPFORMS	ONLINE FORM SOFTWARE RENEWAL	605-4300-600.400.000	99.00
NICOLETTE ANDERSEN	10/10/2021	AMAZON PRIME	AMAZON PRIME MEMBERSHIP	605-4300-600.400.000	14.09
NICOLETTE ANDERSEN	10/10/2021	AMAZON	ZOOT SUIT - COSTUMES	605-4300-656.540.040	121.15
NICOLETTE ANDERSEN	10/16/2021	THE HOME DEPOT	ZOOT SUIT- SET SUPPLIES	605-4300-656.540.040	214.71
NICOLETTE ANDERSEN	10/17/2021	MENEDS	DESCENDANTS - CAST PARTY	605-4300-656.540.042	111.66
NICOLETTE ANDERSEN	10/19/2021	AMAZON	SAC- PARADE SUPPLIES	605-4300-600.250.000	20.97
NICOLETTE ANDERSEN	10/19/2021	AMAZON	SAC- PARADE SUPPLIES	605-4300-600.250.000	153.63
NICOLETTE ANDERSEN	10/19/2021	AMAZON	SAC- PARADE SUPPLIES	605-4300-600.250.000	21.68
NICOLETTE ANDERSEN	10/19/2021	WALMART	SAC- CLEANING SUPPLIES	605-4300-600.250.000	60.69
NICOLETTE ANDERSEN	10/20/2021	AMAZON	ZOOT SUIT - COSTUMES	605-4300-656.540.040	43.28
NICOLETTE ANDERSEN	10/20/2021	AMAZON	ZOOT SUIT - SUPPLIES	605-4300-656.540.040	146.88
NICOLETTE ANDERSEN	10/20/2021	AMAZON	ZOOT SUIT - COSTUMES	605-4300-656.540.040	17.35
NICOLETTE ANDERSEN	10/20/2021	BEBE O'S	ZOOT SUIT - COSTUMES	605-4300-656.540.040	813.22
NICOLETTE ANDERSEN	10/21/2021	AMAZON	ZOOT SUIT -COSTUMES	605-4300-656.540.040	23.41
NICOLETTE ANDERSEN	10/21/2021	AMAZON	ZOOT SUIT - COSTUMES	605-4300-656.540.040	89.84
POLICE DEPT NO 1	10/10/2021	PETCO	K9 DOG FOOD AND MEDICATION	100-2200-600.250.000	86.66
POLICE DEPT NO 2	9/27/2021	ARC MCCLELAN	TRAINING, SRO SCHOOL	100-2200-610.910.000	122.00
POLICE DEPT NO 2	9/29/2021	ARC MCCLELAN	TRAINING, INTERMEDIATE TRAFFIC SCHOOL	100-2200-610.910.000	192.00
POLICE DEPT NO 2	9/30/2021	ARC MCCLELAN	TRAINING, INTERMEDIATE TRAFFIC SCHOOL	100-2200-610.910.000	192.00
POLICE DEPT NO 2	10/6/2021	SAVAGE TRAINING	TRAINING NON-CRIMINAL BARRICADE	100-2200-610.910.000	774.00
POLICE DEPT NO 2	10/12/2021	AMAZON MKT	ACOUSTIC PANELS FOR INTERROGATION/INTERVIEW	100-2200-600.250.000	433.14
RECREATION DEPT	9/21/2021	WALMART	ITEMS FOR BREAKFAST BURRITOS SR. CENTER	230-4500-600.250.800	53.78
RECREATION DEPT	9/23/2021	ANN'S DONUTS	DONUTS FOR SR. CENTER	230-4500-600.250.800	27.85
RECREATION DEPT	9/23/2021	WALMART	COFFEE CREAMER & CUTLERY	805-0000-226.200000	32.97
RECREATION DEPT	9/23/2021	PREMIER FOOD SAFETY	SR. VOLUNTEER FOOD HANDLERS COURSE	805-0000-226.200.000	7.95
RECREATION DEPT	9/28/2021	BIG 5 SPORTING GOODS	CORN HOLE BOARDS FOR SR. CENTER	805-0000-226.200.000	54.23
RECREATION DEPT	9/28/2021	DOLLAR TREE	KITES FOR SR. CENTER	805-0000-226.200.000	10.85
RECREATION DEPT	9/28/2021	WALMART	CANDY/SODA/CHIPS FOR SR. CENTER	230-4500-600.250.800	96.64

November 15, 2021 Council Packet

US BANK INVOICE FOR CALCARD CHARGES: 9/23/21-10/22/21

TRANSACTION					
EMPLOYEE NAME	DATE	VENDOR NAME	DESCRIPTION OF PURCHASE	ACCOUNT NUMBER	AMOUNT
RECREATION DEPT	9/29/2021	AMAZON	THERMOMETER FOR SR. TRIPS	805-0000-226.000.000	17.31
RECREATION DEPT	9/30/2021	ME N EDS	PIZZA FOR SR. LUNCH	230-4500-600.250.800	182.34
RECREATION DEPT	10/4/2021	WALMART	SNACK BAR SUPPLIES FOR SR. CENTER	805-0000-226.200.000	82.62
RECREATION DEPT	10/4/2021	DOLLAR TREE	HALLOWEEN DECORATIONS	805-0000-226.200.000	20.61
RECREATION DEPT	10/8/2021	WALMART	POTATO SALAD/CHIPS FOR SR. CENTER	230-4500-600.250.800	44.59
RECREATION DEPT	10/13/2021	ME N EDS	PIZZA FOR SR. LUNCH	230-4500-600.250.800	198.13
RECREATION DEPT	10/13/2021	WALMART	PLATES	805-0000-226.200.000	4.60
RECREATION DEPT	10/19/2021	WALMART	SUPPLIES FOR RESOURCE FAIR	100-4200-600.250.000	153.56
RECREATION DEPT	10/20/2021	WALMART	ITEMS FOR RESOURCE FAIR	100-4200-600.250.000	70.16
RECREATION DEPT	10/20/2021	DOLLAR TREE	TABLE CLOTHS FOR RESOURCE FAIR	100-4200-600.250.000	13.12
RECREATION DEPT	10/20/2021	SIERRA MARKET	WATERS FOR RESOURCE FAIR	100-4200-600.250.000	43.97
RECREATION DEPT	10/21/2021	ANN'S DONUTS	DONUTS FOR SR. CENTER	230-4500-600.250.800	51.50
RECREATION DEPT	10/21/2021	WALMART	SANDWICHES FOR RESOURCE FAIR	100-4200-600.250.000	180.00
RENE GARZA	9/25/2021	76 GAS STATION	FUEL FOR UNIT # 231	701-9200-600.257.000	65.64
RENE GARZA	10/5/2021	QUICK N HANDY	FUEL FOR UNIT # 231	701-9200-600.257.000	73.20
RENE GARZA	10/15/2021	DOUBLE TREE HOTEL	LODGING FOR TRAINING	100-2200-610.910.000	588.96
REYNA RIVERA	9/26/2021	ZOOM.COM	MONTHLY WEBINAR SUBSCRIPTION COVID 19	100-1700-600.215.000	40.00
REYNA RIVERA	10/1/2021	CITY CLERKS ASSOCIATION	MEMBERSHIP ANNUAL DUES	100-1700-600.900.000	200.00
REYNA RIVERA	10/4/2021	WAL MART SELMA	COUNCIL MTG SUPPLIES	100-1100-600.250.000	37.47
RICHARD FIGUEROA	9/27/2021	76 STATION	FUEL	701-9200-600.257.000	88.00
RICHARD FIGUEROA	10/21/2021	MAVERICK DATA SYSTEM	DET FIGUEROA FOR SW DATABASE	100-2100-600.400.000	150.00
SHANE FERRELL	9/23/2021	HOME DEPOT	BIRD SPIKE KIT	100-4300-600.250.000	213.75
SHANE FERRELL	9/24/2021	NELSON'S ACE HARDWARE	GLASS CLEANER, KEY-RINGO PARK	100-5300-600-250.000	29.03
SHANE FERRELL	9/27/2021	ARCO GASOLINE	FUEL - UNIT #727	701-9200-600.257.000	125.00
SHANE FERRELL	9/27/2021	NELSON'S ACE HARDWARE	CLEANING TOWELS - LINCOLN PARK	100-5300-600.250.000	35.81
SHANE FERRELL	9/27/2021	HOME DEPOT	WOOD FOR RINGO PARK BENCHES	100-5300-600.250.000	19.47
SHANE FERRELL	9/27/2021	HOME DEPOT	EPOXY - SHAFER PARK RESTROOMS	702-9300-600.250.000	73.96
SHANE FERRELL	9/28/2021	NELSON'S ACE HARDWARE	PAINT - ALL PARKS	100-5300-600.250.000	209.94
SHANE FERRELL	10/1/2021	AMAZON	BIRD REPELLER - ART'S CENTER	100-4300-600.250.000	145.36
SHANE FERRELL	10/6/2021	AMAZON	BATTERIES FOR SCHOOL CROSSWALKS	210-5400-600.250.000	58.56
SHANE FERRELL	10/6/2021	CONSOLIDATED METAL FABRICATING CO.	WELDED TUBE FOR RINGO PARK SIGN	100-5300-600.400.000	106.57
SHANE FERRELL	10/8/2021	NELSON'S ACE HARDWARE	SUPPLIES FOR PUMP STATIONS - STREETS	210-5400-600.250.000	55.59
SHANE FERRELL	10/11/2021	HOME DEPOT	SAW BLADES, PIPES-POCKET PARK	100-5300-600.250.000	117.61
SHANE FERRELL	10/11/2021	HOME DEPOT	NAIL PULLER, PIPING-POCKET PARK	100-5300-600.250.000	47.78
SHANE FERRELL	10/11/2021	AGRICULTURAL INDUSTRIAL SUPPLY	TUBE FOR RINGO PARK SIGN	100-5300-600.250.000	58.71
SHANE FERRELL	10/12/2021	NELSON'S ACE HARDWARE	DECORATIVE LIGHTS - PIONEER VILLAGE	100-5300-600.250.000	30.34
SHANE FERRELL	10/13/2021	NELSON'S ACE HARDWARE	LIGHTING SUPPLIES - CITY HALL	702-9300-600.250.000	75.92
SHANE FERRELL	10/13/2021	NELSON'S ACE HARDWARE	RUST REMOVAL - RINGO PARK SIGN	100-5300-600.250.000	6.59
SHANE FERRELL	10/20/2021	CA EMPLOYERS ASSOCIATION	SUPERVISOR TRAINING COURSES	100-5300-610.915.000	995.00
STEVEN MARES	9/24/2021	76 STATION	FUEL	701-9200-600.257.000	51.80
STEVEN MARES	9/24/2021	76 STATION	FUEL	701-9200-600.257.000	51.72
TIM CANNON	10/19/2021	O'REILLY AUTO PARTS	WASH BRUSH FOR PATROL VEHICLES	100-2200-600.250.000	18.43
					<hr/> 73,126.00

CITY MANAGER'S/STAFF'S REPORT
COUNCIL MEETING DATE:

November 15, 2021

ITEM NO: 2.

SUBJECT: Public Hearing to consider introduction of an ordinance amendment to Selma Municipal Code Section 11-28-8 Billboards (Off Premises Advertising Sign Structure) to increase the maximum allowable face area of billboards, including electronic billboards. The proposed ordinance would also amend requirements for sign placement, design, and electronic display standards within the City. The ordinance is being proposed by applicant West Coast Billboards under application number ZTA 2021-0010. Public Hearing and First Reading of Ordinance. CEQA Categorical Exemption Section 15061(b)(3) and Section 15183.

RECOMMENDATION: 1) Approve or deny ZTA 2021-0010 and introduce and waive the first reading of an Ordinance amending Selma Municipal Code Section 11-28-8 Billboards (Off Premises Advertising Sign Structure) as stated in the ordinance.

2) Consider directing staff to analyze further changes to the Selma Municipal Code based on additional feedback from other stakeholders.

DISCUSSION: The above application for an ordinance change to the City's ordinance regulating billboards was submitted by Jeremy Gregory with West Coast Billboards. The request was considered by the Planning Commission on September 27, 2021, where the Planning Commission voted to adopt a resolution recommending that the City Council approve the request as submitted. The Planning Commission resolution is included herein (Attachment 6).

The City Council held a public hearing on October 18, 2021, and then voted to continue the request to the November 1, 2021, meeting. After the October 18th meeting, staff received inquiries about the proposed ordinance from another billboard company with billboards already in the city. They requested an opportunity to submit a letter commenting on the ordinance request. A letter from OUTFRONT Media was received October 28, 2021 (attached in this report). On November 1, 2021, the City Council continued the application request to the November 15, 2021, without discussion.

Information Gathered Since the October 18th Council Meeting

The Council requested that Staff provide a comparison of the current and proposed billboard standards and requirements with the standards and requirements for "on-premise" commercial signs (i.e., the tall highway-oriented signs owned by several car dealerships, restaurants, and shopping centers). A table comparing the standards and requirements is provided below. While there are some similarities, there are also some differences,

particularly the height and size standards. Also, “on-premise” highway-oriented commercial signs are allowed within 600 feet of the freeway whereas billboards are only allowed within 200 feet of the freeway.

Comparison of Standards and Requirements for Freeway-Oriented Signs (On-Premise Commercial Signs) and Billboards

	Freeway-Oriented Signs Existing Ordinance (Section 11- 28-6-2E) (On-Premise Commercial Signs)	Billboards Existing Ordinance (Section 11-28-8)	Billboards Ordinance Changes Proposed by this Request	Result if Billboard Ordinance Change Approved
Locations Allowed	Must be within 600 feet of Highway 99	Must be within 200 feet of Highway 99, within the M-1 or M-2 zone districts, AND south of Park Street	South of Park Street requirement removed. Other requirements remain.	Opens up an industrial area on the north side of Selma that previously did not allow billboards
Uses Allowed to Have Sign	Only hotels, motels, restaurants, service stations, shopping/office centers, new vehicle sales, convenience stores	Uses allowed in the M-1 or M-2 zone	No change	No change
Maximum Size	200 square feet	300 square feet	672 square feet	Increases allowed size for all billboards by 372 square feet
Maximum Height	75 feet	32 feet	55 feet	Increases allowed height for all billboards by 23 feet
Location on the Site	At least 10 feet away from Highway 99 and within in the rear 40% of the parcel	At least 500 feet away from residential uses and residential zoning	No change	No change
Pole Type	Must be a single pole	Must be a single pole	Must be a single pole that is covered with architectural embellishments	Adds requirement for architectural embellishments
Distance from other signs	No limitation	No billboard shall be placed within 660 feet of another billboard or freeway-oriented sign	Adds that billboards with electronic messaging shall be placed 1,000 feet from another billboard	Increases distance separation for electronic billboards
CUP required?	No - only site plan review	Yes - CUP required	Yes - CUP required	No change

Electronic messaging allowed?	Yes, if a CUP is obtained for electronic reader board - but no animation allowed on electronic reader board	No	Yes - but no animation allowed on billboard	Allows electronic messaging with no animation
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The Council also requested that staff provide information on the two car dealership signs near SR 99 and Floral Avenue that have animated electronic messaging. Staff searched past records and could not find evidence that either business had been permitted to add electronic messaging to its sign. According to the current ordinance, the sign itself is permitted, but the electronic messaging requires CUP approval and animated messaging is not allowed. Specifically, the current ordinance states that the sign may only change its message once every four seconds. (The Caltrans standard for billboards is once every eight seconds.)

Staff also contacted Caltrans to see if the electronic message signs had been permitted by them. Caltrans' policy is to not comment on any specific sign and complaints about electronic signs ("on-premise" or billboard) along a state highway need to be made to the California Highway Patrol (CHP), who will determine if there is a violation. If there is, CHP will forward their findings to Caltrans, who will then contact the owner to rectify the violation.

Regarding the letter received from OUTFRONT Media, the business requests that the Council delay action on the applicant's requested ordinance change for at least 60 days so that they can meet with City staff and gain a more comprehensive understanding of what the City would like to see in a new ordinance. Staff discussed the ordinance with OUTFRONT in a virtual call prior to receiving the letter. It is Staff's recommendation that further delay is not needed. The item before the Council is a specific request submitted by an applicant which has been reviewed by staff as to the impact it would have on the community. Additional review of the existing ordinance may be considered by staff upon direction from the Council, including as part of the comprehensive Zoning Ordinance Update. Community comments received with regard to this application have been noted by staff and provided to Council for consideration, though the scope of the original application has not been modified as a result.

Information Originally Presented at the October 18th Council Meeting

The applicant would like to construct two billboards (off-premises signs) that exceed the current size and height requirements of the SMC and would be in locations currently not allowed. As a first step, the applicant has applied for a Zoning Text Amendment to amend the SMC to accommodate for the height and size of the proposed off-premises signs. Currently, the maximum allowable height for a billboard is 32 feet. The amendment would increase the allowable height to 55 feet. The total sign area would be increase from a maximum area of 300 square feet to a maximum area of 672 square feet. If the Council approves this Zoning Text Amendment, then the applicant will, as a second step, apply for a conditional use permit for the specific billboards they would like to construct. The Zoning Text Amendment alone, does not approve their specific request, it only allows them (or others) to apply for a conditional use permit that will be evaluated by the Planning Commission on its individual merits.

Exhibits are attached showing size comparisons of billboards that are currently allowed versus what would be allowed under the proposed ordinance amendments (Exhibits A & B). The illustrations show the current maximum height for billboards is 32 feet and the current sign face size is 300 square feet. The applicant's proposal would increase the maximum allowed height to 55 feet and the maximum allowed sign face size to 672 square feet. The proposal would increase the maximum allowed height by 72% and the maximum allowed sign face size by 124%.

The new ordinance also expands the areas of the City where billboards are permitted. The current code restricts billboards to the M-1 and M-2 zones that are located south of Park Street and within 200 feet of Highway 99. The proposed amendment would still limit billboards only to the M-1 and M-2 zones and within 200 feet of Highway 99. However, the proposed amendment would remove "south of Park Street" as a limitation. This would open up a new area for billboards on the north side of the city roughly between the Huntsman Avenue and Springfield Avenue alignments along Highway 99. Exhibit C shows the locations where billboards are currently allowed and the proposed new area. Since the M-1 and M-2 zones are only on the east side of Highway 99, if this ordinance change were approved, billboards would be allowed on the east side (northbound traffic side) but not the west side. Exhibit D shows the locations of the existing billboards, as well as the existing highway business signs on poles.

If the amendment is approved, new billboards and redesigned billboards would still be required to obtain a Conditional Use Permit (CUP). In addition, design guidelines have been added that require architectural embellishments on support columns and City of Selma branding. This would be enforced through the CUP process.

Subsection D of the proposed ordinance amendment adds wording to allow electronic message boards on billboards. Specific standards for electronic message displays and LED billboard signs include the requirement to meet Caltrans Outdoor Advertising (ODA) standards, use of signs for emergency messaging, and correcting a malfunction. Caltrans ODA regulates sign appearances including, but not limited to, allowable levels of brightness, how often copy can change, and a prohibition of animated messaging. (Attachments 7, 8, and 9.)

The following is a summary of the Caltrans Outdoor Advertising Permit Requirements. It describes the standards that Caltrans requires for regular billboard and electronic message billboards. One standard that City staff has added to the proposed City ordinance based on the Caltrans standards is that two electronic message billboards must be located at least 1,000 feet from each other. Also included is an explanation of the brightness guidelines that Caltrans enforces and the State law regarding billboard luminescence. This law and guidelines provide standards for how bright the electronic message billboard may be during certain times of the day. The City's proposed ordinance does not address luminescence. Enforcement will be uniformly handled by Caltrans.

Caltrans Outdoor Advertising Permit Requirements

In addition to local permit requirements, a permit is also required from Caltrans for any outdoor advertising display which is visible from an Interstate or primary highway. In order for an outdoor advertising display application to be considered for a permit adjacent to an interstate or primary highway the following criteria must be met:

Caltrans Display Location Requirements

Must be outside of the right of way

Must be outside of any stream, or drainage channel

There must be an existing business activity within 1000 feet of proposed display location on either side of the highway

Location of property where display is to be placed must be zoned industrial or commercial.

Must have written consent from the property owner and a building permit from the local government.

Location may not be adjacent to a landscaped portion of the freeway.

Display must be 500 feet from any other permitted display on same side of any highway that is a freeway.

Display must be 300 feet from any other permitted display on same side of any primary highway that is not a freeway in an unincorporated area.

Display must be 100 feet from any other permitted display on same side of any primary highway that is not a freeway and is within the limits of an incorporated city.

Display must be 500 feet from an interchange; intersection at grade or safety roadside rest if the highway is a freeway and the location is outside the limits of an incorporated city and outside the limits of an urban area.

An electronic changeable message center display must meet the above spacing requirements and be 1000 feet from another electronic message center display

Maximum height for the advertising display area is, 25 feet in height and 60 feet in length, not to exceed an overall maximum of 1200 square feet.

Caltrans Requirements for Lighting of Digital Billboards

To control brightness levels on digital billboards, the signs are equipped with light sensors that measure the amount of light available in the surrounding environment. In the brightest sun the billboard is at its brightest to provide the necessary contrast to let the billboard be legible. At night, the billboard is dimmed to adjust to surrounding light conditions. A more detailed explanation is given in Exhibit 8.

Caltrans measures the brightness of an objectionable light source by measuring with a 1¹/₂-degree photoelectric brightness meter placed at the driver's point of view. A detailed explanation of the measurement is stated in Exhibit 9.

This item was heard at a public hearing by the City of Selma Planning Commission at a regular scheduled meeting on August 23, 2021. After discussion, the Planning Commission continued the item to the September 27, 2021 meeting. The Planning Commission recommended approval of the Zoning Text Amendment at the September 27, 2021 meeting. Beside City staff, only the applicant spoke at the public hearing.

Proposed Text of the Ordinance Amendment

The proposed text of the ordinance amendment is as follows:

- Proposed deleted text is shown in ~~strikethrough~~ text.
- Proposed new text is shown in underline italic text.

11-28-8: BILLBOARDS (OFF PREMISES ADVERTISING SIGN STRUCTURE):

(A) General Provisions:

1. No billboard shall be constructed, relocated, or upgraded within the city without a ~~e~~Conditional ~~u~~Use ~~p~~Permit (CUP). Each application shall be considered separately and individually. Multiple billboards on separate parcels shall not be combined into a single application. All new, relocated or upgraded billboards shall comply with the following regulations:
2. Expansion of billboard area or addition of faces to existing billboards: the vested rights held by existing billboards, whether conforming or nonconforming to this Chapter, do not allow expansion of billboard area or addition of billboard faces as a matter of right. No billboard shall have its area increased or have an additional face added unless all of the following conditions are met:
 - (a) A Conditional Use Permit is obtained by the applicant;
 - (b) The billboard meets the requirements of this Chapter;
 - (c) The applicant obtains all required building permits.

(B) Placement:

- ~~(a)~~1. Billboards shall only be permitted within two hundred feet (200') of Highway 99 ~~south of Park Street~~ and only in the M-1, and M-2 zone districts.
- ~~(b)~~2. No billboards shall be permitted within five hundred feet (500') of residential uses, zoning, or general plan designations. Uses across Highway 99 from a proposed billboard shall not be considered in this requirement.
- ~~(c)~~3. No billboard shall be placed within six hundred sixty feet (660') of another billboard or a freeway oriented sign. No billboard with electronic message display shall be placed within one thousand feet (1,000') of another billboard with electronic message display.

(C) Design:

- ~~(d)~~1. The total height of a billboard shall not exceed ~~thirty-two~~ fifty-five feet (~~32~~)(55') to the top of the structure.
- ~~(e)~~2. The total area of a single sign face shall not exceed ~~three hundred (300)~~ six hundred seventy-two (672) square feet. No billboard shall have more than two (2) sign faces.
- ~~(f)~~3. All billboards shall be supported by a single pole.
- ~~(g)~~4. The minimum height to the bottom of a billboard shall be seven feet (7').
- ~~(h)~~5. All support structures of the billboard shall be fully enclosed. visible sign support columns for electronic billboards shall be concealed with approved architectural embellishments. The materials used in the sign support embellishments shall be primarily natural stone, brick, approved masonry panels, stucco, or architectural metal.
6. Billboards may be illuminated provided no lighting is directed onto adjacent properties or public rights-of-way and, where applicable, have approval from the California Highway Patrol and/or California Department of Transportation (Caltrans).
7. Electronic billboards shall have the City of Selma branding on each side that contains advertising.

(D) Electronic message display and LED billboard signs:

1. Electronic message display and LED billboard signs are permitted but must have clearance or necessary approvals in writing from Caltrans Outdoor Advertising. Electronic message rotation shall comply with Caltrans safety standards.
2. The owner of an LED billboard sign shall coordinate with the local authorities to display, when appropriate, emergency information important to the traveling public including, but not limited to Amber Alerts, alerts concerning terrorist attacks or natural disasters. Emergency information messages shall remain in the advertising rotation according to the protocols of the agency that issues the information.
3. The owner of an LED billboard sign shall provide to the City of Selma Community Development Department 24-hour contact information for a person who has the authority and ability to turn off the electronic sign promptly after a malfunction occurs. Any sign not properly functioning needs to be repaired to the city's satisfaction within 30 days of a written notice or be subject to CUP revocation process, with the possibility of an additional 30-day extension approved by the Community Development Director or City Manager.

Environmental (CEQA)

This project is exempt under California Environmental Quality Act (CEQA) Section 15061(b)(3) and Section 15183. The project is exempt under the “common sense” exemption because it does not involve the construction or alteration of facilities that will have a significant effect on the environment (Attachment 10). The project includes a Zoning Text Amendment to amend the Selma Municipal Code (SMC) Section 11-28-8: Billboards (off-premises sign structure). Billboards are required to apply for a discretionary permit (CUP) prior to approval and construction. Adherence to the Caltrans Outdoor Advertising Standards will reduce aesthetic and safety impacts to less than significant. The aesthetic impacts of LED billboards have been studied in the past and impacts were shown to be less than significant. The project is exempt under Section 15183 because the existing SMC allows for freeway-oriented signs up to 75 feet high and the M-2 zone district allows for building heights of 100 feet. Therefore, the proposed changes to the billboard code do not exceed similar standards previously adopted.

Public Notice

The public hearing for Application 2021-0010 was duly noticed for the October 18, 2021, Council meeting in the Selma Enterprise (Attachment 11). At that meeting, the City Council opened and closed the public hearing, and then continued the request to the November 1, 2021, meeting. On November 1, the Council continued the item to the November 15, 2021, meeting.

RECOMMENDATION:

1) Approve or deny ZTA 2021-0010 and introduce and waive the first reading of Ordinance No. 2021-__ amending Selma Municipal Code Section 11-28-8 Billboards (Off Premises Advertising Sign Structure) as stated in the ordinance.

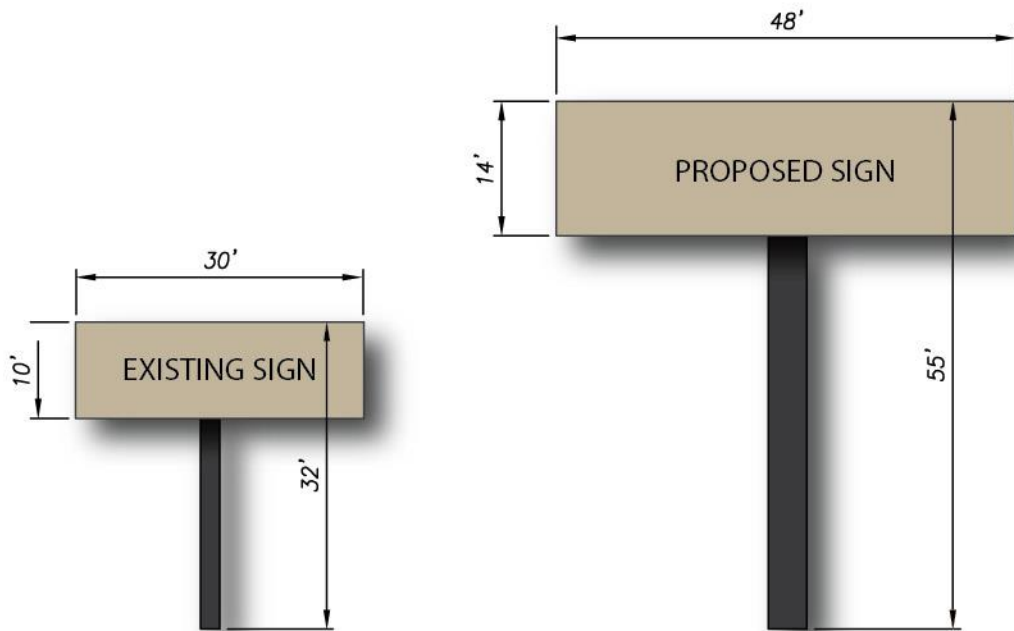
2) Consider directing staff to analyze further changes to the Selma Municipal Code based on additional feedback from other stakeholders.

Mary Lerner
City Attorney for City of Selma

Fernando Santillan
Deputy City Manager

Attachments

1. Exhibit A Size Comparison Dimensions
2. Exhibit B Size Comparison Rendering
3. Exhibit C Allowable Area Map – Existing and Proposed
4. Exhibit D Map of Existing Billboards and Highway Signs
5. Ordinance 2021-__
6. Applicant's Rendering
7. Planning Commission resolution recommending approval
8. Explanation of OAAA Recommended Brightness Guidelines
9. State Law regarding Billboard Luminescence
10. CEQA Notice of Exemption
11. Public Hearing Notice
12. Letter from OUTFRONT Media dated October 28, 2021



This exhibit illustrates the existing allowed maximum billboard size and height and compares it with the proposed maximum size and height.

SCALE: 1"=20'-0"

ZTA 2021-0010

Exhibit A Size Comparison Dimensions



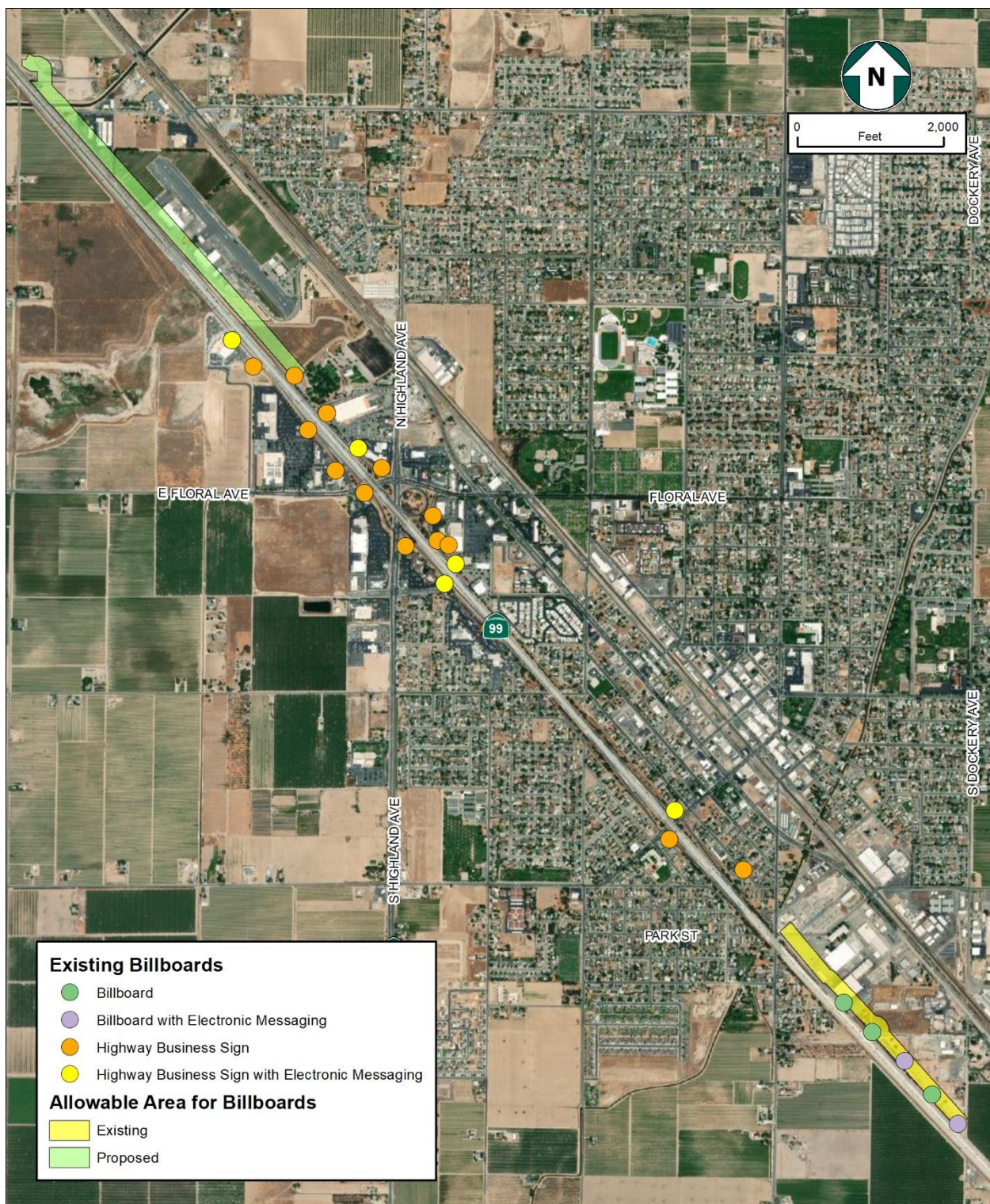
This exhibit uses the illustration of the proposed billboard prepared by the applicant and adds in a billboard meeting the existing code to compare sizes.

ZTA 2021-0010

Exhibit B
Size Comparison Rendering



ZTA 2021-0010	<p align="center">Exhibit C</p> <p align="center">Map of Allowable Area – Existing and Proposed</p>
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ZTA 2021-0010	<p align="center">Exhibit D</p> <p align="center">Map of Existing Billboard and Highway Signs</p>
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ORDINANCE NO. 2021-__

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SELMA AMENDING
SECTION 11-28-8 OF TITLE XI OF THE SELMA MUNICIPAL CODE RELATING TO
BILLBOARDS (OFF-SITE SIGNAGE)

THE CITY COUNCIL OF THE CITY OF SELMA DOES ORDAIN as follows:

SECTION 1. Section 8 of Chapter 28 of Title XI (11-28-8) of the Municipal Code of the City of Selma is hereby amended to read as follows:

“11-28-8: Billboards (Off Premises Advertising Sign Structure)

(A) General Provisions:

1. No billboard shall be constructed, relocated, or upgraded within the city without a Conditional Use Permit (CUP). Each application shall be considered separately and individually. Multiple billboards on separate parcels shall not be combined into a single application.
2. Expansion of billboard area or addition of faces to existing billboards: the vested rights held by existing billboards, whether conforming or nonconforming to this Chapter, do not allow expansion of billboard area or addition of billboard faces as a matter of right. No billboard shall have its area increased or have an additional face added unless all of the following conditions are met:
 - (a) A Conditional Use Permit is obtained by the applicant;
 - (b) The billboard meets the requirements of this Chapter;
 - (c) The applicant obtains all required building permits.

(B) Placement:

1. Billboards shall only be permitted within two hundred feet (200') of Highway 99 and only in the M-1, and M-2 zone districts.
2. No billboards shall be permitted within five hundred feet (500') of residential uses, zoning, or general plan designations. Uses across Highway 99 from a proposed billboard shall not be considered in this requirement.
3. No billboard shall be placed within six hundred sixty feet (660') of another billboard or a freeway-oriented sign. No billboard with electronic message display shall be placed within one thousand feet (1,000') of another billboard with electronic message display.

(C) Design:

1. The total height of a billboard shall not exceed fifty-five feet (55') to the top of the structure.
2. The total area of a single sign face shall not exceed six hundred seventy-two (672) square feet. No billboard shall have more than two (2) sign faces.
3. All billboards shall be supported by a single pole.
4. The minimum height to the bottom of a billboard shall be seven feet (7').

5. All visible sign support columns for electronic billboards shall be concealed with approved architectural embellishments. The materials used in the sign support embellishments shall be primarily natural stone, brick, approved masonry panels, stucco, or architectural metal.
6. Billboards may be illuminated provided no lighting is directed onto adjacent properties or public rights-of-way and, where applicable, have approval from the California Highway Patrol and/or California Department of Transportation (Caltrans).
7. Electronic billboards shall have the City of Selma branding on each side that contains advertising.

(D) Electronic message display and LED billboard signs:

1. Electronic message display and LED billboard signs are permitted but must have clearance or necessary approvals in writing from Caltrans Outdoor Advertising. Electronic message rotation shall comply with Caltrans safety standards.
2. The owner of an LED billboard sign shall coordinate with the local authorities to display, when appropriate, emergency information important to the traveling public including, but not limited to Amber Alerts, alerts concerning terrorist attacks or natural disasters. Emergency information messages shall remain in the advertising rotation according to the protocols of the agency that issues the information.
3. The owner of an LED billboard sign shall provide to the City of Selma Community Development Department 24-hour contact information for a person who has the authority and ability to turn off the electronic sign promptly after a malfunction occurs. Any sign not properly functioning needs to be repaired to the city's satisfaction within 30 days of a written notice or be subject to CUP revocation process, with the possibility of an additional 30-day extension approved by the Community Development Director or City Manager."

SECTION 2. Severability. If any part of this Ordinance is held to be invalid for any reason, such decision shall not affect the validity of the remaining portions of this Ordinance, and the City Council hereby declares that it would have passed the remainder of this Ordinance, as if such invalid portion thereof had been deleted.

SECTION 3. This ordinance shall take effect thirty (30) days after its passage.

SECTION 4. The City Clerk is hereby ordered and directed to certify the passage of this Ordinance and to cause the same to be published once in a newspaper of general circulation, published in the County of Fresno.

I, REYNA RIVERA, City Clerk of the City of Selma, do hereby certify that the foregoing Ordinance was introduced at a regular meeting of the City Council of the City of Selma held on the 15th day of November 2021, and passed and adopted at a regular meeting of the City Council held on the ____ day of _____ 2021, by the following vote, to wit:

AYES: COUNCIL MEMBERS:
NOES: COUNCIL MEMBERS:
ABSENT: COUNCIL MEMBERS:
ABSTAIN: COUNCIL MEMBERS:

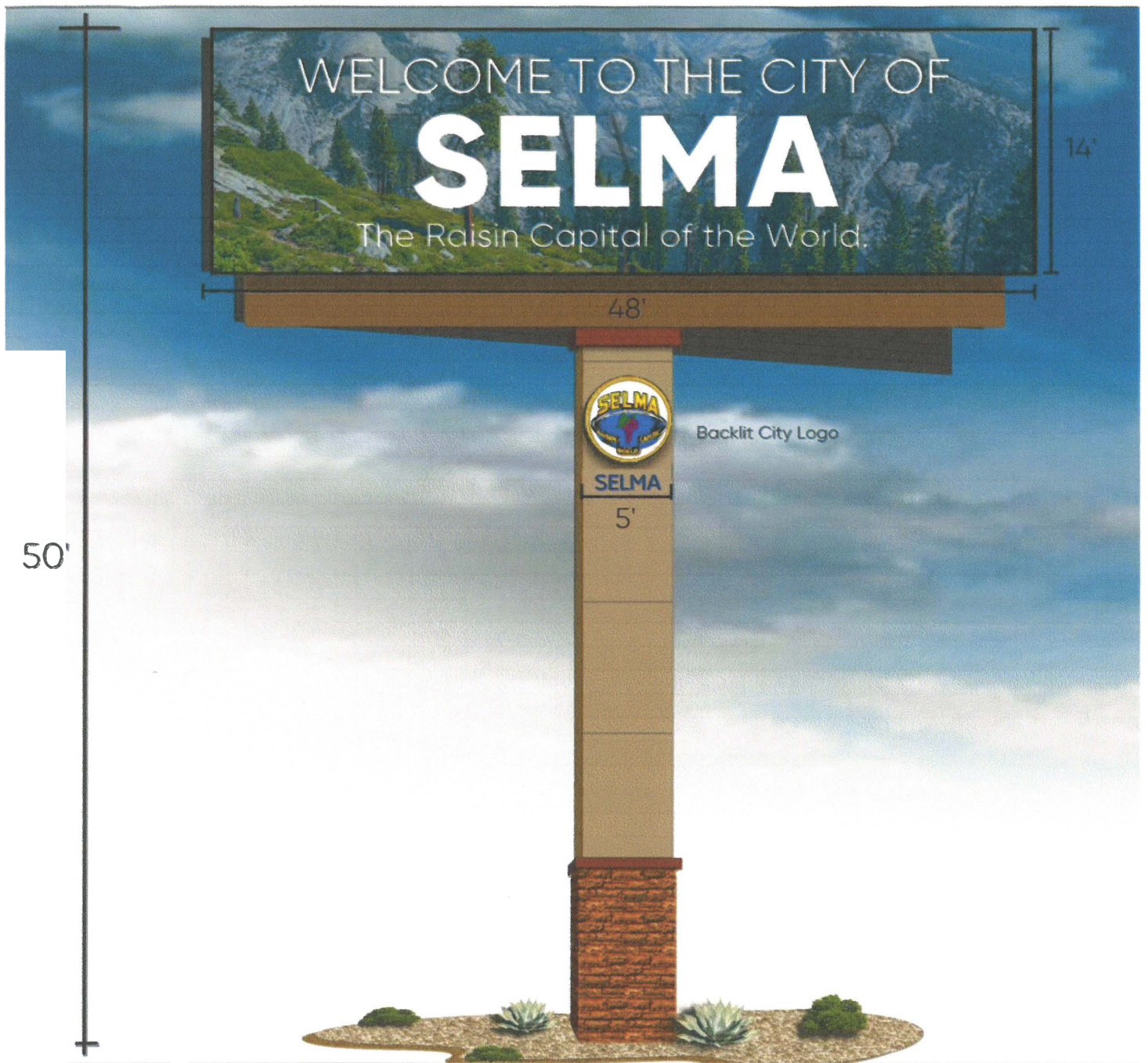
Scott Robertson
Mayor, City of Selma

ATTEST:

Reyna Rivera
City Clerk, City of Selma

APPROVED AS TO FORM:

Wes Carlson
City Attorney



**A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF SELMA, CALIFORNIA, RECOMMENDING APPROVAL OF
AN ORDINANCE AMENDING SELMA MUNICIPAL CODE SECTION 11-28-8 RELATING TO
OFF-SITE SIGNAGE AND LED BILLBOARDS**

WHEREAS, pursuant to Chapter 21 of Title 11 of the Selma Municipal Code ("SMC") the Planning Commission is to recommend any amendment or repeal of any provision of any zoning ordinance included in the SMC; and

WHEREAS, the proposed Zoning Text Amendment seeks to amend SMC Section 11-28-8: Billboards (off-premises sign structure) relating to off-site signage; and

WHEREAS, notice of the Planning Commission's public hearing for the proposed Zoning Text Amendment was published in The Selma Enterprise on July 11, 2021, in compliance with the SMC and Government Code Section 65091; and

WHEREAS, on August 23, 2021, the Planning Commission conducted a duly noticed public hearing to consider amendment of Section 11-28-8 of the SMC and continued the public hearing to the September 27, 2021, regular meeting; and

WHEREAS, the Planning Commission considered the CEQA analysis outlined in the staff report and elsewhere in the Administrative Record which concludes no additional CEQA environmental review is required pursuant to CEQA Guidelines Section 15061(b)(3) and Section 15183; and

WHEREAS, the Planning Commission has had an opportunity to review and consider the entire Administrative Record relating to the Project, which is on file with the Department, and reviewed and considered those portions of the Administrative Record determined to be necessary to make an informed decision, including, but not necessarily limited to, the staff report, the written materials submitted with the request, and the verbal and written testimony and other evidence presented during the public hearing, which are incorporated herein by this reference.

NOW, THEREFORE, BE IT RESOLVED, that the City of Selma Planning Commission hereby takes the following actions as follows:

1. The Planning Commission finds that all of the forgoing recitals and facts are true and correct and are incorporated by this reference.
2. The Planning Commission finds that it is in the best interest of the City and the health, safety, and welfare of its residents to adopt the proposed Ordinance Amendment.

3. The Planning Commission approves this Resolution and recommends adoption of the attached Ordinance Amending Section 11-28-8 of the Selma Municipal Code.

PASSED, APPROVED AND ADOPTED by the Planning Commission of the City of Selma at a regular meeting held on September 27, 2021, by the following vote:

AYES:	6	COMMISSIONERS:	Gonzalez, Salas, Singh, Juarez, Coury
NOES:	0	COMMISSIONERS:	None
ABSTAIN:	0	COMMISSIONERS:	None
ABSENT:	1	COMMISSIONERS:	Sandhu



Ramza Coury
Chairman of the Commission

ATTEST:



Fernando Santillan
Community Development Director

11-28-8: BILLBOARDS (OFF PREMISES ADVERTISING SIGN STRUCTURE):

(A) General Provisions:

1. No billboard shall be constructed, relocated or upgraded within the city without a Conditional Use Permit (CUP). Each application shall be considered separately and individually. Multiple billboards on separate parcels shall not be combined into a single application.
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 - (a) A Conditional Use Permit is obtained by the applicant;
 - (b) The billboard meets the requirements of this Chapter;
 - (c) The applicant obtains all required building permits.

(B) Placement:

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2. No billboards shall be permitted within five hundred feet (500') of residential uses, zoning, or general plan designations. Uses across Highway 99 from a proposed billboard shall not be considered in this requirement.
3. No billboard shall be placed within six hundred sixty feet (660') of another billboard or a freeway-oriented sign. No billboard with electronic message display shall be placed within one thousand feet (1,000') of another billboard with electronic message display.

(C) Design:

1. The total height of a billboard shall not exceed fifty five feet (55') to the top of the structure.
2. The total area of a single sign face shall not exceed six hundred seventy two (672) square feet. No billboard shall have more than two (2) sign faces.
3. All billboards shall be supported by a single pole.
4. The minimum height to the bottom of a billboard shall be seven feet (7').
5. All visible sign support columns for electronic billboards shall be concealed with approved architectural embellishments. The materials used in the sign support embellishments shall be primarily natural stone, brick, approved masonry panels, stucco, or architectural metal.
6. Billboards may be illuminated provided no lighting is directed onto adjacent properties or public rights-of-way and, where applicable, have approval from the California Highway Patrol and/or California Department of Transportation (Caltrans).

7. Electronic billboards shall have the City of Selma branding on each side that contains advertising.

(D) Electronic message display and LED billboard signs:

1. Electronic message display and LED billboard signs are permitted but must have clearance or necessary approvals in writing from Caltrans Outdoor Advertising. Electronic message rotation shall comply with Caltrans safety standards.
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3. The owner of an LED billboard sign shall provide to the City of Selma Community Development Department 24 hour contact information for a person who has the authority and ability to turn off the electronic sign promptly after a malfunction occurs. Any sign not properly functioning needs to be repaired to the city's satisfaction within 30 days of a written notice or be subject to CUP revocation process, with the possibility of an additional 30-day extension approved by the Community Development Director or City Manager.



