



# TRANSFORM FRESNO

## TRANSFORM FRESNO QUARTERLY MEETING AGENDA

Wednesday, March 11, 2020

Westside Church of God

1424 W. California Ave., Fresno, CA 93706

5:30pm **Doors Open/Registration**

6:00pm **Welcome and Introduction – Pastor BT Lewis**

**Evaluation Survey Information – Britta McOmber, UCLA Luskin Center**

**Transformative Plans Update – Courtney Espinoza, TCC Program Manager**

- Community Engagement Plan
- Workforce Development Plan
- Displacement Avoidance Plan

**Transformative Plans Questions and Answers**

**Project Updates – Various Partners**

- Projects 15, 16 and 17 – **Courtney Espinoza, TCC Program Manager**
- Project 7 Clean Shared Mobility Network – **Tara Lynn Gray and Troy Hightower, Fresno Metro Black Chamber of Commerce**
- Workforce Development VOICE Gladiator Training Program – **Jerome Countee and Darnell Harris, State Center Community College District and Abena Cruise, VOICE**
- Workforce Development West Fresno Advance Transportation Training (WFATT) Program – **KA Xiong, Fresno Regional Workforce Development Board and Oscar Robinson, WFATT**

**Project Questions and Answers**

**Public Comment**

7:30pm **Adjourn**



## TRANSFORM FRESNO CODE OF CONDUCT

The Transform Fresno Outreach and Oversight Committee, in order to aid in the strengthening of our community through the Transform Fresno Project, assembled the following code of conduct. In their deliberations, the Committee recognized...

1. That while all neighborhoods are not equal, it is important to be equally mindful of each neighborhood's unique needs and that we are unified as neighborhoods;
2. The importance of looking at our neighborhoods and our City through the lens of our assets;
3. The goal of Transform Fresno: to see every project successfully completed, adding to the transformation of our Downtown, Chinatown and Southwest Fresno neighborhoods and our City as a whole.

### Eight Core Rules for Crucial Conversations & Community Meetings<sup>1</sup>

- **PRACTICE RESPECTFUL LISTENING** – Truly listen to what people are saying rather than using that time to think about what you want to say when they are finished. Please also refrain from engaging in side-bar conversations.

- **PRACTICE RESPECTFUL TALKING** – This is about being concise in your statements, not talking over other people, not engaging in sidebar conversations, and not dominating the conversation. It may be helpful to think of the acronym WAIT – Why Am I Talking?

- **MAKE “I” STATEMENTS INSTEAD OF “YOU/US/THEY” STATEMENTS** – This is about not attributing things that you say to other people—owning your thoughts, feelings, and actions. Come from a place “I think/I believe/I feel” rather than “you think/you believe/ you feel.”

- **REMEMBER THE PRINCIPLES OF GRATITUDE & INVITATION** – We are all grateful to be at the table with one another and to spend this time together, to engage in this work, and learn from each other, so let's demonstrate that in the way we communicate and treat one another.

- **BE PRESENT** – We know that the world and our inboxes continue outside of this room. So much of what you will learn today will be from one another, so please do your best to be physically and mentally present today. This means being especially mindful of the use of our mobile devices.

- **CONFIDENTIALITY** – People may share information that is personal to them. We ask that everyone agree that nothing personal discussed in this room will be shared outside of the room in order to make this this is a safe space for discussion and learning.

- **BE HONEST**– We aren't concerned that you will lie! The value of the conversation is determined by how engaged we are in the discussion, so please be candid and transparent. Share your honest thoughts, opinions, and experiences, even if it feels a bit vulnerable to do so.

- **LITERACY MOMENT** – If at any time someone says something that you would like clarified or do not understand—an acronym, piece of data, or anecdote—that anyone in the conversation is welcomed to ask for a literacy moment, or a brief clarifying explanation.

- **ASSUME GOOD INTENT** – It's likely that people will have different opinions or interpretations of the issues we discuss. For the sake of this discussion, listen with an open mind and heart, and be generous with how you hear things. If a statement troubles you, then start from the assumption that we are unified and collegial. We do not shame or blame ourselves or others.