Outdoor Advertising Association of America

Explanation of OAAA Recommended Brightness Guidelines

There are at least two ways to evaluate the brightness of a LED digital display. A preferred method uses a footcandle meter to determine the amount of light that reaches various points in front of the digital display. A second method uses a luminance meter (frequently called a nit gun) to determine the amount of light emitted by a light source.

Explanation of Footcandles vs. Nits

A brightness standard measured in nits (candelas/square meter) typically contains a maximum value for daytime and nighttime. The footcandle standard has only one value but is measured from different distances based on display size.

An LED sign generates luminance at the source (measured in nits), but this raw source is not what the human eye sees from a distance. The human eye sees illuminance (measured in foot candles) from a point at a certain distance from the LED sign. Illuminance is greatly affected by ambient light and surrounding conditions. As such, it is usually preferred by regulators.

Q: What is the definition of Luminance¹?

lu·mi·nance/'lumənəns/ [loo-muh-nuhns]—noun

1. The state or quality of being luminous.
2. Also called luminosity, the quality or condition of radiating or reflecting light: the blinding luminance of the sun.
3. Optics - The quantitative measure of brightness of a light source or an illuminated surface, equal to luminous flux per unit solid angle emitted per unit projected area of the source or surface.

Q: What is the definition of Illuminance?

/i'lumənəns/ Compare irradiance E v, Sometimes called: illumination the luminous flux incident on unit area of a surface. It is measured in lux²

Q: What is a foot candle?

n. (Abbr. fc or ft-c)

[foot-kan-dl]

noun Optics.

A unit of illuminance or illumination, equivalent to the illumination produced by a source of one candle at a distance of one foot and equal to one lumen incident per square foot. Abbreviation: FC³

Also:

A unit of illuminance on a surface that is everywhere one foot from a point source of one candle⁴

¹ Dictionary.com <http://dictionary.reference.com/browse/luminance?s=t>

² Dictionary.com <http://dictionary.reference.com/browse/illuminance?s=ts>

³ Dictionary.com <http://dictionary.reference.com/browse/foot+candle?s=t>

⁴ TheFreeDictionary.com <http://www.thefreedictionary.com/Footcandle>

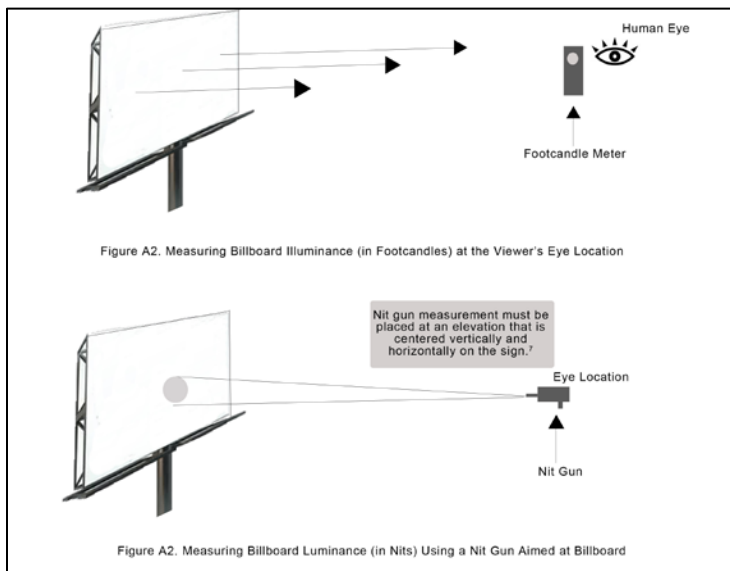
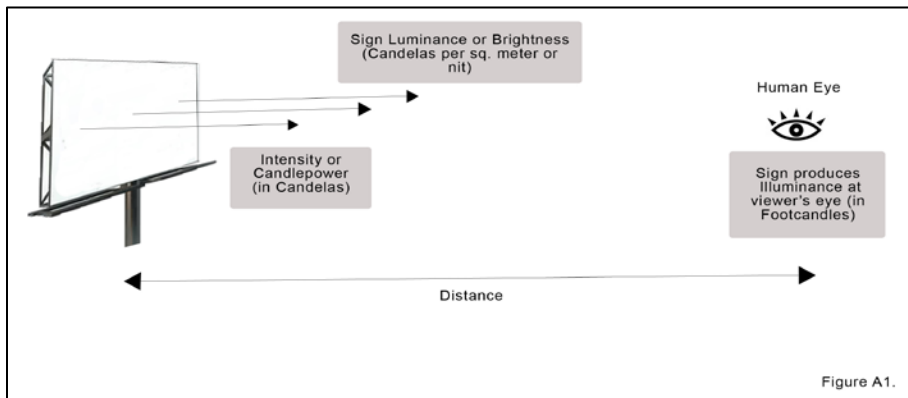
Q: What is a nit?

A:

noun Physics.

a unit of luminous intensity equal to one candela per square meter. Abbreviation: nt^5

-A unit of illuminative brightness equal to one candle per square meter, measured perpendicular to the rays of the source.⁶



⁵ Dictionary.com <http://dictionary.reference.com/browse/nits?s=t>

⁶ TheFreeDictionary.com <http://www.thefreedictionary.com/nit>

⁷ Nit gun readings are most accurate when the readings are taken directly perpendicular from the light source. As a result, the best place to take Nit gun readings is from an elevated height perpendicular to the digital display. If this is not possible, moving back from the digital display 350' to 500' on the center line will minimize the loss of accuracy. However, the distance away from the digital display cannot cause the nit gun measurement circle to fall outside the lighted digital billboard face.

-Source: Dr. Ian Lewin, Ph.D. Lighting Sciences, Inc. Digital Billboard Recommendations and Comparisons to Conventional Billboards.

Why use Foot candles over Nits as a unit of measurement?

- Foot candles measure the variance from ambient light. This assures a government that the sign will not be too bright for conditions. At different parts of a day the ambient lighting can be significantly different with clouds or fog. Conversely, the same can be true about nighttime conditions when an adjacent commercial lot turns on or off their parking lot lighting. Regulation using Nits merely sets a maximum and minimum level for day and night time conditions. Using the foot candle standard will not allow the sign to be too bright under a variety of conditions. (See Figure A2)
- Nits measure the brightness of the light at its source, without regard to ambient light. Establishing a lighting standard that ignores the brightness of the area (ambient light) allows the digital billboard to be too bright in dark environments and too dim in highly illuminated areas. In other words, fixed nit standards can allow the digital to operate at significantly higher luminance than is needed over the course of a 24 hour period.
- Nits: To measure nits you need to be directly perpendicular to the sign to measure, and get an accurate measurement. This is factored horizontally and vertically. There is a little bit of leeway on angle. Nits are directional in nature and billboard signs are usually aimed directly at the middle of the roadway. This in many cases puts the person performing the measurement in the travel lanes. In addition, due to the height of the average digital billboard a truck with a man-lift may be required. There is no specified distance you must be away from the sign to measure. (See Figure A2)
- Footcandles: With the footcandle standard you should be as perpendicular to the face as you can, but you do not have to be, to get a valid, accurate measurement. Footcandles can be measured multi directionally. You can take measurements at an angle to the sign face and receive valid measurements. The distance from which to measure is set at 250 ft away from the sign face for 14 x 48 size. This gives a regulator more options on places to stand.
- This makes the footcandle standard superior in ease of implementation. But even if we assumed they are both different, but similar in this regard, other more important factors tip the scales.
 - The footcandle standard is more restrictive in terms of lighting allowed, in a variety of conditions. As such, is usually preferred by regulators once they are educated on the differences.
 - The industry footcandle standard is tied to a required light sensor and dimming software.
 - Footcandles measure what the driver sees through their windshield in terms of light, where his car is.
 - Nits measure the light emanating from the sign face, typically a few hundred feet away. Not necessarily what the driver is seeing.
- It also can benefit a government to use foot-candles instead of Nits as Nit guns are very expensive (estimated cost \$3,000.00). Light meters can cost as little as \$250.00.

There are 3 necessary components to insure a digital billboard will never be too bright for conditions.

1. Maximum brightness limits incorporating a footcandle standard
2. An ambient light sensor installed on the sign structure
3. Dimming software

The ambient light level of a digital billboard will not vary significantly from that of a traditional billboard display and, in many cases it will be less. The light output levels will be set to be appropriate for the surroundings.

OAAA recognized/member companies utilize a photocell on digital billboards so that the display will easily be seen by motorists under changing light conditions. Sophisticated dimming software constantly changes the brightness of the display in response to changing ambient lighting conditions. This insures a digital billboard will never be too bright for conditions.

The range of brightness varies greatly between daytime and nighttime conditions. In bright daylight, the unit must have higher intensity in order to be seen. During darkness conditions, the brightness can be set low and still be easily seen by motorists.

Why was 0.3 Footcandles chosen as the limit?

The 0.3 footcandle maximum illuminance level was carefully derived from a report completed by a former president of the IESNA.⁸ The recommended technique is based on accepted IESNA practice for “light trespass.”

The Outdoor Advertising Association of America (OAAA) commissioned Dr. Ian Lewin, in 2008 a principal at Lighting Sciences, Inc., Scottsdale, AZ, to recommend criteria for brightness levels on digital billboards⁹. The standards are designed to minimize the risk of glare or unreasonable driver distraction.

Footcandle measurements are commonly used throughout the United States. Footcandle measures are widely used in the lighting industry, photography, film, television, conservation lighting, and construction related engineering and building code regulations¹⁰. In addition, footcandles are frequently cited in OSHA regulations. The OAAA believes that these lighting standards reflect the best practices of the Out of Home Industry.

⁸ IESNA – Illuminating Engineering Society of North America

⁹ Digital Billboard Recommendations and Comparisons to Conventional Billboards, by Dr. Ian Lewin Ph.D., FIES, L.C. Lighting Sciences, Inc., 7826 East Evans Road, Scottsdale, Arizona 85260

¹⁰ [wikipedia.org/wiki/Footcandles](https://en.wikipedia.org/wiki/Footcandle)

Appendix

OAAA Recommended Brightness Guidelines

Criteria #1 - Lighting Standards – Measurements:

The industry recommended criteria follows the lighting standards established by the Illuminating Engineering Society of North America (IESNA). The OAAA and member companies voluntarily adhere to the following guidance.

Recommended regulatory criteria:

Lighting levels should not exceed 0.3 foot candles (over ambient levels) as measured using a foot candle meter at a pre-set distance.

Pre-set distances to measure the foot candles impact vary with the expected viewing distances of each size sign. Measurements should be taken as close to perpendicular to the face as practical.

Measurement distance criteria:

Nominal Face Size	Distance to Measure From
12' x 24'	150'
10'6 x 36'	200'
14' x 48'	250'
20' x 60'	350'

Each display must have a light sensing device that will adjust the brightness as ambient light conditions change.

Criteria #2 - Alternate Regulatory Criteria

The brightness of light emitted from a changeable message sign should not exceed 0.3 foot candles over ambient light levels measured at a distance of one hundred fifty feet (150') feet for those sign faces less than or equal to three hundred square feet (300 sq. ft.), measured at a distance of two hundred feet (200 ft.), for those sign faces greater than three hundred square feet (300 sq. ft.) but less than or equal to three hundred eighty-five square feet (385 sq. ft.), measured at a distance of two hundred fifty feet (250 ft.), for those sign faces greater than three hundred eighty-five square feet (385 sq. ft.) and less than or equal to six hundred eighty square feet (680 sq. ft.), measured at a distance of three hundred fifty feet (350 ft.) for those sign faces greater than six hundred eighty square feet (680 sq. ft.)

Or use Alternate Table:

Sign Face Size	Distance of Measurement
681-1200 square feet	350 feet
385-680 square feet	250 feet
300-385 square feet	200 feet
200-300 square feet	150 feet

Each display must have a light sensing device that will adjust the brightness as ambient light conditions change.

Criteria #3 - Optional Regulatory Addendum - (If standardized distances cannot be achieved in compliance with MUTCD roadside work, or if the site conditions will not allow measurements from the previous distances.)

In the event it is found not to be practical to measure a digital billboard at the set distances prescribed above, a measurer may opt to measure the sign at any of the alternative measuring distances described in the applicable table set forth below. In the event the sign measurer chooses to measure the sign using an alternative measuring distance, the prescribed footcandle level above ambient light shall not exceed the prescribed level, to be determined based on the alternative measuring distances set forth in the following tables (A), (B), (C), and (D), as applicable:

(A) For changeable message signs less than or equal to 300 square feet:

Alternative Measuring Distance	Prescribed Foot Candle Level
100	0.68
125	0.43
150	0.3
200	0.17
250	0.11
275	0.09
300	0.08
325	0.06
350	0.06
400	0.04

(B) For changeable message signs greater than 300 square feet but less than or equal to 385 square feet:

Alternative Measuring Distance	Prescribed Foot Candle Level
100	1.2
125	0.77
150	0.53
200	0.3
250	0.19
275	0.16
300	0.13
325	0.11
350	0.1
400	0.08

(C) For changeable message signs greater than 385 square feet but less than or equal to 680 square feet:

Alternative Measuring Distance	Prescribed Foot Candle Level
100	1.88
125	1.2
150	0.83
200	0.47
250	0.3
275	0.25
300	0.21
325	0.18
350	0.15
400	0.12

(D) For changeable Message Sign greater than 680 square feet: Alternative Measuring Distance:
Prescribed Foot Candle Level:

Alternative Measuring Distance	Prescribed Foot Candle Level
100	3.675
125	2.35
150	1.63
200	0.92
250	0.59
275	0.49
300	0.41
325	0.35
350	0.3
400	0.23
425	0.2
450	0.18
500	0.15

State of California

VEHICLE CODE

Section 21466.5

21466.5. No person shall place or maintain or display, upon or in view of any highway, any light of any color of such brilliance as to impair the vision of drivers upon the highway. A light source shall be considered vision impairing when its brilliance exceeds the values listed below.

The brightness reading of an objectionable light source shall be measured with a 1 ½-degree photoelectric brightness meter placed at the driver's point of view. The maximum measured brightness of the light source within 10 degrees from the driver's normal line of sight shall not be more than 1,000 times the minimum measured brightness in the driver's field of view, except that when the minimum measured brightness in the field of view is 10 foot-lamberts or less, the measured brightness of the light source in foot-lambert shall not exceed 500 plus 100 times the angle, in degrees, between the driver's line of sight and the light source.

The provisions of this section shall not apply to railroads as defined in Section 229 of the Public Utilities Code.

(Added by Stats. 1970, Ch. 968.)

Notice of Exemption**Appendix E**

To: Office of Planning and Research
P.O. Box 3044, Room 113
Sacramento, CA 95812-3044

County Clerk

County of: _____

From: (Public Agency): _____

(Address)

Project Title: _____

Project Applicant: _____

Project Location - Specific:

Project Location - City: _____ Project Location - County: _____

Description of Nature, Purpose and Beneficiaries of Project:

Name of Public Agency Approving Project: _____

Name of Person or Agency Carrying Out Project: _____

Exempt Status: **(check one):**

- ☐ Ministerial (Sec. 21080(b)(1); 15268);
- ☐ Declared Emergency (Sec. 21080(b)(3); 15269(a));
- ☐ Emergency Project (Sec. 21080(b)(4); 15269(b)(c));
- ☐ Categorical Exemption. State type and section number: _____
- ☐ Statutory Exemptions. State code number: _____

Reasons why project is exempt:

Lead Agency _____

Contact Person: _____ Area Code/Telephone/Extension: _____

If filed by applicant:

1. Attach certified document of exemption finding.
2. Has a Notice of Exemption been filed by the public agency approving the project? Yes No

Signature: _____ Date: _____ Title: _____

Signed by Lead Agency Signed by Applicant

Authority cited: Sections 21083 and 21110, Public Resources Code.
Reference: Sections 21108, 21152, and 21152.1, Public Resources Code.

Date Received for filing at OPR: _____

**CITY OF SELMA
CITY COUNCIL
NOTICE OF PUBLIC HEARING**

NOTICE IS HEREBY GIVEN that the City Council of the City of Selma will hold a public hearing on Monday, October 18, 2021 at 6:00 p.m., or as soon thereafter as the matter may be heard in the Council Chambers of the City Hall, 1710 Tucker Street, Selma, California, to consider the following matter:

AMENDMENT TO SECTION 11-28-8, OF CHAPTER 28, OF TITLE XI, OF THE SELMA MUNICIPAL CODE – Consider introduction of an ordinance amendment to Selma Municipal Code Section 11-28-8 Billboards (Off Premises Advertising Sign Structure) to increase the maximum allowable face area of billboards, including electronic billboards. The proposed ordinance would also amend requirements for sign placement, design, and electronic display standards within the City. The ordinance is being proposed by applicant West Coast Billboards under application number ZTA 2021-0007.

A copy of all relevant materials regarding the proposed actions is on file in the Development Services Department at Selma City Hall, 1710 Tucker Street, Selma, California. Specific questions can be directed to the City's Planning Division at (559) 891-2208. *Si necesita información en Español, comuníquese con Lupe Macias al teléfono (559) 891-2208 o por correo electrónico lmacias@cityofselma.com.*

Due to the COVID-19 pandemic public health orders, which limit in-person public meetings, the public hearing will be held either in the Selma City Council Chambers, or by Teleconference Phone Number +1 301 715 8592 Webinar ID: 869 3424 3294 as specified in the meeting agenda. Please check the October 18, 2021 City Council agenda once it is posted on the City's website for information as to how to participate in the Planning Commission meeting. Written comments may be sent via U.S. Mail or by hand delivery to the City of Selma, at City Hall, at the address listed above.

If you challenge the nature of the proposed items in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City of Selma at, or prior to, the public hearing.

Reyna Rivera, City Clerk



October 28, 2021

Mayor Scott Robertson and Members of the Selma City Council
1710 Tucker St.
Selma, CA 93662

Sent via email to Selma Assistant City Manager, FernandoS@cityofselma.com

**RE: Request for continuance
Zoning Text Amendment 2021-0010 to Amend Selma Municipal Code Section 11-28-8: Billboards**

Dear Mayor Robertson and Members of the Selma City Council,

This letter is being written in response to the proposed changes to the City of Selma billboard ordinance that were discussed at the October 18, 2021 City Council meeting and were heard as: ***Agenda Item #2. Consideration of an Ordinance amendment to Section 8 of Chapter 28, of Title XI of the Selma Municipal Code relating to Billboards (Off Premises Advertising Sign Structure) to increase the maximum allowable face area of billboards, including electronic billboards.***

OUTFRONT Media, which has six structures, eight faces in the City of Selma, was unaware the City was in the process of hearing proposed changes to its ordinance. OUTFRONT became aware of the agenda item on October 18, 2021, mere hours before the City Council was being presented with the staff report and a possible vote to change the current ordinance.

For background, OUTFRONT's Fresno office is responsible for sales and property owner relations in ten counties in Central California from Merced to Bakersfield and along the Central Coast from Santa Barbara to Monterey. It has been our experience that when an ordinance change is being considered, all of those doing business in the area and that are affected by that change, are contacted and a discussion can be had by all parties.

As a result of learning about this proposed ordinance amendment so close to its being heard by your Council, OUTFRONT has been diligently reviewing the proposed language and potential consequences. Many questions and issues remain for discussion, and as such, we are respectfully requesting a continuance of this item, as is customary, to allow OUTFRONT and our industry partners to explore, examine and suggest other ideas before the ordinance is amended. Indeed, there are others in the industry that participate in the economy of Selma and, it would be beneficial for all to be invited to participate in a robust discussion of any proposed changes.

Upon initial review of the item, the following preliminary questions have been identified:

Is this ordinance being changed for one operator, is it being changed to benefit the industry as a whole, is it being changed because the City of Selma is growing and there is a need to expand the inventory of billboards in the City for local business or is it being done to have restricted growth? These are just some of the questions brought to the surface by the proposed amendment language.

When OUTFRONT and one of its partner cities or counties is reviewing an ordinance change it has always proven best, for all involved parties, to look at the ordinance in its entirety, rather than in a fragmented manner. In this instance, with the amendment as proposed, the zones would be expanded, along with placement, and the size of the boards themselves would also change. This brings to mind the following question: What impact would that have for existing billboards already located within the City of Selma. The current ordinance does not have provisions for upgrades, modernizations and relocations of existing structures. These items are beneficial to the industry and to the City, should a board be displaced due to property development, road widening, etc. An example if such a situation could be if the City were to undertake a road widening project and a board was in the path of the new road. Instead of the City having to go through the legal means of eminent domain or condemnation and pay the operator who owns the board, the board could merely be re-located on the property or to another property that meets the ordinance requirements.

Other options for the amendment could include changing the ordinance to cap the number of billboards in the City. Should a current billboard need to come down due to property development or road expansion or the property owner does not want to renew a lease, that board would be allowed to relocate to another legal parcel, allowing a local property owner to continue to receive rental income that could be spent in Selma.

One more option would be to consider the possibility of allowing billboards along the Hwy. 43 corridor. This is a growth area with local business that will need advertising space to promote their business. This ordinance is not just about the billboard industry but the folks that industry serves--local business owners. Local business is the backbone of the outdoor industry and that is also who must be kept in mind as an ordinance change is considered.

I believe this letter clearly demonstrates the options to create an ordinance that will benefit the City of Selma and allow the outdoor industry to continue to operate and pay income to local property owners. This is why OUTFRONT is respectfully requesting that this ordinance amendment be placed on hold for at least 60 days while OUTFRONT has a chance to meet with staff to discuss the technical issues and also to gain a more comprehensive understanding of what the City would like see in an ordinance moving forward.

Why rush to make changes when meaningful discussion can create an ordinance that will benefit the outdoor industry and, more importantly, the citizens of Selma. Folks traveling on Hwy. 99 and Hwy. 43 will see the City of Selma as promoting local business and a city that has a vision.

OUTFRONT would like to be the best possible partners with the City of Selma and used as an instrument for the City to create a vision of a future Selma.

It is our sincere hope that you provide the time necessary to thoroughly study this issue and allow thoughtful decisions to be made.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mark A. Duran", is written above the printed name.

Mark A. Duran
Real Estate Representative

**CITY MANAGER'S/STAFF'S REPORT
CITY COUNCIL MEETING:**

November 15, 2021

ITEM NO: 3.

SUBJECT: PUBLIC HEARING TO CONSIDER ADOPTION OF AN ORDINANCE OF THE CITY OF SELMA ADDING CHAPTER 1.5 TO TITLE 8 TO THE SELMA MUNICIPAL CODE FOR THE COLLECTION AND DISPOSAL OF ORGANIC WASTE

RECOMMENDATION: Waive Second Reading, Receive Public Comment and Adopt Ordinance adding Chapter 1.5 to Title 8 of the Selma Municipal Code.

EXECUTIVE SUMMARY:

2nd Reading of an ordinance to add Chapter 1.5 to Title 8 to the Selma Municipal Code for the Collection and Disposal of Organic Waste which will bring the Selma Municipal Code (Code) into compliance with new organic waste collection and edible food recovery requirements of Senate Bill (SB) 1383 and implementing regulations.

The Selma City Council voted on November 1st to introduce the Ordinance and waive the first reading.

BACKGROUND:

Senate Bill 1383 (Lara, Chapter 395, Statutes of 2016) codifies the California Air Resources Board's Short-Lived Climate Pollutant Reduction Strategy, as it relates to reduction in the emissions of short-lived climate pollutants such as methane from solid wastes. SB 1383 final regulations were approved by the Office of Administrative Law on November 3, 2020.

SB 1383 is the most significant waste reduction mandate the State of California has adopted in the last 30 years. It requires the State to reduce organic waste by 75% by 2025, which equates to over 20 million tons annually. The law also requires the State to increase edible food recovery by 20%. Since the law establishes statewide targets, a prescriptive approach to compliance is being used. This is very different from AB 939 (Integrated Waste Management Act), which set jurisdictional waste diversion mandates and allowed local governments to develop their own programs for reaching compliance.

Mandatory Commercial Recycling (AB 341, Chesbro, Chapter 476, Statutes of 2011) and Mandatory Commercial Organics Recycling (AB 1826, Chesbro, Chapter 727, Statutes of 2014) are incorporated into SB 1383 regulations. Both these mandates (AB 341 and AB 1826) make local jurisdictions ultimately responsible for ensuring 100% compliance. SB 1383 further requires the implementation of residential organic waste recycling programs and makes local jurisdictions directly responsible for the following actions, starting on January 1, 2022:

- Providing organic waste collection to all mandated residents and businesses.
- Establishing an edible food recovery program.
- Conducting outreach and education to all affected parties.
- Performing capacity planning covering 15 years for organic waste diversion from landfills.
- Procuring recycled organic waste products (i.e., compost, mulch, and renewable natural gas) at levels to be prescribed by the State annually.
- Establishing (via ordinance and otherwise) all required enforcement protocols that include a schedule of fines for non-compliant entities. This ordinance must match State-developed standards, including minimum fine structure.

Failure by the City to enact and undertake all applicable SB 1383 responsibilities will result in the City being deemed non-compliant by Cal Recycle. Jurisdictions that are in violation of SB 1383 may be subject to fines of up to \$10,000 per day. Senate Bill 619 recently clarified that 2022 and 2023 will be a “non-adversarial” period where the State will only provide guidance and technical assistance; non-compliant entities will be subject to State fines beginning on January 1, 2024.

Chapter 1.5 of Title 8 of the Selma Municipal Code addresses the collection, transportation, diversion, and disposal of solid waste. In order to comply with the requirement set forth by SB 1383, staff is proposing adding new Chapter 1.5 to Title 8 of the Code.

DISCUSSION:

While the proposed revisions are broad, the most impactful elements of the ordinance will require all waste generators that exceed 2.0 cubic yards of solid waste (total trash, recyclables, and organics) per week to arrange for and participate in source-separated organics collection.

In addition, the revised ordinance will require major producers of edible food waste to enroll in an edible food waste recovery program.

Under the Ordinance, Tier 1 generators (e.g. food vendors, food service providers, food distributors, grocery stores and supermarkets with a floor area larger than 10,000 square feet) will be required to comply by January 1, 2022, while Tier 2 generators (e.g. hotels, restaurant facilities with a floor area greater than 5,000 square feet or more than 250 seats, health facilities with more than 100 beds and on-site food facilities, and schools) will be required to comply by January 1, 2024.

These requirements are anticipated to carry a fiscal impact for subscribers to the City’s solid waste services (currently provided through a franchise agreement with Waste Management). In order to help mitigate these impacts, the proposed ordinance includes a structure to allow for a “de minimis” waiver for waste generators that generate less than 20 gallons of organic waste per week.

By adopting this ordinance now, the City Council will afford the City and Waste Management staff time to conduct additional outreach to affected entities and move the City toward compliance with SB 1383 before the City must take State mandated enforcement steps.

ENVIRONMENTAL DETERMINATION:

The proposed ordinance is exempt from the California Environmental Quality Act (CEQA). Pursuant to State CEQA Guidelines Sections 15061 (b)(3) and 15308, as it can be seen with certainty that the enhanced solid waste regulations, as provided for in the proposed ordinance, will not have a significant effect on the environment and that the new requirements, which strengthen requirements for the handling of solid waste represent actions by a regulatory agency (the City) for the protection of the environment.

FISCAL IMPACT:

This revision of the Selma Municipal Code will have a negligible fiscal impact on the City.

RECOMMENDATION: Waive Second Reading, Receive Public Comment and Adopt Ordinance adding Chapter 1.5 to Title 8 of the Selma Municipal Code.

Fernando Santillan, Deputy City Manager

Ralph Jimenez, Interim City Manager

Attachments:

Exhibit A: Draft Ordinance No. ____

ORDINANCE 2021-__

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SELMA ADDING
CHAPTER 1.5 TO TITLE 8 TO THE SELMA MUNICIPAL CODE FOR THE
COLLECTION AND DISPOSAL OF ORGANIC WASTE

THE CITY COUNCIL OF THE CITY OF SELMA DOES ORDAIN AS FOLLOWS:

SECTION 1. Chapter 1.5, of Title 8 of the Selma Municipal Code is hereby added to read as follows:

Chapter 1.5

ORGANIC WASTE COLLECTION

8-1.5-1 - Findings and Intent.

A. SB 1383, the Short-lived Climate Pollutant Reduction Act of 2016, through regulations adopted by the California Department of Resources, Recycling and Recovery (“CalRecycle”) imposes requirements on multiple entities, including public entities, residential households, commercial businesses and business owners, and others, to support achievement of statewide organic waste disposal reduction targets.

B. The final regulations implementing SB 1383 (“SB 1383 Regulations”) were adopted by CalRecycle in November 2020.

C. SB 1383 Regulations require the City to adopt an enforceable ordinance or similarly enforceable mechanisms to implement relevant provisions of SB 1383 Regulations.

D. This Chapter is intended to comply with applicable requirements of the SB 1383 Regulations. The program established by this Chapter shall operate in conjunction with the other programs implemented by Chapter 1.

8-1.5-1 - Definitions

The following definitions shall be utilized for purposes of implementation of this Chapter. In addition, the definitions set forth in Chapter 1 shall be applied to this Chapter. Where a definition is included in the SB 1383 Regulations, that definition shall be utilized unless otherwise included in this Chapter, in which case the definition set forth herein shall prevail.

- a) "CalRecycle" means the California Department of Resources Recycling and Recovery, which is the Department designated with responsibility for developing, implementing, and enforcing SB 1383 Regulations.
- b) "Commercial Business" or "Commercial" means a firm, partnership, proprietorship, joint-stock company, corporation, or association, whether for-profit or nonprofit, strip mall, industrial facility, or a multifamily residential dwelling having five (5) or more dwelling units.
- c) "Commercial Edible Food Generator" means a Commercial Business that generates Edible Food that would otherwise be disposed.
- d) "Commercial Organic Waste Generator" means a Commercial Business that serves food or beverages on its premises for immediate consumption, but does not generate Edible Food.
- e) "Edible Food" means food intended for human consumption.
- f) "Edible Food Recovery" means the recovery of food from Tier 1 or Tier 2 edible food generators, for recovery and reuse consistent with food safety requirement of the California Retail Food Code.
- g) "Food Recovery Organization" means an entity that engages in the collection or receipt of Edible Food from Commercial Edible Food Generators and distributes that Edible Food to the public for Food Recovery either directly or through other entities or as otherwise defined in 14 CCR Section 18982(a)(25), including, but not limited to:
 - (1) A food bank as defined in Section 113783 of the Health and Safety Code;
 - (2) A nonprofit charitable organization as defined in Section 113841 of the Health and Safety code; and,
 - (3) A nonprofit charitable temporary food facility as defined in Section 113842 of the Health and Safety Code.
- h) "Food Recovery Service" means a person or entity that collects and transports Edible Food from a Commercial Edible Food Generator to a Food Recovery Organization or other entities for Food Recovery, or as otherwise defined in 14 CCR Section 18982(a)(26). A Food Recovery Service is not a Commercial Edible Food Generator for the purposes of this ordinance and implementation of 14 CCR, Division 7, Chapter 12 pursuant to 14 CCR Section 18982(a)(7).
- i) "Inspection" means a site visit where City reviews records, containers, and a Commercial Businesses handling of Organic Waste or Edible Food, and related education and recordkeeping, to determine if it is complying with requirements set forth in this ordinance.

- j) "Large Event" means an event, including, but not limited to, a sporting event or a flea market, that charges an admission price, or is operated by a local agency, and serves an average of more than 2,000 individuals per day of operation of the event, at a location that includes, but is not limited to, a public, nonprofit, or privately owned park, parking lot, golf course, street system, or other open space when being used for an event.
- k) "Large Venue" means a permanent venue facility that annually seats or serves an average of more than 2,000 individuals within the grounds of the facility per day of operation of the venue facility, including, but not limited to, a public, nonprofit, or privately owned or operated stadium, amphitheater, arena, hall, amusement park, conference or civic center, zoo, aquarium, airport, racetrack, horse track, performing arts center, fairground, museum, theater, or other public attraction facility. For purposes of this ordinance, a site under common ownership or control that includes more than one Large Venue that is contiguous with other Large Venues in the site, is a single Large Venue.
- l) "Organic Waste" means Food Waste, Green Waste, landscape and pruning waste, and nonhazardous wood waste.
- m) "Organic Waste Generator" means a person or entity that is responsible for the initial creation of Organic Waste.
- n) "Recovered Organic Waste Products" means products made from California, landfill-diverted recovered Organic Waste processed in a permitted or otherwise authorized facility
- o) "Residential" means properties utilized for full-time human habitation, including single-family properties and multi-family properties with four (4) or less dwelling units.
- p) "SB 1383" means Senate Bill 1383 of 2016 approved by the Governor on September 19, 2016, which added Sections 39730.5, 39730.6, 39730.7, and 39730.8 to the Health and Safety Code, and added Chapter 13.1 (commencing with Section 42652) to Part 3 of Division 30 of the Public Resources Code, establishing methane emissions reduction targets in a Statewide effort to reduce emissions of short-lived climate pollutants as amended, supplemented, superseded, and replaced from time to time.
- q) "SB 1383 Regulations" means the Short-Lived Climate Pollutants: Organic Waste Reduction regulations developed by CalRecycle and adopted in 2020 that created 14 CCR, Division 7, Chapter 12 and amended portions of regulations of 14 CCR and 27 CCR.

- r) “Tier One Commercial Edible Food Generator” means a Commercial Edible Food Generator that is any of the following:
 - (1) Supermarket.
 - (2) Grocery Store with a total facility size equal to or greater than 10,000 square feet.
 - (3) Food Service Provider.
 - (4) Food Distributor.
 - (5) Wholesale Food Vendor.
- s) “Tier Two Commercial Edible Food Generator” means a Commercial Edible Food Generator that is any of the following:
 - (1) Restaurant with 250 or more seats, or a total facility size equal to or greater than 5,000 square feet.
 - (2) Hotel with an on-site Food Facility and 200 or more rooms.
 - (3) Health facility with an on-site Food Facility and 100 or more beds.
 - (4) Large Venue.
 - (5) Large Event.
 - (6) A State agency with a cafeteria with 250 or more seats or total cafeteria facility size equal to or greater than 5,000 square feet.
 - (7) A Local Education Agency facility with an on-site Food Facility.

8-1.5-2 - Authorization

The City Manager, or designee, is hereby authorized to make any determinations, or undertake or arrange for any programs or activities required to implement this Chapter and relevant provisions of SB 1383 Regulations and in so doing may utilize City personnel.

8-1.5-3 - Non- Delegable Responsibilities

The City Manager, or designee, shall have sole responsibility for and may undertake the following determinations, programs or activities:

- a) Determining the compliance approach to be used by the City, either the collection service (standard) approach or the performance-based approach, as those are described in the SB 1383 Regulations.
- b) Granting of waivers from SB 1383 requirements to an Organic Waste Generator.
- c) Applying for waivers from SB 1383 requirements granted by CalRecycle.
- d) Applying for waivers from SB 1383 requirements granted by CalRecycle in the event of emergencies or disasters.
- e) Regulating Contract Agents and Self-Haulers for their compliance with relevant SB 1383 Regulations.

- f) Initiating and prosecuting enforcement actions against Organic Waste Generators for violation of this Chapter, including the determination and assessment of penalties.
- g) Undertaking Organic Waste capacity planning, and Edible Food Recovery capacity planning.
- h) Maintaining and submitting records and reports required by the SB 1383 Regulations.

8-1.5-4 - Delegable Responsibilities

The City Manager, or designee, may undertake programs or activities implementing relevant provisions of SB 1383 Regulations, and in so doing may utilize a Contract Agent to implement this Chapter, including, but not limited to, the following:

- a) Providing for collection of Organic Waste utilizing a container collection system, in conjunction with other City programs for collection of solid waste and recyclable materials, and delivery of collected Organic Waste to an appropriate facility for recovery in accordance with SB 1383 Regulations.
- b) Minimizing container contamination through public education and periodic monitoring of container contents.
- c) Review, analysis, recommendation and tracking related to waiver requests from SB 1383 requirements submitted by Organic Waste Generators.
- d) Providing for container colors and labels in accordance with SB 1383 Regulations.
- e) Providing for operations in the event of emergencies or disasters.
- f) Identifying Commercial Organic Waste Generators and Commercial Edible Food Generators and providing education and outreach regarding SB 1383 Regulations.
- g) Arranging for recovery of Edible Food from Tier One Commercial Edible Food Generators and Tier Two Commercial Edible Food Generators through, among other means, a Food Recovery Organization or Food Recovery Service.
- h) Recovery of Organic Waste generated at Large Events or Large Venues.
- i) Providing information to assist with Organic Waste capacity planning, and Edible Food Recovery capacity planning.

- j) Procuring recovered Organic Waste products.
- k) Providing periodic inspections of Organic Waste Generators and investigation of complaints, and creation and maintenance of records regarding such activities.
- l) Providing information and other data for purposes of tracking, recordkeeping and reporting in accordance with SB 1383 Regulations.

8-1.5-5 - Generator Requirements

Owners of Residential or Commercial properties, and other persons utilizing such properties, that are Organic Waste Generators must subscribe and pay for collection service for Organic Waste, unless waived by the City, or the Organic Waste Generator self-hauls such materials. Owners of such properties are responsible for any failure to subscribe and pay for such service, or to undertake other allowable methods of diversion.

8-1.5-6 - Self-Hauling

- a) Nothing in this Chapter shall preclude any Organic Waste Generator from self-hauling Organic Waste generated by that Organic Waste Generator to a specified composting facility, community composting program, or other collection activity or program. An Organic Waste Generator may transport Organic Waste, rather than hiring the Contract Agent only if the Organic Waste Generator completes its activity by using a vehicle owned by that Organic Waste Generator and operated by the Organic Waste Generator or an employee or volunteer of the Organic Waste Generator. This self-haul exemption does not include contracting for or hiring a third party to transport the Organic Waste. A self-hauler must retain on site a self-hauling form certifying that all self-hauling activities will be completed in accordance with this Chapter or any other applicable law or regulation. The self-hauling form shall be made available to the City upon request. At a minimum, the self-hauler shall provide the following information on the self-hauling form:
 - (1) The name, address and telephone number of the self-hauler's representative that will be signing the self-hauling form.
 - (2) A list of the types of Organic Waste (e.g. Food Waste or Green Waste) that are being transported.
 - (3) For each type of Organic Waste, the amount (pounds/tons) that is being delivered to the specified composting facility, community composting program, or other collection activity or program on a quarterly basis. Documentation of Organic Waste disposal shall be provided in receipts obtained from the receiving facility or program.

- (4) The name and address of the composting facility, community composting program, or other collection activity or program.
- (5) A written statement, signed by the self-hauler or representative, certifying that the self-hauler is in compliance with the requirements of this Section.
- b) The City Manager may restrict or prohibit self-hauling by an Organic Waste Generator if the City Manager determines, after providing notice and an opportunity for a hearing, that the Organic Waste Generator's self-hauling activities violate the provisions of this Article or any other applicable law or regulation.

8-1.5-7 - Commercial Business and Commercial Organic Waste Generator Requirements

- (a) Commercial Organic Waste Generators shall provide containers for the collection of Organic Waste in all areas where containers for solid waste are provided for customers, except in restrooms.
- (b) Commercial Organic Waste Generators shall annually provide information to employees, contractors, tenants, and customers about Organic Waste recovery requirements and about proper sorting of Organic Waste, and for new tenants within fourteen (14) days of occupation of premises.
- (c) Commercial Businesses shall provide or arrange for access to their properties at reasonable times for inspections, provided, however, that nothing is intended to permit an inspector to enter the interior of a private residential property.

8-1.5-8 - Commercial Edible Food Generator Requirements

- (a) Tier One Commercial Edible Food Generators shall comply with the requirements of this section commencing January 1, 2022. Tier two Commercial Edible Food Generators shall comply with the requirements of this section commencing January 1, 2024.
- (b) Commercial Edible Food Generators shall arrange to recover the maximum amount of edible food that would otherwise be disposed. A Commercial Edible Food Generator shall comply with the requirements of this section through a contract or written agreement with any or all of the following:
 - (1) Food Recovery Organizations or Food Recovery Services that will collect their edible food for food recovery.
 - (2) Food Recovery Organizations that will accept the edible food that the Commercial Edible Food Generator self-hauls to the Food Recovery Organization for food recovery.

- (c) A Large Venue or Large Event operator that does not provide food services, but allows for food to be provided, shall require food facilities operating at the Large Venue or Large Event to comply with the requirements of this section.
- (d) A Commercial Edible Food Generator subject to the requirements in this section shall keep a record that includes the following:
 - (1) A list of each Food Recovery Organization or Food Recovery Service that collects or receives its edible food pursuant to a contract or written agreement.
 - (2) A copy of contracts or written agreements between the Commercial Edible Food Generator and a Food Recovery Organization or Food Recovery Service.
 - (3) A record of the following for each Food Recovery Organization or Food Recovery Service that the Commercial Edible Food Generator has a contract or written agreement with:
 - (A) The name, address and contact information of the service or organization.
 - (B) The types of food that will be collected by or self-hauled to the service or organization.
 - (C) The established frequency that food will be collected or self-hauled.
 - (D) The quantity of food collected or self-hauled to a service or organization for food recovery. The quantity shall be measured in pounds recovered per month.

8-1.5-9 - Enforcement

Enforcement of this Chapter shall be pursuant to Section 8-1-10 and Chapter 4 of Title I of this Code.

SECTION 2. The City Council has determined that the Project is exempt from the California Environmental Quality Act under CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption) and Section 15308 (actions by a regulatory agency for the protection of the environment).

SECTION 3. This Ordinance shall take effect thirty (30) days after its adoption.

SECTION 4. The City Clerk is hereby ordered and directed to certify the passage of this Ordinance and to cause the same to be published once in a newspaper of general circulation, published in the County of Fresno.

I, REYNA RIVERA, City Clerk of the City of Selma, do hereby certify that the foregoing Ordinance was introduced at a regular meeting of the City Council of the City of Selma held on the 1st day of November, 2021, and passed and adopted at a regular meeting of the City Council held on the _____ day of _____, 2021, by the following vote, to wit:

AYES:

NOES:

ABSENT:

ABSTAIN:

Scott Robertson
Mayor, City of Selma

ATTEST:

Reyna Rivera
City Clerk, City of Selma

APPROVED AS TO FORM:

Mary Lerner
City Attorney

**CITY OF SELMA
CITY COUNCIL**

**ORDINANCE NO. 2021-___ OF THE CITY OF SELMA
TO ADD CHAPTER 1.5 TO TITLE 8 TO THE SELMA MUNICIPAL CODE FOR THE
COLLECTION AND DISPOSAL OF ORGANIC WASTE**

SUMMARY & NOTICE OF PUBLIC HEARING

On November 1, 2021, the Selma City Council introduced Ordinance No. 2021-___ to add Chapter 1.5 to Title 8 to the Selma Municipal Code for the Collection and Disposal of Organic Waste. The proposed ordinance will bring the Selma Municipal Code (Code) into compliance with new organic waste collection and edible food recovery requirements of Senate Bill (SB) 1383 and implementing regulations.

NOTICE IS HEREBY GIVEN that the Selma City Council will conduct a public hearing on Monday, November 15, 2021 at 6:00 p.m. (or as soon thereafter as the matter may be heard) at City Hall in the Council Chambers, located at 1710 Tucker Street, Selma, California, to consider the following matter:

1. ADOPTION OF AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SELMA ADDING CHAPTER 1.5 TO TITLE 8 TO THE SELMA MUNICIPAL CODE FOR THE COLLECTION AND DISPOSAL OF ORGANIC WASTE – Consider adoption by the Selma City Council of an ordinance to add Chapter 1.5 to Title 8 to Selma Municipal Code.

This Ordinance is scheduled to be considered for adoption during the regular Selma City Council meeting on November 15, 2021. A full copy of Ordinance No. 2021-___ and all relevant materials regarding the proposed action are on file in the office of the City Clerk, located at 1710 Tucker Street, Selma, California, and may be reviewed during normal business hours.

Due to the COVID-19 pandemic public health orders, which limit in-person public meetings, the public hearing will be held either in the Selma City Council Chambers, or by Teleconference Phone Number +1 301 715 8592 Webinar ID: 846 6188 6398 as specified in the meeting agenda. Please check the November 15, 2021 City Council agenda once it is posted on the City's website for information as to how to participate in the City Council meeting.

Any persons wishing to speak for or against the proposed amendment should attend the public hearing. Written comments may be sent via U.S. Mail or by hand delivery to the City of Selma, City Clerk, at City Hall, at the address listed above, at any time prior to the conclusion of the hearing. A written protest shall state all grounds of objection and shall contain a description sufficient to identify the property owned by the protesting person or persons.

Reyna Rivera, City Clerk
Publish Date: November 3, 2021

ITEM NO: 4.

SUBJECT: Professional Service Agreement Amendment to extend services for the Downtown Business Improvement District (BID) to include formation of the BID

RECOMMENDATION:

Execute the Amendment to the Professional Service Agreement with AMI Concepts for the Downtown Business Improvement District Feasibility Study per the Transit Oriented Development Grant and USDA Rural Business Development Grant extension.

BACKGROUND: The City of Selma applied for a USDA Rural Business Development Grant in 2020 and were awarded \$40,000 for the contracting of professional services that would evaluate the potential of an improvement district. The City of Selma released a request for proposal on March 1, 2021. On the deadline of April 4, 2021, the City received one proposal from AMI Concepts which was accepted and negotiated into a Professional Service Agreement for the feasibility study.

DISCUSSION: As AMI Concepts has created a connection with the downtown businesses participating in the working group sessions, and as the company was the only applicant for the feasibility study, Staff recommends extending the contract with Amendment No. 1 to add on the formation of the district. This includes cooperation with businesses, Staff, City Attorney and the collection of applications for the Advisory Board.

This activity would be fully funded through the Transit Oriented Development grant and an extended use of the USDA Rural Business Development Grant. Staff anticipated the formation due to a high interest in improving the downtown area. While pursuing the USDA grant for the Feasibility Study, staff also applied for the Transit Oriented Development (TOD) grant to afford a continuation with the selected consultant for the formation of the district. This was documented on the March 15th Council Agenda item related to the TOD application. In the grant application (page 10, deliverable 2) staff noted that "the City anticipates needing additional funding to complete the formation of the district *with the selected contractor* for the study."

Tracy Tosta, Administrative Analyst

Ralph Jimenez, City Manager



September 3 2021

Tracy Tosta
City of Selma
1710 Tucker Street
Selma CA 93662

Re: Downtown Business Improvement District Formation

Ms. Tosta,

Working with you and the Downtown Selma business owners is both a delight and a challenge. But that is not a surprise. Small towns are full of strong personalities, which is part of their charm.

Thank you for considering AMI Concepts to provide the additional service of BID formation. I've attached the relevant pieces from my original proposal, and added details on the formation process.

I look forward to continuing beyond the feasibility study to formation of the Downtown Selma BID.

Sincerely,


Jan Minami

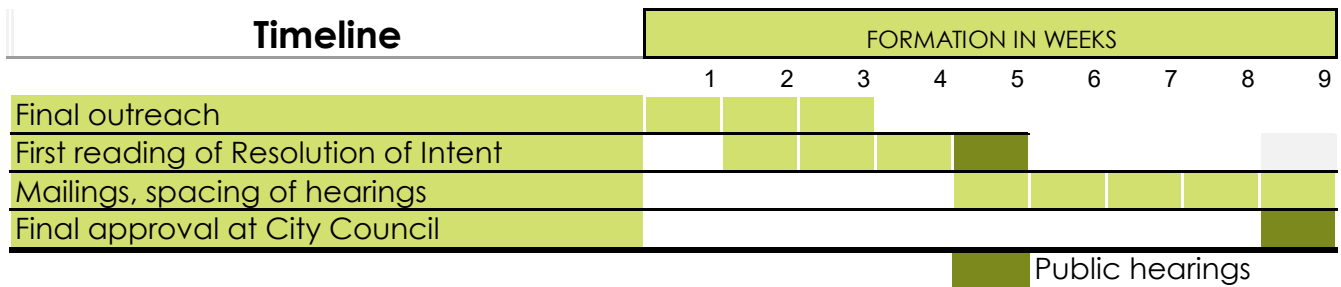


CONTACT INFORMATION

Jan Minami
Owner and Principal of AMI Concepts
MAIL 30 Wood Duck Dr, Sanger CA 93657
PHONE 559.859.1763
EMAIL jan.amiconcepts@gmail.com

 **ami concepts**

Downtown Selma BID Formation



Formation Steps

1. Preparation for formation
Notify all businesses of Council process and the actions that will be taken. Work with City Attorney on resolution.
2. First reading of Resolution of Intent (ROI)
Prepare packets for these decisions and approvals: BID Advisory Board, date and time of public hearing, Management District Plan (MDP), Baseline Services
3. City mailings, timing of hearings
City Clerk mails to all business owners: ROI, MDP, Baseline Services, notice of public hearing, Legal requirements for timing
4. Final approval at City Council
Attend and present as needed. Coordinate Steering Committee for presenting. Includes protest hearing and review of written protests, decision to approve. Work with City Attorney on proper documents

Fee Proposal

Rate	\$	90.00
Hours	100	\$ 9,000.00
Copies and printing, supplies and travel	\$	675.00
	\$	9,675.00



Qualifications and Experience

AMI Concepts and Jan Minami

AMI Concepts is dedicated to creating thriving urban environments through the development of strong organizations, successful collaborations and vibrant urban neighborhoods. We specialize in problem-solving for commercial corridors and Downtown districts, strengthening stakeholder engagement and activating public space.

Formed in 2011, AMI Concepts operates as a sole proprietorship owned and operated by Jan Minami. As the principal, Jan adds team members as needed.

Improvement districts, especially PBIDs, are a particular focus because of Jan's experience. She excels in stakeholder engagement, and as a Downtown practitioner, she has the formation and implementation background to guide a district through feasibility and plan development, culminating in a successful formation.

Jan has been involved in six Central Valley BIDs and/or PBIDs during the formation and operation stages, including Reedley Streetscape BID, Downtown Visalia PBID, Downtown Fresno PBID, Shaw Corridor (Clovis) PBID, Downtown Kingsburg BID and the Chinatown Fresno PBID. She was hired by the City of Fresno to conduct a PBID Academy, acquainting local neighborhood groups with the PBID concept and the formation process.

Her experience forming, running and serving as a Board Member for BIDs and PBIDs stretches over 25 years in five different cities in the valley. She owns property and has started and run several businesses. She has also served on almost a dozen committees in those cities. She has worked in Tucson, Colorado Springs and Omaha on downtown revitalization and place-making with the Urban Land Institute.

Jan's experience gives her a sound knowledge of property owners, business owners, urban neighborhoods, the workings of government, and how they all can collaborate for economic success.

She has a BS in Business Management (Lewis & Clark College), and certificates in Business Retention & Expansion (International Economic Development Council), Engaging Citizens - A Game Changer for Development (The World Bank), Grant Writing and Management (Fresno State), and Graphic Design (California Institute for the Arts).





Similar Projects

Fresno's Chinatown Neighborhood

- CLIENT Chinatown Fresno Foundation
- PROJECT Chinatown Fresno PBID
- DATES January 5, 2018 - current
- PROJECT MANAGER Morgan Doizaki, PBID Formation Chair
- CITY CONNECTION Courtney Espinoza, Transform Fresno Program Implementation Manager (559.621.7913, courtney.espinoza@fresno.gov)

Mr. Doizaki owns and operates Central Fish Company, as well as owning eight other parcels in Chinatown. He can be reached: 559.351.0410, mdoizaki@centralfish.com

Morgan operated a business in Downtown Fresno when I first met him. In 2017, He approached me about coming to Chinatown to form a PBID for the neighborhood. We agreed that forming a stable organization would be the first best step, which was completed in 2018. As the organization grows, I continue to assist the organization operate and work toward PBID formation. I serve as a part-time Executive Director, while Morgan serves on the Board of Directors, originally as Chair and currently as Treasurer.

From Morgan: "Jan knows what she's doing. We couldn't do this without her."

Kingsburg

- CLIENT City of Kingsburg
- PROJECT Downtown Kingsburg PBID
- DATES November, 2019 - September, 2020
- PROJECT MANAGER Alex Henderson, City of Kingsburg

Mr Henderson serves as the City Manager, City of Kingsburg. He can be reached: 559.897.5821, ahenderson@cityofkingsburg-ca.gov

I was hired to form a business improvement district (BID) in Downtown Kingsburg. In addition to Alex, I worked with City Attorney Mike Noland and City Clerk Abigail Palsgaard. I formed a steering committee of business owners to get the work done. While a BID does not have the complexity of a PBID, the work of gathering and educating stakeholders, working closely with City staff, determining the services for which owners are willing to pay, and creating the documents (Management District Plan, Resolution of Intent, et al) is similar.

From Alex: "Ms. Minami provided professionalism that helped lead to the ultimately successful incorporation of the city's first downtown business improvement district (BID). Her work included educating business owners, attending community meetings and workshops, and guiding a steering committee to finalize a management plan for our BID."

Fresno

- CLIENTCity of Fresno/Downtown Association of Fresno
- PROJECTDowntown Fresno PBID
- DATESJanuary 2008 - July 2010
- PROJECT MANAGERElliott Balch, City of Fresno

Mr Balch is currently the Chief Operating Officer of the Central Valley Community Foundation. He can be reached: 559.825.6192, elliott@centralvalleycf.org

Elliott was serving on the Board of the Downtown Association of Fresno when I came to Fresno to form the Downtown PBID. He was part of the interview committee for the Downtown Association when I was hired there. We worked closely on several projects, including the Downtown Fresno PBID formation. By that time, he was serving as Downtown Revitalization Manager for the City of Fresno under Mayor Ashley Swearingen.

Quite a bit of groundwork was needed to elevate the Downtown Association properly to a fully functioning organization that could spearhead PBID formation. It was necessary to educate property owners, City officials and related agencies. Since PBIDs can only be formed at the initiative of property owners, the outreach efforts are significant for a Downtown this large. Elliot and I conducted most of that outreach forming what is now the Downtown Fresno Partnership.

From Elliott: "Jan's the mother of PBIDs."

Visalia

- CLIENTDowntown Visalians
- PROJECTVisalia PBID
- DATESOctober, 2005 - October, 2008
- PROJECT MANAGERMike Olmos, City of Visalia

Mr. Olmos currently served as Interim President/CEO–Tulare Co Economic Development Corporation. He can be reached: 559.737.8676, mike.olmos@icloud.com

I've worked with Mike on two different BIDs - the Streetscape BID in Reedley and the Downtown Visalia PBID. The Streetscape BID only managed the street tree plantings and other sidewalk decorations. In Visalia, the project was to advance and comply with legal requirements for reformation of the Visalia PBID. By this time, Mike was Community Development Director of Visalia. and I was Executive Director of the Downtown Visalia PBID. He become Visalia City Manager, and is now serving the Tulare County EDC.

From Mike: "I have been impressed over the years by Jan's ability to work with community groups and build business relationships."

AMENDMENT NO. 1

TO CONTRACT FOR PROFESSIONAL SERVICES WITH AMI CONCEPTS INC.

This amendment No. 1 to the Contract for Professional Services ("Agreement"), is made and entered into this 15th day of November 2021, ("Effective Date") by and between the City of Selma a California municipal corporation ("Client" or "City") and AMI Concepts ("Consultant"). The Client and Consultant are hereinafter collectively referred to as the "Parties."

RECITALS

WHEREAS, on or about May 3, 2021 the City Council approved the Agreement with the Consultant, to provide feasibility services for the formation of a Business Improvement District (BID) in Downtown Selma; and

WHEREAS, the City Council approved the Agreement for a period of one year, and the Agreement expires on May 3, 2022 and

WHEREAS, it was the City's intent when the original contract was entered that the same consultant would be used for formation of the BID, and

WHEREAS, the Consultant has established communication and knowledge of Downtown Selma business environment; and

WHEREAS, the Client and Consultant desire to extend the term of the Agreement and to amend the Scope of Service to provide for the Business Improvement District Formation activities; and

WHEREAS, for the reasons set forth herein, the Client and Consultant desire to enter into this Amendment No. 1 as set forth below.

AMENDMENT

NOW, THEREFORE, in consideration of the mutual covenants, promises and agreements set forth herein, it is agreed the aforesaid Agreement, a copy of which is attached hereto as Exhibit A, and incorporated herein by reference, shall remain in full force and effect except as otherwise hereinafter provided:

Section 1 Term

Section 1, Term, shall be revised to read in its entirety as follows:

This Agreement shall commence on the Effective Date, and shall remain and continue in effect until tasks described herein are completed, but in no event later than June 30, 2023, unless sooner terminated pursuant to the provisions of this Agreement.

Section 4 Payment

Section 4 (a), Payment, shall be revised to include the following:

The City agrees to pay Consultant an additional \$9,675.00 as related to this amendment for service in the formation of the BID.

Exhibit A **Scope of Services**

Exhibit A, Scope of Services, shall be revised to add the following steps for formation of the BID:

1. Preparation of Formation: Notify all businesses of Council process and the actions that will be taken. Work with City Attorney on development of a Resolution.
2. First reading of Resolution of Intent (ROI): Prepare packets for decisions and approvals related to BID Advisory Board, public hearings, Management District Plan, and Baseline Services.
3. City mailings and timing of hearings: Work with City Staff for noticing business owners and commit to legal timing requirements.
4. Final approval by City Council: Attend and present information as needed. Coordinate with Steering Committee for presenting. Includes protest hearing and review of written protests, and decision to approve. Work with City Attorney on proper documentation and process.

IN WITNESS WHEREOF, the Parties have executed this Amendment No. 1 to the Agreement as of the Effective Date.

“CITY”
CITY OF SELMA

“CONSULTANT”
AMI CONCEPTS

By: _____
Scott Robertson, Mayor

By: _____
Jan Minami, Owner/Principal

Attest:

By: _____
Reyna Rivera, City Clerk

Approved as to form:

By: _____
Mary F. Lerner, City Attorney

Attachments: Professional Service Agreement
 Formation Proposal from AMI Concepts

CITY OF SELMA

PROFESSIONAL SERVICES AGREEMENT

This PROFESSIONAL SERVICES AGREEMENT ("Agreement"), is made and effective as of May 3, 2021 ("Effective Date"), between the City of Selma, a municipal corporation ("City") and AMI Concepts ("Consultant"). The City and Consultant are hereinafter collectively referred to as the "Parties".

RECITALS

WHEREAS, City desires to engage Consultant to perform the services described herein, and Consultant desires to perform such services in accordance with the terms and conditions set forth herein.

NOW, THEREFORE, for and in consideration of the mutual covenants and conditions herein contained, City and Consultant agree as follows:

1. TERM

This Agreement shall commence on the Effective Date, and shall remain and continue in effect until tasks described herein are completed, but in no event later than May 3, 2022, unless sooner terminated pursuant to the provisions of this Agreement.

2. SERVICES

(a) Consultant shall perform the tasks ("Services") described and set forth in Exhibit A, attached hereto and incorporated herein as though set forth in full. ("Scope of Services"). Tasks other than those specifically described in the Scope of Services shall not be performed without prior written approval of the City. The Services shall be performed by Consultant, unless prior written approval is first obtained from the City. In the event of conflict or inconsistency between the terms of this Agreement and Exhibit A, the terms of this Agreement shall prevail.

(b) City shall have the right to request, in writing, changes to the Services. Any such changes mutually agreed upon by the Parties, and any corresponding increase or decrease in compensation, shall be incorporated by written amendment to this Agreement.

(c) Consultant shall perform all Services in a manner reasonably satisfactory to the City and in a first-class manner in conformance with the standards of quality normally observed by an entity providing planning and analysis in the Feasibility Study of a Business Improvement District, serving a municipal agency.

(d) Consultant shall comply with all applicable federal, state, and local laws, regulations and ordinances in the performance of this Agreement, including but not limited to, the conflict of interest provisions of Government Code Section 1090 and the Political Reform Act (Government Code Section 81000 *et seq.*). During the term of this

Agreement, Consultant shall not perform any work for another person or entity for whom Consultant was not working on the Effective Date if both (i) such work would require Consultant to abstain from a decision under this Agreement pursuant to a conflict of interest statute or law; and (ii) City has not consented in writing to Consultant's performance of such work. No officer or employee of City shall have any financial interest in this Agreement that would violate California Government Code Sections 1090 *et seq.* Consultant hereby warrants that it is not now, nor has it been in the previous twelve (12) months, an employee, agent, appointee, or official of the City. If Consultant was an employee, agent, appointee, or official of the City in the previous twelve (12) months, Consultant warrants that it did not participate in any manner in the forming of this Agreement. Consultant understands that, if this Agreement is made in violation of Government Code §1090 *et seq.*, the entire Agreement is void and Consultant will not be entitled to any compensation for Services performed pursuant to this Agreement, and Consultant will be required to reimburse the City for any sums paid to the Consultant. Consultant understands that, in addition to the foregoing, it may be subject to criminal prosecution for a violation of Government Code § 1090 and, if applicable, will be disqualified from holding public office in the State of California.

(e) Consultant represents that it has, or will secure at its own expense, all licensed personnel required to perform the Services. All Services shall be performed by Consultant or under its supervision, and all personnel engaged in the Services shall be qualified and licensed to perform such services.

3. MANAGEMENT

City's City Manager shall represent the City in all matters pertaining to the administration of this Agreement, review and approval of all products submitted by Consultant, but shall have no authority to modify the Services or the compensation due to Consultant.

4. PAYMENT

(a) The City agrees to pay Consultant monthly, in accordance with the payment rates and terms and the schedule of payment as set forth in Exhibit B ("Rate Schedule"), attached hereto and incorporated herein by this reference as though set forth in full, based upon actual time spent on the above tasks. This amount shall not exceed twenty-nine thousand dollars (\$29,000) for the total Term of the Agreement unless additional payment is approved as provided in this Agreement.

(b) Consultant shall not be compensated for any services rendered in connection with its performance of this Agreement which are in addition to those set forth herein, unless such additional services are authorized in advance and in writing by the City. Consultant shall be compensated for any additional services in the amounts and in the manner as agreed to by City and Consultant at the time City's written authorization is given to Consultant for the performance of said services.

(c) Consultant shall submit invoices monthly for actual services performed. Invoices shall be submitted on or about the first business day of each month, or as soon thereafter as practical, for services provided in the previous month. Payment shall be made within thirty (30) days of receipt of each invoice as to all non-disputed fees. If the City disputes any of Consultant's fees it shall give written notice to Consultant within thirty (30) days of receipt of an invoice of any disputed fees set forth on the invoice. Any final payment under this Agreement shall be made within 45 days of receipt of an invoice therefore.

5. SUSPENSION OR TERMINATION OF AGREEMENT

(a) The City may at any time, for any reason, with or without cause, suspend or terminate this Agreement, or any portion hereof, by serving upon the Consultant at least ten (10) days prior written notice. Upon receipt of said notice, the Consultant shall immediately cease all work under this Agreement, unless the notice provides otherwise. If the City suspends or terminates a portion of this Agreement such suspension or termination shall not make void or invalidate the remainder of this Agreement.

(b) In the event this Agreement is terminated pursuant to this Section, the City shall pay to Consultant the actual value of the work performed up to the time of termination, provided that the work performed is of value to the City. Upon termination of the Agreement pursuant to this Section, the Consultant shall submit an invoice to the City pursuant to Section 4 of this Agreement.

6. OWNERSHIP OF DOCUMENTS

(a) Consultant shall maintain complete and accurate records with respect to sales, costs, expenses, receipts, and other such information required by City that relate to the performance of services under this Agreement. Consultant shall maintain adequate records of services provided in sufficient detail to permit an evaluation of services. All such records shall be maintained in accordance with generally accepted accounting principles and shall be clearly identified and readily accessible. Consultant shall provide free access to the representatives of City or its designees at reasonable times to review such books and records; shall give City the right to examine and audit said books and records; shall permit City to make transcripts or copies therefrom as necessary; and shall allow inspection of all work, data, documents, proceedings, and activities related to this Agreement. Such records, together with supporting documents, shall be maintained for a period of three (3) years after receipt of final payment.

(b) Upon completion of, or in the event of termination or suspension of this Agreement, all original documents, designs, drawings, maps, models, computer files, surveys, notes, and other documents prepared in the course of providing the services to be performed pursuant to this Agreement shall become the sole property of the City and may be used, reused, or otherwise disposed of by the City without the permission of the Consultant. With respect to computer files, Consultant shall make available to the City, at the Consultant's office, and upon reasonable written request by the City, the necessary computer software and hardware for purposes of accessing, compiling, transferring, copying and/or printing computer files. Consultant hereby grants to City all right, title, and interest,

including any copyright, in and to the documents, designs, drawings, maps, models, computer files, surveys, notes, and other documents prepared by Consultant in the course of providing the services under this Agreement. All reports, documents, or other written material developed by Consultant in the performance of the Services pursuant to this Agreement, shall be and remain the property of the City.

7. INDEMNIFICATION

(a) Indemnity for professional liability

When the law establishes a professional standard of care for Consultant's Services, to the fullest extent permitted by law, Consultant shall indemnify, protect, defend and hold harmless the City and any and all of its officials, employees and agents ("Indemnified Parties") from and against any and all losses, liabilities, damages, costs and expenses, including legal counsel's fees and costs caused in whole or in part by any negligent or wrongful act, error or omission of Consultant, its officers, agents, employees or Subconsultants (or any agency or individual that Consultant shall bear the legal liability thereof) in the performance of professional services under this Agreement.

(b) Indemnity for other than professional liability

Other than in the performance of professional services and to the full extent permitted by law, Consultant shall indemnify, defend and hold harmless City, and any and all of its employees, officials and agents from and against any liability (including liability for claims, suits, actions, arbitration proceedings, administrative proceedings, regulatory proceedings, losses, expenses or costs of any kind, whether actual, alleged or threatened, including legal counsel fees and costs, court costs, interest, defense costs, and expert witness fees), where the same arise out of, are a consequence of, or are in any way attributable to, in whole or in part, the performance of this Agreement (including, but not limited to, omission to perform or negligence in the performance) by Consultant or by any individual or agency for which Consultant is legally liable, including but not limited to officers, agents, employees or subcontractors of Consultant.

(c) DUTY TO DEFEND. In the event the City, its officers, employees, agents and/or volunteers are made a party to any action, claim, lawsuit, or other adversarial proceeding arising from the performance (including, but not limited to, omission to perform or negligence in the performance) of the services encompassed by this Agreement, and upon demand by City, Consultant shall have an immediate duty to defend the City at Consultant's cost or at City's option, to reimburse the City for its costs of defense, including reasonable attorney's fees and costs incurred in the defense of such matters.

Payment by City is not a condition precedent to enforcement of this indemnity. In the event of any dispute between Consultant and City, as to whether liability arises from the sole negligence of the City or its officers, employees, or agents, Consultant will be obligated to pay for City's defense until such time as a final judgment has been entered adjudicating the City as solely negligent. –Consultant will not be entitled in the absence of such a

determination to any reimbursement of defense costs including but not limited to attorney's fees, expert fees and costs of litigation.

8. INSURANCE

Consultant shall maintain prior to the beginning of and for the duration of this Agreement insurance coverage as specified in Exhibit C attached hereto and incorporated herein by reference.

9. INDEPENDENT CONSULTANT

(a) Consultant is and shall at all times remain as to the City a wholly independent consultant and/or independent contractor. The personnel performing the services under this Agreement on behalf of Consultant shall at all times be under Consultants exclusive direction and control. Neither City nor any of its officers, employees, or agents shall have control over the conduct of Consultant or any of Consultant's officers, employees, or agents, except as set forth in this Agreement. Consultant shall not at any time or in any manner represent that it or any of its officers, employees, or agents are in any manner officers, employees, or agents of the City. Consultant shall not incur or have the power to incur any debt, obligation, or liability whatever against the City, or bind the City in any manner.

(b) No employee benefits shall be available to Consultant in connection with the performance of this Agreement. Except for the fees paid to Consultant as provided in the Agreement, City shall not pay salaries, wages, or other compensation to Consultant for performing services hereunder for City. City shall not be liable for compensation or indemnification to Consultant for injury or sickness arising out of performing services hereunder.

10. LEGAL RESPONSIBILITIES

The Consultant shall keep itself informed of State and Federal laws and regulations which in any manner affect those employed by it or in any way affect the performance of its service pursuant to this Agreement. The Consultant shall at all times observe and comply with all such laws and regulations. The City, and its officers and employees, shall not be liable at law or in equity occasioned by failure of the Consultant to comply with this Section.

11. UNDUE INFLUENCE

Consultant declares and warrants that no undue influence or pressure was used against or in concert with any officer or employee of the City in connection with the award, terms or implementation of this Agreement, including any method of coercion, confidential financial arrangement, or financial inducement. No officer or employee of the City has or will receive compensation, directly or indirectly, from Consultant, or from any officer, employee or agent of Consultant, in connection with the award of this Agreement or any work to be conducted as a result of this Agreement. Violation of this Section shall be a material breach of this Agreement entitling the City to any and all remedies at law or in equity.

12. NO BENEFIT TO ARISE TO LOCAL OFFICERS AND EMPLOYEES

No member, officer, or employee of City, or their designees or agents, and no public official who exercises authority over or responsibilities with respect to the Project during his/her tenure or for one year thereafter, shall have any interest, direct or indirect, in any agreement or sub-agreement, or the proceeds thereof, for work to be performed in connection with the Project performed under this Agreement.

13. RELEASE OF INFORMATION/CONFLICTS OF INTEREST

(a) All information gained by Consultant in performance of this Agreement shall be considered confidential and shall not be released by Consultant without City's prior written authorization. Consultant, its officers, employees, agents, or subconsultants, shall not without written authorization from the City, voluntarily provide declarations, letters of support, testimony at depositions, response to interrogatories, or other information concerning the work performed under this Agreement or relating to any project or property located within the City, unless otherwise required by law or court order. (b) Consultant shall promptly notify City should Consultant, its officers, employees, agents, or subconsultants be served with any summons, complaint, subpoena, notice of deposition, request for documents, interrogatories, request for admissions, or other discovery request ("Discovery"), court order, or subpoena from any person or party regarding this Agreement and the work performed there under or with respect to any project or property located within the City, unless Consultant is prohibited by law from informing the City of such Discovery, court order or subpoena. City retains the right, but has no obligation, to represent Consultant and/or be present at any deposition, hearing, or similar proceeding as allowed by law. Unless City is a party to the lawsuit, arbitration, or administrative proceeding and is adverse to Consultant in such proceeding, Consultant agrees to cooperate fully with the City and to provide the opportunity to review any response to discovery requests provided by Consultant. However, City's right to review any such response does not imply or mean the right by City to control, direct, or rewrite said response.

14. NOTICES

Any notices which either party may desire to give to the other party under this Agreement must be in writing and may be given either by (i) personal service, (ii) delivery by a reputable document delivery service, such as but not limited to, Federal Express, which provides a receipt showing date and time of delivery, or (iii) mailing in the United States Mail, certified mail, postage prepaid, return receipt requested, addressed to the address of the party as set forth below or at any other address as that party may later designate by notice:

To City:	City of Selma 1710 Tucker Street Selma, CA 93662 Attention: City Manager
With a Copy To:	Mary F. Lerner, City Attorney Lozano Smith Attorneys at Law

7404 North Spalding Avenue
Fresno, CA 93720

To Consultant:

AMI Concepts
30 Wood Duck Dr.
Sanger, CA 93657
Attention: Jan Minami
559-859-1763

15. ASSIGNMENT

The performance of services under this Agreement are based on the expertise and experience of Consultant. Consultant shall not assign the performance of this Agreement, nor any part thereof, nor any monies due hereunder, without prior written consent of the City.

Before retaining or contracting with any subconsultant for any services under this Agreement, Consultant shall provide City with the identity of the proposed subconsultant, a copy of the proposed written contract between Consultant and such subconsultant which shall include an indemnity provision similar to the one provided herein and identifying City as an indemnified party, or an incorporation of the indemnity provision provided herein, and proof that such proposed subconsultant carries insurance at least equal to that required by this Agreement or obtain a written waiver from the City for such insurance.

Notwithstanding Consultant's use of any subconsultant, Consultant shall be responsible to the City for the performance of its subconsultant as it would be if Consultant had performed the Services itself. Nothing in this Agreement shall be deemed or construed to create a contractual relationship between the City and any subconsultant employed by Consultant. Consultant shall be solely responsible for payments to any subconsultants. Consultant shall indemnify, defend and hold harmless the Indemnified Parties for any claims arising from, or related to, the services performed by a subconsultant under this Agreement.

16. GOVERNING LAW/ATTORNEYS' FEES

The City and Consultant understand and agree that the laws of the State of California shall govern the rights, obligations, duties, and liabilities of the parties to this Agreement and also govern the interpretation of this Agreement. Any litigation concerning this Agreement shall take place in the municipal, superior, or federal district court in Fresno County, California. If any action at law or suit in equity is brought to enforce or interpret the provisions of this Agreement, or arising out of or relating to the Services provided by Consultant under this Agreement, the prevailing party shall be entitled to reasonable attorneys' fees and all related costs, including costs of expert witnesses and consultants, as well as costs on appeal, in addition to any other relief to which it may be entitled.

17. ENTIRE AGREEMENT

This Agreement contains the entire understanding between the Parties relating to the obligations of the Parties described in this Agreement. All prior or contemporaneous agreements, understandings, representations, and statements, oral or written and pertaining to the subject of this Agreement or with respect to the terms and conditions of this Agreement, are merged into this Agreement and shall be of no further force or effect. Each party is entering into this Agreement based solely upon the representations set forth herein and upon each party's own independent investigation of any and all facts such party deems material.

18. SEVERABILITY

If any term or provision of this Agreement or the application thereof to any person or circumstance shall, to any extent, be invalid or unenforceable, then such term or provision shall be amended to, and solely to, the extent necessary to cure such invalidity or unenforceability, and in its amended form shall be enforceable. In such event, the remainder of this Agreement, or the application of such term or provision to persons or circumstances other than those as to which it is held invalid or unenforceable, shall not be affected thereby, and each term and provision of this Agreement shall be valid and be enforced to the fullest extent permitted by law.

19. COUNTERPARTS

This Agreement may be executed in multiple counterparts, each of which shall be deemed an original, but all of which taken together shall constitute one and the same instrument.

20. CAPTIONS

The captions appearing at the commencement of the sections hereof, and in any paragraph thereof, are descriptive only and shall have no significance in the interpretation of this Agreement.

21. WAIVER

The waiver by City or Consultant of any breach of any term, covenant or condition herein contained shall not be deemed to be a waiver of such term, covenant or condition or of any subsequent breach of the same or any other term, covenant or condition herein contained. No term, covenant or condition of this Agreement shall be deemed to have been waived by City or Consultant unless in writing.

22. REMEDIES

Each right, power and remedy provided for herein or now or hereafter existing at law, in equity, by statute, or otherwise shall be cumulative and shall be in addition to every other right, power, or remedy provided for herein or now or hereafter existing at law, in equity, by statute, or otherwise. The exercise, the commencement of the

exercise, or the forbearance of the exercise by any party of any one or more of such rights, powers or remedies shall not preclude the simultaneous or later exercise by such party of any of all of such other rights, powers or remedies.

23. AUTHORITY TO EXECUTE THIS AGREEMENT

The person or persons executing this Agreement on behalf of Consultant represents and warrants that he/she has the authority to execute this Agreement on behalf of the Consultant and has the authority to bind Consultant to the performance of its obligations hereunder.

IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be executed as of the Effective Date.


"CITY"

City of Selma

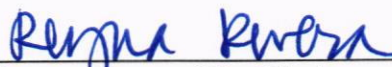
By: 
Scott Robertson, Mayor

"CONSULTANT"


AMI Concepts

By: 
Jan Minami, Owner/Principal

Attest:

By: 
Reyna Rivera, City Clerk

Approved as to form:

By: 
Mary F. Lerner, City Attorney

Attachments:	Exhibit A	Scope of Services
	Exhibit B	Rate Schedule
	Exhibit C	Insurance Requirements

EXHIBIT A

SCOPE OF SERVICES

TASK 1: Initial Analysis & Review

1. **Form a Business Improvement Stakeholder Committee:** Through Open House, survey, and other outreach, form a committee of business owners to see the BID process.
2. **Document Analysis:** Review all materials that are available from the Chamber of Commerce and other local groups
3. **Information Request:** Create a checklist for the City to gather additional information including but not limited to a, a business database, a baseline service agreement and a GIS map.

TASK 2: Document Preparation & Benefit Analysis

1. **Meetings:** Hold at least five meetings and attend others that will contribute to learning the nature and service needs of the neighborhood
2. **Budget Development:** Using the service list, determine a budget spreadsheet that can generate options, resulting in a tentative budget.
3. **Merchant Advisory Board:** Outline the materials to create an advisory Board including applications and selection process.
4. **Business Database:** Obtain names and addresses of all businesses with email and phone when possible.
5. **City Comments:** Maintain an ongoing interaction with City staff to assure approval as steps are taken.
6. **Management Plan Outline:** Create a Management District Plan Executive Summary, which serves as an outline of the completed document.
7. **Findings and Recommendations Report:** Each task is completed with a written report to City Staff on the progress made during that task.

TASK 3: Management District Plan Development

1. **Stakeholder Review:** Expand the review process through workshops and small groups.
2. **Verify and Finalize Business Database:** Review and discuss to determine if all addresses are viable. Mail a postcard if necessary to verify.
3. **Develop Informational Materials:** Create materials that explain the various aspects of BIDs in print and digital versions, along with a website to inform business owners. These materials include a newsletter and social media.
4. **Prepare a Method of Assessment:** Run various scenarios based on service needs and the initial budget to determine assessment level and potential fees for businesses that are not required to have Selma business licenses.
5. **Confirm Assessment Methodology:** Analyze results of scenarios and work with City staff and the stakeholder Committee to test viability options and arrive at a method.
6. **Development BID Management District Plan:** Expand the management District Plan Executive Summary with details and charts, being careful to leave categories broad enough for flexibility.
7. **Final Feasibility Report:** Create report making recommendation to the City of Selma on Feasibility of forming a BID in Downtown Selma, and other options going forward.

EXHIBIT B
RATE SCHEDULE

Task 1: \$7,200

4 weeks/80 hours (\$90.00 /hour)

Task 2: \$9,000

8 weeks/100 hours (\$90.00 /hour)

Task 3: 10,800

9 weeks/120 hours (\$90.00/hour)

Additional Fees: printing, supplies, travel, etc: \$2,000.

Total: \$29,000.00

Average Monthly Invoice: \$5,800 (Five months, May to September 2021)

FY 2020-2021: \$11,600

May \$5,800

June \$5,800

FY 2021-2022: \$17,400

July: \$5,800

August: \$5,800

September: \$5,800

EXHIBIT C

INSURANCE REQUIREMENTS

Without limiting Consultant's indemnification of City, and prior to commencement of the Services, Consultant shall obtain, provide and maintain at its own expense during the term of this Agreement, policies of insurance of the type and amounts described below and in a form satisfactory to the City.

General liability insurance. Consultant shall maintain commercial general liability insurance with coverage at least as broad as Insurance Services Office form CG 00 01, in an amount not less than \$2,000,000.00 per occurrence, \$4,000,000.00 general aggregate, for bodily injury, personal injury, and property damage. The policy must include contractual liability that has not been amended. Any endorsement restricting standard ISO "insured contract" language will not be accepted.

Automobile liability insurance. Consultant shall maintain automobile insurance at least as broad as Insurance Services Office form CA 00 01 covering bodily injury and property damage for all activities of the Consultant arising out of or in connection with Work to be performed under this Agreement, including coverage for any owned, hired, non-owned or rented vehicles, in an amount not less than \$2,000,000.00 combined single limit for each accident.

Professional liability (errors & omissions) insurance. Consultant shall maintain professional liability insurance that covers the Services to be performed in connection with this Agreement, in the minimum amount of \$2,000,000 per claim and in the aggregate. Any policy inception date, continuity date, or retroactive date must be before the effective date of this agreement and Consultant agrees to maintain continuous coverage through a period no less than three years after completion of the services required by this agreement.

Workers' compensation insurance. Consultant shall maintain Workers' Compensation Insurance (Statutory Limits) and Employer's Liability Insurance (with limits of at least \$1,000,000.00).

Consultant shall submit to City, along with the certificate of insurance, a Waiver of Subrogation endorsement in favor of the City, its officers, agents, employees and volunteers.

Proof of insurance. Consultant shall provide certificates of insurance to City as evidence of the insurance coverage required herein, along with a waiver of subrogation endorsement for workers' compensation. Insurance certificates and endorsement must be approved by City's Risk Manager prior to commencement of performance. Current certification of insurance shall be kept on file with City at all times during the term of this contract. City reserves the right to require complete, certified copies of all required insurance policies, at any time.

Duration of coverage. Consultant shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property, which may

arise from or in connection with the performance of the Services hereunder by Consultant, his agents, representatives, employees or subconsultants.

Primary/noncontributing. Coverage provided by Consultant shall be primary and any insurance or self-insurance procured or maintained by City shall not be required to contribute with it. The limits of insurance required herein may be satisfied by a combination of primary and umbrella or excess insurance. Any umbrella or excess insurance shall contain or be endorsed to contain a provision that such coverage shall also apply on a primary and non-contributory basis for the benefit of City before the City's own insurance or self-insurance shall be called upon to protect it as a named insured.

City's rights of enforcement. In the event any policy of insurance required under this Agreement does not comply with these specifications or is canceled and not replaced, City has the right but not the duty to obtain the insurance it deems necessary and any premium paid by City will be promptly reimbursed by Consultant, or City will withhold amounts sufficient to pay premium from Consultant payments. In the alternative, City may cancel this Agreement.

Acceptable insurers. All insurance policies shall be issued by an insurance company currently authorized by the Insurance Commissioner to transact business of insurance in the State of California, with an assigned policyholders' Rating of A- (or higher) and Financial Size Category Class VI (or larger) in accordance with the latest edition of Best's Key Rating Guide, unless otherwise approved by the City's Risk Manager.

Waiver of subrogation. All insurance coverage maintained or procured pursuant to this agreement shall be endorsed to waive subrogation against City, its elected or appointed officers, agents, officials, employees and volunteers or shall specifically allow Consultant or others providing insurance evidence in compliance with these specifications to waive their right of recovery prior to a loss. Consultant hereby waives its own right of recovery against City, and shall require similar written express waivers and insurance clauses from each of its subconsultants.

Enforcement of contract provisions (non estoppel). Consultant acknowledges and agrees that any actual or alleged failure on the part of the City to inform Consultant of non-compliance with any requirement imposes no additional obligations on the City nor does it waive any rights hereunder.

Requirements not limiting. Requirements of specific coverage features or limits contained in this Section are not intended as a limitation on coverage, limits or other requirements, or a waiver of any coverage normally provided by any insurance. Specific reference to a given coverage feature is for purposes of clarification only as it pertains to a given issue and is not intended by any party or insured to be all inclusive, or to the exclusion of other coverage, or a waiver of any type. If the Consultant maintains higher limits than the minimums shown above, the City requires and shall be entitled to coverage for the higher limits maintained by the Consultant. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the City.

Notice of cancellation. Consultant agrees to oblige its insurance agent or broker and insurers to provide to City with a thirty (30) day notice of cancellation (except for nonpayment for which a ten (10) day notice is required) or nonrenewal of coverage for each required coverage.

Additional insured status. General liability policies shall provide or be endorsed to provide that City and its officers, officials, employees, and agents, and volunteers shall be additional insureds under such policies. This provision shall also apply to any excess liability policies.

Prohibition of undisclosed coverage limitations. None of the coverages required herein will be in compliance with these requirements if they include any limiting endorsement of any kind that has not been first submitted to City and approved of in writing.

Separation of Insureds. A severability of interests provision must apply for all additional insureds ensuring that Consultant's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the insurer's limits of liability. The policy(ies) shall not contain any cross-liability exclusions.

Pass Through Clause. Consultant agrees to ensure that its subconsultants, subcontractors, and any other party involved with the project who is brought onto or involved in the project by Consultant, provide the same minimum insurance coverage and endorsements required of Consultant. Consultant agrees to monitor and review all such coverage and assumes all responsibility for ensuring that such coverage is provided in conformity with the requirements of this section. Consultant agrees that upon request, all agreements with consultants, subcontractors, and others engaged in the project will be submitted to City for review.

City's right to revise specifications. The City reserves the right at any time during the term of the contract to change the amounts and types of insurance required by giving the Consultant ninety (90) days advance written notice of such change. If such change results in substantial additional cost to the Consultant, the City and Consultant may renegotiate Consultant's compensation.

Self-insured retentions. Any self-insured retentions must be declared to and approved by the City. The City reserves the right to require that self-insured retentions be eliminated, lowered, or replaced by a deductible. Self-insurance will not be considered to comply with these specifications unless approved by the City.

Timely notice of claims. Consultant shall give the City prompt and timely notice of claims made or suits instituted that arise out of or result from Consultant's performance under this Agreement, and that involve or may involve coverage under any of the required liability policies.

Additional insurance. Consultant shall also procure and maintain, at its own cost and expense, any additional kinds of insurance, which in its own judgment may be necessary for its proper protection and prosecution of the work.

**STAFF'S REPORT
CITY COUNCIL MEETING:**

November 15, 2021

ITEM NO: 5.

SUBJECT: Consideration of an Employment Agreement with Fernando Santillan for City Manager Services

DISCUSSION: Pursuant to Chapter 18 of Title 1 of the City's Municipal Code, the City Manager serves as the administrative head of the City, under the direction and control of the City Council. The City recently underwent a recruitment for a City Manager, and the City Council directed the City Attorney's office to negotiate an Employment Agreement ("Agreement") with Fernando Santillan. The terms of the proposed agreement will be presented and discussed as regular business.

RECOMMENDATION: Staff recommends that the City Council approve the Employment Agreement with Fernando Santillan.

Ralph Jimenez, Interim City Manager

ITEM NO: 6.

SUBJECT: Adoption of the Fresno County Council of Governments (COG) Vehicle Miles Traveled (VMT) Implementation Regional Guidelines and Technical Report

RECOMMENDATION: Staff recommends the following:

1. Staff recommends that the City Council consider all information provided/submitted, and take and consider all public testimony
2. Staff recommends the City Council adopt the Resolution adopting the regional guidelines and analysis for VMT as it is applicable to the City of Selma.

EXECUTIVE SUMMARY:

As of July 1, 2020, State law required that Cities adopt new CEQA thresholds of significance for transportation impacts. Specifically, the Cities are required to use Vehicle Miles Traveled (VMT) instead of Level of Service (LOS) as the metric to evaluate transportation impacts in all future Environmental Impact Reports and Initial Studies. Outside of the CEQA process, the City can choose to maintain the LOS metric to determine localized roadway impacts. Based on an analysis completed by the Fresno Council of Governments (COG), City staff is recommending the adoption of the Fresno COG VMT analysis to be applicable for the City of Selma.

This Staff Report summarizes the state mandate that requires modifying the CEQA thresholds, discusses the Staff's recommendations, and includes the resolution for City Council to adopt the new transportation thresholds in accordance with State law and the analysis done by Fresno COG.

BACKGROUND:

Senate Bill (SB) 743, signed in 2013, and codified in the California Environmental Quality Act (CEQA) Guidelines in January 2019, changes the way transportation impacts are analyzed in the CEQA process. Vehicle miles traveled (VMT) replaces auto delay and level of service (LOS) as the metric for transportation impact determination. SB 743 took effect statewide on July 1, 2020. In order to assist their member agencies in their shift from delay-based LOS approach to VMT analysis, Fresno Council of Governments (COG) has

prepared a regional guide for the 16 member jurisdictions, which includes the City of Selma. Local governments can take the recommendations in the regional guidelines as appropriate based on their individual circumstances, such as growth policies and economic development goals.

Historically, the City of Selma and other jurisdictions have used Level of Service (LOS) as the threshold for analyzing the significance of impacts to transportation infrastructure under CEQA. As a measure of congestion, LOS assigns a grading (A through F) to intersections or roadway segments based on the ability to carry a certain level of traffic. The shift is primarily due to the statewide climate change goals and greenhouse gas reduction strategies. California shifted away from using LOS because measuring congestion at intersections and along roadway segments can have unintended consequences of encouraging sprawl. Under LOS, road widening, and other infrastructure improvements may induce new development to locate in more remote areas, which often results in greater vehicle use and traffic congestion overall because people must travel longer distances to reach destinations. This is particularly true when employment and residential neighborhoods are located far apart.

Although, no longer used to measure CEQA transportation impacts, LOS is still required by City Policy and will continue to be used to comply with the State-mandated Congestion Management Program (CMP).

ANALYSIS:

CEQA Guidelines encourage public agencies to develop and publish generally applicable "thresholds of significance" to be used in determining the significance of a project's environmental effects. CEQA Guidelines section 15064. 7(a) defines a threshold of significance as an identifiable quantitative, qualitative, or performance level of a particular environmental effect. Exceeding the threshold means the effect will be determined to be significant. Conversely, not exceeding the thresholds will be determined to be less than significant.

CEQA establishes four categories of environmental impacts:

1. No impact
2. Less than significant impact
3. Less than significant impact with mitigation incorporated.
4. Potentially significant and unavoidable impacts.

Existing Traffic Thresholds Metrics Level of Service (LOS)

The focus of most traffic analyses is on a project's impact on nearby intersections and roadway segments. These analyzes compares how the existing intersection or roadway segment functions in comparison to how it will function when the project is complete.

To analyze this, engineers look at the intersections and roadway segments LOS. LOS is a ratio of an intersection or roadway segments' volume to its capacity. If the volume of traffic exceeds the intersection's capacity, one would expect to find traffic delays. If the capacity exceeds volume, one expects to find an absence of congestion.

The City's existing thresholds of significance develop an approach to traffic planning. Goal 1 of the City of Selma General Plan Circulation Element states: "To design and maintain a fully integrated local network that provides for a safe and convenient circulation using a variety of transportation modes". In addition, Objective 1 of Goal 1 sets forth the following: "Maintain a roadway LOS of D or better for intersections and road segments for Minor Collectors, Collectors, Arterials, Major Arterials, and Highways; where other jurisdictions control and manage roadways, their respective level of service standards shall prevail on applicable segments. In order to avoid using Local streets excessive through traffic, and LOS of B is established for Local streets".

While LOS can no longer be used for CEQA, the City can continue to use these thresholds outside of the CEQA process as an enforceable policy. Therefore, staff is recommending that these existing LOS thresholds not be eliminated. While SB 743 changes the emphasis of traffic analysis to reducing VMT, it also does not prohibit cities from continuing maintain to LOS standards for infrastructure planning purposes. SB 743 reorients CEQA away from traffic congestion and toward the negative environmental effects of automobile trips (air pollution and greenhouse gas emissions) thus refocusing CEQA on the environment.

New Metric for Traffic Impacts (VMT Threshold)

In 2018, the Governor's Office of Planning and Research (OPR) proposed, and the California Natural Resources Agency adopted, CEQA Guidelines section 15064.3 that identifies VMT, the amount and distance of automobile travel attributable to a project, as the most appropriate metric to evaluate a project's transportation impacts under CEQA Section 15064.3, which became effective on July 1, 2020. As a result, OPR has determined that automobile delay, as measured by "level of service" and other similar metrics, is no longer an appropriate metric for evaluating a project's environmental impacts under CEQA.

In January 2019, the Natural Resources Agency and the Governor's Office of Planning and Research (OPR) codified SB 743 into the Public Resources Code (PRC) and the State CEQA Guidelines. The State CEQA Guidelines Section 15064.3 subdivision (b) states:

1. Land Use Projects. Vehicle miles traveled exceeding an applicable threshold of significance may indicate a significant impact. Generally, projects within one-half mile of either an existing major transit stop or a stop along an existing high quality transit corridor should be presumed to cause a less than significant transportation impact. Projects that decrease vehicle miles traveled in the project area compared to existing conditions should be presumed to have a less than significant transportation impact.
2. Transportation Projects. Transportation projects that reduce, or have no impact on, vehicle miles traveled should be presumed to cause a less than significant transportation impact. For roadway capacity projects, agencies have discretion to determine the appropriate measure of transportation impact consistent with CEQA and other applicable requirements. To the extent that such impacts have already been

adequately addressed at a programmatic level, such as in a regional transportation plan EIR, a lead agency may tier from that analysis as provided in Section 15152.

3. Qualitative Analysis. If existing models or methods are not available to estimate the vehicle miles traveled for the particular project being considered, a lead agency may analyze the project's vehicle miles traveled qualitatively. Such a qualitative analysis would evaluate factors such as the availability of transit, proximity to other destinations, etc. For many projects, a qualitative analysis of construction traffic may be appropriate.
4. Methodology. A lead agency has discretion to choose the most appropriate methodology to evaluate a project's vehicle miles traveled, including whether to express the change in absolute terms, per capita, per household or in any other measure. A lead agency may use models to estimate a project's vehicle miles traveled and may revise those estimates to reflect professional judgment based on substantial evidence. Any assumptions used to estimate vehicle miles traveled and any revisions to model outputs should be documented and explained in the environmental document prepared for the project. The standard of adequacy in Section 15151 shall apply to the analysis described in this section.

As shown in Exhibit A, the Fresno COG VMT Regional Guidelines, depicts the established project screening methods, thresholds and VMT analysis for land use development projects, threshold and induced VMT analysis for transportation projects, threshold recommendations for land use plans, and mitigation strategies. Exhibit B is the Fresno COG Technical Document that provides the analysis of the determinations and methodology outlined in Exhibit A.

Impact to Selma Development Projects

Adopting the Fresno COG guidelines, as proposed, will provide project developers with greater certainty with regard to the thresholds of significance that will apply to their projects in Selma. Because the Fresno COG model has been adopted by several other cities in Fresno County, this action provides Selma project developers with a familiar baseline for VMT analysis which could accelerate the overall CEQA analysis timeline for projects.

CEQA

The adoption of the regional CEQA thresholds of significance for transportation impacts, screening methods, and mitigation measures will not have a significant environmental impact and are exempt from CEQA pursuant to the Class 8 Exemption, Actions by Regulatory Agencies for Protection of the Environment due to the action undertaken by the City are for the protection of the environment. The revised CEQA thresholds will be compliant with SB 743 and will be used in a regulatory process (CEQA process) that involves procedures for the protection of the environment.

Recommendation

Staff recommends that the City Council consider all information provided/submitted, and take and consider all public testimony. Staff further recommends the City Council adopt the resolution adopting the regional guidelines and analysis for VMT as it is applicable to the City of Selma.