---

<sup>1</sup> Inspired by Crucial Conversations: Tools for Talking When Stakes Are High by Kerry Patterson, Al Switzler, Joseph Grenny, Ron McMillan

**University of California, Los Angeles**  
**CONSENT FORM FOR RESEARCH PARTICIPATION (USER SURVEY)**  
**Transformative Climate Communities Program Evaluation Study**

You are invited to participate in a study being led by Dr. George DeShazo (PhD) at the Luskin Center for Innovation at the University of California, Los Angeles. You were selected as a possible participant in this study because of your involvement in one or more of the local Transformative Climate Communities (TCC) projects.

**Why is this study being done?**

This study seeks to track, assess and communicate the progress and outcomes of the TCC initiative in the first three sites: Fresno, Ontario and Watts. Funded by the California Cap-and-Trade program, TCC aims to empower the communities most impacted by pollution to develop their own goals, strategies, and projects for reducing greenhouse gas emissions and local air pollution.

**What will happen if I take part in this research?**

If you choose to participate in the study you will be asked to complete a brief survey. The survey should take approximately 15 minutes to complete.

**Are there any potential risks that I can expect from participating in this study?**

Completing this survey will not pose any risks to you.

**Are there any potential benefits of participating in this study?**

You will not receive payment for completion of the survey, however, the research will be beneficial to you in that the survey results will be used to inform the ongoing implementation of the TCC projects in your community.

**Will information about me and my participation be kept confidential?**

The data collected in the survey will be transcribed and coded by UCLA researchers. The surveys will be kept in a locked office only accessible to the research team. Any information that is obtained in connection with this study and that can identify you will remain confidential and will not be shared with anyone outside of the research team. Insights made as a result of this survey will be provided to the Strategic Growth Council to assist them with design and implementation of the TCC program.

**What are my rights as a participant?**

Your participation in this study is entirely voluntary. Whatever decision you make, there will be no penalty or loss of benefits to which you were otherwise entitled. You may refuse to answer any questions that you do not want to answer and still remain in the study. You may also choose to withdraw from the study at any point during your participation (i.e., not complete the survey) without consequence.

**Who can I contact if I have questions about this study?**

If you have any questions or concerns about the research, please contact Jason Karpman: Project Manager, at the UCLA Luskin Center for Innovation, 3323 Luskin School of Public Affairs, 337 Charles E. Young Dr. East, Los Angeles, CA 90095-1656, Telephone (310) 267-5435, or e-mail: [jkarpman@luskin.ucla.edu](mailto:jkarpman@luskin.ucla.edu).

## Transform Fresno Community Engagement Survey

**Transform Fresno** is a suite of projects funded by the Transformative Climate Communities (TCC) program and aims to transform the community through investment in specified capital projects and programs such as affordable housing, transportation improvements, and urban forestry.

**1. How familiar are you with *Transform Fresno*? CHECK ONLY ONE**

- ☐ Not familiar (skip to Question 10)      ☐ Heard of Transform Fresno      ☐ Very familiar

**2. How did you learn about *Transform Fresno*? CHECK ALL THAT APPLY**

- ☐ Mail (e.g. letters or flyers)  
☐ Internet or social media  
☐ Email  
☐ News media  
☐ Friend or family  
☐ Public meeting or event  
☐ Other: \_\_\_\_\_  
☐ I am not familiar with *Transform Fresno* (skip to Question 10)

**3. How many previous meeting or events have you attended about *Transform Fresno*? CHECK ONLY ONE**

- ☐ 0      ☐ 1-2      ☐ 3-4      ☐ 5 or more

**4. How have you previously participated in *Transform Fresno*? CHECK ALL THAT APPLY**

- ☐ Attended meetings or events  
☐ Provided written or verbal comments  
☐ Participated in interactive planning or design activities (e.g., workshops, charrettes)  
☐ Participated in project selection  
☐ Participated in decision-making about project budgets  
☐ Participated in decision-making about project implementation  
☐ Participated in decision-making about project evaluation  
☐ None of the above  
☐ I'm not sure  
☐ Other: \_\_\_\_\_

**5. Regardless of how you have participated in *Transform Fresno*, which of the following opportunities were you aware of? CHECK ALL THAT APPLY**

- ☐ Attend meetings or events  
☐ Provide written or verbal comments  
☐ Participate in interactive planning or design activities (e.g., workshops, charrettes)  
☐ Participate in project selection  
☐ Participate in decision-making about project budgets  
☐ Participate in decision-making about project implementation  
☐ Participate in decision-making about project evaluation  
☐ None of the above  
☐ I'm not sure  
☐ Other: \_\_\_\_\_

**6. Please check the box that describes how much you agree or disagree with the following statement:**

**“My participation will influence what happens in the *Transform Fresno* program.” CHECK ONLY ONE**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree
- ☐ Don't know
- ☐ I have not participated in *Transform Fresno*

**7. How do you feel about *Transform Fresno* as a result of your participation? CHECK ONLY ONE**

- ☐ Very Positive
- ☐ Positive
- ☐ Neutral
- ☐ Negative
- ☐ Very Negative
- ☐ Don't know
- ☐ I have not participated in *Transform Fresno*

**8. How do you feel about your community as a result of your participation with *Transform Fresno*? CHECK ONLY ONE**

- ☐ Very Positive
- ☐ Positive
- ☐ Neutral
- ☐ Negative
- ☐ Very Negative
- ☐ Don't know
- ☐ I have not participated in *Transform Fresno*

**9. How do you feel *Transform Fresno* will affect your community? CHECK ONLY ONE**

- ☐ Very Positive
- ☐ Positive
- ☐ Neutral
- ☐ Negative
- ☐ Very Negative
- ☐ Don't Know

**10. Aside from *Transform Fresno*, what previous experience do you have participating in local community engagement processes? CHECK ALL THAT APPLY**

- ☐ Attended public meetings for public projects, plans or investments
- ☐ Provided written or verbal comments for public projects, plans or investments
- ☐ Participated in planning public projects, plans or investments
- ☐ Participated on a public or non-profit commission, board or other decision-making body
- ☐ Other: \_\_\_\_\_
- ☐ No previous community engagement experience of any kind

**11. What is your role in your community? CHECK ALL THAT APPLY**

- |   |   |
|---|---|
| <input type="checkbox"/> Resident       | <input type="checkbox"/> Representative of organization receiving TCC funding |
| <input type="checkbox"/> Property owner | <input type="checkbox"/> Representative of other community-based organization |
| <input type="checkbox"/> Business owner | <input type="checkbox"/> Government employee or public official               |
| <input type="checkbox"/> Clergy         | <input type="checkbox"/> Other: _____   |

**12. What is your age? CHECK ONLY ONE**

- ☐ Under 18    ☐ 18-24    ☐ 25-44    ☐ 45-64    ☐ 65+

**13. What is your gender? CHECK ONLY ONE**

- ☐ Male    ☐ Female    ☐ Non-binary or other

**14. What is your ethnicity? CHECK ONLY ONE**

- ☐ Hispanic or Latino    ☐ Not Hispanic or Latino

**15. What is your race? CHECK ALL THAT APPLY**

- ☐ White    ☐ American Indian and Alaska Native  
☐ Black or African-American    ☐ Native Hawaiian and other Pacific Islander  
☐ Asian    ☐ Other: \_\_\_\_\_

**16. What is your ancestry? CHECK ALL THAT APPLY**

- ☐ American    ☐ Filipino    ☐ Japanese    ☐ Salvadoran  
☐ Armenian    ☐ Guatemalan    ☐ Italian    ☐ Venezuelan  
☐ Colombian    ☐ Honduran    ☐ Mexican    ☐ Other: \_\_\_\_\_  
☐ Chinese    ☐ Hmong    ☐ Nicaraguan

**17. What is your highest education level achieved? CHECK ONLY ONE**

- ☐ Attended high school (but did not graduate)  
☐ High school degree or equivalent  
☐ Attended some college (but did not graduate)  
☐ Associate's degree  
☐ Bachelor's degree  
☐ Graduate degree