ACTIONS FOLLOWING APPROVAL:

1. Staff recommends that the City Council consider all information provided/submitted, and take and consider all public testimony
 2. Staff recommends the City Council adopt the Resolution adopting the regional guidelines and analysis for VMT as it is applicable to the City of Selma.
-
-

Annalisa Perea, AICP, Contract Planner
Community Development Department

Fernando Santillan, Deputy City Manager

RESOLUTION NO. 2021-__R

**A RESOLUTION OF THE CITY OF SELMA CITY COUNCIL ADOPTING THE
FRESNO COUNTY COUNCIL OF GOVERNMENTS REGIONAL GUIDELINES**

**AND TECHNICAL DOCUMENTATION REGARDING VEHICLE MILES TRAVEL
AS A METRIC TO MEASURE CEQA TRANSPORTATION SIGNIFICANT
IMPACTS**

WHEREAS, the California Environmental Quality Act Guidelines (CEQA Guidelines) encourage public agencies to develop and publish generally applicable “thresholds of significance” to be use in determining the significance of a project’s environmental effects; and

WHEREAS, CEQA Guidelines section 15064.7(a) defines a threshold of significance as an identifiable quantitative, qualitative or performance level of a particular environmental effect, noncompliance with which means the effect will normally be determined to be significant by the agency, and compliance with which means the effect normally will be determined to be less than significant; and,

WHEREAS, CEQA Guidelines section 15064.7(b) requires that thresholds of significance adopted for general use as part of a lead agency' s environmental review process to be adopted by ordinance, resolution, rule, or regulations, developed through a public review process, and be supported by substantial evidence; and,

WHEREAS, pursuant to CEQA Guidelines section 15064.7(c), when adopting thresholds of significance, a public agency may consider thresholds of significance adopted or recommended by other public agencies provided that the decision of the agency is supported by substantial evidence; and,

WHEREAS, Senate Bill (SB) 743, enacted in 2013 and codified in Public Resources Code section 21099, required changes to the CEQA Guidelines regarding the criteria for determining the significance of transportation impacts of projects; and,

WHEREAS, in 2018, the Governor' s Office of Planning and Research (OPR) proposed, and the California Natural Resources Agency adopted, CEQA Guidelines section 15064.3 that identifies vehicle miles traveled (“VMT”), meaning the amount and distance of automobile travel attributable to a project as the most appropriate metric to evaluate a project' s transportation impacts under CEQA; and,

WHEREAS, as a result, OPR has determined that automobile delay, as measured by “level of service” and other similar metrics, is no longer an appropriate metric for evaluating a project' s environmental impacts under CEQA; and,

WHEREAS, OPR issued a Technical Advisory on Evaluating Transportation Impacts, dated December 2018, OPR recommended a nonbinding VMT threshold that is 15% below that of existing development for residential and office projects, a VMT threshold of no net increase in VMT for retail projects, and a “ screening process” that help identify projects that are expected to cause a less- than- significant impact without the need for conducting a detailed study; and,

WHEREAS, CEQA Guidelines section 15064.3 became effective on July 1, 2020; and,

WHEREAS, a local agency's choice of a significance threshold requires careful judgement and based to the extent possible on scientific and factual data, CEQA Guidelines Section 15064 (b1).

WHEREAS, Fresno Council of Governments, along with LSA (a consultant of Fresno COG) has prepared a regional analysis guide for its member jurisdictions. Local governments can take the recommendations in the regional guidelines as appropriate based on their individual circumstances.

WHEREAS, the City will continue to use LOS thresholds outside of the CEQA process as an enforceable policy for infrastructure planning purposes.

NOW, THEREFORE, BE IT RESOLVED, that the City of Selma City Council hereby makes the following findings:

1. The foregoing recitals are true and correct and incorporated by this reference as though fully set forth at this point.
2. The City Council has reviewed and considered the information contained in the Fresno COG Regional Guidelines listed as Exhibit A of the September 14, 2020, Staff Report. In accordance with CEQA, the City Council has determined that the adoption of Exhibit A and B, which are actions consistent with SB 743, will not result in a direct or reasonably foreseeable indirect physical change in the environment, and thus the thresholds are not subject to CEQA. In addition, the adoption of Exhibit A and B is not a "project" within the meaning of CEQA, pursuant to Section 15378(b)(5) of the CEQA Guidelines, and constitutes an action involving procedures for the protection of the environment which is categorically exempt from CEQA pursuant to Section 15308 of the CEQA Guidelines. If the adoption of the VMT Thresholds and Screening Criteria is determined to be subject to CEQA, it is exempt because it can be seen with certainty that the thresholds will have a significant effect on the environment. (CEQA Guidelines section 15061(b3).
3. The City Council of the City of Selma finds the Fresno COG VMT Regional Guidelines were developed through a public review process and are supported by substantial evidence, as required by CEQA Guidelines section 15064.7.
4. The City Council of the City of Selma further finds that the use of level of service thresholds shall be utilized in the review of non- CEQA related impacts for discretionary planning applications in accordance with the General Plan, separate and distinct from the VMT Thresholds described herein.

BE IT FURTHER RESOLVED that the City of Selma City Council hereby takes the following action:

1. The City of Selma adopts the VMT thresholds of significance and Screening Criteria depicted in Exhibit A and B to use in identifying projects expected to cause a less than significant impact.

I, Reyna Rivera, City Clerk to the City of Selma do hereby certify that the foregoing Resolution was approved at a regular meeting of the City Council of the City of Selma on the 15th day of November, 2021 by the following vote:

AYES: COUNCILMEMBERS:

NOES: COUNCILMEMBERS:

ABSTAIN: COUNCILMEMBERS:

ABSENT: COUNCILMEMBERS:

Scott Robertson, Mayor

ATTEST:

By: _____
Reyna Rivera, City Clerk

FRESNO COUNTY SB 743 IMPLEMENTATION REGIONAL GUIDELINES



**Fresno Council of
Governments**

LSA

January 2021

November 15, 2021 Council Packet

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FRESNO COUNTY SB 743 IMPLEMENTATION REGIONAL GUIDELINES



Fresno Council of
Governments

Submitted to:

Fresno Council of Governments
2035 Tulare Street, Suite 201
Fresno, California 93721

Prepared by:

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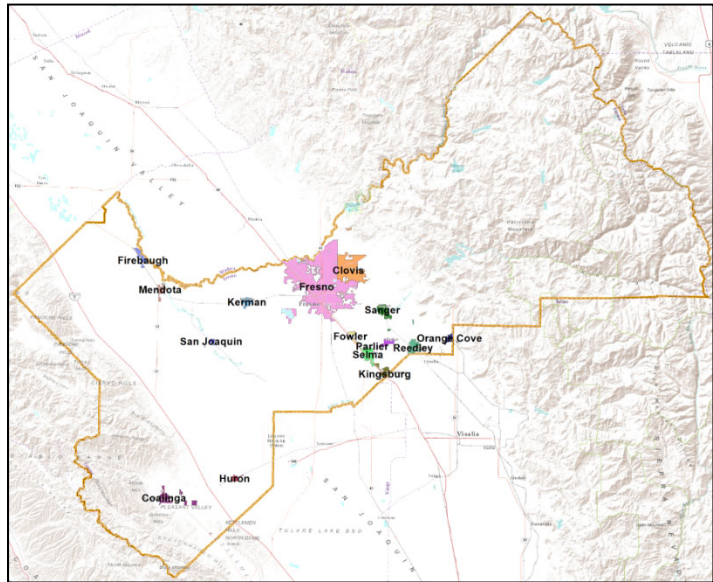
LSA

January 2021

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EXECUTIVE SUMMARY

Senate Bill (SB) 743, signed in 2013, and codified in the California Environmental Quality Act (CEQA) Guidelines in January 2019, changes the way transportation impacts are analyzed in the CEQA process. Vehicle miles traveled (VMT) replaces auto delay and level of service (LOS) as the metric for transportation impact determination. SB 743 takes effect statewide on July 1, 2020. In order to assist the member agencies in their shift from delay based LOS approach to VMT analysis, Fresno Council of Governments (COG) has prepared this document as a regional guide for the 16 member jurisdictions (illustrated in Figure S1). The local governments can take the recommendations in the regional guidelines as appropriate based on their individual circumstances, such as growth policies and economic development goals.



Source: Fresno County.

**Figure S1: Fresno COG Member Jurisdictions—
County of Fresno and 15 Cities**

This document discusses in further detail the following:

- Context for VMT analysis.
- Project screening.
- VMT significance thresholds and VMT analysis for land use development projects, transportation projects, and land use plans.
- Feasible mitigation strategies applicable for the Fresno region.

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LIST OF ABBREVIATIONS AND ACRONYMS

ABM	activity-based model
ADT	average daily trips
CalEEMod	California Emissions Estimator Model
Caltrans	California Department of Transportation
CAPCOA	California Air Pollution Control Officers Association
CARB	California Air Resources Board
CEQA	California Environmental Quality Act
CO ₂ e	carbon dioxide equivalent
COG	Council of Governments
EIR	Environmental Impact Report
EO	Executive Order
FAR	floor-to-area ratio
GHG	greenhouse gas
GPA	General Plan Amendment
GWP	global warming potential
HOT	high-occupancy toll
HOV	high-occupancy vehicle
ITE	Institute of Transportation Engineers
LOS	level of service
LRTP	Long-Range Transportation Plan
mi	mile
MND	Mitigated Negative Declaration
MPO	Metropolitan Planning Organizations

MT	metric ton
NCST	National Center for Sustainable Transportation
ND	Negative Declaration
OPR	Governor's Office of Planning and Research
PRC	Public Resources Code
RTP	Regional Transportation Plan
RTPA	Regional Transportation Planning Agency
SB	Senate Bill
SCS	Sustainable Communities Strategy
SOC	Statement of Overriding Considerations
TA	Technical Advisory
TDM	transportation demand management
VMT	vehicle miles traveled
ZC	Zone Change

CHAPTER 1. INTRODUCTION

Senate Bill (SB) 743, signed in 2013, changes the way transportation impacts are analyzed in the California Environmental Quality Act (CEQA) process. Vehicle miles traveled (VMT) replaces auto delay and LOS as the metric for transportation impact determination. For land use development projects, VMT is simply the product of the daily trips generated by a new development and the distance those trips travel to their destinations. For capital projects, impacts are identified as the new VMT attributable to the added capital project, both from the installation of the facility and the induced growth—a new term in the CEQA lexicon—generated as a result of induced land use.

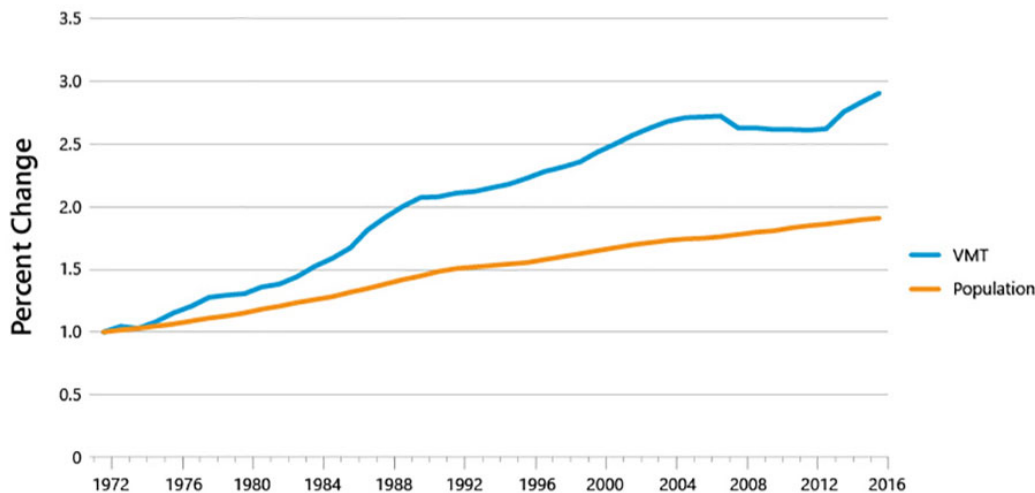
In January 2019, the Natural Resources Agency and the Governor’s Office of Planning and Research (OPR) codified SB 743 into the Public Resources Code (PRC) and the *State CEQA Guidelines*. The *State CEQA Guidelines* Section 15064.3 subdivision (b) states:

1. **Land Use Projects.** Vehicle miles traveled exceeding an applicable threshold of significance may indicate a significant impact. Generally, projects within one-half mile of either an existing major transit stop or a stop along an existing high quality transit corridor should be presumed to cause a less than significant transportation impact. Projects that decrease vehicle miles traveled in the project area compared to existing conditions should be presumed to have a less than significant transportation impact.
2. **Transportation Projects.** Transportation projects that reduce, or have no impact on, vehicle miles traveled should be presumed to cause a less than significant transportation impact. For roadway capacity projects, agencies have discretion to determine the appropriate measure of transportation impact consistent with CEQA and other applicable requirements. To the extent that such impacts have already been adequately addressed at a programmatic level, such as in a regional transportation plan EIR, a lead agency may tier from that analysis as provided in Section 15152.
3. **Qualitative Analysis.** If existing models or methods are not available to estimate the vehicle miles traveled for the particular project being considered, a lead agency may analyze the project’s vehicle miles traveled qualitatively. Such a qualitative analysis would evaluate factors such as the availability of transit, proximity to other destinations, etc. For many projects, a qualitative analysis of construction traffic may be appropriate.
4. **Methodology.** A lead agency has discretion to choose the most appropriate methodology to evaluate a project’s vehicle miles traveled, including whether to express the change in absolute terms, per capita, per household or in any other measure. A lead agency may use models to estimate a project’s vehicle miles traveled, and may revise those estimates to reflect professional judgment based on substantial evidence. Any assumptions used to estimate vehicle miles traveled and any revisions to model outputs should be documented and explained in the environmental document prepared for the project. The standard of adequacy in Section 15151 shall apply to the analysis described in this section.

The OPR provides a Technical Advisory (TA) as a guidance document to establish thresholds for this new VMT metric. The laws and rules governing the CEQA process are contained in the CEQA statute (PRC Section 21000 and following), the *State CEQA Guidelines* (California Code of Regulations, Title 14,

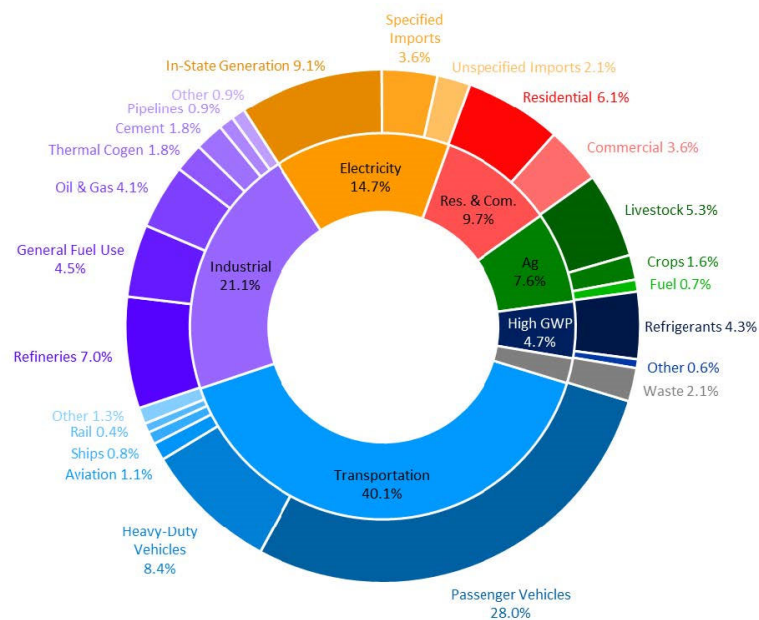
Section 15000 and following), published court decisions interpreting CEQA, and locally adopted CEQA procedures. The TA is intended as a reference document; it does not have the weight of law. Yet, deviating from the TA is best undertaken with substantial evidence to support the agency action.

The State of California is committed to reducing greenhouse gas (GHG) emissions and achieving long-term climate change goals. To achieve these climate change goals, California needs to reduce VMT. As illustrated in Figure 1, over the last 40 years, with increase in statewide population, the overall VMT has also increased. As illustrated in Figure 2, transportation is the single largest sector contributing to the State's GHG emissions. More than 40 percent of the GHG emissions come from the transportation sector, primarily passenger cars and light-duty trucks. Reducing the number of vehicle trips and the length of the trips are expected to result in reduced VMT and reduced GHG emissions. The new *State CEQA Guidelines* and the establishment of VMT thresholds for CEQA analyses is linked to GHG reduction strategies and overall statewide climate change goals.



Source: <https://ca50million.ca.gov/transportation/>

Figure 1: VMT Per Capita Compared to Population in California



Source: California Greenhouse Gas Emissions for 2000 to 2017 Trends of Emissions and Other Indicators (California Air Resources Board Report).

Figure 2: 2017 GHG Emissions in California by Scoping Plan Sector and Sub-Sector Category

This document provides a guide and substantial evidence for Fresno Council of Governments (COG) and its member jurisdictions in setting the thresholds of significance for CEQA transportation studies. It is divided into chapters, including:

- Chapter 2 – Definition of Region:** This chapter describes what the comparative is for analysis purposes. Each project will be compared to an existing regional average. The geographical area that defines the region is defined and described.
- Chapter 3 – Project Screening:** OPR acknowledges that certain projects are either low VMT generators or by virtue of their location would have a less than significant impact. The Fresno COG member jurisdictions may use these screening criteria and should offer substantial evidence for other circumstances that would lead to a less than significant impact.
- Chapter 4 –Threshold and VMT Analysis for Land Use Development Projects:** In this chapter, thresholds that would define a significant CEQA impact are identified. The actual VMT metric (either an efficiency rate or total VMT) is described. The process of VMT analysis is also described in this chapter.
- Chapter 5 –Threshold and Induced VMT Analysis for Transportation Projects:** This chapter describes the method to evaluate significant CEQA impacts associated with transportation projects. Many non-vehicular capital projects are presumed to have a less than significant

impact. Capacity enhancing projects may have significant impacts and may be subject to a detailed analysis that will include measuring induced travel.

- **Chapter 6 – Threshold Recommendations for Land Use Plans:** This chapter provides guidance and substantial evidence to support the threshold recommendation for land use plans and CEQA transportation analyses by Fresno COG members.
- **Chapter 7 – Mitigation Strategies:** Potential mitigation strategies are indicated in this chapter. It is noted that this discussion is not intended as a full list of measures Fresno COG members sanction as feasible. As in previous CEQA practice, it is generally the practitioner who identifies mitigation measures to offset the specific project related impacts identified in individual environmental document. The discussion here is intended as a guide for possible strategy for applicants who may wish to investigate methods to offset their specific project-related significant impacts.

CHAPTER 2. DEFINITION OF REGION: VEHICLE MILES TRAVELED CONTEXT

The question of context is the definition of the scope of the VMT analysis. The common term for this in previous delay-based LOS analyses is **project study area**. In the delay-based LOS analyses, a project study area is generally determined based on the incremental increase in traffic from the project and its potential to create a significant LOS impact. This generally includes intersections and roadway segments where the project would add a prescribed number of peak-hour trips. Many times, lead agencies stop study area boundaries at their jurisdictional borders.

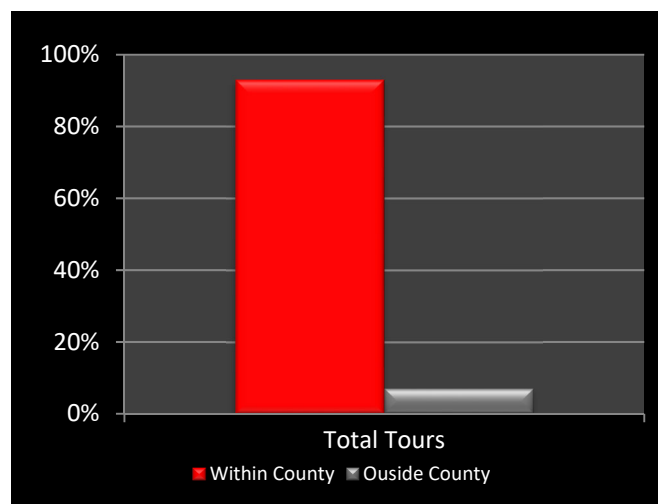
Unlike delay-based LOS analyses, VMT is a regional effect not defined by roadway, intersection, or pathway. The OPR acknowledges this in its TA (page 6), which states,

Lead agencies should not truncate any VMT analysis because of jurisdictional or other boundaries....

Furthermore, the recommendations for thresholds for the primary land use types (residential and office) are based on a comparison to a **regional average**. Region is not defined further in the TA. Instead, the OPR offers the following suggestions:

1. *In cases where the region is substantially larger than the geography over which most workers would be expected to live, it might be appropriate to refer to a smaller geography, such as **county**, that includes the area over which nearly all workers would be expected to live (page 16).*
2. *For residential projects in unincorporated county areas, the local agency can compare a residential project's VMT to (1) the region's VMT per capita, or (2) the aggregate population weighted VMT per capita of all cities in the region (page 15).*

LSA surveyed other large urbanized areas around the State to identify what region has been established for VMT thresholds. In most cases, the County boundary has been identified as the region selected for VMT analysis. Mobility can be studied using a trip-based approach or a tour-based approach. The OPR TA states that "where available, tour-based assessment is ideal because it captures travel behavior more comprehensively." Since Fresno COG's model is an Activity-Based Model (ABM),¹ a tour-based approach has been followed. COG's ABM was used to examine the tours into and out of Fresno County. As such, consistent with the OPR TA, only tours having origins or



Source: Fresno COG Activity Based Model

Figure 3: Percentage of Total Tours Having Origins/Destinations within Fresno County and Terminating within or outside the County

¹ Fresno COG ABM Update Report: <https://www.fresnocog.org/wp-content/uploads/2017/06/Fresno-COG-ABM-Report.pdf>.

destinations or both within Fresno County were considered. External pass-through trips were not considered. As illustrated in Figure 3, out of the total tours, about 93 percent originate or are destined within Fresno County. The remaining 7 percent tours are pass through trips and do not have stops within Fresno County.

Because the majority of the tours are contained within Fresno County or have origins or destinations within the County, the County line may be used to define the region. It should be noted that, for residential projects, the TA states that "Existing VMT per capita may be measured as regional VMT per capita or as city VMT per capita. Proposed development referencing a threshold based on city VMT per capita (rather than regional VMT per capita) should not cumulatively exceed the number of units specified in the [sustainable community strategy] SCS for that city, and should be consistent with the SCS." As such, this analysis evaluated residential VMT per capita for all 16 member jurisdictions using Fresno County as the region as well as individual City boundaries as the region. Fresno COG recommends that each member evaluate the findings of the analysis to determine the appropriate region for its respective jurisdictions. For office, retail, and all other non-residential projects, consistent with the TA, Fresno COG recommends using Fresno County as the region. The other OPR guidance recommends consistency in approach; once a region is established, that region should be used for all subsequent traffic analyses.

In some cases, this County boundary has other names, such as the Council of Governments boundary. Nonetheless, County is a common and reoccurring context for CEQA VMT analyses throughout the State.

It should be recognized that the use of the County as the region defines the comparative, or the denominator, in the identification of project-related impact. The numerator is the project's VMT contribution. This project-related VMT profile may go beyond the County boundary and not be truncated by a jurisdictional boundary. For example, a new, large employment generating land development proposed near Fresno County's northern boundary may include VMT from as far away as Madera, Tulare, or Kings Counties, or other communities in the San Joaquin Valley. In that case, it would be the responsibility of the applicant and their traffic study preparer to include the project VMT regardless of geographical limit to the satisfaction of the agency staff. This project-related VMT profile would be compared against the Fresno County regional average.

CHAPTER 3. PROJECT SCREENING

The TA does acknowledge that certain activities and projects may result in a reduction in VMT and GHG emissions and, therefore, a less than significant impact to transportation and circulation. A variety of projects may be screened out of a complicated VMT analysis due to the presumption described in the TA regarding the occurrence of less than significant impacts.

3.1 Land Use Development Projects

The TA acknowledges that conditions may exist that would presume that a land use development project has a less than significant impact. These may be size, location, proximity to transit, or trip-making potential. For example, land use development projects that have one or more of the following attributes may be presumed to create a less than significant impact:

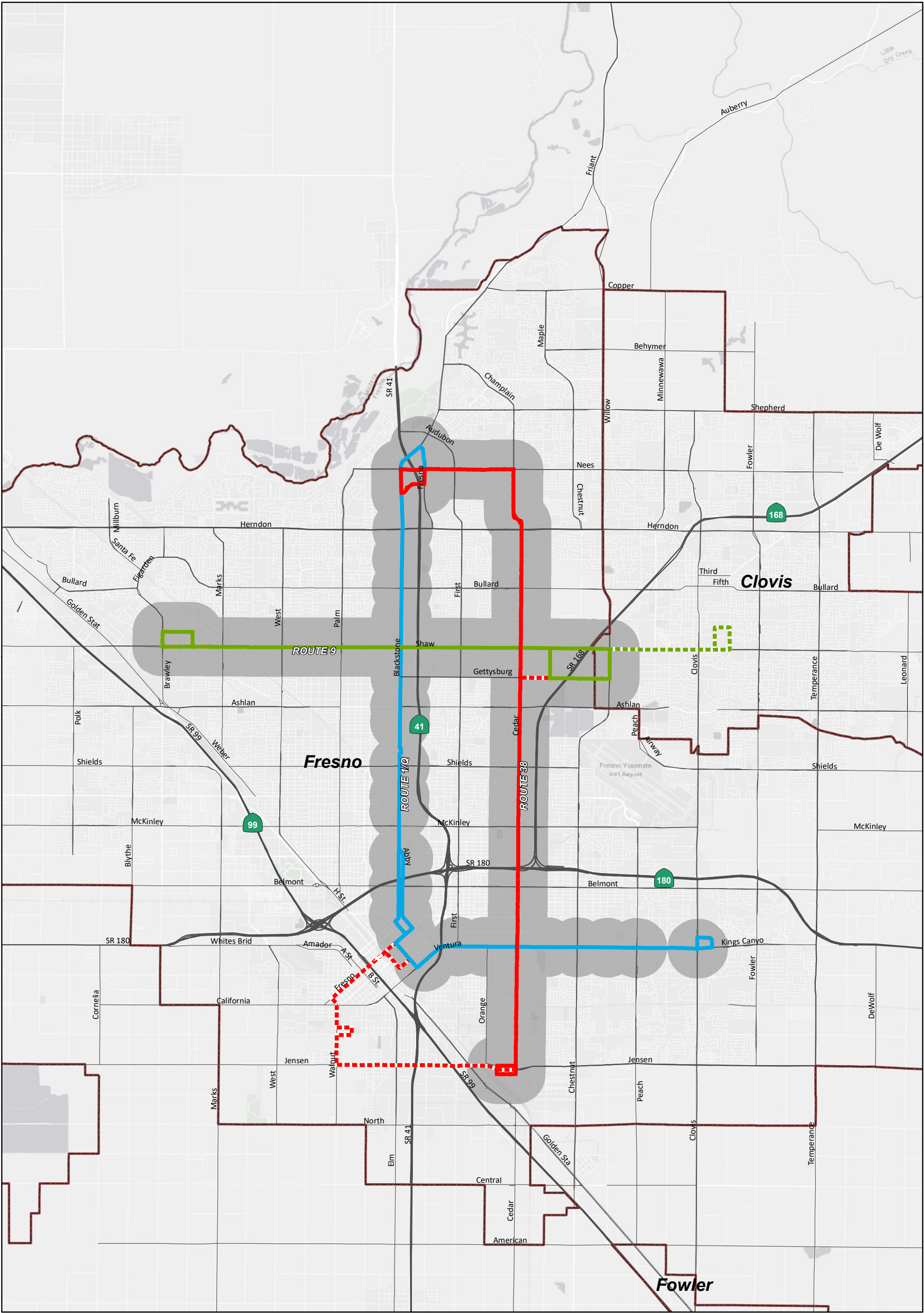
- The project is within 0.5 mile (mi) of a transit priority area or a high-quality transit area unless the project is inconsistent with the Regional Transportation Plan (RTP)/SCS, has a floor area ratio (FAR) less than 0.75, provides an excessive amount of parking, or reduces the number of affordable residential units. In accordance with SB 743, “transit priority areas” are defined as “an area within one-half mile of a major transit stop that is existing or planned, if the planned stop is scheduled to be completed within the planning horizon included in a Transportation Improvement Program. A Major transit stop means: “a site containing an existing rail transit station, a ferry terminal served by either a bus or rail transit service, or the intersection of two or more major bus routes with a frequency of service of 15 minutes or less during the morning and afternoon peak commute periods.” A high-quality transit area or corridor is a corridor with fixed route bus service with service intervals no longer than 15 minutes during peak commute hours.


Figure 4 depicts transit priority areas within Fresno County, including high-quality transit areas (within 0.5 mile of a major transit stop) served by the Fresno Area Express (FAX) with service intervals of 15 minutes or less. Projects proposed in these areas may be presumed to have a less-than-significant transportation impact unless the project is inconsistent with the RTP/SCS, has an FAR less than 0.75, provides an excessive amount of parking, or reduces the number of affordable residential units.

- The project involves local-serving retail space of less than 50,000 square feet (sf).
- The project has a high level of affordable-housing units.²
- The project generates fewer than 500 average daily trips (ADT).
- The TA recommends a volume of 110 ADT. This recommendation is not based on any analysis of GHG reduction but, rather, on a CEQA categorical exemption. This exemption criterion states that for existing facilities, including additions to existing structures of up to 10,000 sf, the project is exempted from CEQA as long as the project is in an area where public infrastructure is available to allow for maximum planned development and the project is not located in an








² The affordable-housing requirement to meet the screening criteria is to be determined by each Fresno COG jurisdiction.

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LEGEND

 Cities with Sphere of Influence	 Half-Mile Buffer
 Route 1/Q (Bus Rapid Transit)	 Route 9 (Headway more than 15 Mins.)
 Route 9	 Route 38 (Headway more than 15 Mins.)
 Route 38	





FIGURE 4

Fresno County SB 743 Implementation Regional Guidelines

High-Quality Transit Area Within Fresno County

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environmentally sensitive area (*State CEQA Guidelines* Section 15301, subdivision (e)(2). As stated in the OPR TA, for projects that have a linear increase in trip generation with respect to the building footprint, the daily trip generation is anticipated to be between 110 and 124 trips per 10,000 sf. Therefore, based on this assumption, the OPR recommends 110 ADT as the screening threshold. However, the California Emissions Estimator Model (CalEEMod) was used to characterize the effect of changes in project-related ADT to the resulting GHG emissions. This model was selected because it is provided by the California Air Resources Board (CARB) to be used statewide for developing project-level GHG emissions. CalEEMod was used with the built-in default trip lengths and types to show the vehicular GHG emissions from incremental amounts of ADT. Table A shows the resulting annual VMT and GHG emissions from the incremental ADT.

Table A: Representative VMT and GHG Emissions from CalEEMod

Average Daily Trips (ADT)	Annual Vehicle Miles Traveled (VMT)	GHG Emissions (Metric Tons CO ₂ e per year)
200	683,430	258
300	1,021,812	386
400	1,386,416	514
500	1,703,020	643
600	2,043,623	771

Source: CalEEMod version 2016.3.2.

CalEEMod = California Emissions Estimator Model

CO₂e = carbon dioxide equivalent

GHG = Greenhouse Gas

A common GHG emissions threshold is 3,000 metric tons (MT) of carbon dioxide equivalent³ (CO₂e) per year.⁴ The vehicle emissions are typically more than 50 percent of the total project GHG emissions. Thus, a project with 500 ADT would generally have total project emissions that could be less than 1,300 MT CO₂e/year (i.e., 50 percent or 643 MT CO₂e/year from vehicle emissions and the other 50 percent coming from other project activities). As this level of GHG emissions would be less than 3,000 MT CO₂e/year, the emissions of GHG from a project up to 500 ADT would typically be less than significant. Therefore, it is recommended that projects be screened out if they generate fewer than 500 ADT.

- The development of institutional/government and public service uses that support community health, safety and welfare may also be screened from subsequent CEQA VMT analysis. These facilities (e.g. police stations, fire stations, community centers, refuse stations) are already part of the community and, as a public service, the VMT is accounted for in the existing regional average. Many of these facilities generate fewer than 500 ADT and/or use vehicles other than passenger cars or light-duty trucks. These other vehicle fleets are subject to regulation outside of CEQA, such as CARB and the San Joaquin Valley Air Pollution Control District. The local

³ Carbon dioxide equivalent (CO₂e) is a concept developed to provide one metric that includes the effects of numerous GHGs. The global warming potential (GWP) of each GHG characterizes the ability of each GHG to trap heat in the atmosphere relative to another GHG. The GWPs of all GHGs are combined to derive the CO₂e.

⁴ Source: <http://www.aqmd.gov/home/rules-compliance/ceqa/air-quality-analysis-handbook/ghg-significance-thresholds>.

jurisdiction will have the discretion to determine whether such facilities, that provide safety, security, and serve the local communities, can be screened out from the VMT analysis.

- The TA states “Residential and office projects that are located in areas with low VMT, and that incorporate similar features (i.e., density, mix of uses, transit accessibility), will tend to exhibit similarly low VMT. Maps created with VMT data, for example from a travel survey or a travel demand model, can illustrate areas that are currently below threshold VMT. Because new development in such locations would likely result in a similar level of VMT, such maps may be used to screen out residential and office projects from needing to prepare a detailed VMT analysis.” VMT per capita was calculated for each member jurisdiction and compared with the VMT per capita of the entire Fresno County. Figure 5 illustrates a comparison between average VMT per capita for each member jurisdiction compared to the countywide average. This provides an overview of member jurisdictions’ average VMT profile (high, medium, and low) compared to the regional average. Figure 6 illustrates a similar comparison for VMT per employee. Region-wide screening maps were also created for residential and office projects. Figure 7 illustrates the VMT per capita screening map for the region. Figure 8 illustrates the VMT per employee screening map for the region.

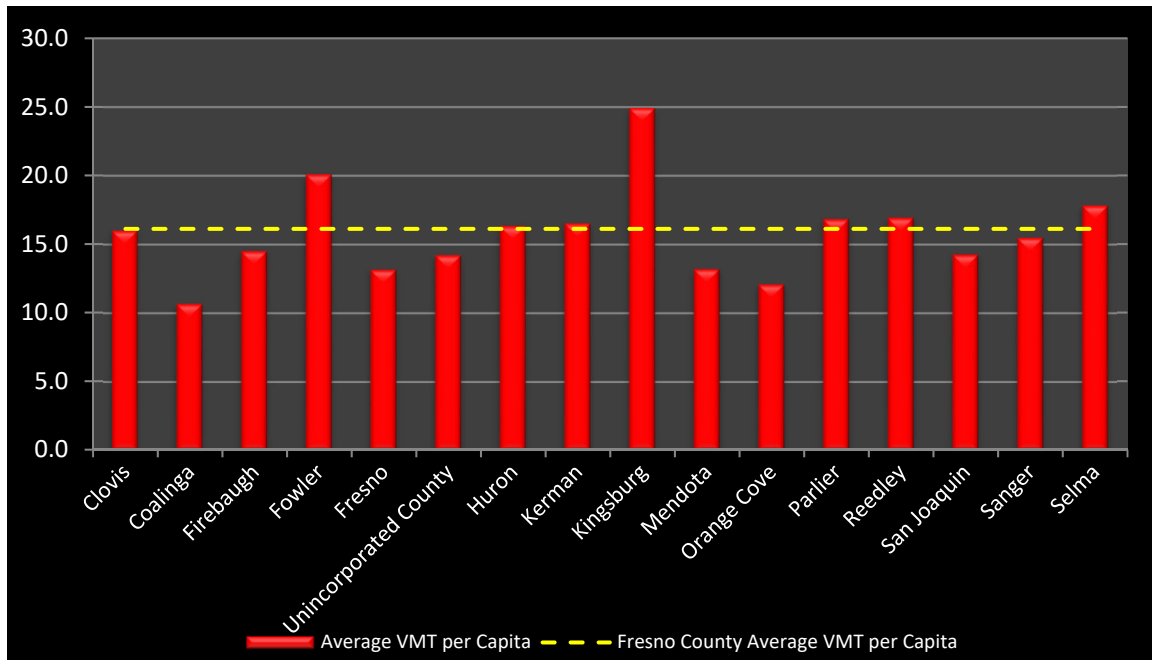
Based on the individual COG agency traffic study guidelines or existing CEQA guidelines, other conditions may apply to screen out projects. Consistency with other plans to reduce GHG emissions may also reflect substantial evidence supporting a screening out, or the agencies may adopt the TA recommendations in total.

Additionally, the 2020 *State CEQA Guidelines* Section 15007 (c) states that “if a document meets the content requirements in effect when the document is sent out for public review, the document shall not need to be revised to conform to any new content requirements in Guideline amendments taking effect before the document is finally approved.” Therefore, if a land use development/ transportation project is already cleared by a certified Environmental Impact Report (EIR) or an adopted Negative Declaration (ND)/Mitigated Negative Declaration (MND), then subsequent projects that are consistent with the approved project will not require a new VMT analysis.

The Fresno COG VMT Screening Tool can be used to determine whether a land use development project may be screened from a detailed VMT analysis. It should be noted that if a project constitutes a General Plan Amendment (GPA) or a Zone Change (ZC), none of the above screening criteria may apply. The City will be required to evaluate such projects on a case-by-case basis to determine whether a VMT analysis would be required. The VMT screening tool is available on Fresno COG’s website at <https://www.fresnocog.org/project/sb743-regional-guidelines-development/>.

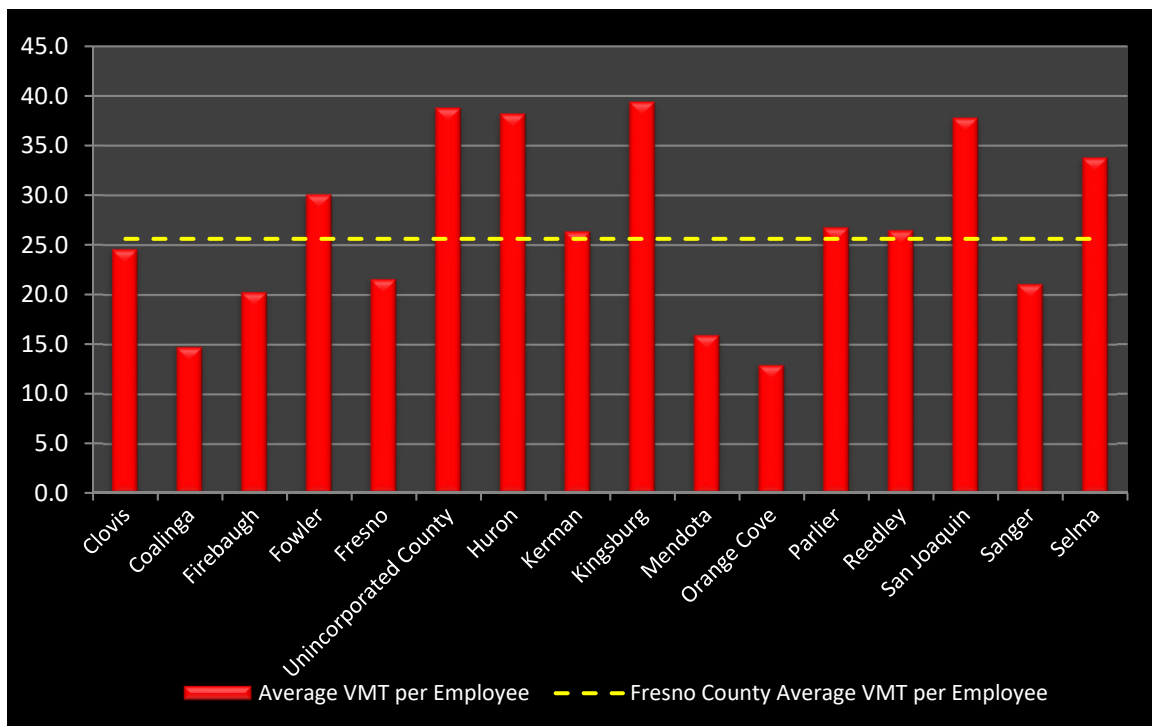
3.2 Transportation Projects

The primary factor to consider for transportation projects is the potential to increase vehicle travel, sometimes referred to as “induced travel.” Based on the OPR TA, while the lead agency has discretion to continue to use a delay-based LOS analysis for CEQA disclosure of transportation projects, changes in vehicle travel must also be quantified. The lead agency may solely use VMT



Source: Fresno COG Activity Based Model.

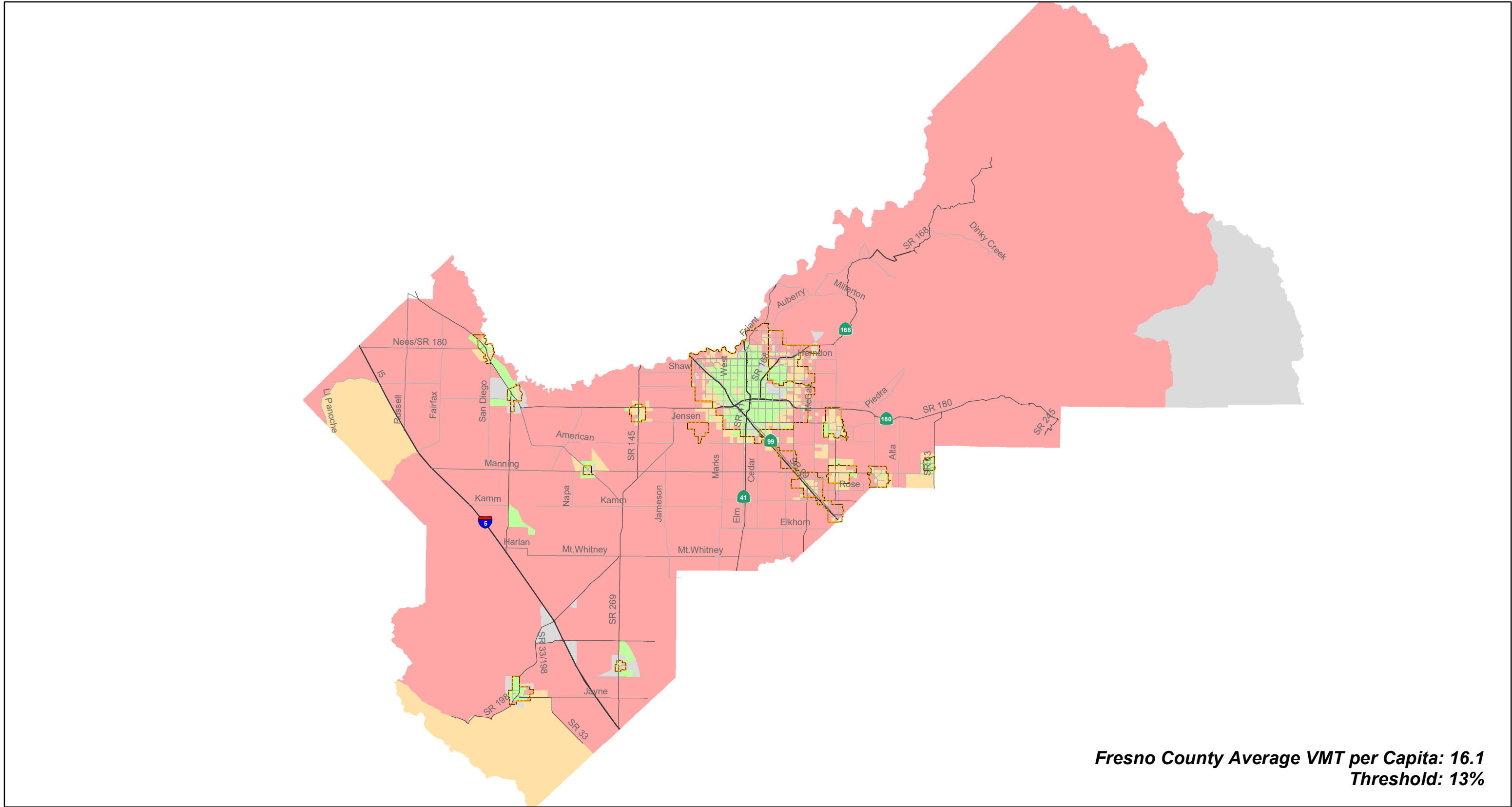
Figure 5: Average VMT per Capita for Member Jurisdictions Compared to Countywide Average VMT Per Capita



Source: Fresno COG Activity Based Model.