**18. What was your total annual household income in 2019? CHECK ONLY ONE**

- ☐ Less than \$10,000    ☐ \$50,000 – \$74,999  
☐ \$10,000 – \$14,999    ☐ \$75,000 – \$99,999  
☐ \$15,000 – \$24,999    ☐ \$100,000 – \$149,999  
☐ \$25,000 – \$34,999    ☐ \$150,000 – \$199,999  
☐ \$35,000 – \$49,999    ☐ More than \$200,000

**19. What is your zip code of residence? \_\_\_\_\_**

**20. What is the nearest intersection to your place of residence?**

Street of residence: \_\_\_\_\_

Between: \_\_\_\_\_ [cross street at one end]\*

And: \_\_\_\_\_ [cross street at the other end]\*

*\*If you live on a cul-de-sac or dead end street, please only provide the nearest cross street.*

**21. Would you be willing to participate in a follow-up survey or interview in 6-12 months?**

- ☐ Yes (please provide us with your contact information below)    ☐ No

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

*Thank you!*

**FOR PROGRAM EVALUATOR TO FILL OUT**

Survey ID: \_\_\_\_\_

Surveyor: \_\_\_\_\_

Event: \_\_\_\_\_

Location: \_\_\_\_\_

Date: \_\_\_\_\_

# Fresno Metro Black Chamber Foundation



Clean Shared Mobility Network (CSMN) : March 11, 2020 Community Update

Tara Lynn Gray, CEO & Troy Hightower, Project Manager

# Who?

- ❖ Fresno Metro Black Chamber Foundation (FMBCF) – Lead Entity
- ❖ Shared Use Mobility Corporation (SUMC) – Technical Assistance
- ❖ TDH international (TDH) – Project Manager
- ❖ Green Commuter (GC) – Carshare Operator
- ❖ Early Readers Preschool – Solar Park & Ride
- ❖ Shared Mobility Development (SMD) – Bikeshare Operator
- ❖ LEAP – Rural Vanpool Operator
- ❖ Inspiration Transportation (IT) – Non-emergency Medical
- ❖ Community Engagement Consultant (CEC)

Clean Shared Mobility Network



# What?

- ❖ Electric Vehicle Carshare
- ❖ EV Ridesourcing
- ❖ EV Vanpool
- ❖ Car Chargers
- ❖ Electric Bicycles
- ❖ Customer Service Counter