Figure 6: Average VMT per Employee for Member Jurisdictions Compared to Countywide Average VMT per Employee

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LSA

Cities Including Sphere of Influence

VMT per Capita

No Population

Less than 14.0

14.0 - 18.2

Greater than 18.2



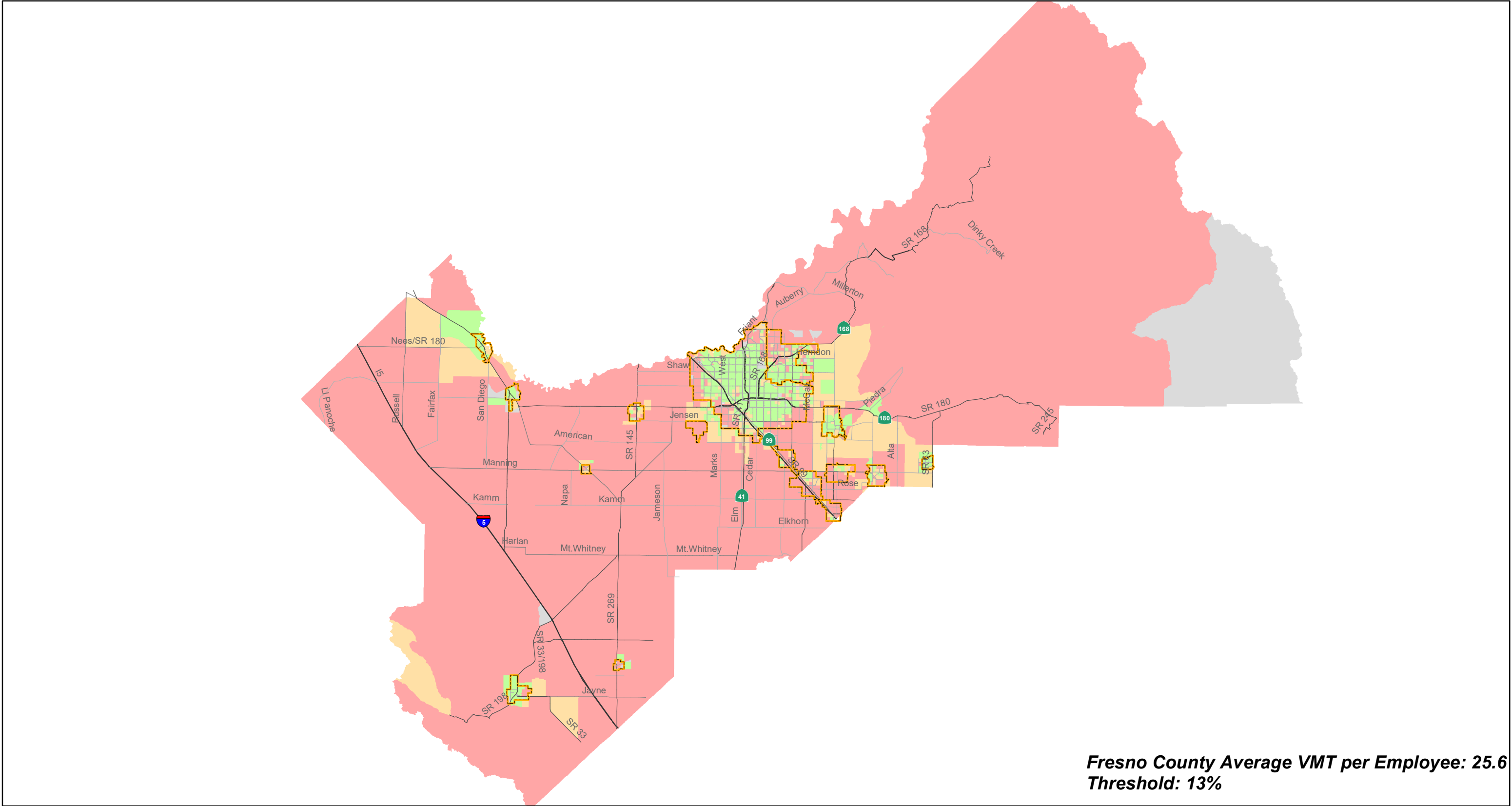
FIGURE 7

SOURCE: Fresno COG Activity Based Travel Demand Model (2019)

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Fresno County SB 743 Implementation Regional Guidelines
 VMT per Capita Screening Map for Fresno County

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LSA

Cities Including Sphere of Influence

VMT per Employee

No Employment

Less than 22.3

22.3 - 28.9

Greater than 28.9

FIGURE 8

SOURCE: Fresno COG Activity Based Travel Demand Model (2019)

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Fresno County SB 743 Implementation Regional Guidelines
 VMT per Employee Screening Map for Fresno County

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analysis for CEQA disclosure of transportation projects, but can also require an LOS analysis for design, traffic operations, and safety purposes. The TA lists a series of projects that would not likely lead to a substantial or measurable increase in vehicle travel and which would, therefore, not require an induced travel analysis. These include the following:

- Rehabilitation, maintenance, replacement, safety, and repair projects designed to improve the condition of existing transportation assets (e.g., highways; roadways; bridges; culverts; Transportation Management System field elements such as cameras, message signs, detection, or signals; tunnels; transit systems; and assets that serve bicycle and pedestrian facilities) and that do not add additional motor vehicle capacity.
- Roadside safety devices or hardware installation such as median barriers and guardrails.
- Roadway shoulder enhancements to provide “breakdown space,” dedicated space for use only by transit vehicles, to provide bicycle access, or to otherwise improve safety, but which will not be used as automobile vehicle travel lanes.
- Addition of an auxiliary lane of less than 1 mi in length designed to improve roadway safety.
- Installation, removal, or reconfiguration of traffic lanes that are not for through traffic, such as left-, right-, and U-turn pockets, two-way left-turn lanes, or emergency breakdown lanes that are not utilized as through lanes.
- Addition of roadway capacity on local or collector streets, provided the project also substantially improves conditions for pedestrians, cyclists, and, if applicable, transit.
- Conversion of existing general-purpose lanes (including ramps) to managed lanes or transit lanes, or changing lane management in a manner that would not substantially increase vehicle travel.
- Addition of a new lane that is permanently restricted to use only by transit vehicles.
- Reduction in the number of through lanes.
- Grade separation to separate vehicles from rail, transit, pedestrians, or bicycles, or to replace a lane in order to separate preferential vehicles (e.g., high-occupancy vehicles [HOVs], high-occupancy toll [HOT] lane traffic, or trucks) from general vehicles.
- Installation, removal, or reconfiguration of traffic control devices, including Transit Signal Priority features.
- Installation of traffic metering systems, detection systems, cameras, changeable message signs, and other electronics designed to optimize vehicle, bicycle, or pedestrian flow.
- Timing of signals to optimize vehicle, bicycle, or pedestrian flow.
- Installation of roundabouts or traffic circles.
- Installation or reconfiguration of traffic calming devices.
- Adoption of or increase in tolls.

-
- Addition of tolled lanes, where tolls are sufficient to mitigate VMT increase.
 - Initiation of a new transit service.
 - Conversion of streets from one-way to two-way operation with no net increase in the number of traffic lanes.
 - Removal or relocation of off-street or on-street parking spaces.
 - Adoption or modification of on-street parking or loading restrictions (including meters, time limits, accessible spaces, and preferential/reserved parking permit programs).
 - Addition of traffic wayfinding signage.
 - Rehabilitation and maintenance projects that do not add motor vehicle capacity.
 - Addition of new or enhanced bike or pedestrian facilities on existing streets/highways or within existing public rights-of-way.
 - Addition of Class I bike paths, trails, multi-use paths, or other off-road facilities that serve nonmotorized travel
 - Installation of publicly available alternative fuel/charging infrastructure.
 - Addition of passing lanes, truck climbing lanes, or truck brake-check lanes in rural areas that do not increase overall vehicle capacity along the corridor.

Additionally, transit and active transportation projects generally reduce VMT and, therefore, may be presumed to cause a less than significant impact on transportation. This presumption may apply to all passenger rail projects, bus and bus rapid-transit projects, and bicycle and pedestrian infrastructure projects. The agency may use this CEQA presumption of less than significant impact to aid in the prioritization of capital projects, as the CEQA process for any of these project types would be more streamlined than other capacity-enhancing capital projects.

CHAPTER 4. THRESHOLD AND VMT ANALYSIS FOR LAND USE DEVELOPMENT PROJECTS

4.1 Thresholds for Land Use Projects

The TA states that SB 743 and all CEQA VMT transportation analyses refer to automobiles. Here, the term automobile refers to on-road passenger vehicles, specifically cars and light duty trucks (page. 4). Heavy-duty trucks can be addressed in other CEQA sections (air quality, greenhouse gas, noise, and health risk assessment analysis) and are subject to regulation in a separate collection of rules under CARB jurisdiction. This approach was amplified by Chris Ganson, Senior Advisor for Transportation at OPR, in a recent presentation at the Fresno Council of Governments (October 23, 2019) and by Ellen Greenberg, the California Department of Transportation (Caltrans) Deputy Director for Sustainability, at the San Joaquin Valley Regional Planning Agencies' Directors' Committee meeting (January 9, 2020).

The OPR has identified the subject of the thresholds as the primary trips in the home-based typology: specifically, home-based work tours. This includes residential uses, office uses, and retail uses. The home-based work tour type is the primary tourmaking during the peak hours of commuter traffic in the morning and evening periods.

The impact of transportation has shifted from congestion to climate change, and the purpose of the CEQA analysis is to disclose and ultimately reduce GHG emissions by reducing the number and length of automobile trips. As part of the SB 375 land use/transportation integration process and GHG goal setting, the State and Regional Transportation Planning Agencies (RTPAs) have agreed to reduce GHG through integrated land use and transportation planning by a statewide average of approximately 15 percent by 2035. Figure 9 illustrates SB 375 regional GHG emissions reduction targets for all the 18 Metropolitan Planning Organizations (MPOs) in California that CARB established in 2018. Furthermore, in its 2017 Scoping Plan-Identified VMT Reductions and Relationship to State Climate Goals, the CARB recommends total VMT per capita rates approximately 15 percent below existing conditions.

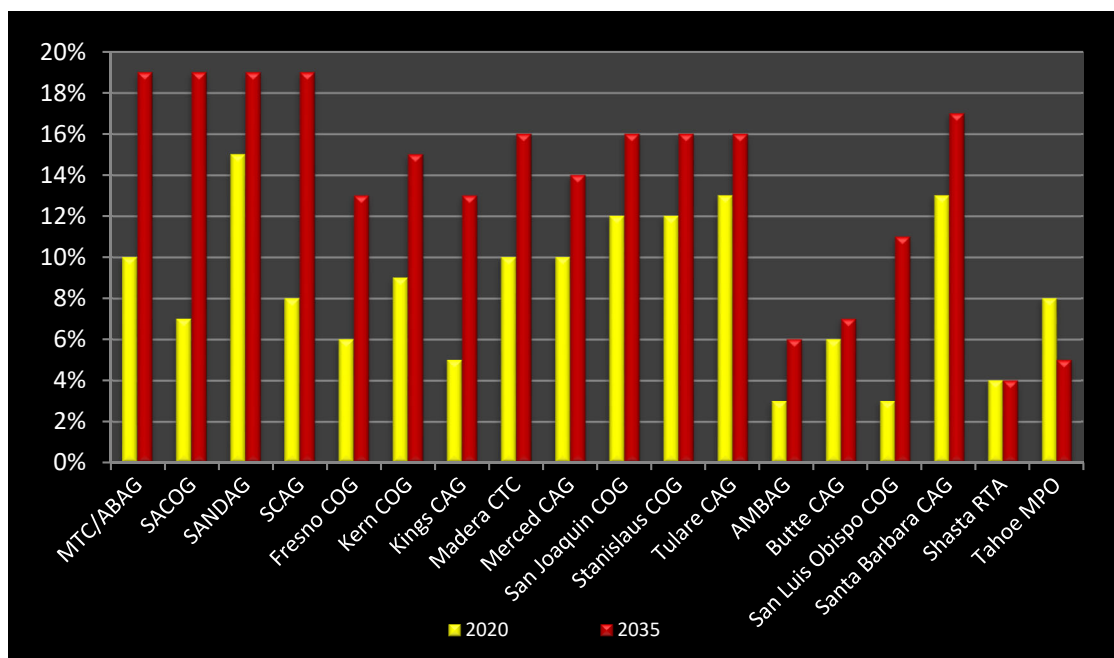
The TA therefore recommends:

A proposed (residential) project exceeding a level of 15 percent below existing regional average VMT per capita may indicate a significant transportation impact.

A similar threshold would apply to office projects (15 percent below existing regional average VMT per employee).

VMT generated by retail projects exceeding 50,000 sf would indicate a significant impact for any net increase in total VMT.

It is noted that the aggregate GHG emission reduction sought after by CARB in the 2017 Scoping Plan is 15 percent statewide. This is one reason OPR believes the 15 percent reduction in VMT is appropriate. The aggregate 15 percent GHG emission reduction applies across all land use and transportation activities and would indicate that the State and its individual MPOs are compliant with the SB 375 goals, the overall State climate change strategy, and Scoping Plan objectives.



Source: <https://ww2.arb.ca.gov/our-work/programs/sustainable-communities-program/regional-plan-targets>.

Figure 9: SB 375 Regional Plan Climate Targets for California's 18 MPOs

CARB establishes GHG targets for each of the 18 MPOs in the State, reviews the SCSs and makes a determination whether the SCSs would achieve GHG reduction targets if implemented. Fresno COG's 2018 RTP/SCS demonstrated a GHG reduction of 10 percent by 2035 through the integrated land use, transportation initiatives, and capital project listing, which meets the targets set by the CARB. All reviewing federal and State authorities, including the CARB, approved Fresno COG's 2018 RTP/SCS. In the spring of 2018, CARB adopted new GHG targets for all the 18 MPOs in the State based on the 2017 Scoping Plan and other new data. CARB established a 13 percent GHG reduction target for 2035 for the Fresno region's third RTP/SCS. The State recognizes that Fresno County's contribution to the aggregate 15 percent statewide GHG emission reduction is 13 percent. Other regions may achieve greater reductions to achieve the aggregate statewide goal.⁵ As such, reduction in GHG directly corresponds to reduction in VMT. In order to reach the statewide GHG reduction goal of 15 percent, the Fresno region must reduce GHG by 13 percent. The method of reducing GHG by 13 percent is to reduce VMT by 13 percent as well.

Therefore, Fresno County member jurisdictions may establish a threshold for land use developments, specifically residential and office, of exceeding 13 percent below the existing regional VMT per capita as indicative of a significant environmental impact.

No other discrete land use types are identified for threshold development. Mixed-use projects may be evaluated for each component of the project independently, or the lead agency may use the predominant land use type for the analysis. The lead agency will make a determination of the

⁵ The latest GHG targets by region can be found at <https://ww2.arb.ca.gov/our-work/programs/sustainable-communities-program/regional-plan-targets>.

predominant land use type on a case-by-case basis based on the project description. Credit for internal trip capture should be made. Internal trip capture may be calculated using the latest edition of the Institute of Transportation Engineers (ITE) *Trip Generation Handbook* (for smaller projects), the Fresno COG ABM (for larger projects), or other applicable sources approved by the agency. The TA suggests that lead agency may, but is not required to, develop thresholds for any other use. This method may underreport the benefits of mixed-use by only evaluating the predominant land use or by limiting the acknowledgment of trip savings to internal capture in trip generation. The results will most likely over-report the project VMT and overstate the potential CEQA impacts from these beneficial project types.

For land use types other than residential, office, and retail, one approach is to review the agency General Plan and/or the Fresno COG RTP/SCS and identify whether the implementation of the plan would result in a reduction of VMT and GHGs. If it does, the lead agency may conclude the implementation of the plan, including all the other land use types will achieve the regional climate change goals. Therefore, consistency with the plan and no net change in VMT per employee for the other land use types is a rational threshold. However, for projects seeking a GPA, a project exceeding a level of 13 percent below the existing County average VMT per employee would indicate a significant transportation impact.

This approach would require disclosure of substantial evidence, including the General Plan findings, and other supporting traffic and air quality forecasting support. Additionally, if the agency wishes to establish some other threshold less stringent than the 13 percent recommended for residential and office projects, a body of substantial evidence would be necessary.

Table B summarizes the 13 percent and 15 percent VMT per capita and VMT per employee thresholds for residential and office projects respectively, using both the County and the local jurisdiction as the region for residential projects and the County as the region for non-residential projects.

4.2 Land Use Projects VMT Analysis/Mitigation Process

Figure 10 demonstrates the potential land use development entitlement process to comply with the *State CEQA Guidelines* related to VMT and transportation impacts. It provides the path from application filing through determination of impacts. It is presented as the standard process; each development application is considered unique and may create alternative or modified steps through the process. Each step that diverges from this standard process should be accompanied with substantial evidence demonstrating compliance with other climate change and GHG emission reduction laws and regulations.

4.2.1 Agency Communication

At the outset of the project development process, the applicant should seek a meeting with the lead agency's staff to discuss the project description, the transportation study content and the analysis methodology. Key elements to address include a description of the project in sufficient detail to generate trips and identify the potential catchment area (i.e., trip lengths if no modeling is undertaken), estimate project VMT, discuss project design features that may reduce the VMT from

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Table B - VMT Thresholds for Residential and Office Projects in Fresno County

Jurisdiction	Residential Projects						Office Projects		
	Region - Fresno County			Region - Local Jurisdiction			Region - Fresno County		
	Regional Average VMT/Capita	VMT/Capita (13% threshold)	VMT/Capita (15% threshold)	Regional Average VMT/Capita	VMT/Capita (13% threshold)	VMT/Capita (15% threshold)	Regional Average VMT/Employee	VMT/Employee (13% threshold)	VMT/Employee (15% threshold)
Clovis	16.1	14.0	13.7	16.0	13.9	13.6	25.6	22.3	21.8
Coalinga	16.1	14.0	13.7	10.7	9.3	9.1	25.6	22.3	21.8
Firebaugh	16.1	14.0	13.7	14.5	12.6	12.3	25.6	22.3	21.8
Fowler	16.1	14.0	13.7	20.1	17.5	17.1	25.6	22.3	21.8
Fresno	16.1	14.0	13.7	13.1	11.4	11.2	25.6	22.3	21.8
Unincorporated County	16.1	14.0	13.7	14.2	12.4	12.1	25.6	22.3	21.8
Huron	16.1	14.0	13.7	16.3	14.2	13.9	25.6	22.3	21.8
Kerman	16.1	14.0	13.7	16.5	14.4	14.0	25.6	22.3	21.8
Kingsburg	16.1	14.0	13.7	24.9	21.7	21.2	25.6	22.3	21.8
Mendota	16.1	14.0	13.7	13.2	11.5	11.2	25.6	22.3	21.8
Orange Cove	16.1	14.0	13.7	12.1	10.5	10.3	25.6	22.3	21.8
Parlier	16.1	14.0	13.7	16.8	14.6	14.3	25.6	22.3	21.8
Reedley	16.1	14.0	13.7	16.9	14.7	14.4	25.6	22.3	21.8
San Joaquin	16.1	14.0	13.7	14.2	12.4	12.1	25.6	22.3	21.8
Sanger	16.1	14.0	13.7	15.5	13.5	13.1	25.6	22.3	21.8
Selma	16.1	14.0	13.7	17.8	15.5	15.1	25.6	22.3	21.8

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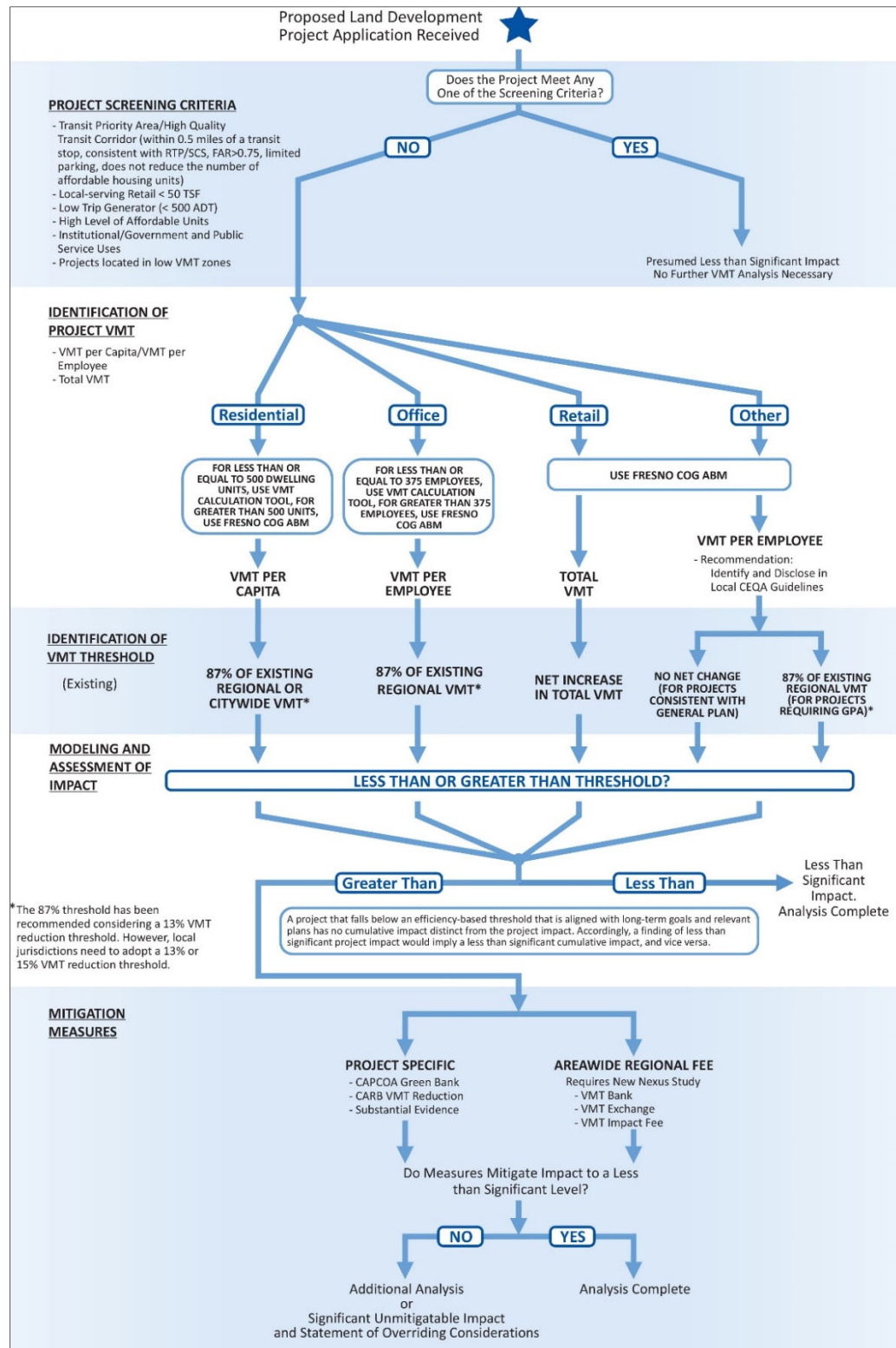


Figure 10: VMT Analysis Process for Land Use Development Projects

the project development, and discuss the project location and associated existing regional VMT percentages. As a result of the meeting, the applicant or their consultant shall prepare a transportation analysis scope of work for review and approval by the agency.

Projects that will have impact on Caltrans facilities may be subject to the Caltrans Local Development-Intergovernmental Review program. Caltrans may review the VMT analysis methodology, findings, and mitigation measures for each one of these development projects that is determined to affect the State highway system and falls within Caltrans jurisdiction.

4.2.2 Project Screening

Once a development application is filed and the meeting is held, project screening is conducted as the initial step. If the project meets any one of the screening criteria, the project may be presumed to create a less than significant impact. No further VMT analysis is necessary. The CEQA document should enumerate the screening criterion and how the project meets or exceeds that threshold. If project screening does not apply, a VMT analysis may be required. The extent of this analysis may be a simple algebraic demonstration or a more sophisticated traffic modeling exercise. This distinction is addressed later.

4.2.3 Development Project VMT Analysis

The first step is to identify the project land use type and the appropriate metric to use, i.e., VMT per capita, VMT per employee, or total VMT. The metric should be VMT per capita for residential projects, VMT per employee for office projects, and total VMT for retail projects. For mixed-use projects, after taking credit for internal trip capture, the project VMT can be estimated based on each component of the project independently, or the lead agency may use the predominant land use type for the analysis. For all other uses, the metric used should be VMT per employee.

4.2.3.1 Small Project Vehicle Miles Traveled Analysis

Project VMT may be calculated using the Fresno COG VMT Calculation Tool for residential projects with 500 dwelling units or fewer, office projects with 375 employees or fewer. The tool can also be used to calculate VMT for mixed-use projects (mix of single-family and multifamily residential uses, or residential and office uses), which generate less than 5,000 daily trips. The daily trips may be calculated using rates from the latest edition of the ITE *Trip Generation Manual*. For all other projects, the VMT analysis should be performed using the Fresno COG ABM. The VMT calculation tool can be found at: <https://www.fresnocog.org/project/sb743-regional-guidelines-development/>.

4.2.3.2 Large Project Vehicle Miles Traveled Analysis

Large or multi-use projects require the use of the Fresno COG ABM. For purposes of agency review, all development projects, other than residential uses with less than or equal to 500 dwelling units or offices with less than or equal to 375 employees, should use the Fresno COG ABM. At this level of trip generation, the probability of trip fulfillment expands to an area greater than the immediate project location and may include a greater regional attraction. The Fresno COG ABM can more accurately define the project trip characteristics and the total VMT generated by the project.

Next, the project generated VMT per capita/VMT per employee/total VMT is compared to the appropriate significance threshold. This is either equal to or more than 13 percent below the existing regional average per capita or employment for specific uses or no net increase in total VMT for retail or other uses that are consistent with the General Plan. For those projects that require a GPA, a threshold of exceeding 13 percent below existing regional average is appropriate, as the project has yet to be evaluated as part of the agency's ultimate land use development vision.

If the project VMT metric is less than the significance threshold, the project is presumed to create a less than significant impact. No further VMT analysis is required. If the project is greater than the significance threshold, mitigation measures are required.

4.2.4 Mitigation Measures

The applicant is required, per CEQA, to identify feasible offsets to completely or to extent possible mitigate the impact created by the project. These can come from the mitigation strategies provided by the agency (Appendices B and C), or selected based on the applicant and their CEQA team experience. The agency must approve and accept the ultimate mitigation ascribed to the project and the related VMT percentage reduction.

If the mitigation measures mitigate the project impact to less than the jurisdictional threshold, the project is presumed to have an impact mitigated to a less than significant level. No further VMT analysis is required. If the project's VMT impact cannot be mitigated, the agency may 1) request the project be redesigned, relocated or realigned to reduce the VMT impact, or 2) require the preparation of an EIR with a Statement of Overriding Considerations (SOC) for the transportation impacts associated with the project. All feasible mitigation measures must be assigned to and carried out by the project even if an EIR/SOC is prepared.

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CHAPTER 5. THRESHOLD AND INDUCED VMT ANALYSIS FOR TRANSPORTATION PROJECTS

The 2020 *State CEQA Guidelines* include Section 15064.3.b.(2) to address transportation projects. It reads:

For roadway capacity projects, agencies have the discretion to determine the appropriate measure of transportation impact consistent with CEQA and other applicable requirements.

Lead agencies may continue to use delay and LOS for transportation projects for design and traffic operations purposes as long as impacts related to “other applicable requirements” are disclosed. This has generally been interpreted as VMT impacts and other State climate change objectives. These other applicable requirements may be found in other parts of an environmental document (i.e., air quality, GHG), or may be provided in greater detail in the transportation section.

For projects on the State highway system, Caltrans will use and will require sponsoring agencies to use VMT as the CEQA metric, and Caltrans will evaluate the VMT “attributable to the project” (Caltrans Draft VMT-Focused Transportation Impact Study Guide, 2020).

The assessment of a transportation project’s VMT should disclose the VMT without the project and the difference in VMT with the project. Any growth in VMT attributable to the transportation project would result in a significant impact.

Capacity improvement projects have the potential of producing significant transportation impacts because they are likely to induce travel. According to the OPR TA, induced travel is the additional vehicle travel that is caused by the new capacity on the roadway. The induced travel could include route switching, time-of-day change, modal shift, longer trips, new trips to existing destinations, and additional travel due to new development. Many traffic models have limited abilities to forecast new trips and new developments associated with the capacity improvements, as their land use or socioeconomic databases are fixed to a horizon date. OPR refers to a limited set of reports that would indicate elasticities.

The most recent major study (Duranton & Turner 2011, p. 24), estimates an elasticity of 1.0, meaning that every 1 percent change in lane miles results in a 1 percent increase in VMT.

The TA presents one method to identify the induced growth, as follows.

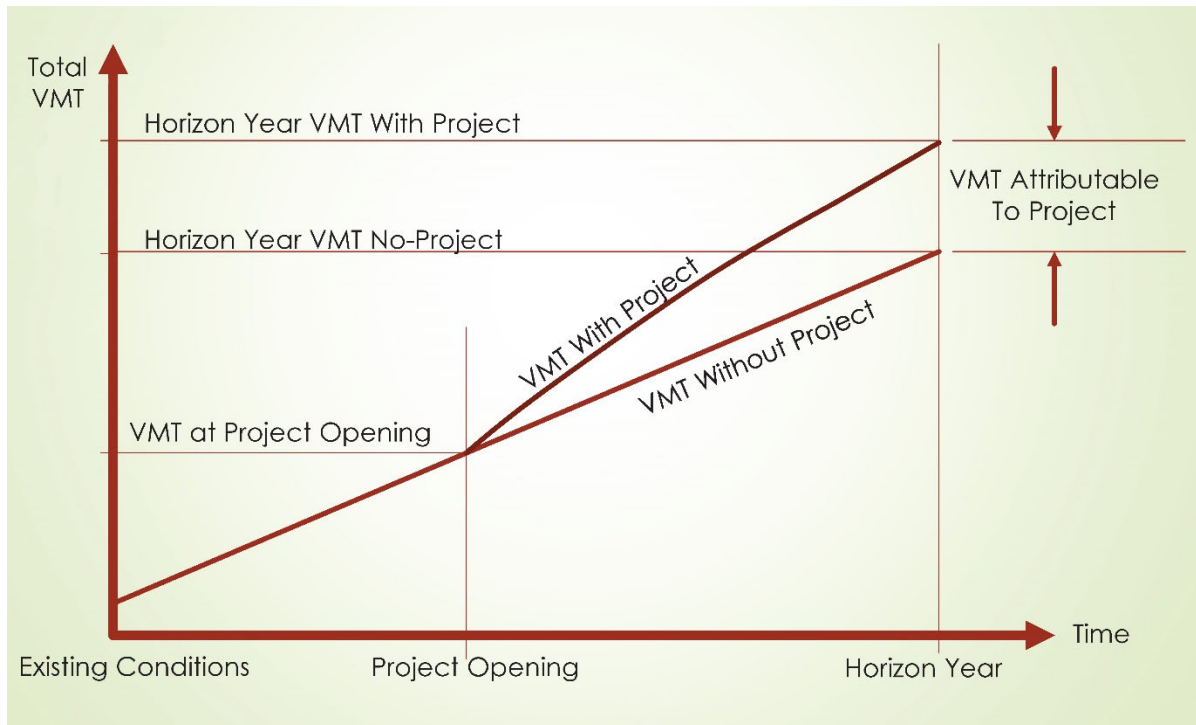
To estimate VMT impacts from roadway expansion projects:

- 1. Determine the total lane-miles over an area that fully captures travel behavior changes resulting from the project (generally the region, but for projects affecting interregional travel look at all affected regions).*
- 2. Determine the percentage change in total lane miles that will result from the project.*
- 3. Determine the total existing VMT over that same area.*

4. *Multiply the percentage increase in lane miles by the existing VMT, and then multiply that by the elasticity from the induced travel literature:*

$$\frac{[\% \text{ increase in lane miles}] \times [\text{existing VMT}] \times [\text{elasticity}]}{[\text{VMT resulting from the project}]}$$


Figure 11 provides a representative illustration of induced VMT attributable to a project.




Source: Presentation: Caltrans Transportation Analysis under CEQA or TAC: Significance Determinations for Induced Travel Analysis (SHCC Pre-Release Session 2 Jeremy Ketchum, Division of Environmental Analysis, Caltrans; March 2, 2020).

Figure 11: Induced Travel – VMT Attributable to a Project

Caltrans has identified a computerized tool that estimates VMT generation from transportation projects. It was developed by the National Center for Sustainable Transportation (NCST) at University of California, Davis and is based on elasticities and the relationship of lane mile additions and growth in VMT. It uses Federal Highways Administration definitions of facility type and ascribes VMT increases to each facility. Output includes increases on million vehicle miles per year. Caltrans is investigating its use for all its VMT analyses of capital projects on the State Highway System. The NCST tool is available at <https://blinktag.com/induced-travel-calculator>. Figure 12 provides an illustration of that tool.



 Induced Travel Calculator
 [Calculator](#)
[About](#)

Overview

This calculator allows users to estimate the VMT induced annually as a result of adding general-purpose or high-occupancy-vehicle (HOV) lane miles to roadways managed by the California Department of Transportation (Caltrans) in one of California's urbanized counties (counties within a metropolitan statistical area (MSA)). The calculator applies only to Caltrans-managed facilities with Federal Highway Administration (FHWA) functional classifications of 1, 2 or 3. That corresponds to interstate highways (class 1), other freeways and expressways (class 2), and other principal arterials (class 3).

How to Use

To obtain an induced VMT estimate for a roadway capacity expansion project, enter the project length (in lane miles added) and geography (MSA for additions to interstates; county for additions to other Caltrans-managed class 2 or 3 facilities).

[More about this calculator](#)

Calculator

1. Select facility type

☒ Interstate highway (class 1 facility)
☐ Class 2 or 3 facility

2. Select MSA

Fresno

3. Input total lane miles added

1 miles

Calculate Induced Travel

Results

3.6 million additional VMT/year
(Vehicle Miles Travelled)

Fresno MSA currently has **265 lane miles** of Interstate highway on which **947 million** vehicle miles are travelled per year.

A project adding **1 lane miles** would induce an additional **3.6 million** vehicle miles travelled per year.

Fresno MSA consists of 1 county (Fresno County).

This calculation is using an elasticity of **1.0**.

[Read more about this calculator](#)

The calculator was developed by researchers at the National Center for Sustainable Transportation at the University of California, Davis.

The online version of the tool was programmed by [Brendan Nee](#).

Source: <https://blinktag.com/induced-travel-calculator/index.html>

Figure 12: Caltrans Induced Travel Calculator

The TA provides other options to identify induced growth- and project-related VMT. These include:

1. Employ an expert panel. *An expert panel could assess changes to land use development that would likely result from the project. This assessment could then be analyzed by the travel demand model to assess effects on vehicle travel. Induced vehicle travel assessed via this approach should be verified using elasticities found in the academic literature.*
2. Adjust model results to align with the empirical research. *If the travel demand model analysis is performed without incorporating projected land use changes resulting from the project, the assessed vehicle travel should be adjusted upward to account for those land use changes. The assessed VMT after adjustment should fall within the range found in the academic literature.*
3. Employ a land use model, running it iteratively with a travel demand model. *A land use model can be used to estimate the land use effects of a roadway capacity increase, and the traffic patterns that result from the land use change can then be fed back into the travel demand model. The land use model and travel demand model can be iterated to produce an accurate result.*

The TA provides a final warning:

Whenever employing a travel demand model to assess induced vehicle travel, any limitation or known lack of sensitivity in the analysis that might cause substantial errors in the VMT estimate (for example, model insensitivity to one of the components of induced VMT described above) should be disclosed and characterized, and a description should be provided on how it could influence the analysis results. A discussion of the potential error or bias should be carried into analyses that rely on the VMT analysis, such as greenhouse gas emissions, air quality, energy, and noise.

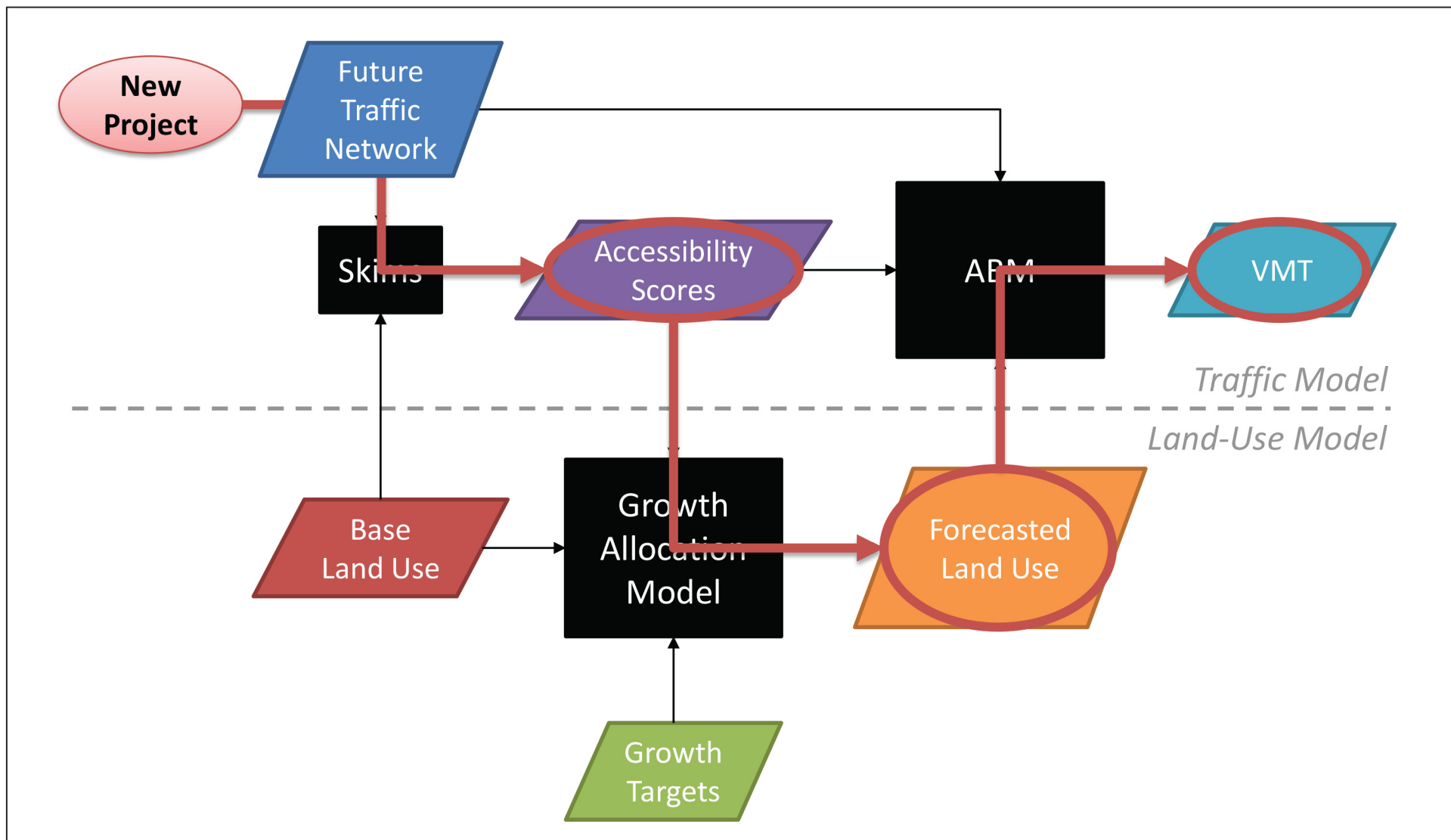
Due to the lack of sensitivity of the NCST tool to project location, roadway type, congestion level, surrounding land uses, and localized trip characteristics, it was determined that the Fresno COG ABM is able to provide a more robust and comprehensive estimation of the VMT generated by capacity projects if combined with an integrated land use modeling process. The Fresno COG ABM is a tour-based model that is sensitive to route switching, mode shift, time-of-day change, longer trips, and new trips to existing destinations due to capacity improvements to the transportation system. In order to address the induced travel generated from new land use due to capacity improvements, which the ABM is not sensitive to by itself, Fresno COG staff and the Resource Systems Group, Inc. (RSG) have prepared a detailed iterative and integrated process for the induced VMT analysis. The methodology looks at induced VMT from new land uses generated by transportation capacity improvement projects. It provides iterative and incremental feedback between the Fresno COG ABM and the land-use growth allocation model such that changes in the traffic network are incorporated into land-use allocation, and vice-versa. For capacity projects that are not under Caltrans' jurisdiction, it is recommended that the Fresno COG ABM in combination with the expanded land use tool be utilized to calculate project-related induced VMT. As illustrated in Figure 11, VMT attributable to the project must be calculated by evaluating no project and with project conditions

under the horizon year scenario using Fresno COG ABM. Net increase in induced VMT will result in a significant impact for the proposed project.

Figure 13 illustrates a conceptual overview of the methodology to be followed to calculate induced demand. As illustrated in Figure 13, the effect of induced VMT will be required to be evaluated with an integrated land use and travel demand modeling process.

Detailed description of the integrated process for estimating induced VMT is provided in Appendix A.

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CHAPTER 6. THRESHOLD RECOMMENDATIONS FOR LAND USE PLANS

The OPR guidance has provided guidance on traffic analyses for land use plans in the TA. The TA reiterates previous direction regarding individual land use assessments:

- Analyze the VMT outcomes over the full area over which the plan may substantively affect travel patterns (the definition of region).
- VMT should be counted in full rather than split between origins and destinations (the full impact of the project VMT).

The TA provides a single sentence as consideration for land use plans. It states, “A general plan, area plan, or community plan may have a significant impact on transportation if proposed new residential, office or retail land uses would in aggregate exceed the respective thresholds recommended above.” This recommendation refers to a threshold of exceeding 13 percent below the existing regional average, for residential and office uses and no net gain for retail land uses.

To assess a land use plan, use of a traffic-forecasting tool is recommended. Therefore, Fresno COG recommends use of the ABM to assess VMT for land use plans. The total VMT for the plan may be identified for all tour types and all potential VMT contributors within the plan area. Model runs may be conducted for the existing base year and the horizon year with project (plan).

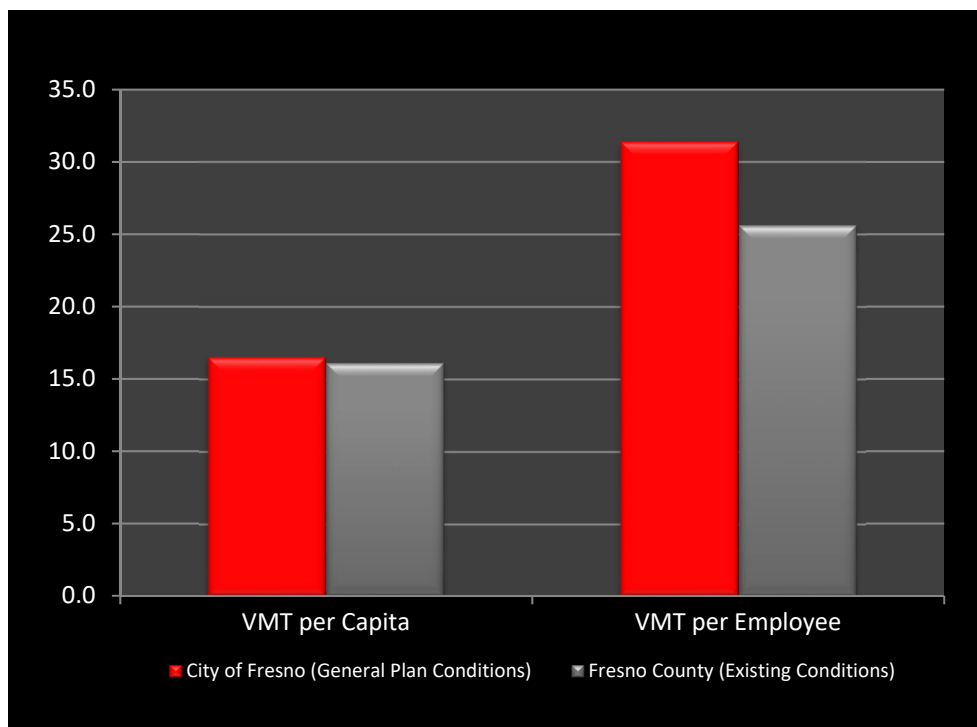
The SB 375 process establishes ambitious and achievable GHG reduction targets for the 18 MPOs in the State. The achievements of the targets are provided through the integration of land use and transportation planning, not solely through the imposition of regulation on passenger cars and light-duty trucks. CARB reviews the strategies and programs that the regional agencies put in place in the SCS to achieve the GHG reduction. The CARB approved the new GHG reduction targets for all the 18 MPOs in the State in the spring of 2018. The 2018 targets are applicable to the third SCSes for the MPOs.

Other legislative mandates and State policies speak to GHG reduction targets. A sample of these include:

- Assembly Bill 32 (2006) requires statewide GHG emissions reductions to 1990 levels by 2020 and continued reductions beyond 2020.
- SB 32 (2016) requires at least a 40 percent reduction in GHG emissions from 1990 levels by 2030.
- Executive Order (EO) B-30-15 (2015) sets a GHG emissions reduction target of 40 percent below 1990 levels by 2030.
- EO S-3-05 (2005) sets a GHG emissions reduction target of 80 percent below 1990 levels by 2050.

- EO B-16-12 (2012) specifies a GHG emissions reduction target of 80 percent below 1990 levels by 2050 specifically for transportation.

Therefore, the recommended methodology for conducting VMT assessments for land use plans is to compare the existing VMT per capita and/or VMT per employee for the region with the expected horizon year VMT per capita and/or VMT per employee for the land use plan of the jurisdiction. If there is a net increase in the VMT metric under horizon year conditions, then the project will have a significant impact. Figure 14 illustrates the comparison of VMT per capita and VMT per employee under the horizon year for the City of Fresno General Plan compared to the existing regional VMT per capita and existing VMT per employee, respectively.



Source: Fresno COG Activity Based Model

Figure 14: VMT Per Capita and VMT per Employee Comparisons - City of Fresno General Plan versus Fresno County under Existing Conditions

CHAPTER 7. MITIGATION STRATEGIES

When a lead agency identifies a significant CEQA impact according to the thresholds described above, the agency must identify feasible mitigation measures in order to avoid or substantially reduce that impact. Although previous LOS impacts could be mitigated with location-specific LOS improvements, VMT impacts will require mitigation of regional impacts through more behavioral changes. Enforcement of mitigation measures will be still be subject to the mitigation monitoring requirements of CEQA, as well as the regular police powers of the agency. These measures can also be incorporated as a part of plans, policies, regulations, or project designs.

7.1 Definition of Mitigation

Section 15370 of the *2020 State CEQA Guidelines* defines mitigations as follows:

“Mitigation” includes:

- a. Avoiding the impact altogether by not taking a certain action or parts of an action.*
- b. Minimizing impacts by limiting the degree or magnitude of the action and its implementation.*
- c. Rectifying the impact by repairing, rehabilitating, or restoring the impacted environment.*
- d. Reducing or eliminating the impact over time by preservation and maintenance operations during the life of the action.*
- e. Compensating for the impact by replacing or providing substitute resources or environments, including through permanent protection of such resources in the form of conservation easements.*

Section 15097 of the *State CEQA Guidelines* states that “the public agency shall adopt a program for monitoring or reporting on the revisions which it has required in the project and the measures it has imposed to mitigate or avoid significant environmental effects.”

VMT mitigations may not be physical improvements; rather, they are complex in nature and will significantly depend on changes in human behavior. Therefore, it will be important that lead agencies develop a proper monitoring program to ensure the implementation of these mitigation measures, throughout the life of a project, in compliance with CEQA. Lead agencies must also coordinate with other responsible agencies as part of this monitoring program to determine the feasibility of the mitigations and whether they would last in perpetuity.

Historically, mitigation measures for LOS based transportation impacts have addressed either trip generation reductions or traffic-flow-capacity enhancements. LOS mitigation measures include adding capacity to intersections, roadways, ramps, and freeways. However, transportation demand management (TDM) actions, active transportation amenities, and other measures to reduce the number of trips creating an impact are also possible mitigation strategies.

LOS based mitigations are mostly physical improvements whose benefits are observable, measurable, and virtually perpetual. The addition of a left-turn lane at an intersection will behave similarly regardless of location and will continue to perform as intended until the lane is removed or modified. A lane mile of roadway will carry a similar volume of traffic if designed consistently across most jurisdictions in California, and it will continue to do so as long as the lane exists.

The definition of VMT mitigation measures is somewhat different. Most VMT mitigations may seem feasible from a theoretical perspective, but practical implementation of these strategies as formal CEQA mitigation measures in perpetuity is yet to be tested. Several of these mitigations are contextual and behavioral in nature. Their success will depend on the size and location of the project as well as expected changes in human behavior. For example, a project providing a bike share program does not necessarily guarantee a behavioral change within the project's population; the level of improvement may be uncertain and subject to the whim of the population affected.

LOS mitigations (such as addition of turn lanes) focus more on rectifying a physical CEQA impact (strategy "c" of *State CEQA Guidelines* Section 15370). On the contrary, the majority of VMT mitigations (such as commute trip-reduction programs) will aim at reducing or eliminating an impact over time through preservation and monitoring over the life of the project (strategy "d" of *State CEQA Guidelines* Section 15370). Additionally, some VMT mitigations (such as those focused on land use/location-based policies) will aim at minimizing impacts by reducing the number of trips generated by the projects (strategy "b" of *State CEQA Guidelines* Section 15370).