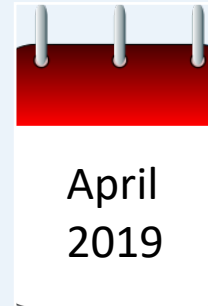
Clean Shared Mobility Network



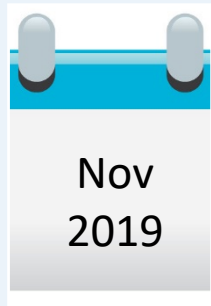
# Status



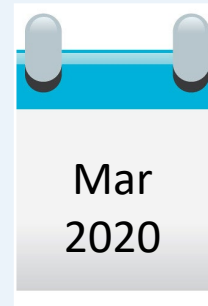
Transform Fresno  
Grant Approved



Master Contract  
SGC/City of Fresno  
Approved



Lead Entity Contract  
City of Fresno/FMBCF –  
November 14, 2019



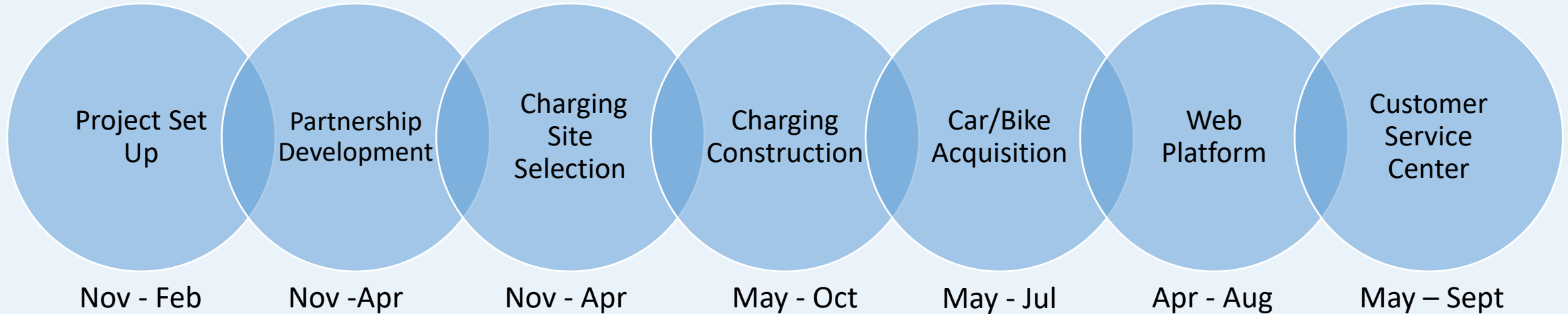
FMBCF Subcontractor  
Negotiations

# Clean Shared Mobility Network



# Project Timeline

## (November 14, 2019 – October 2020)



**Marketing and Outreach began in November 2019 and continues throughout the project.**

Operations and Program Evaluations begin November 2020.

# Clean Shared Mobility Network



# Clean Shared Mobility Network



## Contact Us

❖ [csmn@fmbcc.com](mailto:csmn@fmbcc.com)

❖ Telephone: 559-441-7929



STATE CENTER  
COMMUNITY COLLEGE DISTRICT

# Welding Pre-Apprenticeship Training Program

## A Partnership With:

- V.O.I.C.E. (Voice of Including Community Equitable) Gladiators
- State Center Community College District
- City of Fresno and Strategic Growth Council



*Wednesday, March 11, 2020*

1

## Introductions

### Jerome Countee

- (Vice Chancellor, Ed Services & Institutional Effectiveness, SCCCDC)

### Cherylyn Crill-Hornsby

- (Director, Grants and External Funding, SCCCDC)

### LeRoy Candler

- (Project Manager, V.O.I.C.E.)

### Abena Cruise

- (Assistant Project Manager, V.O.I.C.E.)

### Darnell Harris

- (Program Coordinator, SCCCDC)



Empowering through Educational Excellence

2

# Community Need

- Fresno County's current poverty rate is 20.8%, nearly double that of the state.
- Approximately 38% of West Fresno households live below the poverty level
- African Americans and Hispanics living below the poverty level reached 39% and 32.3% respectively as of 2017.
- Only 7.1% of the area's residents have achieved a Bachelor's degree or higher (compared to 21.5% in Fresno County).

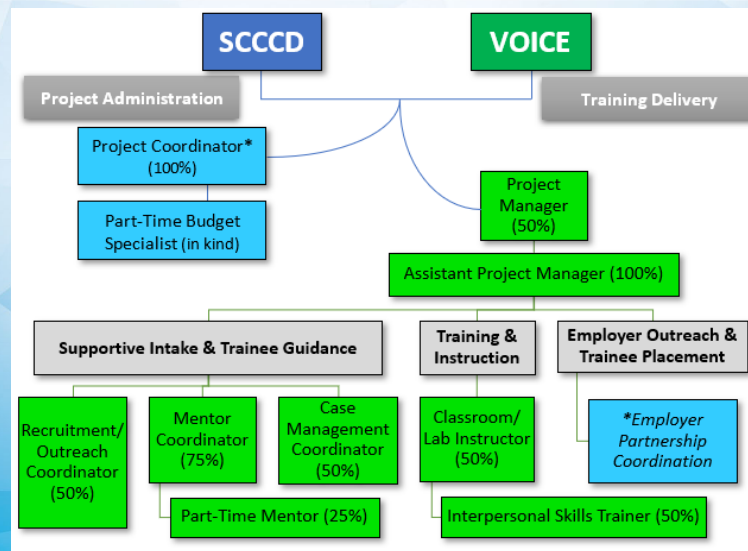


## The "Welding Pre-Apprenticeship Training Program"

- ✓ Has a 3-year project timeline
- ✓ Operating budget of \$1,850,000
- ✓ Objective: Recruit and train at least 100 qualified residents primarily from the target area of the 93706, 93721 and 93727 ZIP codes.
- ✓ The project will include a two-month start-up period (April-May 2020).
- ✓ A 36-month training delivery period (June 2020 - May 2023).
- ✓ A one-month close-out period (June 2023); for a total project period of 39 months.
- ✓ The program consist of four major components.