Furthermore, it may be that identified VMT impacts cannot be mitigated at the project-specific level. Most VMT impacts are in the context of the region of analysis. The incremental change in VMT associated with a project in the particular setting in which it may be located would suggest a greater VMT deficit than individual strategies can offset. Only a regional solution (e.g., completion of a transit system, purchase of more transit buses, or gap closure of an entire bicycle master plan system) may offer the incremental change necessary to reduce the VMT impact to a level of insignificance. Also, VMT, as a proxy for GHG emissions, may not require locational specificity. A project does not necessarily need to diminish the VMT at the project site to gain benefit in VMT and GHG reduction in the State. Offsets in an area where the benefit would be greater will have a more effective reduction in VMT and GHG and contribute to the State's ultimate climate goals. This is the basis for the cap-and-trade strategies.

These issues of regional scale, partial participation, and geographic ambiguity confound the certainty of agency identification of VMT mitigation measures. Section 15126.4 of the *State CEQA Guidelines* states, "Where several measures are available to mitigate an impact, each should be discussed and the basis for selecting a particular measure should be identified. **Formulation of mitigation measures shall not be deferred until some future time** [emphasis added]." Certainty does not yet exist that partial participation in VMT mitigation measures is permissible. Regional VMT mitigation is considered the most effective method for large-scale VMT reduction, yet the cost and implementation barriers are greater in most cases than one project can undertake. The only exception may be where VMT mitigation strategies are provided at a regional level in the form of mitigation banks, fees, and exchanges and the projects are subject to contribute to these fee

programs consistent with applicable provision to ensure compliance and consistency with CEQA and other legal requirements.

Section 21099 (b) (4) of the PRC states, “This subdivision [requiring a new transportation metric under CEQA] does not preclude the application of local general plan policies, zoning codes, conditions of approval, thresholds, or any other planning requirements pursuant to the police power or any other authority.” Hence, despite the fact that automobile delay will no longer be considered a significant impact under CEQA, the lead agency can still require projects to meet the LOS standards designated in its zoning code or general plan. Therefore, in that case, the project might still be required to propose LOS improvements for congestion relief in addition to VMT strategies as CEQA mitigation measures.

7.2 Mitigation Measures

7.2.1 Land Use Development Projects and Community/General Plans

Mitigations and project alternatives for VMT impacts have been suggested by the OPR and are included in the TA. VMT mitigations can be extremely diverse and can be classified under several categories such as land use/location, road pricing, transit improvements, commute trip reduction strategies, and parking pricing/policy. However, the issue with VMT mitigations is the quantitative measurement of the relief provided by the strategies. How much VMT reduction does a TDM program, a bike share program, a transit route, or 1 mile of sidewalk provide? Improvements related to VMT reduction strategies have been quantified in sources such as the California Air Pollution Control Officers Association (CAPCOA) report *Quantifying Greenhouse Gas Mitigation Measures* (CAPCOA Green Book) and CARB sources, and are generally presented in wide ranges of potential VMT reduction percentages.



Source: <https://abc30.com/3126364/>

Bus Rapid Transit in City of Fresno



Source:
[https://www.fresnocog.org/
project/measure-c/](https://www.fresnocog.org/project/measure-c/)

**Fresno County Transportation
Authority's Measure C Program**

Appendix B is a summary of the different VMT mitigation measures and project alternatives stated in the CAPCOA Green Book (only those strategies directly attributed to transportation) and the OPR TA for land use development projects. It also refers to mitigation measures listed in other sources such as the VMT Measurement Calculator for the City of Los Angeles, the transportation analysis guidelines for the City of San Jose and the San Diego Region, and the memorandum Analysis of VMT Mitigation Measures Pursuant to SB 743, prepared by Iteris, Inc., for the Los Angeles County Metropolitan Transportation Authority.

Appendix C provides a list of mitigations for land use development projects based on the research work performed by Deborah Salon, Marlon G. Boarnet, Susan Handy, Steven Spears, and Gil Tal with the support of CARB. For a few mitigation measures, Fresno COG staff conducted additional research as applicable to the Fresno COG region using the Fresno COG ABM and locally available empirical data. Based on that analysis, specific VMT reduction percentages were developed for these mitigation measures. Details about these mitigation measures are provided in the *Fresno County SB 743 Implementation Regional Guidelines – Technical Documentation*.



Source: <https://www.fresno.gov/publicworks/wp-content/uploads/sites/17/2016/09/170022FresnoATPFinal012017.pdf>

Bike Routes in the City of Fresno

For all other mitigation measures, the project applicant will be required to provide a substantial evidence while identifying a project-specific value. In case that information is not available, consistent with the Fresno COG's recommendations, the project should apply the low-point of provided ranges for VMT reduction. Where a mitigation strategy does not have an identified VMT reduction range, the project applicant would be required to provide a reduction estimate supported by evidence.

As for land use plans, the potential mitigation measures for community/general plans would be similar to those for land use development projects, with certain modifications. The OPR TA does not specifically state any VMT mitigations for land use plans. However, the transportation impact study guidelines for the San Diego Region list potential mitigation measures. These measures have been summarized in Appendix D along with corresponding VMT reduction percentages obtained from CAPCOA.

It must be noted that Appendices B through D provide only summaries of the mitigations stated in the sources mentioned above. The reader should refer to the original source for further details and for subsequent updates to the mitigation measures. Also, Appendices B through D do not provide an exhaustive list of mitigation measures to offset the CEQA impacts. Other measures can also be accepted by agencies based on provision of substantial evidence.

As additional mitigation measures are developed to offset VMT impacts in the future for the *State CEQA Guidelines* process, linkages between the strategy and the incremental effect and quantified offset must be made. This can be based on other sources' observations and measurements or the agency's experience in these practices. The key to mitigation is to base its efficacy on real and substantial evidence.

7.2.2 Transportation Projects

Although OPR provides detailed guidance on how to assess induced-growth impacts associated with transportation projects, it leaves the subject of mitigation measures vague. Only four strategies are suggested as mitigation measures:

- Tolling new lanes to encourage carpools and fund transit improvements.
- Converting existing general-purpose lanes to HOV or HOT lanes.
- Implementing or funding off-site travel demand management.
- Implementing Intelligent Transportation Systems strategies to improve passenger throughput on existing lanes.



Source: <https://medium.com/@davidcanepa/toll-lanes-good-for-the-rich-bad-for-the-environment-4f1ec24105d3>

Toll Lanes

No quantified reduction percentage is allocated to these strategies, and LSA could find no substantial evidence that would provide guidance to levels of significance after implementation of these strategies. Review of the four recommended strategies suggests that OPR is directing strategies away from general-purpose mixed-flow lanes on expressways, freeways, and arterial highways. Inasmuch as these are the project descriptions and Purpose and Need, the project intent and the project mitigation may be at odds. The lead agency would be subject to an SOC for the capital project VMT impact.

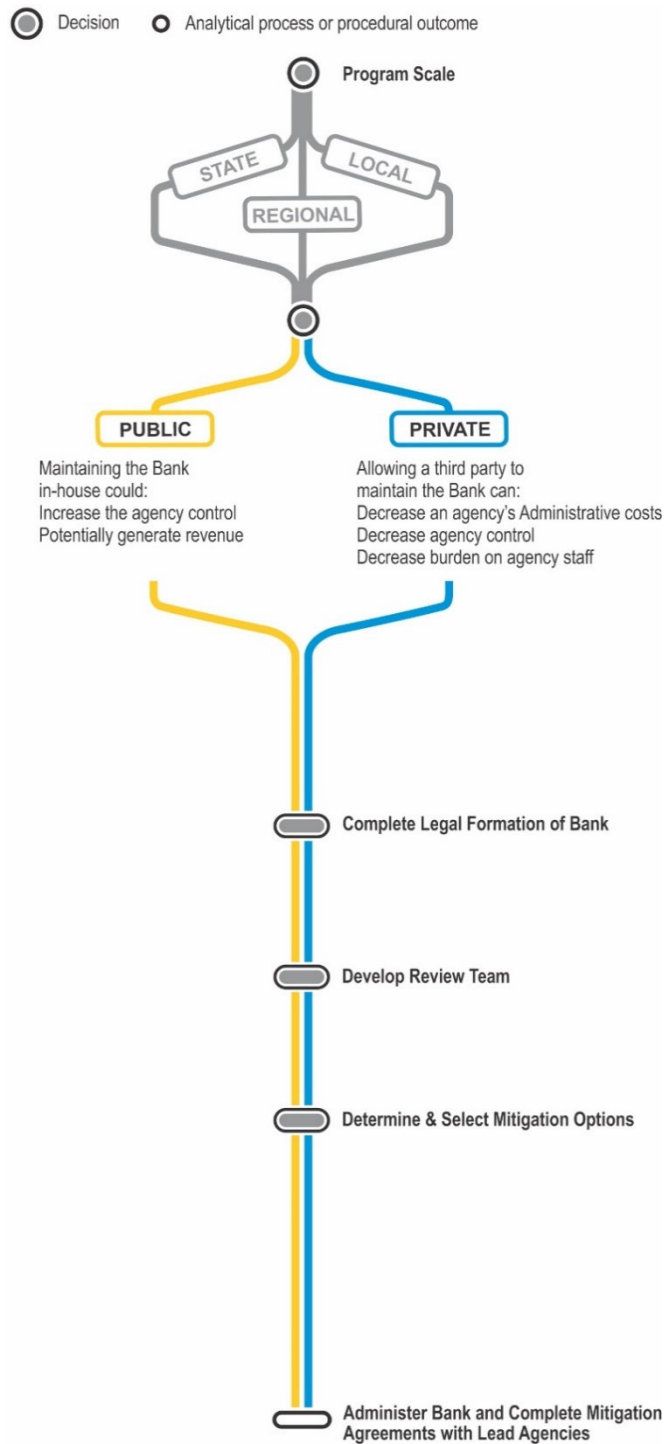
7.3 Funding Mechanisms

The change in the metric for transportation impacts from LOS to VMT will lead to a shift in impacts and mitigation measures from being local and project-specific to being more regional in nature. OPR acknowledges the regional nature of VMT impacts and states that regional VMT reduction programs and fee programs (in-lieu fees and development impact fees) may be appropriate forms of mitigation. Fee programs are particularly useful to address cumulative impacts. It is very important for the agencies to coordinate with the RTPA or the MPO to develop such mitigation programs that would fund transit, develop active transportation plans, etc. These programs are regional in nature and best suited for administration by the regional agency. Regional agencies may also wish to coordinate with appropriate stakeholders, including participating local jurisdictions, developers, and other interests while conducting nexus studies and checking for rough proportionality and compliance with CEQA.

Most of the VMT mitigations included in Appendix B are applicable in urban areas. They are less effective in suburban and rural contexts, where TDM strategies may become diluted or are not applicable. Thus, site-specific strategies are more suitable in urban areas, whereas program-level strategies are more suitable for projects in suburban/rural areas. In the latter approach, cumulative contributions for development mitigations can pay for VMT reduction strategies that would not be feasible for the individual projects to implement themselves. Apart from fee programs, program-based mitigation approaches may include mitigation exchanges and mitigation banks. The mitigation exchange concept requires a developer to implement a predetermined project that would reduce VMT in order to propose a new one. On the other hand, the concept of mitigation banks seeks to establish monetary values for VMT reductions so that developers can purchase VMT reduction credits.

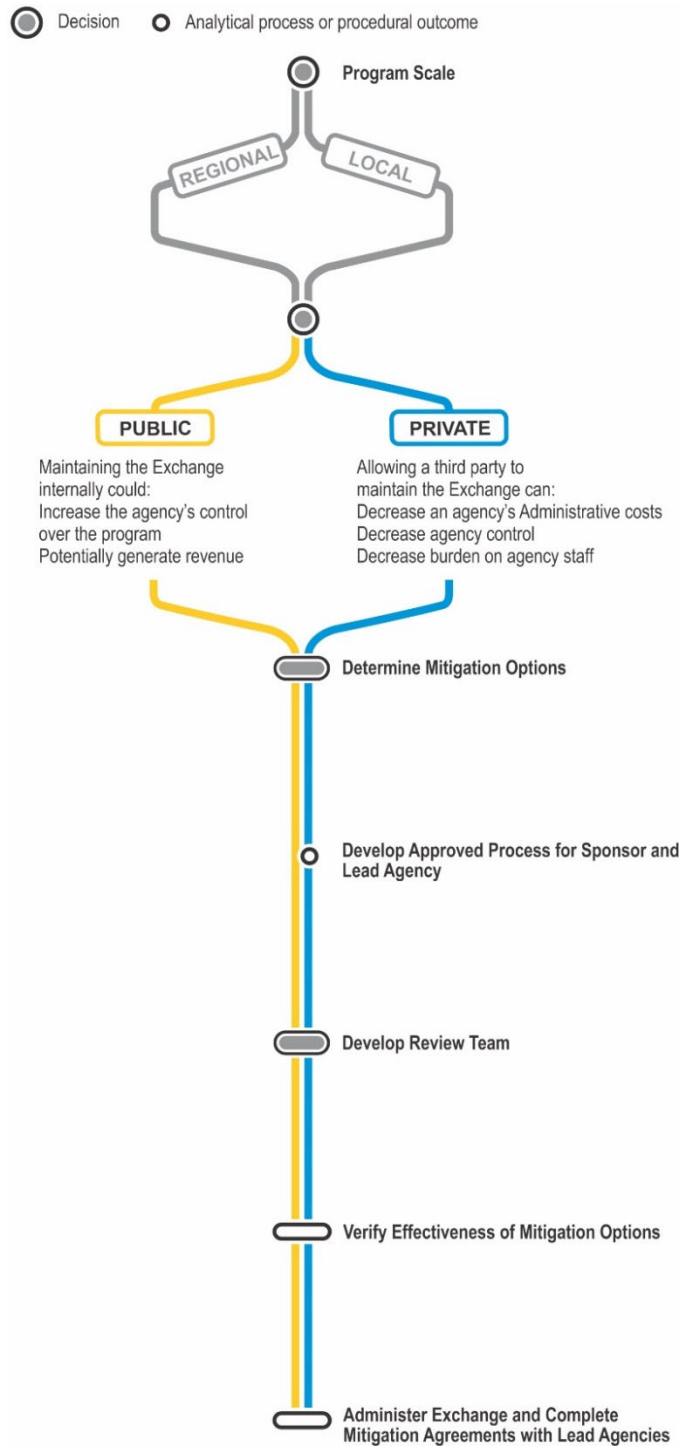
As previously stated, VMT impacts are more regional in nature. Hence, there might be requirements for mitigations outside the control of the lead agency, and without consent from the agency controlling the mitigations, the impacts might remain significant and unavoidable. Additionally, identification of regional improvements where projects can contribute their fair share to mitigate impacts might prove to be difficult. Therefore, it is recommended that local agencies working collaboratively within their regions to ultimately establish fee programs, mitigation banks, and exchanges as the most efficient way to establish a regional mitigation pathway where the projects can contribute. Procedural flow charts for VMT banks, exchanges, and impact fees are on the following pages.

Procedural Flow Chart – VMT Bank



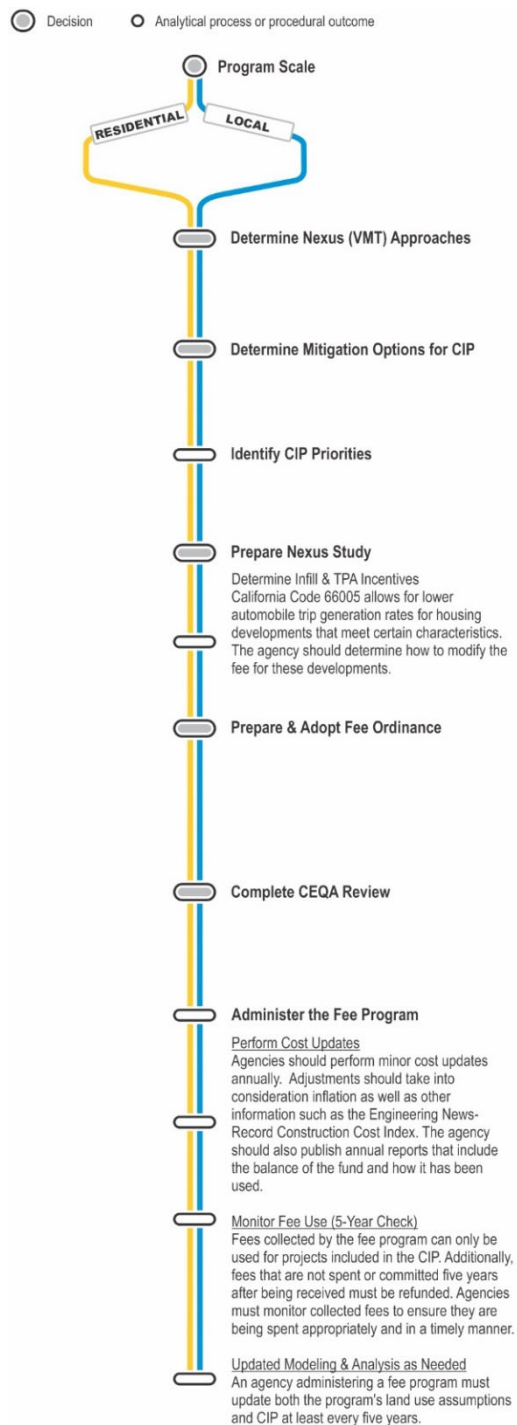
Source: VMT Mitigation Through Banks and Exchanges: Understanding New Mitigation Approaches. A White Paper by Fehr & Peers (January 2020).

Procedural Flow Chart – VMT Exchange



Source: VMT Mitigation Through Banks and Exchanges: Understanding New Mitigation Approaches. A White Paper by Fehr & Peers (January 2020).

Procedural Flow Chart – VMT Impact Fee



Source: Understanding New Mitigation Approaches. A White Paper by Fehr & Peers (January 2020).

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APPENDIX A

INTEGRATED PROCESS FOR ESTIMATING INDUCED VMT

Appendix A: Estimating Induced Demand for Roadway Capacity Projects

Short Term Induced Demand

Increasing roadway capacity is primarily aimed at decreasing auto travel times, either by adding capacity to existing facilities or by providing a more direct travel route between origins and destinations. The term 'induced demand' is used to describe an economic concept where increased supply (in this case, road capacity) results in an increase in demand. In transportation, increased demand can be measured a number of ways. In cases where capacity is added to an existing facility, volume can be compared before and after the capacity increase. However, this is not a useful measure in cases where a new facility is added to the system. Therefore, total vehicle miles of travel is often used as a systemwide measure of induced demand.

In his seminal book *Stuck In Traffic* (Brookings Institution Press, 1992), economist Anthony Downs describes a concept termed "Triple Convergence". This refers to the idea that if roadway capacity is added to a new road overnight, the next day there would be much less congestion on the road. But over time, the road would fill back up with traffic and the travel time would be close to or as congested as it was before capacity was added. The reason for this is because of three behavioral responses; travelers who were taking alternative routes would switch to the new road (route switching), travelers who were traveling in off-peak time periods would switch to peak periods (time-of-day switching), and travelers who were traveling by alternative modes would switch to auto (mode switching).

There are actually two other effects that Downs doesn't consider: travelers could select new destinations in the corridor if faster travel times make more destinations accessible to activities, and travelers could travel more frequently in total if faster travel times made time available for new activities that were not possible before. For example, people going to work instead of telecommuting or people going to a movie instead of watching one at home.

The Fresno activity-based model (FresnoABM) comprises of demand and network models that fully cover the above described behavior. DaySim is the activity-based model component. It consists of a series of sub-models including long-term choices such as work and school location choice, and auto ownership, and short-term choices such as tour and stop generation, tour and stop time-of-day choice, tour and stop mode choice, and other choices – see Figure 1. The result of the activity-based model is travel demand for the residents of Fresno County. These models are sensitive to accessibilities (e.g. travel time) throughout the model system. Therefore, changes in travel times affect all of the model components.

Once travel demand is generated, auto trips are assigned to the auto network using Cube software. Level-of-service skims are built based on the congested travel times in the network and used for the next iteration of demand. . In total, the model is run three times to achieve convergence, where the travel times input to the model are consistent with the travel times generated by the demand in the model. This can be thought of as an equilibrium solution between supply and demand. Iteration is also

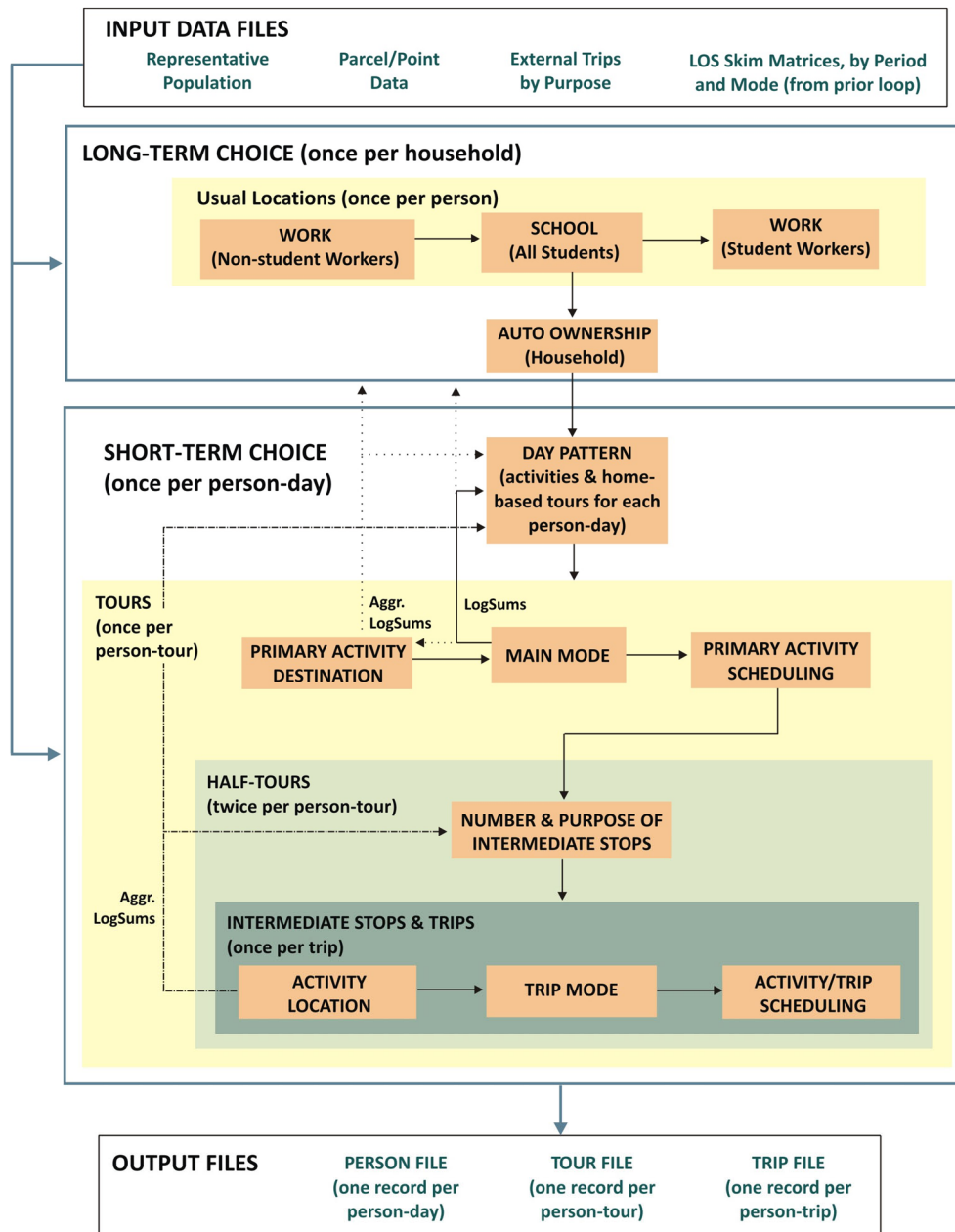


FIGURE 1: DAYSIM SUB-MODELS

used within the traffic assignment step itself, according to a process that seeks to find a condition known as 'Wardrop's User Equilibrium' where, given fixed demand (from the last iteration of the travel model) no user can switch their route and find a lower cost path. This process accounts for the effects of congestion on route choice. The other aspects of changes of travel behavior referred to above (time of day switching, mode switching, destination switching, and frequency of travel) are considered explicitly by DaySim.

It should also be pointed out that because equilibrium is achieved both in traffic assignment and in global feedback loops, the result of the model is one in which travelers may be switching multiple times in multiple directions to achieve equilibrium. What we observe at the end of the process is what Downs

observes after capacity increases over time; the roadway capacity increase may lead to increased volumes, which results in increased congestion which could be close to or the same as the congestion before the roadway capacity increase, albeit with more vehicles and an overall increase in utility.

In 2008, Sacramento Area Council of Government (SACOG) performed several tests using DaySim to examine sensitivity to induced travel. The results were documented in a report

([https://www.sacog.org/sites/main/files/file-attachments/appendix_c-](https://www.sacog.org/sites/main/files/file-attachments/appendix_c-4_travel_model_documentation.pdf)

[4_travel_model_documentation.pdf](https://www.sacog.org/sites/main/files/file-attachments/appendix_c-4_travel_model_documentation.pdf)) and also published in a scientific journal paper

(<https://www.sciencedirect.com/science/article/pii/S1755534513700277>).

Long Term Induced Demand

According to many studies and literatures such as Fundamental Law of Road Congestion: Evidence from US Cities (Duranton and Turner, 2011), and Impact of Highway Capacity and Induced Travel on Passenger vehicle Use and Greenhouse Gas Emissions Policy Brief (Handy and Boarnet, 2014), transportation capacity projects also have long term impacts on vehicle miles traveled. One of the long term impacts from capacity improvement is land use changes, which may include more dispersed development in remote areas if no proper land use control policy is in place. Such more dispersed development in remote areas will lead to additional VMT should it be allowed to happen without any mitigation. Since most travel demand models, including ABMs, have a separate land use modeling process, the land use changes generated by the new capacity improvements are generally not reflected in the traditional travel demand forecasting process. In order to address the long term VMT impacts from land use changes generated by capacity improvement projects, Fresno COG, in collaboration with RSG Inc., developed an integrated process to estimate both the short term and long term VMT impacts from new capacity improvement.

The following methodology is employed to estimate the effect of induced VMT from new land uses generated due to transportation capacity improvement projects. This process provides iterative and incremental feedback between the activity-based travel-demand model (ABM) and the land-use growth allocation model such that changes in the traffic network are incorporated into land-use allocation, and vice-versa.

Step 1: Base Year Model Run

A full ABM run is performed with base year network and socioeconomic data.

Step 2: Incremental Land-Use Allocation

An increment period is determined for the land-use allocation (e.g. 3 years). Growth targets are established for the new year at the zone, jurisdiction, and regional level. Planned transportation improvements for the new target year are incorporated into the model network.

For each incremental target year, skim results from the previous target year's ABM run are analyzed and fed into the land-use allocation model. The skims essentially indicate the accessibility of each zone by mode, i.e. a time-weighted aggregation of housing and services reachable by that zone using the coded traffic network. This takes into account both the relative location of each zone to destinations in other zones, as well as the nature and quality of the transportation choices available to that zone to reach those destinations.

The base parcel fabric is then analyzed for development attractiveness, including factors such as existing development characteristics, planned land-use characteristics, proximity to high-quality transit, intersection with conservation zones, etc. Also considered are the skim results from the previous run, making parcels in zones with high accessibility to jobs and housing via the previous model network (including transportation improvements) more attractive to new development. In this way, the transportation projects reflected in the previous run contribute to the accessibility of each zone and, consequently, the attractiveness of parcels for new development.

Each of the factors considered above are weighted and aggregated to create a total development score for each parcel in the planning area, where higher scores denote parcels that are more likely to attract future development.

Finally, development is assigned beginning with the highest-scoring parcels until growth targets are achieved – first at the zone level, then at the jurisdictional and regional levels. The character and intensity of each parcel’s development is consistent with the planned land use designated to that parcel by the applicable jurisdiction’s general and/or specific plans. The new land-use pattern (along with the improved model network) is then run through the ABM process again, and the procedure repeats for the next increment period. This iterative process continues until the horizon year is met.

Land-Use Allocation Tool

The land-use allocation tool has the following parameters:

Data Inputs

- **Base Year Socioeconomic Data.** This includes population, housing, and employment data at the parcel, microzone (MAZ) and traffic analysis zone (TAZ) levels.
- **Demographic Forecast.** Detailed growth forecast data providing jurisdiction-level (i.e. spheres of influence) growth targets.
- **ABM Skim Results.** The allocation model incorporates ABM skim results for the following modes: bike (MAZ-level), transit (TAZ-level), and SOV (TAZ-level).
- **Development Type Data.** Future growth is allocated by using archetypal development types that are designed to be reflective of the land-use designations described in the general and specific plans of the jurisdictions in the region. Each parcel eligible for future growth is assigned development types that represent, respectively, low-intensity, moderate-intensity, and high-intensity development.
- **Cube Land Model Results (optional).** The land-use allocation model supports the incorporation of TAZ-level growth targets from a Cube Land run, controlled to a user-provided level of confidence.

Input Parameters

- **Target Year**
- **Parameter Weights.** The user can indicate the weight of each of the following parameters when determining a parcel’s development attractiveness score:
 - **Infill Weight.** Parcels closer to city limits or the geographic center of an unincorporated community have a higher infill score.

- **Conservation Weight.** Parcels are given conservation scores based on the percentage of their area that does not intersect with any conservation resources (e.g. important farmland).
- **TOD Weight.** Parcels closer to high-quality transit can be given a higher weight.
- **DT Weight.** Parcels located in the downtown region of the FMCA can be given a higher weight.
- **Bike Weight.** Parcels in zones with more favorable bike skim results have a higher bike score.
- **Transit Weight.** Parcels in zones with more favorable transit skim results have a higher transit score.
- **SOV Weight.** Parcels in zones with more favorable SOV skim results have a higher SOV score.
- **Density Weight.** Parcels whose development types have higher net density are given higher density scores. Used to calibrate region-wide density measures.
- **Single-Family Weight.** Parcels with single-family units in their development types are given higher SF scores. Used to calibrate region-wide housing mix measures.
- **Mixed-Use Weight.** Parcels with mixed-use development in their development types are given higher MU scores. Used to calibrate region-wide housing mix measures.
- **Infill Penalty.** The total score of parcels within city limits can be penalized. Used to calibrate regional infill goals.
- **Redevelopment Penalty.** The total score of parcels with existing development can be penalized. Used to calibrate regional redevelopment goals.
- **Forecast Adjustments.** The following adjustments can be made if the user wishes to deviate from the demographic forecast:
 - **Population Adjustment.** The region-wide population growth target can be increased or decreased.
 - **Employment Adjustment.** The region-wide employment growth target can be increased or decreased.
 - **Vacancy Rate Adjustment.** The region-wide vacancy rate can be increased or decreased.
 - **Urban Adjustment.** The region-wide share of population and employment growth allocated to the urban area can be increased or decreased.
- **Redevelopment Minimum Density.** The minimum net density increase (combined housing and employment) can be set to screen out developed parcels that are unlikely to be redeveloped.
- **Cube Factor.** The TAZ-level growth controls from the Cube Land run, if any, are scaled to match the jurisdiction-level forecast data and then adjusted by this factor. This allows the user to control how much confidence is to be given to the Cube Land results and, alternately, how much influence and flexibility should be given to the land-use allocation model.

Output Parameters

- **Socioeconomic Data** for target year (parcel level)
- **Performance Metric Report**
- **PopulationSim Input Files:**
 - mazData.csv
 - gq_maz.csv

- countyData.csv
- **ABM Input Files:**
 - maz_parks.csv
 - se_detail.csv

Figure 2 below is a flowchart that demonstrates how the iterative modeling process will be conducted.

Method for Estimating Induced Demand

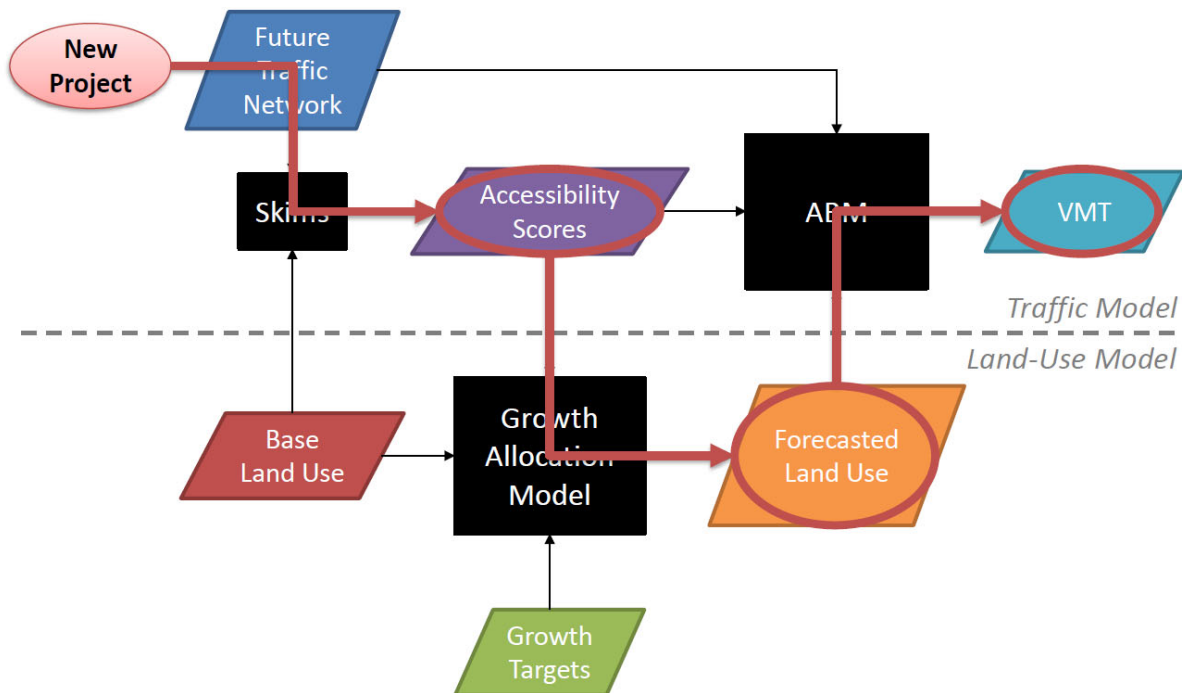


FIGURE 2 INTEGRATED INDUCED DEMAND MODELING PROCESS

Calibration and Validation

While calibrating what weight should be given to accessibility results across the various travel modes presents myriad challenges, including a lack of literature on the subject, Fresno COG will perform calibration runs and sensitivity analyses to ensure that the land-use allocation model is sensitive to these factors in intuitive and appropriate ways, using detailed land-use data for the Fresno County region from 2014 and 2019 to compare projected results from the allocation model to known data.

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APPENDIX B

VEHICLE MILES TRAVELED MITIGATION MEASURES FOR LAND USE DEVELOPMENT PROJECTS (CAPCOA)

Table B - Vehicle Miles Traveled Mitigation Measures for Land Development Projects

# Mitigation Measure		VMT Reduction ¹	Local VMT Reduction Calculations (Local Data/Fresno COG ABM) ²	CAPCOA ³	OPR TA ⁴	Los Angeles Metro ⁵	City of San Jose ⁶	City of Los Angeles ⁷	San Diego Region ⁸	Notes	
Mitigation Measures with Percentage VMT Reductions calculated using Fresno COG ABM/Locally available emperical data											
1	Provide a Bus Rapid Transit System (Addition of a New Route)	0.02% – 3.20%	Information included in the Fresno County SB 743 Implementation Regional Guidelines - Technical Documentation		Y	Y	Y	N	N	Y	Notes: CAPCOA TST-1 (Applicable in urban and suburban context; negligible in rural context; appropriate for specific or general plans). This can be considered under Technical Advisory Measure 'Improve pedestrian or bicycle networks, or transit service.'
2	Provide a Bus Rapid Transit System (Substitution of an Existing Bus Route with a BRT Route)	0.02% – 3.20%	Information included in the Fresno County SB 743 Implementation Regional Guidelines - Technical Documentation		Y	Y	Y	N	N	Y	Notes: CAPCOA TST-1 (Applicable in urban and suburban context; negligible in rural context; appropriate for specific or general plans). This can be considered under Technical Advisory Measure 'Improve pedestrian or bicycle networks, or transit service.'
3	Implement a local carpool program	1.00% – 15.00% commute VMT	Information included in the Fresno County SB 743 Implementation Regional Guidelines - Technical Documentation		Y	Y	Y	Y	Y	Y	Notes: CAPCOA TRT-3 [Provide Ride-Sharing Programs: applicable in urban and suburban context; Negligible impact in many rural contexts, but can be effective when a large employer in a rural area draws from a workforce in an urban or suburban area, such as when a major employer moves from an urban location to a rural location; appropriate for residential, retail, office, industrial, and mixed-use projects]; City of San Jose [Ride share for employment uses only]; City of LA [Measured in terms of employees eligible (%)]
4	Implement a local vanpool program	0.30% - 13.40% commute VMT reduction (for CAPCOA TRT-11: Provide Employer-Sponsored Vanpool/Shuttle); 7.20% - 15.80% school VMT reduction (for CAPCOA TRT-10: Implement a School Pool Program)	Information included in the Fresno County SB 743 Implementation Regional Guidelines - Technical Documentation		Y	Y	Y	Y	Y	Y	Notes: Similar to CAPCOA TRT-11 (Provide employer-sponsored vanpool/shuttle) - the measure is applicable for urban, suburban, and rural context, and is appropriate for office, industrial, and mixed-use projects); City of San Jose [Similar measure is Subsidize Vanpool]; City of LA [Similar measure is Employer sponsored vanpool or shuttle (Degree of implementation (low, medium, high), employees eligible (%), employer size (small, medium, large))]
5	Expand transit network (Addition of a New Transit Line)	0.10% – 8.20%	Information included in the Fresno County SB 743 Implementation Regional Guidelines - Technical Documentation		Y	Y	Y	Y	Y	Y	Notes: CAPCOA TST-3; Measure applicable in urban and suburban context, maybe applicable in rural context but no literature documentation available, appropriate for specific or general plans. This can be considered under Technical Advisory Measure 'Improve pedestrian or bicycle networks, or transit service'; City of San Jose [Increase transit accessibility to improve last-mile transit connections; Improve network connectivity/design to make destinations and low-carbon travel modes accessible; both applicable for both residential and employment uses]; City of LA [Existing transit mode share (as a percent of total daily trips) (%), Lines within project site improved (<50%, >=50%)]
Mitigation Measures with Percentage VMT Reductions from CAPCOA only											
6	Incorporate bike lane street design (on-site)	1% increase in share of workers commuting by bicycle (for each additional mile of bike lanes per square mile) (<i>Bicycle Commuting and Facilities in Major U.S. Cities: If You Build Them, Commuters Will Use Them – Another Look</i> by Dill and Carr (2003)); 0.075% increase in bicycle commuting with each mile of bikeway per 100,000 residents (<i>If You Build Them, Commuters Will Use Them; Cross-Sectional Analysis of Commuters and Bicycle Facilities</i> by Nelson and Allen (1997))	Information included in the Fresno County SB 743 Implementation Regional Guidelines - Technical Documentation		Y	Y	Y	Y	Y	Y	Notes: CAPCOA SDT-5 [Grouped strategy, benefits of Bike Lane Street Design are small and should be grouped with the LUT-9 (Improve Design of Development) strategy to strengthen street network characteristics and enhance multi-modal environments], the measure is applicable in urban and suburban contexts and is appropriate for residential, retail, office, industrial, and mixed-use projects. This can be considered under Technical Advisory Measure 'Improve pedestrian or bicycle networks, or transit service'; City of San Jose [Expand the reach of bike access with investment in infrastructure: applicable for both residential and employment uses]; City of LA [Provide bicycle facility along site (Yes/No)]
7	Subsidize vanpool	0.30% - 13.40% commute VMT	N/A		Y	Y	N	Y	Y	Y	Notes: CAPCOA TRT-11 (Provide employer-sponsored vanpool/shuttle) - the measure is applicable for urban, suburban, and rural context, and is appropriate for office, industrial, and mixed-use projects); City of San Jose [Subsidize Vanpool]; City of LA [Employer sponsored vanpool or shuttle (Degree of implementation (low, medium, high), employees eligible (%), employer size (small, medium, large))]
8	Improve or increase access to transit	CAPCOA TST-2: Not quantified alone, grouped strategy with TST-3 'Expand transit network' and TST-4 'Increase transit service frequency/speed'; CAPCOA LUT-5: 0.50% - 24.60%	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA TST-2: Implement Transit Access Improvements (applicable in urban and suburban context, and appropriate for residential, retail, office, mixed use, and industrial projects); CAPCOA LUT-5: Increase Transit Accessibility [May be grouped with CAPCOA measures LUT-3 (mixed use development), SDT-2 (traffic calmed streets with good connectivity), and PPT-1 through PPT-7 (parking management strategies); measures are applicable in urban and suburban contexts; appropriate in rural context if development site is adjacent to a commuter rail station with convenient rail service to a major employment center; appropriate for residential, retail, office, industrial, and mixed-use projects]; City of San Jose [Increase transit accessibility to improve last-mile transit connections; Improve network connectivity/design to make destinations and low-carbon travel modes accessible; both applicable for both residential and employment uses]; City of LA [Existing transit mode share (as a percent of total daily trips) (%), Lines within project site improved (<50%, >=50%)]

Table B - Vehicle Miles Traveled Mitigation Measures for Land Development Projects

#	Mitigation Measure	VTM Reduction ¹	Local VMT Reduction Calculations (Local Data/Fresno COG ABM) ²		CAPCOA ³	OPR TA ⁴	Los Angeles Metro ⁵	City of San Jose ⁶	City of Los Angeles ⁷	San Diego Region ⁸	Notes
9	Increase access to common goods and services, such as groceries, schools, and daycare	Similar to CAPCOA LUT-3 (Increase Diversity of Urban and Suburban Developments (Mixed Use)): 9.00% - 30.00% VMT reduction and CAPCOA LUT-4 (Increase Destination Accessibility): 6.70% - 20.00% VMT reduction	N/A		Y	Y	Y	Y	N	Y	Notes: Similar to CAPCOA LUT-3 (Increase Diversity of Urban and Suburban Developments (Mixed Use)) - Applicable in urban and suburban context; negligible in rural context (unless the project is a master-planned community; appropriate for mixed-use projects) and CAPCOA LUT-4 (Applicable in urban and suburban context, negligible in rural context, appropriate for residential, retail, office, industrial, and mixed-use projects); City of San Jose [Access to Neighborhood Schools: Applicable for residential uses only]; City of San Jose [Very similar to measure 'Increase diversity of uses' - Applicable for residential and employment uses]
10	Incorporate affordable housing into the project	0.04% - 1.20%	N/A		Y	Y	Y	Y	N	Y	Notes: Similar measure is CAPCOA LUT-6 [Integrate Affordable and Below Market Rate Housing] - [Applicable in urban and suburban contexts; negligible impact in a rural context unless transit availability and proximity to jobs/services are existing characteristics; appropriate for residential and mixed-use projects]; City of San Jose [Similar to measure 'Integrate affordable and market rate housing] - Measure is applicable for residential uses only
11	Incorporate neighborhood electric vehicle network	0.50% - 12.70%	N/A		Y	Y	Y	N	N	Y	Notes: CAPCOA SDT-3 [Neighborhood electric vehicles (NEV) would result in a mode shift and therefore reduce the traditional vehicle VMT and GHG emissions. Range depends on the available NEV network and support facilities, NEV ownership levels, and the degree of shift from traditional; measure is applicable in urban, suburban, and rural context, for small citywide or large multi-use developments, and appropriate for mixed-use projects]
12	Orient project towards transit, bicycle, and pedestrian facilities	1) 0.25% - 0.5% (0.25% reduction is attributed for a project oriented towards a planned corridor and 0.5% reduction is attributed for a project oriented towards an existing corridor) (as per the Sacramento Metropolitan Air Quality Management District (SMAQMD) <i>Recommended Guidance for Land Use Emission Reductions</i>), 2) 0.5% reduction in VMT per 1% increase in transit frequency and per 10% increase in transit ridership (as per the Center for Clean Air Policy (CCAP) <i>Transportation Emission Guidebook</i>)	N/A		Y	Y	Y	N	N	Y	Notes: CAPCOA LUT-7 [Orient project toward non-auto corridor]; Grouped strategy with LUT-3 (Increase Diversity of Urban and Suburban Developments (Mixed Use)) ; there is no sufficient evidence that the measures results in non-negotiable trip reduction unless combined with other measures, including neighborhood design, density and diversity of development, transit accessibility and pedestrian and bicycle network improvements; the measure is applicable for urban or suburban context (may be applicable in a master-planned rural community) and is appropriate for residential, retail, office, industrial, and mixed use projects
13	Provide pedestrian network improvements	0.00% - 2.00%	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA SDT-1 [applicable in urban, suburban, and rural context; appropriate for residential, retail, office, industrial, and mixed-use projects; reduction benefit only occurs if the project has both pedestrian network improvements on site and connections to the larger off-site network]. This can be considered under Technical Advisory Measure 'Improve pedestrian or bicycle networks, or transit service'; City of San Jose [Provide pedestrian network improvements for active transportation: applicable for both residential and employment uses]; City of LA [Included (within project and connecting off-site/within project only)]
14	Increase transit service frequency/speed	0.02% – 2.50%	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA TST-4, applicable in urban and suburban context, maybe applicable in rural context but no literature documentation available, appropriate for specific or general plans. This can be considered under Technical Advisory Measure 'Improve pedestrian or bicycle networks, or transit service'; City of San Jose [Similar to measure 'Subsidize public transit service upgrades']; City of LA [Reduction in headways (increase in frequency) (%)]
15	Required project contributions to transportation infrastructure improvement projects	Not Quantified: Grouped strategy (with RPT-2 and TST-1 through 7)	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA RPT-3 (Applicable in urban, suburban and rural context; appropriate for residential, retail, office, mixed use, and industrial projects); measure similar to some of the measures discussed above. This can be considered under Technical Advisory Measure 'Improve pedestrian or bicycle networks, or transit service.'
16	Increase destination accessibility	6.70% – 20.00%	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA LUT-4 [Destination accessibility measured in terms of the number of jobs or other attractions reachable within a given travel time, which tends to be the highest at central locations and lowest at peripheral ones; the location of the project also increases the potential for pedestrians to walk and bike to these destinations and therefore reduces VMT; applicable for urban and suburban contexts, negligible impact in a rural context; appropriate for residential, retail, office, industrial, and mixed-use projects]. This can be considered under Technical Advisory Measure 'Improve pedestrian or bicycle networks, or transit service'; City of San Jose [Increase transit availability to improve last-mile transit connections; Improve network connectivity/design to make destinations and low-carbon travel modes accessible; both applicable for both residential and employment uses]; City of LA [Lines within project site improved (<50%, >=50%)]
17	Provide traffic calming measures	0.25% – 1.00%	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA SDT-2 [applicable in urban, suburban, and rural contexts; appropriate for residential, retail, office, industrial, and mixed-use projects]; City of San Jose [Applicable for both residential and employment uses]; City of LA [Streets with traffic calming improvements (%), intersections with traffic calming improvements (%)]

Table B - Vehicle Miles Traveled Mitigation Measures for Land Development Projects

# Mitigation Measure		VMT Reduction ¹	Local VMT Reduction Calculations (Local Data/Fresno COG ABM) ²		CAPCOA ³	OPR TA ⁴	Los Angeles Metro ⁵	City of San Jose ⁶	City of Los Angeles ⁷	San Diego Region ⁸	Notes
18	Provide bike parking in non-residential projects	0.625% (as per the Center for Clean Air Policy (CCAP) <i>Transportation Emission Guidebook</i>)	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA SDT-6 [Bike Parking in Non-Residential projects has minimal impacts as a standalone strategy and should be grouped with the LUT-9 (Improve Design of Development) strategy to encourage bicycling by providing strengthened street network characteristics and bicycle facilities]; the measure is applicable in urban, suburban, and rural contexts; appropriate for retail, office, industrial, and mixed-use projects; City of San Jose [Provide bike parking and end-of-trip facilities such as bike parking, bicycle lockers, showers, and personal lockers (Applicable for both residential and employment uses)]; City of LA [Include bike parking/lockers, showers, & repair station (Y/N)]
19	Provide bike parking with multi-unit residential projects	Not Quantified	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA SDT-7 [Grouped Strategy; the benefits of Bike Parking with Multi-Unit Residential Projects have no quantified impacts and should be grouped with the LUT-9 (Improve Design of Development) strategy to encourage bicycling by providing strengthened street network characteristics and bicycle facilities. The measure is applicable in urban, suburban, or rural contexts. It is appropriate for residential projects.]; City of San Jose [Provide bike parking and end-of-trip facilities such as bike parking, bicycle lockers, showers, and personal lockers (Applicable for both residential and employment uses)]; City of LA [Include bike parking/lockers, showers, & repair station (Y/N)]
20	Limit or eliminate parking supply	5.00% - 12.50%	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA PDT-1 (applicable in urban and suburban context, negligible in rural context, appropriate for residential, retail, office, industrial, and mixed-use projects); reduction can be counted only if spillover parking is controlled (via residential permits and on-street market parking); follow multi-faceted strategy including 1) elimination/reduction of minimum parking requirements, 2) creation of maximum parking requirements, and 3) provision of shared parking; City of San Jose [Decrease project parking supply at the project site to rates lower than the standard parking minimums where allowable in the San Jose Municipal Code (applicable for employment uses)]; City of LA [City code parking provision (spaces), actual parking provision (spaces)]
21	Unbundle parking costs from property costs	2.60% - 13.00%	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA PDT-2 (applicable in urban and suburban context, negligible in rural context, appropriate for residential, retail, office, industrial and mixed-use projects; complimentary strategies include workplace parking pricing); City of San Jose [Unbundle On-Site Parking Costs: Application for Residential Uses Only]; City of LA [Monthly cost for parking (\$)]
22	Provide parking cash-out programs	0.60% – 7.70% commute VMT	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA TRT-15 [Implement employee parking "cash-out"; the term "cash out" is used to describe the employer providing employees with a choice of forgoing their current subsidized/free parking for a cash payment equivalent to the cost of the parking space to the employer. The measure is applicable in urban and suburban context; it is not applicable in rural context; it is appropriate for retail, office, industrial, and mixed-use projects. Restrictions are applied only if complementary strategies are in place: a) Residential parking permits and market rate public on-street parking to prevent spill over parking; b) Unbundled parking - is not required but provides a market signal to employers to forgo paying for parking spaces and "cash-out" the employee instead. In addition, unbundling parking provides a price with which employers can utilize as a means of establishing "cash-out" prices; City of San Jose [Parking cash-out: Employment uses only]; City of LA [Parking cash-out: Employees eligible (%)]
23	Implement or provide access to a commute reduction program - Voluntary	1.00% - 6.20% commute VMT	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA TRT-1: Commute Trip Reduction Program – Voluntary, is a multi-strategy program that encompasses a combination of individual measures described CAPCOA measures TRT-3 through TRT-9. It is presented as a means of preventing double-counting of reductions for individual measures that are included in this strategy. It does so by setting a maximum level of reductions that should be permitted for a combined set of strategies within a voluntary program. The main difference between a voluntary and a required program is: A) Monitoring and reporting is not required B) No established performance standards (i.e. no trip reduction requirements). The measure is applicable in urban and suburban contexts, negligible in a rural context, unless large employers exist and suite of strategies implemented are relevant in rural settings. The measure is appropriate for retail, office, industrial, and mixed-use projects; City of San Jose [Applicable for employment uses only]; City of LA [Employees and residents participating (%)]
24	Implement car-sharing program	0.40% – 0.70%	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA TRT-9 [urban and suburban context, negligible in rural context, and appropriate for residential, retail, office, industrial, and mixed-use projects]; City of San Jose [Applicable for both residential and employment uses]; City of LA [Car share project setting (urban, suburban, all other)]

Table B - Vehicle Miles Traveled Mitigation Measures for Land Development Projects

# Mitigation Measure		VTM Reduction ¹	Local VMT Reduction Calculations (Local Data/Fresno COG ABM) ²		CAPCOA ³	OPR TA ⁴	Los Angeles Metro ⁵	City of San Jose ⁶	City of Los Angeles ⁷	San Diego Region ⁸	Notes
25	Implement bike-sharing program	Taking evidence from the literature, a 135-300% increase in bicycling (of which roughly 7% are shifting from vehicle travel) results in a negligible impact (around 0.03% VMT reduction)	N/A		Y	Y	N	Y	Y	Y	Notes: CAPCOA TRT-12 [This measure has minimal impacts when implemented alone. The strategy's effectiveness is heavily dependent on the location and context. Bike-sharing programs have worked well in densely populated areas (examples in Barcelona, London, Lyon, and Paris) with existing infrastructure for bicycling. Bike sharing programs should be combined with Bike Lane Street Design (SDT-5) and Improve Design of Development (LUT-9). The measure is applicable in urban and suburban-center context only; it is negligible in a rural context; appropriate for residential, retail, office, industrial, and mixed-use projects; City of San Jose [Bike share for employment and residential uses]; City of LA [bike share - within 600 feet of existing bike share station - OR -implementing new bike share station (Y/N)]
26	Provide transit passes	Similar to CAPCOA TRT-4 [Implement Subsidized or Discounted Transit Program]; for TRT-4, commute VMT reduction is 0.30% - 20.00%	N/A		Y	Y	Y	Y	Y	Y	Notes: Similar to CAPCOA TRT-4 [Implement Subsidized or Discounted Transit Program]; City of San Jose [Implement Subsidized or Discounted Transit Program]; City of LA [Employees and residents eligible (%), amount of transit subsidy per daily passenger (daily equivalent) (\$)]
27	Implement a school pool program	7.20% - 15.80% school VMT reduction	N/A		Y	Y	N	Y	Y	Y	Notes: CAPCOA TRT-10 [This project will create a ridesharing program for school children. Most school districts provide bussing services to public schools only. School Pool helps match parents to transport students to private schools, or to schools where students cannot walk or bike but do not meet the requirements for bussing. The measure is applicable in urban, suburban, and rural context and is appropriate for residential and mixed-use projects.]; City of San Jose [School carpool program - residential uses only]]. This measure can be considered under the Technical Advisory Measure 'Shifting single occupancy vehicle trips to carpooling or vanpooling, for example providing ride matching services.'; City of LA [School carpool program - level of implementation (low, medium, high)]
28	Operate free direct shuttle service	CAPCOA TST-6 (Provide Local Shuttles): Not Quantified; 0.30% - 13.40% commute VMT reduction (for CAPCOA TRT-11: Provide Employer-Sponsored Vanpool/Shuttle)	N/A		Y	Y	N	Y	Y	Y	Notes: CAPCOA TST-6 (Provide Local Shuttles - grouped strategy with TST-5 'Provide Bike Parking Near Transit' and TST-4 'Increase Transit Service Frequency/Speed') - Applicable in urban/suburban context; appropriate for large residential, retail, office, mixed use, and industrial projects; solves the "first mile/last mile" problem; CAPCOA TRT-11 (Provide employer-sponsored vanpool/shuttle) - the measure is applicable for urban, suburban, and rural context, and is appropriate for office, industrial, and mixed-use projects. This measure can be considered under the Technical Advisory Measure 'Shifting single occupancy vehicle trips to carpooling or vanpooling, for example providing ride matching services.'; City of San Jose [Employment uses only]; City of LA [Employer sponsored vanpool or shuttle (Degree of implementation (low, medium, high), employees eligible (%), employer size (small, medium, large))]
29	Provide teleworking options	0.07% - 5.50% commute VMT	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA TRT-6 [Applicable in urban, rural, and suburban contexts; appropriate for retail, office, industrial, and mixed-use projects]; City of San Jose [Alternative work schedules and telecommute (employment land uses only)]; City of LA [Alternative work schedules and telecommute (employees participating (%), type of program)]
30	Subsidize public transit service upgrades	Not Quantified	N/A		Y	Y	N	Y	N	Y	Notes: Similar to CAPCOA TST-2 through TST-4; City of San Jose [Subsidize transit service through contributions to the transit provider to improve transit service to the project (e.g. frequency and number of routes); applicable for both residential and employment uses]. The measure is included under the Technical Advisory Measure 'Provide incentives or subsidies that increase the use of modes other than single-occupancy vehicle.'
31	Implement subsidized or discounted transit program	0.30% – 20.00% commute VMT	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA TRT-4 [Implement subsidized or discounted transit program (the measure is applicable in urban and suburban context, negligible in a rural context, appropriate for residential, retail, office, industrial, and mixed-use projects); The project will provide subsidized/discounted daily or monthly public transit passes. The project may also provide free transfers between all shuttles and transit to participants. These passes can be partially or wholly subsidized by the employer, school, or development. Many entities use revenue from parking to offset the cost of such a project. The measure is included under the Technical Advisory Measure 'Provide incentives or subsidies that increase the use of modes other than single-occupancy vehicle.'; City of San Jose [Implement Subsidized or Discounted Transit Program]; City of LA [Transit subsidies measured by employees and residents eligible (%), and amount of transit subsidy per passenger (daily equivalent) (\$)]
32	Providing on-site amenities at places of work, such as priority parking for carpools and vanpools, secure bike parking, and showers and locker rooms	22% increase in bicycle mode share (UK National Travel Survey)/2%-5% reduction in commute vehicle trips (<i>Transportation Demand Management Encyclopedia</i>)/0.625% reduction in VMT (<i>Center for Clean Air Policy (CCAP) Emission Guidebook</i>)	N/A		Y	Y	Y	Y	Y	Y	Notes: CAPCOA TRT-5 [Provide End of Trip Facilities]: End-of-trip facilities have minimal impacts when implemented alone. This strategy's effectiveness in reducing vehicle miles traveled (VMT) depends heavily on the suite of other transit, pedestrian/bicycle, and demand management measures offered. End-of trip facilities should be grouped with Commute Trip Reduction (CTR) Programs (TRT-1: Implement Commute Trip Reduction Program - Voluntary through TRT-2: Implement Commute Trip Reduction Program – Required Implementation/Monitoring) and TRT-3 (Provide Ride-Sharing Programs); City of San Jose [Similar measures include 'Provide bike parking/end of trip bike facilities', 'Implement car sharing programs']; City of LA [Include bike parking/lockers, showers, & repair station (Y/N)]
33	Provide employee transportation coordinators at employment sites	Not Quantified	N/A		Y	Y	Y	N	N	Y	Included as part of CAPCOA TRT-1 (Implement Commute Trip Reduction Program - Voluntary)
34	Provide a guaranteed ride home service to users of non-auto modes	Not Quantified	N/A		N	Y	Y	N	N	Y	

Table B - Vehicle Miles Traveled Mitigation Measures for Land Development Projects

# Mitigation Measure		VMT Reduction ¹	Local VMT Reduction Calculations (Local Data/Fresno COG ABM) ²	CAPCOA ³	OPR TA ⁴	Los Angeles Metro ⁵	City of San Jose ⁶	City of Los Angeles ⁷	San Diego Region ⁸	Notes
35	Locate project in an area of the region that already exhibits low VMT	10.00% - 65.00%	N/A	Y	Y	Y	N	N	Y	Notes: CAPCOA LUT-2 (Applicable in urban and suburban contexts; negligible in rural contexts; appropriate for residential, retail, office, industrial, and mixed-use projects)
36	Locate project near transit	0.50% - 24.60%	N/A	Y	Y	Y	N	N	Y	Notes: CAPCOA LUT-5 [May be grouped with CAPCOA measures LUT-3 (mixed use development), SDT-2 (traffic calmed streets with good connectivity), and PPT-1 through PPT-7 (parking management strategies); measures are applicable in urban and suburban contexts; appropriate in rural context if development site is adjacent to a commuter rail station with convenient rail service to a major employment center; appropriate for residential, retail, office, industrial, and mixed-use projects]
37	Increase project/development density	1.50% - 30.00%	N/A	Y	Y	Y	Y	N	Y	Notes: CAPCOA LUT-1 (Applicable in urban and suburban contexts only; negligible in rural context; appropriate for residential, retail, office, industrial, and mixed-use projects); City of San Jose [Applicable for both residential and employment uses]
38	Increase the mix of uses within the project or within the project's surroundings	9.00% - 30.00%	N/A	Y	Y	Y	Y	N	Y	Notes: CAPCOA LUT-3: Increase Diversity of Urban and Suburban Developments (Mixed Use) [Applicable in urban and suburban context, negligible in rural context, and appropriate for mixed-use projects]; City of San Jose [Applicable for both residential and employment uses]
39	Improve network connectivity and/or increase intersection density on the project site	Similar measure is CAPCOA LUT-9 [Improve Design of Development]: 3.0% - 21.3% reduction in VMT	N/A	Y	Y	Y	Y	N	Y	Notes: Similar measure to CAPCOA LUT-9 (Improve Design of Development); City of San Jose [Build new street connections and/or connect cul-de-sacs to provide pedestrian and bicycle access: applicable for both residential and employment uses]
40	Price workplace parking	0.10% - 19.70% commute VMT	N/A	Y	N	N	Y	Y	N	Notes: CAPCOA TRT-14 [Urban and suburban context; Negligible impact in a rural context; Appropriate for retail, office, industrial, and mixed-use projects; Reductions applied only if complementary strategies are in place: o Residential parking permits and market rate public on-street parking - to prevent spill-over parking o Unbundled parking - is not required but provides a market signal to employers to transfer over the, now explicit, cost of parking to the employees. In addition, unbundling parking provides a price with which employers can utilize as a means of establishing workplace parking prices; City of San Jose [Price On-Site Workplace Parking (for employment uses only)]; City of LA [Daily parking charge (\$), Employees subject to priced parking (%)]
41	Locate project near bike path/bike lane	0.625%	N/A	Y	N	Y	N	N	N	Notes: CAPCOA LUT-8 (Grouped strategy with 'Increase Destination Accessibility'; the measure is most effective when applied in combination of multiple design elements that encourage this use; strategy should be grouped with 'Increase Destination Accessibility' strategy to increase the opportunities for multi-modal travel; measure is applicable in urban or suburban context, may be applicable in a rural master planned community; appropriate for residential, retail, office, industrial, and mixed-use projects
42	Implement Commute Trip Reduction Marketing	0.80% - 4.00% commute VMT	N/A	Y	N	Y	Y	N	N	Notes: CAPCOA TRT-7 (applicable in urban and suburban context; negligible in rural context; appropriate for residential, retail, office, industrial, and mixed-use projects); City of San Jose [Employment uses only]
43	Education and encouragement - Voluntary travel behavior change program	1.00% - 6.20% commute VMT	N/A	Y	N	N	Y	Y	N	Notes: Similar to CAPCOA TRT-1 (Implement Commute Reduction Program - Voluntary); City of San Jose [For both residential and employment uses]; City of LA [Employees and residents participating (%)]
44	Education and encouragement - Promotions and marketing	0.80% - 4.00% commute VMT	N/A	Y	N	N	Y	Y	N	Notes: Similar to CAPCOA TRT-7 [Implement Commute Reduction Marketing]; City of San Jose [Similar measure might be 'Implement commute trip reduction marketing/educational campaign' (applicable for employment uses)]; City of LA [Employees and residents participating (%)]
45	Implement neighborhood shuttle	Not Quantified	N/A	Y	N	N	Y	Y	N	Notes: CAPCOA TST-6 (Provide Local Shuttles - grouped strategy with TST-5 'Provide Bike Parking Near Transit' and TST-4 'Increase Transit Service Frequency/Speed') - Applicable in urban/suburban context; appropriate for large residential, retail, office, mixed use, and industrial projects; solves the "first mile/last mile" problem; City of San Jose [Similar measure: 'Operate a free direct shuttle service' (applicable for employment uses only)]; City of LA [Degree of Implementation (low/medium/high), employees and residents eligible (%)]
46	Install park-and-ride lots	Two sources: 0.10% - 0.50% VMT reduction (as per 2005 Federal Highway Administration (FHWA) study) and 0.50% VMT reduction per day (as per Washington State Department of Transportation (WSDOT))	N/A	Y	N	N	N	N	N	Notes: CAPCOA RPT-4 (Applicable in suburban and rural context; appropriate for residential, retail, office, mixed use, and industrial projects); Grouped strategy with RPT-1, TRT-11, TRT-3, and TRT-1 through 6
47	Electrify loading docks and/or require idling-reduction systems	26% - 71% reduction in Truck refrigeration units (TRU) idling GHG emissions	N/A	Y	N	N	N	N	N	Notes: CAPCOA VT-1 (Measure applicability: Truck refrigeration units (TRU))
48	Utilize alternative fueled vehicles	Reduction in GHG emissions varies depending on vehicle type, year, and associated fuel economy	N/A	Y	N	N	N	N	N	Notes: CAPCOA VT-2 (Measure applicability: vehicles)
49	Utilize electric or hybrid vehicles	0.40% - 20.30% reduction in GHG emissions	N/A	Y	N	N	N	N	N	Notes: CAPCOA VT-3 (Measure applicability: vehicles)
50	Provide bike parking near transit	Not Quantified	N/A	Y	N	N	N	N	N	Notes: CAPCOA TST-5 (should be implemented with other two measures as mentioned to encourage multi-modal use in the area and provide ease of access to nearby transit for bicyclists (measure applicable in urban and suburban context; appropriate for residential, retail, office, mixed use, and industrial projects); Grouped strategy (with measures TST-3 'Expand transit network' and TST-4 'Increase transit service frequency/speed')

Table B - Vehicle Miles Traveled Mitigation Measures for Land Development Projects

# Mitigation Measure		VTMT Reduction ¹	Local VTMT Reduction Calculations (Local Data/Fresno COG ABM) ²		CAPCOA ³	OPR TA ⁴	Los Angeles Metro ⁵	City of San Jose ⁶	City of Los Angeles ⁷	San Diego Region ⁸	Notes
51	Improve design of development	3.00% - 21.30%	N/A		Y	N	N	N	N	N	Notes: CAPCOA LUT-9 (Include design elements to enhance walkability and connectivity; improved street network characteristics within a neighborhood such as street accessibility; design also measured in terms of sidewalk coverage, building setbacks, street widths, pedestrians crossings, presence of street trees, and a host of other physical variables that differentiate pedestrian-oriented environments from auto-oriented environments); measure is applicable in the urban and suburban contexts, negligible impact in rural context; appropriate for residential, retail, office, industrial, and mixed-use projects
52	Provide electric vehicle parking	Not Quantified	N/A		Y	N	N	N	N	N	Notes: CAPCOA SDT-8 [This is a grouped strategy and the benefits of electric vehicle parking may be quantified when grouped with the use of electric vehicles and or SDT-3 (Implement a Neighborhood Electric Vehicle (NEV) Network). This measure is applicable in urban or suburban contexts and is appropriate for residential, retail, office, mixed use, and industrial projects.]
53	Dedicated land for bike trails	Not Quantified	N/A		Y	N	N	N	N	N	Notes: CAPCOA SDT-9 [Larger projects may be required to provide for, contribute to, or dedicate land for the provision of off-site bicycle trails linking the project to designated bicycle commuting routes in accordance with an adopted citywide or countywide bikeway plan. The benefits of Land Dedication for Bike Trails have not been quantified and should be grouped with the LUT-9 (Improve Design of Development) strategy to strengthen street network characteristics and improve connectivity to off-site bicycle networks. The measure is applicable in urban, suburban, or rural contexts and is appropriate for large residential, retail, office, mixed use, and industrial projects.]
54	Implement school bus program	38.00% - 63.00% school VMT reduction	N/A		Y	N	N	N	N	N	Notes: CAPCOA TRT-13 [Applicable in urban, suburban, and rural context; appropriate for residential and mixed-use projects]
55	Implement preferential parking permit program	Not Quantified	N/A		Y	N	N	N	N	N	Notes: CAPCOA TRT-8 [The project will provide preferential parking in convenient locations (such as near public transportation or building front doors) in terms of free or reduced parking fees, priority parking, or reserved parking for commuters who carpool, vanpool, ride-share or use alternatively fueled vehicles. The project will provide wide parking spaces to accommodate vanpool vehicles. The impact of preferential parking permit programs has not been quantified by the literature and is likely to have negligible impacts when implemented alone. This strategy should be grouped with Commute Trip Reduction (CTR) Programs (TRT-1 and TRT-2) and TRT-3 (Provide Ride-Sharing Programs) as a complementary strategy for encouraging non-single occupant vehicle travel. This measure is applicable in urban and suburban contexts and is appropriate for residential, retail, office, mixed use, and industrial projects.]

Notes:

VTMT = Vehicle Miles Traveled; CAPCOA = California Air Pollution Control Officers Association; Fresno COG = Fresno Council of Governments; ABM = Activity-Based Model, OPR = Office of Planning and Research; TA = Technical Advisory; HOV = High Occupancy Vehicle; HOT = High Occupancy Toll; ITS = Intelligent Transportation System

CAPCOA Transportation Mitigation Categories (LU = Land Use/Location, SD = Neighborhood/Site Enhancements, PD = Parking Policy/Pricing, TR = Commute Trip Reduction Programs, TS = Transit System Improvements, RP = Road Pricing/Management; V = Vehicles)

¹ VMT reduction numbers obtained from *Quantifying Greenhouse Gas Mitigation Measures* published by the California Air Pollution Control Officers Association in August 2010.

² Fresno COG VMT reduction recommendation for these measures obtained based on analysis conducted by Fresno COG staff and LSA using local data and/or the COG's Activity Based Model. Details are provided in the *Fresno County SB 743 Implementation Regional Guidelines - Technical Documentation*.

³ *Quantifying Greenhouse Gas Mitigation Measures* published by the California Air Pollution Control Officers Association in August 2010.

⁴ *Technical Advisory on Evaluating Transportation Impacts in CEQA* published by the Governor's Office of Planning and Research State of California in December 2018.

⁵ *Analysis of VMT Mitigation Measures Pursuant to SB 743* prepared by Iteris, Inc. in February 2018.

⁶ *City of San Jose Transportation Analysis Handbook* (dated April 2018).

⁷ *City of Los Angeles VMT Calculator Version 1.2*

⁸ *Guidelines for Transportation Impact Studies in the San Diego Region* developed by San Diego Section of the Institute of Transportation Engineers (ITE) and the San Diego Traffic Engineers Council (SANTEC) in January 2019.

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APPENDIX C

VEHICLE MILES TRAVELED MITIGATION MEASURES FOR LAND USE DEVELOPMENT PROJECTS (CARB PAPERS)

Table C- Vehicle Miles Traveled Mitigation Measures for Land Development Projects (CARB Papers)¹

# Mitigation Measure		VTMT Reduction ²	Local VTMT Reduction Calculations (Local Data/Fresno COG ABM) ³	Notes
1	Provide Bicycling Network Improvements	No effect on VMT	Information included in the Fresno County SB 743 Implementation Regional Guidelines - Technical Documentation	
2	Implement Transit Improvements	No effect on VMT	Information included in the Fresno County SB 743 Implementation Regional Guidelines - Technical Documentation	
3	Improve or increase access to transit	1.3% - 5.8%	N/A	Variable: Various factors associated with proximity to transit stop (please refer to <i>How do Local Actions Affect CMT? A Critical Review of the Empirical Evidence</i> (Salon, D., Boarnet, M.G., Handy, S., Spears, S., and Tal, G.)
4	Land Use Mix	Elasticity: 0.02 - 0.10	N/A	Variable: Entropy - variety and balance of land-use types within a neighborhood
5	Regional Accessibility	Elasticity: 0.05 - 0.25	N/A	Variable: Various factors associated with job accessibility and distance to CBD (please refer to <i>How do Local Actions Affect CMT? A Critical Review of the Empirical Evidence</i> (Salon, D., Boarnet, M.G., Handy, S., Spears, S., and Tal, G.)
6	Job-Housing Balance	Elasticity: 0.06 - 0.31 for commute VMT	N/A	Variable: Various factors associated with job accessibility (please refer to <i>How do Local Actions Affect CMT? A Critical Review of the Empirical Evidence</i> (Salon, D., Boarnet, M.G., Handy, S., Spears, S., and Tal, G.)
7	Provide Pedestrian Network Improvements	Elasticity: 0.00 - 0.02 for sidewalk length, 0.19 for Pedestrian Environment Factor	N/A	
8	Voluntary Travel Behavior Change (VTBC) Program	5% - 12%	N/A	
9	Implement Employer-Based Trip Reduction (EBTR) Program	1.33% - 6% of commute VMT	N/A	
10	Provide telecommuting options	Home-based telecommuting: 48.1% for household VMT, 66.5% - 76.6% for all personal VMT, and 90.3% for commute VMT only; Center-based telecommuting: 53.7% - 64.8% for all personal VMT and 62.0% - 77.2% for commute VMT only	N/A	
11	Increase Project/Development Density	Elasticity: <=0.07 - 0.19	N/A	Variable: residential density
12	Improve network connectivity and/or increase intersection density on the project site	Elasticity: -0.46 - 0.59	N/A	Variable: Various factors associated with intersection or street density (please refer to <i>How do Local Actions Affect CMT? A Critical Review of the Empirical Evidence</i> (Salon, D., Boarnet, M.G., Handy, S., Spears, S., and Tal, G.)
13	Implement Parking Cash-out Programs or Workplace Parking Pricing	12% of commute VMT (parking cash out); 2.3% - 2.9% for \$3 per day workplace parking price; 2.8% for price increase equivalent to 60% hourly value of commuter travel time cost	N/A	

Notes:

VTMT = Vehicle Miles Traveled

¹ All mitigation measures have been obtained from *How do Local Actions Affect CMT? A Critical Review of the Empirical Evidence* (Salon, D., Boarnet, M.G., Handy, S., Spears, S., and Tal, G.).

² All VTMT reduction numbers have been obtained from *How do Local Actions Affect CMT? A Critical Review of the Empirical Evidence* (Salon, D., Boarnet, M.G., Handy, S., Spears, S., and Tal, G.).

³ Fresno COG VTMT reduction recommendation for these measures obtained based on analysis conducted by Fresno COG staff and LSA using local data and/or the COG's Activity Based Model. Details are provided in the *Fresno County SB 743 Implementation Regional Guidelines - Technical Documentation*.

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APPENDIX D

VEHICLE MILES TRAVELED MITIGATION MEASURES FOR COMMUNITY PLANS AND GENERAL PLANS

Table D - Vehicle Miles Traveled Mitigation Measures for Community Plans and General Plans¹

#	Mitigation Measure	CAPCOA VMT Reduction	Local VMT Reduction Calculations (Local Data/Fresno COG ABM) ²
1	Shift single occupancy vehicle trips to carpooling or vanpooling by providing ride-matching services or shuttle services	0.30% - 13.40% commute VMT reduction (for CAPCOA TRT-11: (Provide Employer-Sponsored Vanpool/Shuttle)); Grouped strategy (for CAPCOA TST-6 (Provide Local Shuttles))	Information included in the Fresno County SB 743 Implementation Regional Guidelines - Technical Documentation
2	Provide enhanced bicycle and/or pedestrian facilities	0.00% - 2.00% (for pedestrian network improvements); Multiple measures for bike facilities, refer to Table A for VMT reduction percentages	Information included in the Fresno County SB 743 Implementation Regional Guidelines - Technical Documentation
3	Provide incentives or subsidies that increase the use of modes other than a single-occupancy vehicle	0.30% - 13.40% commute VMT reduction (for CAPCOA TRT-11: (Provide Employer-Sponsored Vanpool/Shuttle)); Grouped strategy (for CAPCOA TST-6 (Provide Local Shuttles)); 0.30% - 20.00% commute VMT reduction (for CAPCOA TRT-4 (Implement Subsidized or Discounted Transit Program))	N/A
4	Modify land use plan to increase development in areas with low VMT/capita characteristics and/or decrease development in areas with high VMT/capita characteristics	Not quantified in CAPCOA	N/A
5	Add roadways to the street network if those roadways would provide shorter travel paths for existing and/or future trips	Not quantified in CAPCOA	N/A
6	Improve or increase access to transit	CAPCOA TST-2 (Implement transit access improvements): Not quantified alone, grouped strategy with TST-3 (Expand transit network) and TST-4 (Increase transit service frequency/speed); CAPCOA LUT-5 (Increase transit accessibility): 0.50% - 24.60%	N/A
7	Increase access to common goods and services, such as groceries, schools, and daycare	Similar to CAPCOA LUT-3 (Increase Diversity of Urban and Suburban Developments (Mixed Use)): 9.00% - 30.00% VMT reduction and CAPCOA LUT-4 (Increase Destination Accessibility): 6.70% - 20.00% VMT reduction	N/A
8	Incorporate a neighborhood electric vehicle network	0.50% - 12.70%	N/A
9	Provide traffic calming	0.25% - 1.00%	N/A
10	Limit or eliminate parking supply	5.00% - 12.50%	N/A

Table D - Vehicle Miles Traveled Mitigation Measures for Community Plans and General Plans¹

#	Mitigation Measure	CAPCOA VMT Reduction	Local VMT Reduction Calculations (Local Data/Fresno COG ABM) ²
11	Implement or provide access to a commute reduction program - Voluntary	1.00% - 6.20% commute VMT	N/A
12	Provide car-sharing, bike sharing, and ride-sharing programs	0.40% - 0.70% VMT reduction (for car sharing); 1.00% - 15.00% commute VMT reduction (for ride-sharing); a 135% - 300% increase in biking (of which roughly 7% are shifting from vehicle travel) results in a negligible impact (around 0.03% VMT reduction)	N/A
13	Provide partially or fully subsidized transit passes	Similar to CAPCOA TRT-4 [Implement Subsidized or Discounted Transit Program]; for TRT-4, commute VMT reduction is 0.30% - 20.00%	N/A
14	Provide telework options	0.07% - 5.50% commute VMT	N/A
15	Provide employee transportation coordinators at employment sites	Not quantified in CAPCOA	N/A
16	Provide a guaranteed ride home service to users of non-auto modes	Not quantified in CAPCOA	N/A

Notes:

VMT = Vehicle Miles Traveled; Fresno COG = Fresno Council of Governments; ABM = Activity-Based Model; CAPCOA = California Air Pollution Control Officers Association

CAPCOA Transportation Mitigation Categories (LU = Land Use/Location, SD = Neighborhood/Site Enhancements, PD = Parking Policy/Pricing, TR = Commute Trip Reduction Programs, TS = Transit System Improvements, RP = Road Pricing/Management; V = Vehicles)

¹ All mitigation measures have been obtained from the *Guidelines for Transportation Impact Studies in the San Diego Region* developed by San Diego Section of the Institute of Transportation Engineers (ITE) and the San Diego Traffic Engineers Council (SANTEC) in January 2019.

² Fresno COG VMT reduction recommendation for these measures obtained based on analysis conducted by Fresno COG staff and LSA using local data and/or the COG's Activity Based Model. Details are provided in the *Fresno County SB 743 Implementation Regional Guidelines - Technical Documentation*.

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FRESNO COUNTY SB 743 IMPLEMENTATION TECHNICAL REPORT



**Fresno Council of
Governments**

LSA

March 2021

FRESNO COUNTY SB 743 IMPLEMENTATION TECHNICAL REPORT



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APPENDIX

A: MAJOR CAPACITY EXPANSION PROJECTS COMPLETED IN BETWEEN 2014 AND 2019

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CHAPTER 1: FRESNO COUNCIL OF GOVERNMENTS ACTIVITY-BASED MODEL BASE YEAR UPDATE (2014 TO 2019) METHODOLOGY

1.1 The 2014 Socioeconomic Dataset

The base land use and demographic data associated with the base 2014 Fresno Activity-Based Model (ABM) is a socioeconomic dataset that estimates residential and employment information at the parcel level. Residential data include built housing units by type, occupied housing units (households), household population, group quarters population, and school enrollment by age group.

1.2 Capturing Residential Growth from 2014–2019

A variety of datasets were analyzed to determine Micro Analysis Zone (MAZ)-level household growth.

1.2.1 Jurisdictional Population and Housing Estimates from the California Department of Finance

Jurisdictional targets for occupied and unoccupied housing units were attained for 2019 by referencing the California Department of Finance (DOF) Table E-5: “Population and Housing Estimates for Cities, Counties, and the State.”¹ Relevant data points from this dataset include the following, by city and for the unincorporated area: household population; group quarters population; housing units by type; occupied housing units (households); vacancy rate; and average household size. Fresno Council of Governments (FresnoCOG) sought to match these estimates in its 2019 land-use data.

Group quarters population by MAZ were determined by scaling existing group quarters data from 2014 to match jurisdiction targets for 2019.

1.2.2 Residential Permits from Municipalities

Permit data were collected from each local jurisdiction, including all residential new construction and demolition permits from 2014 to 2019. These data were geocoded by assessor’s parcel number and/or street address and incorporated into the base 2014 parcel fabric dataset to create an approximation of constructed housing units for 2019.

1.2.3 Aerial Photography

Where there were gaps between the updated residential unit data and the jurisdiction counts from the DOF, FresnoCOG staff referred to Bing aerial photography to validate and add omitted or incomplete information to the dataset.

Once the residential unit counts represented the estimates from the DOF, average vacancy rates by jurisdiction from Table E-5 were applied to the housing unit counts to generate occupied unit counts by MAZ. These data, in addition to other relevant information (such as residential unit types by

¹ <https://www.dof.ca.gov/Forecasting/Demographics/Estimates/E-5/>

Traffic Analysis Zone [TAZ] and county household population) were used to generate the synthetic population in PopulationSim.

1.3 Capturing Employment Growth from 2014–2019

Employment growth from 2014–2019 was estimated based on permit data and adjusted to match 2019 regional industry labor statistics from the California Employment Development Department (EDD).

1.3.1 Commercial Permits from Municipalities

Along with residential permits (see above), commercial development permits were also collected from each local jurisdiction from 2014 to 2019. These data were geocoded by assessor's parcel number and/or street address to determine the locations of new businesses. Employment values and industry types for these businesses were estimated based on permit information and by referring to data from similar businesses in the region.

1.3.2 Business Employment Counts from Various Sources

New business employment counts were verified using a variety of sources, depending on business size and availability. Validation sources included business representatives, with data from manta.com, and/or other sources as available.

1.3.3 Regional Employment Values by Industry from the California Employment Development Department

Annualized 2019 employment by industry data were acquired from the EDD² and translated into Fresno ABM employment categories to create employment targets by type. Industry employment from existing businesses were adjusted regionally to match the reported totals from the EDD.

1.3.4 School Enrollment Data from the National Center for Education Statistics

Regional school enrollment targets for 2019 was taken from the National Center for Education Statistics (NCES).³ Enrollment for new schools and educational centers was determined by contacting faculty and/or estimated based on average employment-to-enrollment ratios for similar facilities, depending on availability. Regional enrollment was then adjusted to match totals from the NCES.

Once these data were complete, they were aggregated by MAZ and incorporated into the 2019 Fresno ABM land use input dataset.

1.4 Model Network

Base year 2014 highway and transit network were edited to fit the 2019 scenario.

² <https://www.labormarketinfo.edd.ca.gov/data/employment-by-industry.html>.

³ <https://nces.ed.gov/ccd/elsi/tableGenerator.aspx> (grade school); <https://nces.ed.gov/ipeds/use-the-data> (college).

1.4.1 Highway Network

The projects completed between 2014 and 2019 were coded in the master highway network. The coded projects include the capacity expansion and bike and pedestrian projects. The list of major capacity expansion projects completed in between 2014 and 2019 is included as Appendix A.

1.4.2 Transit Network

Bus Rapid Transit (BRT) service was launched by Fresno Area Express (FAX) on the Blackstone-Kings Canyon corridors in February 2018. The frequency of the BRT during the peak period is 10 minutes. After the introduction of BRT, existing FAX 30 service was discontinued. Also, 15-minute service started on FAX 9 (on Shaw Avenue) and FAX 38 (on Cedar Avenue) in January 2017. All these transit lines are defined as the high-quality transit corridors because of 15-minutes-or-less frequency. All these changes were incorporated into the existing 2014 transit network to create a 2019 transit network.

CHAPTER 2: ESTABLISH APPROPRIATE VMT METRICS

FresnoCOG with assistance from LSA has chosen to use California Office of Planning and Research (OPR) suggested efficiency metrics of Vehicle Miles Traveled (VMT) per capita and VMT per employee in the evaluation of land use projects. Both VMT per capita and VMT per employee metrics include two components of VMT: internal-internal (I-I) VMT and internal-external (I-X) or external-internal (X-I) VMT. FresnoCOG's ABM uses DaySim to simulate individual travel and estimation of VMT. However, DaySim estimates only the I-I portion of VMT. The I-X/X-I portion of the VMT is estimated using external trips in the model. The following sections describe, in detail, the development of VMT per capita and VMT per employee metrics using the ABM.

2.1 VMT per Capita

LSA used ABM's DaySim to estimate I-I VMT for the households. The DaySim simulates individual travel in the region and so it was possible to track and include all trip purposes of household individuals in the estimation of household VMT. The calculations are not constrained only to home-based trip purposes as in a trip-based model.

2.1.1 Development of I-I VMT

LSA used the 2019 land use data and 2019 roadway and transit networks to conduct the model run for use in the VMT threshold development. One of the outputs from the DaySim is a roster of all I-I trips that occur in the county. The trip roster includes details such as identity of the person making the trip, the corresponding household identification, trip purpose, origin TAZ, destination TAZ, trip duration, trip time, and the trip length of the trip. Trip file along with the DaySim household file is used to estimate VMT per capita for each TAZ. More details about the trip roster can be found in FresnoCOG's ABM documentation.

The following steps detail the development of the I-I portion of VMT per capita.

1. The trip roster file (model run folder\11_DaySim_trip.tsv) contains information about all I-I trips.
2. Each record in the trip roster has a sample weight (trexpfac) of 0.33 to account for model randomness. Each person is sampled 3 times in the DaySim to minimize the result variations, thus giving each person a weight of 0.33.
3. The average trip length for each trip (travdist) is also included in the trip file.
4. VMT of each trip is estimated by using trip distance and expansion weight ($VMT = trexpfac \times travdist$). The expansion factor/weight is used to account for the sampling as described above.
5. Trip VMT is aggregated to household ID (hhno) to estimate the household VMT.
6. DaySim folder also includes a sample household file (model run folder\11_DaySim_household.tsv) that includes household ID (hhno) and the household characteristics such as household size, income, and workers.

7. Aggregated VMT at the household from the trips file are joined (join field – hhno) to the household file (_household.tsv) from above to arrive at household VMT and the corresponding TAZ.
8. The joined file from the above step is aggregated by the household TAZ (hhtaz) and household weight of 0.33 (hhexpfac) to estimate total VMT and household population for each TAZ.
9. Total VMT and household population (VMT/population) is used to estimate I-I VMT per capita for each TAZ.

2.1.2 Development of I-X VMT

The above-described methodology only accounts for trips that have both of the trip ends within the county, i.e., I-I trips only. However, the OPR Technical Advisory (TA) suggests not to truncate the trip lengths at the jurisdiction border and to account for the entire trip length even if the trip crosses the jurisdictional boundary. In order to account properly for the external trip lengths, LSA used California Statewide Transportation Demand Model (CSTDM). See Figures 2.1 and 2.2. CSTDM and Worker Fraction File were used to estimate I-X and X-I VMT and distribution of I-X/X-I VMT to residential and non-residential shares appropriately. The following steps describe the I-X/X-I VMT computation in detail.

1. Estimate adjustment for the FresnoCOG model's external centroid connector lengths is based on weighted average trip lengths from CSTDM. Trips that have only one trip end within Fresno County and the other trip end outside the county were used in this estimation process.
2. To avoid any unintended consequences to the ABM's calibration and validation, the following process was used to estimate modified (due to update of external centroid connectors) I-X/X-I VMT.
 - A. Start a new model run and just run the "Input Processing" step of the model.
 - B. Open the model network for the scenario (scenario folder\00_InputProcessing*.net).
 - C. Adjust the length (DISTANCE) of the model's external centroid connectors based on adjustments from CSTDM (see Table 2.1).
 - D. Run new skims with adjusted centroid connector lengths.
 - E. Estimate updated external station VMT using Origin-Destination (OD) matrices (scenario folder\09_Assignment) from the original ABM run and updated skim matrices (scenario folder\01_Skims) with modified external station connectors.
3. Skim matrices are available for peak and off-peak periods whereas OD matrices are available for four time periods: AM, PM, Off-Peak (OP), and Nighttime (NT). OD matrices are aggregated to peak and off-peak periods. AM and PM OD matrices are combined into peak and OP. NT matrices are combined into off-peak.
4. Distance core (7DIST_1Veh) from the updated skim matrices along with aggregated (peak/off-peak) OD matrices were used to estimate I-X/X-I VMT for each model TAZ.

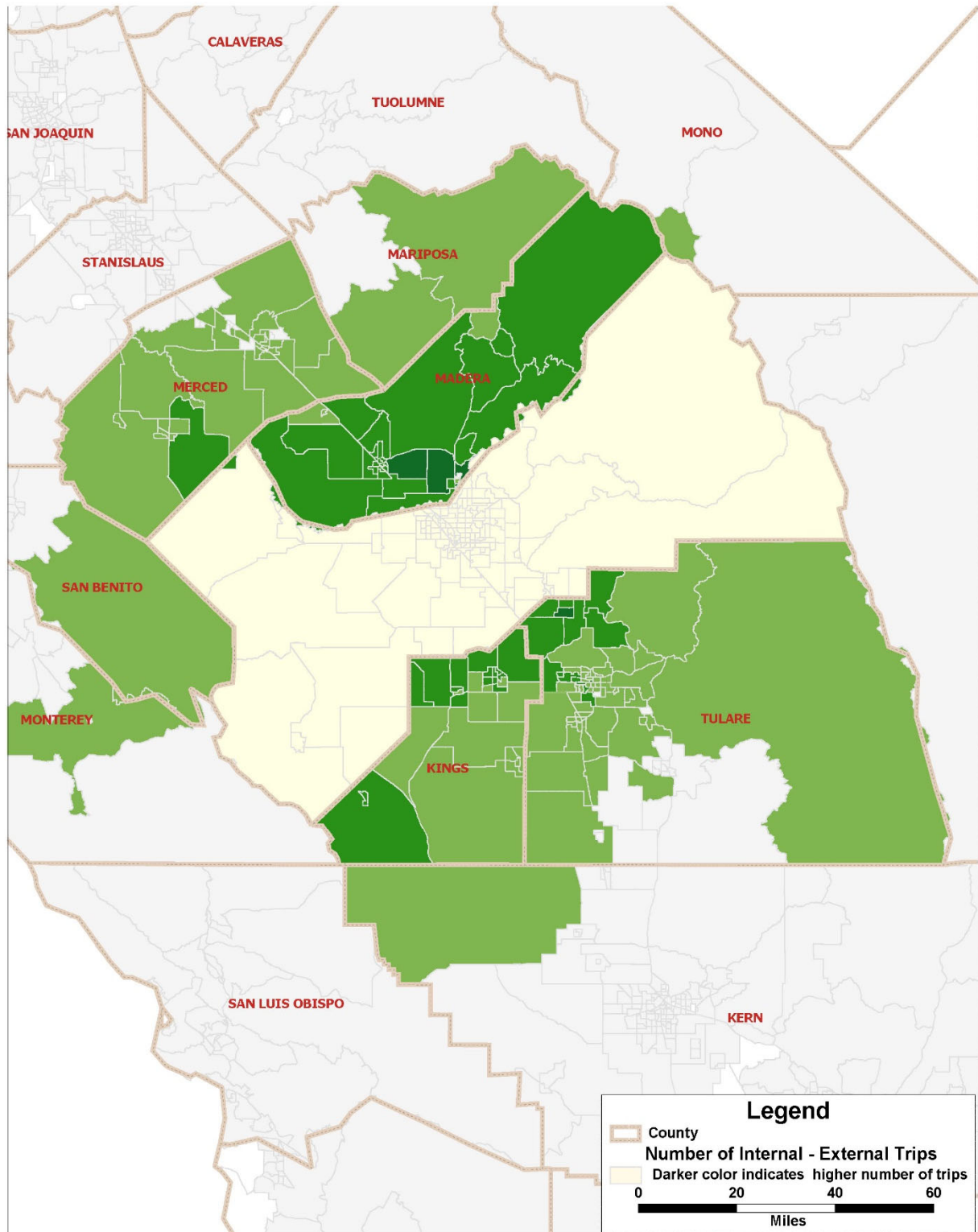


Figure 2.1: CSTDM Fresno County Internal-External Trip Distribution

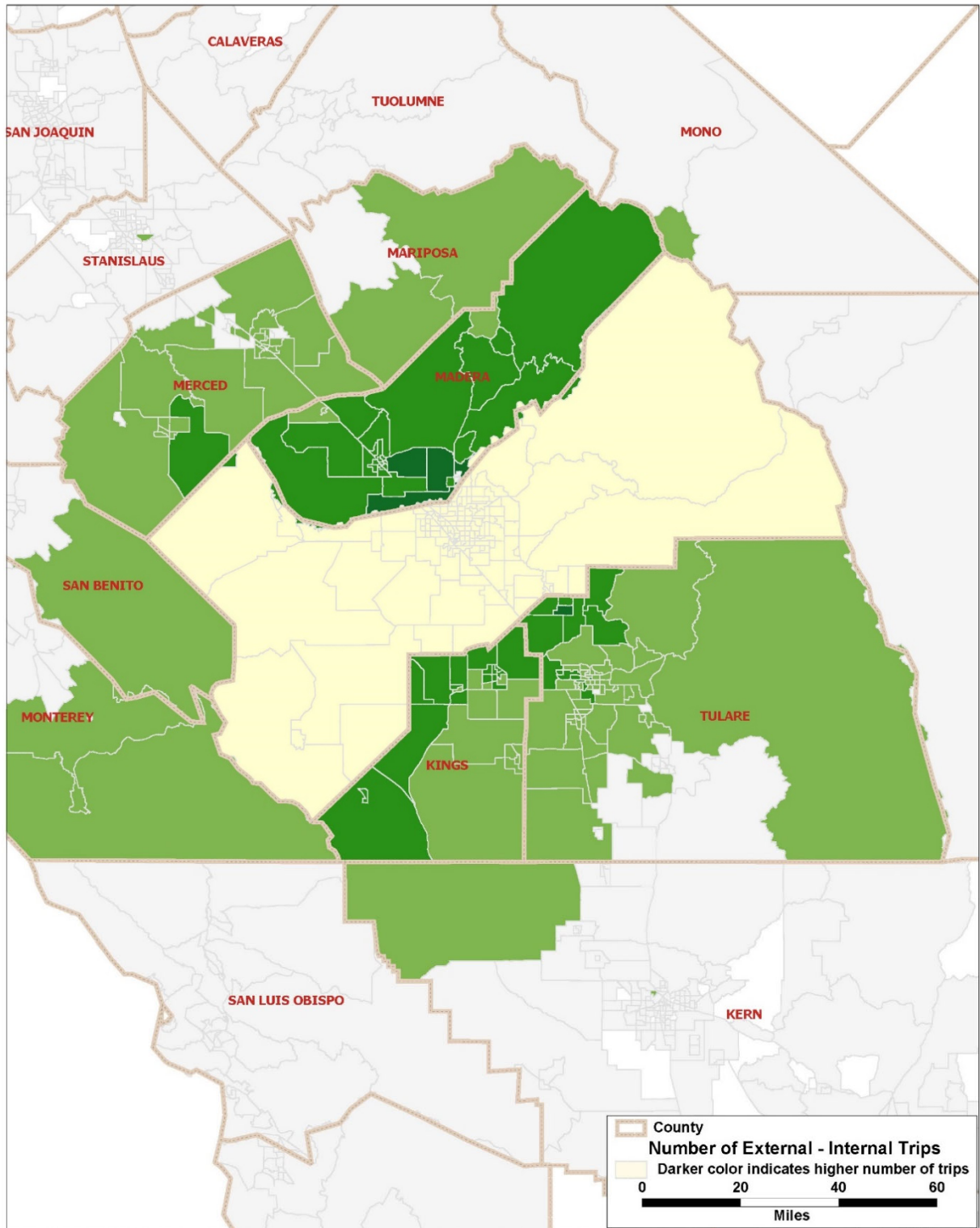


Figure 2.2: CSTDM Fresno County External-Internal Trip Distribution

Table 2.1: CSTDM Adjusted External Centroid Connector Distances

External Station ID	Description	Centroid Connector Length	Adjusted Centroid Connector Length
43	SR 198 W	104.0	98.6
44	Panoche	84.0	84.0
45	Ltl Panoch	84.0	84.0
61	Rt 99 N	68.0	23.7
62	Rt 41 N	39.0	18.1
63	Friant N	73.0	33.8
64	Powerhouse	33.0	15.3
65	SR 249/245	2.5	1.7
66	SR 63 S	44.0	29.9
67	Alta	21.0	14.3
68	Frankwood	26.0	12.3
69	Mtn View	23.0	10.9
70	SR 201 S	25.0	11.9
71	Rt 99 S	81.0	38.4
72	10 th Ave	0.5	0.2
73	SR 43 S	51.0	27.2
74	Fowler	0.8	0.4
75	SR 41	63.0	33.6
76	Excelsior	49.0	26.1
77	Marks	25.0	13.3
78	Page/Elder	34.0	18.1
79	SR 198 E	40.0	21.3
80	I 5S	107.0	29.2
81	SR 269 S	74.0	20.2
82	SR 33 S	55.0	15.0
83	Jayne	54.0	14.8
84	I 5 N	143.0	24.8
85	SR 33	42.0	7.3
86	12 th /13 th	34.0	11.9
87	SR 145 N	61.0	21.3

The I-X/X-I VMT for each TAZ (matrix marginal) estimated from above steps is in OD format. Total I-X/X-I for each TAZ should be distributed between population and employment. FresnoCOG and LSA reviewed available sources such as CSTDM and the previous trip-based model to arrive at the distribution. However, given the differences in the model approaches, the employee fraction file

from the ABM was used for this purpose (model folder\1_Inputs\8_DaySim\05_ixxi\Fresno_worker_ixxifractions.dat). The worker fraction file identifies, for each TAZ, the number of household workers going outside the county and also the number of jobs in that TAZ that are being filled by workers from outside the county. The following steps describe the distribution methodology.

1. Total I-X/X-I VMT for each TAZ is estimated from the above-detailed approach.
2. For each TAZ, estimate the number of household workers based on the household file (average household workers × number of households).
3. Use the worker fraction file to calculate the number of household workers that are commuting outside the county (worker I-X fraction × number of household workers in the TAZ).
4. Similarly use the worker fraction file and the TAZ employment to estimate the number of jobs in the TAZ being filled by workers from outside the county (worker X-I fraction × number of employees in the TAZ).
5. Distribute the total I-X/X-I VMT from step 1 according to the ratio of household workers (step 3) and employees (step 4) commuting to/from outside the county.

FresnoCOG and LSA understand that this approach is an approximation, but, given the available data, this approach was deemed appropriate. Also, on a typical weekday, there is a much higher probability of people crossing the county boundaries for work purposes; more than any other trip purpose and, therefore, the use of TAZ household workers and employment provides a good approximation in the distribution of total I-X/X-I VMT toward residential and non-residential metrics.

2.2 VMT per Employee

2.2.1 Development of I-I Trips/VMT

In order to account for VMT due to an employee, OPR suggests inclusion of all trips related to the employee. All trips related to primary work tour and their sub tours were used to estimate total I-I employee-related VMT. The employee-related VMT is assigned to the primary work location of the employee. The employee VMT aggregated to TAZ and total number of employees in the TAZ are used to estimate I-I VMT per employee.

The following steps describe the I-I VMT per employee methodology. The methodology estimates the primary work tour VMT and work sub tour VMT separately as shown below.

1. The trip file (model run folder\11_DaySim_trip.tsv), and tour file (model run folder\11_DaySim_tour.tsv) are used to estimate the employee-related VMT.
2. The tour file is used to select all tours where the primary tour purpose is work using the following conditions:
 - parent = 0 to indicate primary tour;
 - pdpurp = 1 for the work as the primary purpose; and
 - tdadtyp <>4 to identify the regular/primary work location.

3. The tours subset from the above step is joined (`tour.id = trips.tour_id`) with trip file (model run folder\11_DaySim_trip.tsv) to estimate primary work tour-related VMT using the expansion factors (`trexpfac`) and trip length (`travdist`). Each person is sampled three times in the DaySim to minimize the result variations, thus giving each person a weight of 0.33.
4. The VMT from the above step is aggregated to the primary work location TAZ (`tdtaz`) to estimate TAZ work-related VMT for the primary work tours.
5. The work sub tour estimation follows similar steps as the primary work tour VMT. However, the first step of work subtour selection uses different conditions as shown below:
 - `parent > 0` indicating the tour is a subtour; and
 - `toadtyp = 2` to select all trips that have an origin of work.
6. Once the work sub tours are selected, methodology similar to primary work tour VMT is used to estimate the work sub tour related VMT for each TAZ.
7. Primary work tour VMT and work sub tour VMT are aggregated by TAZ to compute total work related VMT. Total work related I-I VMT divided by total employment yields VMT per employee for each TAZ.

2.2.2 Development of X-I Trips/VMT

Section 2.1.2 describes in detail the estimation of I-X/X-I VMT and distribution of I-X/X-I VMT into I-X and X-I components.

Once the I-X component of external VMT is separated for residential inclusion, the X-I component of the VMT is added to the TAZ's nonresidential I-I VMT to estimate TAZ VMT per employee metric.

2.2.3 Limitations of Disaggregating VMT per Employee Based on Employment Type

Even though FresnoCOG's model is an ABM, the employment and work tours/trips are estimated at an MAZ level. The MAZs are similar to TAZs but much smaller in size. Each MAZ contains multiple employment types where work tours occur. The MAZ employment data were reviewed to isolate MAZs with unique employment categories. Given the limited number of unique employment MAZs and the number of assumptions needed to develop a regional VMT per employee metric by employment type, it was determined to include all employment categories in the VMT per employee metric. Also, it should be noted that, although OPR suggests office employment type, most employment categories except agriculture and retail in the model behave in similar fashion to the office category.

CHAPTER 3: VMT SCREENING MAPS DEVELOPMENT METHODOLOGY

3.1 VMT per Capita

As described in Chapter 2, VMT per capita was developed for each TAZ. Jurisdictional sphere of influence (SOI) boundaries were used to aggregate VMT and population totals by jurisdiction. VMT and population estimates (jurisdictional VMT/jurisdictional population) for the jurisdictions were used to estimate VMT per capita for each jurisdiction including unincorporated Fresno County and the County as a whole.

Two different thresholds were developed to assist the jurisdictions with their guidelines. The OPR TA has established a threshold of 15 percent below the existing VMT per capita for residential projects and VMT per employee for office projects. The California Air Resources Board (CARB) establishes greenhouse gas (GHG) emissions targets for each of the 18 Metropolitan Planning Organizations (MPOs) in the State, reviews the Sustainable Communities Strategies (SCSs) and makes a determination whether the SCSs would achieve GHG reduction targets if implemented. FresnoCOG's 2018 Regional Transportation Plan (RTP)/SCS demonstrated a GHG reduction of 10 percent by 2035 through the integrated land use, transportation initiatives, and capital project listing, which meets CARB targets. In the spring of 2018, CARB adopted new GHG targets for all the 18 MPOs in the State based on the 2017 Scoping Plan and other new data. CARB established a 13 percent GHG reduction target for 2035 for the Fresno region's third RTP/SCS. The State recognizes that Fresno County's contribution to the aggregate 15 percent statewide GHG emission reduction is 13 percent. Hence, for FresnoCOG VMT Analysis Guidelines, the option for a threshold of 13 percent has been determined for both residential and office projects in FresnoCOG member jurisdictions. The thresholds were used to identify and categorize the TAZs into a low, medium, or high VMT profiles. For example, the VMT profile classifications with 13 percent threshold have been determined as follows:

- LOW: TAZ VMT per capita is 13 percent or lower than the regional average.
- MEDIUM: TAZ VMT per capita is within ± 13 percent of the regional average.
- HIGH: TAZ VMT per capita is 13 percent or more than the regional average.

Maps of VMT per capita illustrating the VMT profiles were created. These maps are intended to assist the land use projects, inform them of the existing VMT profile of project area, and possibly screen the land use projects in case they meet the criteria established in the FresnoCOG VMT Analysis Guide.

3.1.1 Definition of Region

The OPR allows the lead agency discretion to choose the definition of the region for threshold purposes. In case of VMT per capita, there is flexibility to choose the City/Jurisdiction or the entire county as the region; therefore, LSA developed VMT per capita thresholds for all 16 member jurisdictions including Fresno County as a whole. Individual jurisdictions have the liberty to choose the City/Jurisdiction as the region or the County as the region to establish as the threshold in evaluation of residential projects.

3.2 VMT per Employee

VMT for all employment-related trips was aggregated for the entire county, as described in chapter 2. Total employment, including all employment types, along with total employment-related VMT was used to estimate VMT per employee for the entire county.

Similar to VMT per capita, screening maps were created using two thresholds of 13 percent and 15 percent. For example, the VMT profile classifications with 13 percent threshold have been determined as follows:

- LOW: TAZ VMT per employees is 13 percent or lower than the County's average.
- MEDIUM: TAZ VMT per employee is within ± 13 percent of the County average.
- HIGH: TAZ VMT per employee is 13 percent or more than the County average.

For office projects, consistent with the TA, FresnoCOG recommends using Fresno County as the region.

3.3 High Quality Transit

A high-quality transit area or transit corridor is a corridor with fixed route bus service/rail service with service intervals no longer than 15 minutes during peak commute hours. Fresno Area Express Route 1, Route 9, and Route 38 are identified using this criterion. Half-mile buffers were created around the route stops/stations to develop the definition of a high quality transit buffer in the region. Projects proposed in these areas may be presumed to have a less than significant transportation impact unless the project is inconsistent with the RTP/SCS, has a floor-area ratio (FAR) less than 0.75, provides an excessive amount of parking, or reduces the number of affordable residential units.

CHAPTER 4: LAND USE PROJECT SCREENING THRESHOLDS BASED ON DAILY TRIPS

4.1 GHG Emission to Daily Trips Correlation Modeling

In order to characterize the effect of changes in project-related average daily trips (ADT) to the resulting GHG emissions, the California Emissions Estimator Model (CalEEMod) was used. This model was selected because it is provided by CARB to be used statewide for developing project-level GHG emissions analyses. CalEEMod was used with the built-in default trip lengths and types to show the vehicular GHG emissions from incremental amounts of ADT. Table 4.1 shows the resulting annual VMT and GHG emissions from the incremental ADT.

Table 4.1: Representative VMT and GHG Emissions from CalEEMod

Average Daily Trips (ADT)	Annual Vehicle Miles Traveled (VMT)	GHG Emissions (Metric Tons CO ₂ e per year)
200	683,430	258
300	1,021,812	386
400	1,386,416	514
500	1,703,020	643
600	2,043,623	771

Source: CalEEMod version 2016.3.2. Example project used: 50 Single-Family Homes in Orange County.

CO₂e = carbon dioxide equivalent

GHG = Greenhouse Gas

A common GHG emissions threshold is 3,000 metric tons of carbon dioxide equivalent⁴ per year (MT CO₂e/yr). The vehicle emissions are typically more than 50 percent of the total project GHG emissions. Thus, a project with 500 ADT would generally have total project emissions that would be less than 1,300 MT CO₂e/yr. As this level of GHG emissions would be less than 3,000 MT CO₂e/yr, the emissions of GHG from a project up to 500 ADT would typically be less than significant.

⁴ Carbon dioxide equivalent (CO₂e) is a concept developed to provide one metric that includes the effects of numerous GHGs. The global warming potential (GWP) of each GHG characterizes the ability of each GHG to trap heat in the atmosphere relative to another GHG. The GWPs of all GHGs are combined to derive the CO₂e.

CHAPTER 5: DEVELOPMENT OF THE VMT CALCULATION TOOL

In addition to the development of Senate Bill (SB) 743 guidelines, this project also included development of a simple-to-use VMT calculator tool. The VMT calculator tool was developed to estimate VMT per capita or VMT per employee metrics for relatively small to medium-sized land use projects. The approach for the VMT calculator tool is based on the presumption that addition of relatively small to medium-sized land use projects (residential or nonresidential) in a region will not change the regional travel characteristics significantly.

The VMT tool uses the existing VMT metrics of the TAZ (VMT per capita or VMT per employee) as the primary/starting value. Based on the changes to the land densities, due to the addition of the project, the base VMT metric is adjusted using the elasticities estimated from numerous sensitivity test model runs conducted by FresnoCOG. In addition to the density elasticities, other adjustment factors, such as factors to account for existing mixture of single family and multifamily residential units in a TAZ, is also used in the VMT per capita calculation using the VMT calculator tool.

As stated before, the VMT calculator tool was developed based on the results from numerous ABM sensitivity model runs. FresnoCOG conducted multiple individual model runs for combination of each of the different variables: land use categories (single family, multifamily, and office employment), regional context (urban, suburban, and rural), and magnitude of development. VMT metrics (VMT per capita or VMT per employee) were estimated for each of the runs, which were compared with the existing base VMT metrics. The change in land use densities and change in VMT metrics were used in the development of elasticities. The elasticities were used in the development of the VMT calculator tool.

In addition to the development of elasticities, the sensitivity model runs were used to assist in the development of project size thresholds for the use of the VMT calculator tool in VMT analysis. The VMT calculator tool can be used only to evaluate single-family and multifamily for residential use and office employment for nonresidential use. Following are the project size limitations for VMT calculator use on both residential and nonresidential uses:

- Up to 500 dwelling units; and
- Up to 375 office employees.

5.1 Land Use Project Sensitivity Evaluation

5.1.1 Single-Family

FresnoCOG conducted multiple sensitivity runs to determine the impact of adding single-family residential development on the VMT per capita of a TAZ. FresnoCOG selected three TAZs in different area types to evaluate the changes. Research also indicates sensitivity of VMT to the densities; therefore, multiple magnitudes of the single-family development were tested. A total of 15 sensitivity runs were conducted for a combination of three area types (urban, suburban, and rural) and five densities (addition of 50, 250, 500, 750, and 1,000 households).

Given the travel model is an ABM, the single-family land use category was ensured by use of appropriate values for multiple household variables; household size, household income, auto ownership, etc. The model runs were used to develop elasticities for VMT per capita with respect to single-family development.

VMT metrics (VMT per capita or VMT per employee) include both components of I-I and I-X/X-I VMT. However, the sensitivity runs were used for comparative analysis and estimation of elasticities and so only I-I VMT estimates were used in the analysis. It is assumed that the external component of VMT per capita remains relatively constant.

5.1.2 Multifamily

Similar to single-family, FresnoCOG conducted model runs for multifamily residential units. The household variables, such as household size, household income, and auto ownership, were modified for reflect multifamily characteristics.

A total 15 model runs were conducted for multifamily to account for three area types (urban, suburban, and rural) and five densities (addition of 50, 250, 500, 750, and 1,000 households).

Multifamily households in general have a lower VMT profile than single-family households due to household income, size, auto ownership, household workers, etc. To account for this variation in the VMT calculator tool and as the starting project, VMT per capita is based on an existing model with an adjustment factor to account for the mixture of single-family and multifamily residential dwellings in the existing project. A TAZ was also developed using these sensitivity runs.

5.1.3 Office

FresnoCOG conducted nine model runs to evaluate the impact of employment densities on the VMT per employee metric. The sensitivity runs were conducted for both variables of three area types (urban, suburban, and rural), and three densities (addition of 125, 375, and 625 employees). Similar to residential uses, elasticities developed using these data were used in the VMT calculator tool.

The VMT calculator tool has been validated by estimating VMT metrics using both ABM runs and the VMT calculator tools. The validation indicated that the results from the VMT calculator tool are within 5 to 10 percent of the results from the ABM runs as shown in Table 5.1.

Table 5.1: Comparison of VMT Metrics—ABM and VMT Calculator Tool

Scenario	ABM		VMT Tool		Percent Difference	
	VMT per capita	VMT per employee	VMT per capita	VMT per employee	VMT per capita	VMT per employee
Single-Family (250 households)	16.6		16.4		-1.3%	
Multifamily (246 households)	14.5		15.1		4.2%	

Table 5.1: Comparison of VMT Metrics—ABM and VMT Calculator Tool

Scenario	ABM		VMT Tool		Percent Difference	
	VMT per capita	VMT per employee	VMT per capita	VMT per employee	VMT per capita	VMT per employee
Office (132 employees)		20.4		19.3		-5.2%

5.2 Quantification of Mitigation Measures

As part of the VMT calculator tool, some of the mitigation measures identified in the FresnoCOG SB 743 guidelines were also included. The mitigation measures in the VMT tool are limited to the measures where local data were available and quantification of those benefits due to those mitigation measures was possible. Available Transportation Demand Model (TDM) mitigation measures in the VMT calculator tool include:

- Carpool;
- Vanpool; and
- Affordable housing.

Detailed description of the quantification of benefits due to these mitigation measures and their applicability methodology is presented in the following chapter.

CHAPTER 6: REGIONAL MITIGATION MEASURES CALCULATIONS

LSA, in coordination with FresnoCOG staff, reviewed currently available VMT mitigation measures from various sources such as the California Air Pollution Control Officers Association, OPR TA, and other jurisdictions. The mitigation measures that are applicable to the region were selected and documented as part of the SB 743 guidelines. The mitigation measures collected from different sources included a range of VMT reduction percentages associated with those measures. The range of VMT reductions is based on data from other regions or theoretical. However, for some of the applicable mitigation measures such as vanpool and carpool, observed data were available specific to the region. Observed data from FresnoCOG were used to measure the existing reduction in VMT due to vanpool and carpool use in the region.

6.1 Carpool

FresnoCOG does not administer the carpool program in the region; however, it does collect information about individual carpools in the region to provide carpool matching services. FresnoCOG also provides financial incentive to carpool participants. The provision of carpool matching and financial incentive encourages the participants to provide the carpool information, which is otherwise voluntary.

Carpool data from July 2019 to July 2020 were used to estimate the VMT reduction due to carpools. The data contained disaggregate trip information, which included the user email addresses, trip dates, OD addresses of the trips, number of miles of the trips, and the carpool network (employer name, e.g., CA Department of Corrections and Rehabilitation). The user email addresses are assumed to be unique, so the information was aggregated using the user email addresses. As indicated above, the trip information contained OD addresses; however, in order to apply the VMT reduction benefits depending on a project land use (residential versus non-residential), OD information was converted to home and work locations. The home and work locations were determined after the information was aggregated based on the user email addresses. For majority of the data, the carpool network (employer address) was used to identify the work location. In case the carpool network was unavailable, the addresses were looked up online to determine the location type (home/work).

The home and work addresses were geocoded to identify the carpool VMT reductions by jurisdiction. The raw carpool data contained approximately 59,000 records for the entire year. Once the data were aggregated and cleaned, the data had 303 total unique carpool users of which 156 users had residence in the county. Given the small sample size, it was determined to use area type/typology definition (urban, suburban, and rural) of the residence locations to estimate the VMT reduction benefits, instead of the jurisdiction. Also, it was acknowledged that the average trip length of carpools vary more by the area type of the residence than the particular jurisdiction itself. Figure 6.1 identifies the home and work locations of the carpool users. Table 6.1 shows the average carpool trip lengths by area type/typology.

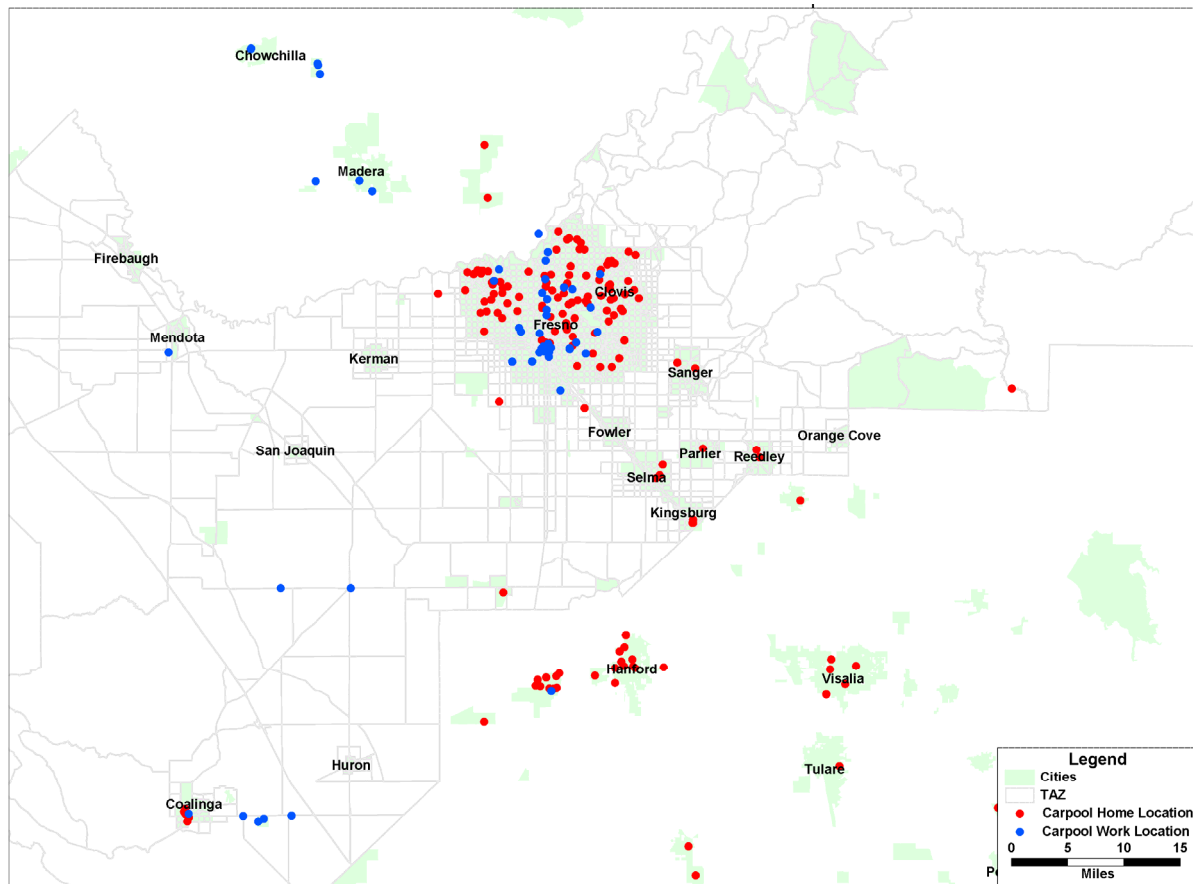


Figure 6.1: Home and Work Locations–Existing Carpool Participants

Table 6.1: Carpool Average Trip Length by Area Type/Typology

Home Location Typology	No of Carpools	Total Daily One-Way Miles (for all Carpools)	One-Way Miles per Carpool
Urban	120	2,603	21.7
Suburban	24	497	20.7
Rural	12	341	28.4
Total	156	3,440	22.1

The following steps identify the assumptions and methodology of VMT reduction calculations due to carpool for a residential project.

1. One carpool participant is assumed for each household participating in the carpool program.
2. Average trip length for the carpool was determined from Table 6.1 (based on the TAZ area type/typology)
3. An average auto occupancy of 2 was assumed for carpool calculations to be conservative.

4. The total project residential VMT was estimated based on existing VMT per capita of the project TAZ:
 - Project VMT = no of households × TAZ average household size × TAZ VMT per capita.
5. For each carpool a total of 2 times the average trip length was reduced from the project VMT estimates, to account for round trip.
 - Project VMT with carpool reductions = Project VMT – 2 × Average Trip Length × (carpool participants – carpool participants ÷ 2).
6. It should be noted that the average trip length for carpool trips might be much longer than VMT per capita of the TAZ. VMT per capita includes all trip purposes whereas the carpool trips are mostly work-related. Typically, trips between home and work locations have the longest trip length compared to other trip purposes.

The carpool reduction in VMT is included in the VMT calculator tool. However, a separate spreadsheet tool was also developed to estimate the VMT reductions due to carpools in case the ABM was used for project's VMT evaluation.

6.2 Vanpool

Similar to carpool, local vanpool data were available from FresnoCOG. The vanpool program in the region is administered by third-party operators; however, FresnoCOG had access to the vanpool data as a funding partner. The vanpool data were available for Fiscal Year 2019–2020 and contained information about van coordinator, van ID, number of people in the van, total number of miles traveled during the month, and OD addresses. Even though the data were for the year, the data only contained average monthly miles traveled information and disaggregate information was not available. OD information from the vanpool data was geocoded so that the data could be aggregated to the work location area type/typology for average trip length analysis.

The methodology to estimate the VMT benefits due to vanpool was borrowed from “San Diego Association of Government’s (SANDAG) *Mobility Management VMT Reduction Calculator Tool*.” The formula below estimates the percentage VMT reduction due to vanpool.

$$\% \text{ Change in VMT} = (M_A \times L_A + M_V \times L_V \div O_V) \div (M_A \times L_A + M_V \times L_V) - 1$$

M_A = auto (non-vanpool) mode share

M_V = vanpool mode share

L_A = length of average auto commute trip

L_V = length of average vanpool /long commute trip

O_V = Average vanpool occupancy

The vanpool mode share is estimated based on the user input for the project. The auto mode share is estimated using existing employment, project employment, and project vanpool percentage. A weighted auto mode share is calculated using these three variables. Average trip length for auto commute trips is obtained from the model data aggregated to the three regional typologies. Average trip length for the vanpool was obtained from observed and geocoded vanpool data. Average vanpool occupancy was left at its default of 6.25, from the SANDAG tool. Auto trips and

VMT from the existing travel model along with the vanpool data were aggregated to the three typologies (urban, suburban, and rural) for use in the analysis. Since vanpool programs are mostly work-related, the vanpool VMT reductions are applicable to non-residential land uses only. Figure 6.2 identifies home and work locations of the vanpool participants in the region. Table 6.2 shows the average vanpool trip lengths by area type/typology.

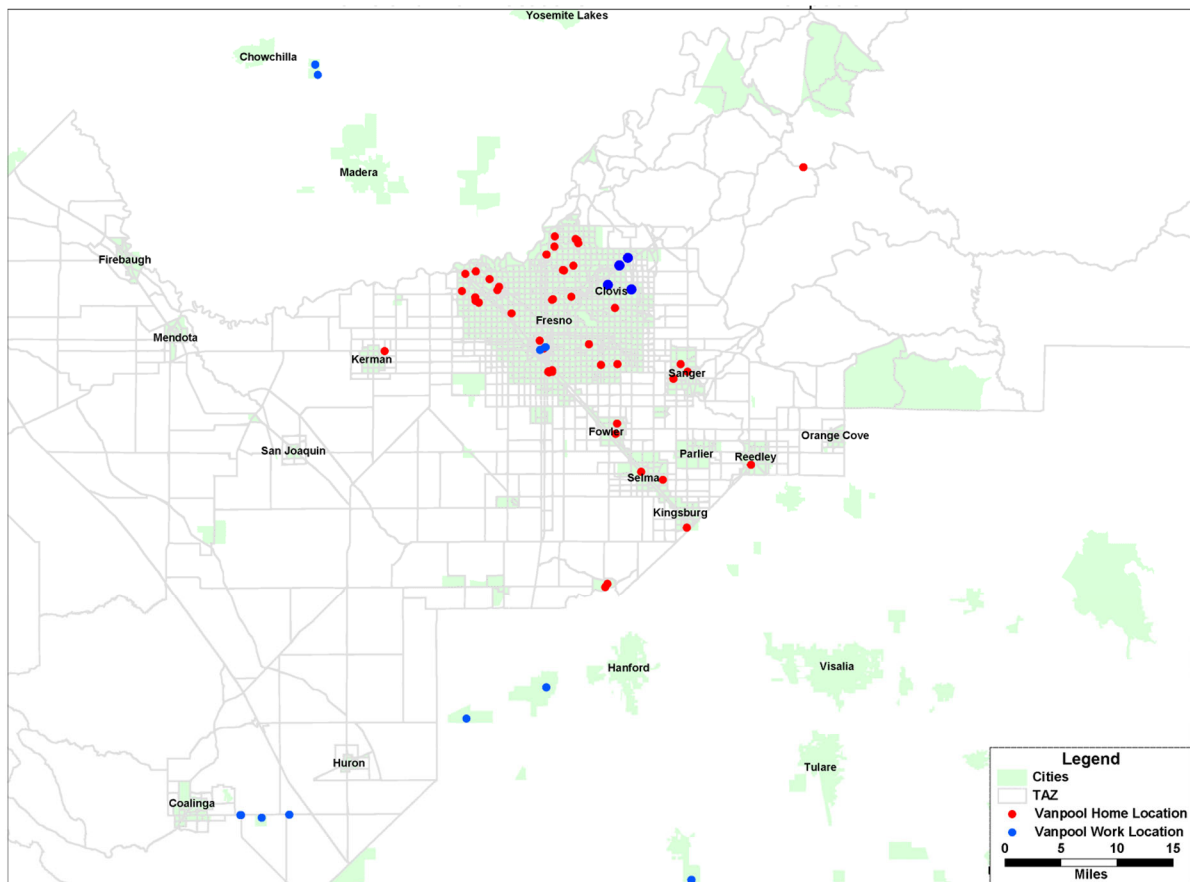


Figure 6.2: Home and Work Locations–Existing Vanpool Participants

Table 6.2: Vanpool Average Trip Length by Area Type/Typology

Work Location Typology	No of Vanpools	Total Daily One-Way Miles (for all Vanpools)	One Way Miles per Van
Urban	2	48	24.0
Suburban*	0	—	74.7
Rural	21	1,568	74.7
Total	23	1,616	70.3

* No data points were available. Used Rural trip length for Suburban

The VMT reduction due to vanpool is included in the VMT calculator tool. Additionally, the spreadsheet tool cited above for carpool also includes vanpool VMT reduction calculations, in case the ABM is used for the project VMT evaluation.

6.3 Affordable Housing

Research indicates that number of trips and VMT can be correlated to household income in addition to other household variables. Low-income households have a lower VMT compared to higher-income households. Inclusion of affordable housing can be considered as a mitigation measure or project feature in case of land use projects. LSA reviewed available research to quantify the VMT reduction due to affordable housing and used “Income, Location Efficiency, and VMT: Affordable Housing as a Climate Strategy” by Gregory L. Newman and Peter M. Haas as the source. The research was conducted using California Household Travel Surveys to include data for the entire State. The purchasing power in different parts of California vary significantly and so the household incomes were normalized for use in the research.

Based on the research, the reduction in VMT for low-income housing has been stratified into multiple categories based on income and regional context. The low-income households were disaggregated into low, very low, and extremely low income households. In the regional context, the VMT reductions are disaggregated by rural areas, small cities, and metro regions. Extremely low income households in metro regions had the lowest VMT compared to all other categories of low incomes and regional contexts. Based on the discussions with FresonCOG, given the local context, and to be conservative, low income category in rural and small cities was deemed applicable categories for Fresno County. Table 6.3 shows the categories and their corresponding percent reductions in VMT.

Table 6.3: VMT Reductions for Affordable Housing

Income Category	Regional Context	Percent reduction in VMT
Low Income	Rural Areas	7.9%
	Small Cities	9.8%
	Metro Regions	10.2%
Very Low Income	Rural Areas	19.5%
	Small Cities	24.2%
	Metro Regions	25.2%
Extremely Low Income	Rural Areas	25.3%
	Small Cities	31.3%
	Metro Regions	32.5%

Percent reduction in VMT per capita due to affordable housing is also included in both the VMT calculator tool and the spreadsheet tool along with carpool and vanpool mitigation measures.

APPENDIX A

MAJOR CAPACITY EXPANSION PROJECTS COMPLETED IN BETWEEN 2014 AND 2019

PROJECT ID	PROJECT TITLE	PROJECT DESCRIPTION	LEAD AGENCY	STREET NAME	PROJECT LIMITS	OPEN TO TRAFFIC
FRE090602	Temperance Ave, N and S of Sierra Travel Lane Improvements 1 to 2 lanes	Center and outside travel lane improvements on Temperance Avenue north and south of Sierra Avenue. Widen to two lanes of travel in each direction.	Clovis, City of	Temperance	From:N/O Sierra To:S/O Sierra Dist:0.5	2015
FRE092509	Temperance Ave- From Enterprise Canal to Shepherd	Temperance Ave: From Enterprise Canal to Shepherd; Widen from 3 LD to 4 Lane Divided Expressway/Arterial & Install Traffic Signal at Nees and paving, curb & gutter, sidewalk, irrigation, street lights, and landscaping.(Measure C Project E1 in the Urban Regional Program)	Clovis, City of	Temperance	From:Enterprise Canal To:Shepherd Dist:.5	2015
FRE110604	Alluvial Avenue- Fowler to McKelvy: Install Center Travel Lane	Alluvial Avenue, between Fowler and McKelvy Avenues; Install 12' Center Travel Lane	Clovis, City of	Alluvial	From:Fowler Avenue To:McKelvy Avenue Dist:.75	2016
FRE111303	Willow-1/8 Mile North of Alluvial to Alluvial	Construct curb, gutter, AC pavement and pedestrian sidewalk improvements, including ADA compliant curb returns, striping, and the relocation of utilities. Construct outside travel Lane on East side; street lights, median curb, landscaping and bike lane. Measure C Project D3 in the Urban Regional Program.	Clovis, City of	Willow	From:Alluvial To:1/8 mile North of Alluvial Dist:.08	2017
FRE111325	Shaw-Locan to Maine: 2 LU to 6 LD	Widen from 2 LU to 6 LD; curb & gutter; street lights; sidewalk; traffic signal(Measure C Project L1 in the Urban Regional Program)	Clovis, City of	Shaw	From:Locan To:Maine Dist:0.25	2015

PROJECT ID	PROJECT TITLE	PROJECT DESCRIPTION	LEAD AGENCY	STREET NAME	PROJECT LIMITS	OPEN TO TRAFFIC
FRE111332	Willow Widening-Shepherd to Perrin	Construct 2nd & 3rd NB Lanes; curb & gutter, concrete median, landscaping & irrigation; Signal @ Perrin (part of Measure C Project D1 in the Urban Regional Program-split between FRE's 111332, 111340, 111341, 111342)	Clovis, City of	Willow	From:Shepherd Ave To:Perrin Ave Dist:N/A	2018
FRE111336	Alluvial Avenue-Fowler to Sunnyside: Construct Outside Travel Lane	Alluvial Avenue, between Fowler and Sunnyside Avenues; Construct 12' EB Outside Travel Lane; street lights	Clovis, City of	Alluvial	From:Fowler To:Sunnyside Dist:0.5	2016
FRE111339	Shaw-DeWolf to Highland: 2 LU to 6 LD	6 LN Divided expressway; travel lane; curb & gutter; street lights; median; landscaping; under crossing (part of Measure C L2 in the Urban Regional Program-split between FRE's 111326 and 111339)	Clovis, City of	Shaw	From:DeWolf To:Highland Dist:N/A	2018
FRE111340	Willow Widening-Perrin to Behymer	Construct 2nd & 3rd NB Lanes; curb & gutter, concrete median, landscaping & irrigation; Signal @ Perrin (part of Measure C Project D1 in the Urban Regional Program-split between FRE's 111332, 111340, 111341, 111342)	Clovis, City of	Willow	From:Perrin To:Behymer Dist:.50	2018
FRE092517	Mountain View Ave, Bethel to East of Smith-Widen from 2 LU to 4 LD	Mountain View Ave.: From Bethel to e/o Smith (Tulare County Line); widen from 2 LU to 4 LD.(Measure C Project I in the Rural Regional Program)	Fresno County	Mountain View	From:Bethel To:Tulare County Line Dist:N/A	2017
FRE070609	Willow-0.25 miles South of Nees to Shepherd	Operational improvements to relieve congestion and reduce delay on Willow Ave. This project will add 2 additional southbound lanes within the project limits.(Measure C Project D5A in the Urban Regional Program)	Fresno, City of	Willow	From:0.25 miles South of Nees To:Shepherd Dist:N/A	2015

PROJECT ID	PROJECT TITLE	PROJECT DESCRIPTION	LEAD AGENCY	STREET NAME	PROJECT LIMITS	OPEN TO TRAFFIC
FRE110619	Herndon Westbound Auxiliary Lane- Fresno St to SR 41	Herndon Westbound Auxiliary Lane-Fresno St to SR 41	Fresno, City of	Herndon	From:Fresno St To:SR 41 Dist:N/A	2018
FRE110620	Herndon Avenue- Brawley to Valentine:Widen to 6 Lanes	Herndon Avenue Widening from Brawley to Valentine Ave 4 to 6 lanes (Measure C Project K5a)	Fresno, City of	Herndon	From:Brawley Ave To:Valentine Ave Dist:0.5	2015
FRE130010	Herndon Avenue Widening from Brawley to Blythe	Herndon Avenue from Brawley to Blythe; Road Rehabilitation and Widening from 4 to 6 Lanes. INCLUDED FOR INFORMATIONAL PURPOSES ONLY(Measure C Project K5B and K5C in the Urban Regional Program)	Fresno, City of	Herndon	From:Brawley To:Blythe Dist:.5	2019

ITEM NO: 7.

SUBJECT: Selma Military Banner Program

RECOMMENDATION:

Consider request from Selma Business Collaborative and Selma Chamber of Commerce to waive cost of installation of banners for the Selma Military Banner Program and extend time limit for temporary/exempt signs.

DISCUSSION:

Selma residents and business owners have approached the City of Selma seeking support and permission to install banners on Whitson Ave. from Nebraska to Floral showing the image and service information of veterans and service members with an association to the community of Selma.

Residents who have served, or residents who have family members that have served in one of the five US Military branches (Navy, Marines, Air Force, Army, Coast Guard) may have a commemorative banner created and hung at a cost of two-hundred eighty dollars (\$280). Sponsorship opportunity will be available to assist those who wish to participate but may not have the funds to do so.

The Selma Business Collaborative, under the support of the Selma Chamber of Commerce and on behalf of the citizens and businesses that have brought the item forth, will facilitate this program. These community members request the City Council to:

1. Install and remove the banners at the beginning and end of the program period, and
2. Approve an extension of the Exempt Signs section of the municipal code from a 40 day maximum to the requested duration of the program (Memorial Day to Veterans Day/May to November)
3. Waive any fees associated with the application, installation and removal of the banners in an amount not to exceed \$10,000.

RECOMMENDATION:

Consider request from Selma Business Collaborative and Selma Chamber of Commerce to waive cost of installation of banners for the Selma Military Banner Program and extend time limit for temporary/exempt signs.

Tracy Tosta, Administrative Analyst
Ralph Jimenez, City Manager

Date
Date

Attachments: Selma Military Banner Program Guidelines

RESOLUTION NO. 2021 – R

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SELMA, CALIFORNIA, IN SUPPORT THE RESIDENTS AND BUSINESSES IN THE INSTALLATION OF “SELMA MILITARY BANNER PROGRAM” BANNERS

WHEREAS, the idea of the “Selma Military Banner Program” has been initiated as a way to recognize, honor, and pay tribute to local veterans and service members of the Selma Community for their contributions to national security; and

WHEREAS, by displaying the name and image of veterans and service members local citizens will demonstrate community and civic pride and appreciation; and

WHEREAS, displaying the name and image of these honorable citizens as part of the City streetscape may encourage visitors and residents to congregate and converse in the vicinity of the banners, promote connections, and create a more friendly, inviting, and vibrant downtown area; and

WHEREAS, such recognition may inspire others in the community to undertake positive actions for the common good.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SELMA DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the City Council of the City of Selma supports the “Selma Military Banner Program” as outlined in the attached document labeled “Selma Military Banner Program Guidelines.”

SECTION 2. The Public Works Department shall be responsible for installation and removal of banners with the coordination of the Selma Chamber of Commerce or other program designees.

SECTION 3. Fees associated with the application, installation and removal will be waived for an amount not to exceed \$10,000.

SECTION 4. The provisions of this Resolution are severable and if any provision, clause, sentence, word or part thereof is held illegal, invalid, unconstitutional, or inapplicable to any person or circumstances, such illegality, invalidity, unconstitutionality, or inapplicability shall not affect or impair any of the remaining provisions, clauses, sentences, sections, words or parts thereof of the Resolution or their applicability to other persons or circumstances.

SECTION 5. That the City Clerk shall certify to the adoption of this Resolution and that the same shall be in full force and effect.

PASSED, APPROVED AND ADOPTED this 15th day of November, 2021, by the following vote:

AYES:	0	COUNCIL MEMBERS:
NOES:	0	COUNCIL MEMBERS:
ABSTAIN:	0	COUNCIL MEMBERS:
ABSENT:	0	COUNCIL MEMBERS:

Scott Robertson, Mayor

ATTEST:

Reyna Rivera, City Clerk

SELMA MILITARY BANNER PROGRAM GUIDELINES

The Selma Military Banner Program was established to recognize, honor, and pay tribute to our local military service personnel. Banners honoring our brave service men and women will be proudly displayed throughout the City of Selma as a way for our community to express our gratitude for their service to our country.

The Military Banner Program is administered and managed by a citizen volunteer group through the Selma District Chamber of Commerce. The Selma Military Banner Program Guidelines provide details on how to participate in the program, including eligibility requirements and application process.

2022 Military Banner Application Period, Cost, and Deadlines

Completed applications and fees for the Military Banner Program must be delivered to:
Selma Military Banner Program Volunteers
C/o Selma Business Collaborative
P.O. Box 803 93662

Make checks payable to: Selma Business Collaborative

Please call (559) 896-4777 or (559) 896-4699 with any questions regarding the program.

Banner Application - Deadline is March 31, 2022, 4:00 PM

The cost for participation is **\$280.00** per banner. You may choose to solicit sponsorships from a local business or organization using the Sponsorship Form.

Participation is limited to one banner per service person. Note: fees are subject to change without notice. The fee for participation is determined by the costs of the banner which include production, brackets and miscellaneous hardware, installation and removal and shall be borne by the applicant and/or sponsor. The exact location of the banner is at the discretion of the City.

Eligibility

Banner candidates must be: (1) On active duty in one of the branches of the U.S. Armed Forces; or (2) A veteran who was honorably discharged or given their life serving in the United States Armed Forces. *The U.S. Armed Forces include: Army, Navy, Air Force, Marine Corps and Coast Guard;* and (3) the service member must either be a resident of the City of Selma or have an immediate family member residing in the City of Selma (spouse, parent, grandparent, brother, sister, son, daughter, aunt or uncle).

Proof of eligibility includes but is not limited to A valid DD 214 Form, possession of a United States Uniformed Services Privilege and Identification Card (U.S. Military ID, Geneva Conventions Identification Card, Common Access Card or USPIC or Active Military Service Organization Membership Card). This is an identity document issued by the United States Department of Defense to identify a person as a member of the Armed Forces. In addition, possession of a DA Form 2-1 (Enlisted Record Brief) or DA Pam 600-8 (Officer Record Brief). An Enlisted or Officer Record Brief is a one-page Army form that provides a summary of an enlisted Soldier's qualifications and career history. The City of Selma will not retain Military ID, but will review the ID at time of application submittal for verification.

Resources for military verification:

- Veteran's Office: (559) 600-5436
- The Department of Defense website: <http://www.defense.gov>
- Veterans Service Records: <http://www.archives.gov/veterans/military-service-records/>

Verification of residency: Provide a copy of current utility bill or driver's license of service member or applicant.

Selection Process

Applications will be accepted during the application period and reviewed on a first-come, first-served basis. Priority will be given to active military members that reside in the City of Selma.

Location/Installation

Banners will be installed along Whitson Ave., Second Street/McCall to Floral Ave. and the perimeter of Lincoln Park as available. The number of, and specific banner locations shall be determined solely by the City of Selma and may be revised without prior notice. Banners will be installed annually in May prior to Memorial Day and will remain on display until Veterans Day as available with consideration to future and existing sign installations for various events and holidays.

The City of Selma will be responsible for the installation and removal of banners. Once produced and installed, banners shall remain on the property of the City until removed.

Banner Styles

Banners will be designed and procured as determined by the volunteer group overseen by the Chamber of Commerce on behalf of residents of Selma. Banners will include the name and rank of the honoree, the conflict/era and Military branch in which they served, photograph of service member in uniform, and the name of sponsor and/or family (if applicable). Banners will be produced in full-color, double-sided and measure approximately 30" x 84" or a size that is determined in collaboration with the City of Selma.

Waiver

Banners will be produced using the information provided on the application. As such, the Chamber of Commerce is not responsible for misspelling or any incorrect information written or provided on the application, or by the approved banner proof.

The City of Selma, Selma Business Collaborative and Selma District Chamber of Commerce are not responsible for replacing banners that are stolen, damaged, or destroyed due to age, weather, sun, vandalism, or any acts of nature including high winds.

By applying for and receiving approval to sponsor a banner, each applicant and/or sponsor agrees to indemnify and hold the City of Selma, Selma Business Collaborative and Selma District Chamber of Commerce, its elected officials, officers, employees, agents and volunteers free and harmless with respect to any and all liabilities, claims, lawsuits and/or damages of any nature whatsoever that allegedly arise from or are connected to the approval of the applicant's banner application, including the display of, and/or damage to or loss of any banner or banners.