# V.O.I.C.E. Gladiators Training Program



## 1. PROJECT ADMINISTRATION

- State Center Community College District (SCCCD) Project Coordinator
- V.O.I.C.E Gladiators Project Manager / Assistant Project Manager
- Project Reporting (SCCCD):
- Program Sustainability (SCCCD & V.O.I.C.E.):



## 2. TRAINEE SUCCESS SYSYTEM

### Outreach/Recruitment (V.O.I.C.E. & SCCCD)

- Non-traditional Approach
- Based within the Community

### Soft Skills (V.O.I.C.E.)

- Job Readiness
  - Attitude
  - Responsibility
  - Communication
  - Problem solving
  - Decision making
  - Conflict Resolution

### Case Management

- Pre-Screening (V.O.I.C.E.):
- Initial Interview (V.O.I.C.E. & SCCCD):
- Participant Enrollment & Training Support Services (V.O.I.C.E.)

### Mentorship (V.O.I.C.E.)

- individual Trainee Support
- Develop, Maintain and Improve
  - Trainee Performance
  - Retention
  - Job Readiness Skills



## 3. TRAINING AND INSTRUCTION

- Consist of a 25-week course.
- Job readiness skills training (Soft Skills)
- Focused classroom instruction and hands on welding training



# Training Curriculum Topics

- Introduction to Welding/Essential Skills
- Essential Skills Training—Employment Readiness & Employment Preparation
- Safety
- Welding Systems and Tools
- Metal Characteristics and Identification
- Measuring
- Welding Assembly Processes
- SMAW -Shielded Metal Arc Welding
- FCAW Flux Core Arc Welding
- GTAW Gas Tungsten Arc Welding
- Deck Welding
- GMAW Gas Metal Arc Welding
- Planning and Layout Operations
- Blueprint Reading
- Inspection and Quality Control
- Grinding and Finishing Processes
- Manual plasma cutting
- Automated Plasma Cutting
- Welding Positions and Joints
- Oxy-Fuel Welding and Processes
- Processing Materials



## 4. EMPLOYER OUTREACH AND TRAINEE PLACEMENT

- Employer Outreach and Coordination:
- Job Placement:
- Participant Follow-Up:



## Goals of the project

- Six cohorts of 18 participants (108 total) in a 25-week course
- The Welding Pre-Apprenticeship Training Program anticipates an 80% completion rate
- The project anticipates a 100% placement rate; Year 1 placement rate will be a benchmark for following years.



## Great But Why...

### Personal, Community & Generational Impact

- Provide support that empowers.
- Change the narrative.
- Create access to good jobs.
- Ensure zip code is not destiny.

***To Reduce Poverty Rates and Increase Economic Mobility in OUR targeted areas!***



# Q&A



Empowering through Educational Excellence

13



CALIFORNIA STRATEGIC  
GROWTH COUNCIL



# What is **FRESNO 4BIZ** ?

**Tuesday, April 28th**

**8:30 AM-10:30 AM**

**1802 E California Ave**

**Fresno, CA 93706**

**For more information call:**

**559 490 7190**

Do you know what resources are available for you? You're invited to hear how [www.Fresno4Biz.com](http://www.Fresno4Biz.com) supports building strong businesses to stay competitive, productive and profitable, all at no cost!

## **LEARN ABOUT:**

- **Affordable financing options**
- **Site selection assistance**
- **Upskill training to increase employee retention**
- **Tax exemptions and incentives**
- **Marketing and business plan assistance**
- **Complaint and dispute resolution**
- **Trade and export opportunities**
- **Recruitment of pre-screened job candidates**

## **AND MORE!**



**Wednesday, December 11, 2019 | 5:30pm-7:00pm, Westside Church of God**

<b>Comments</b>	<b>Participants</b>	<b>Response</b>
Why are you still not noticing the Southwest Fresno community?	Anonymous	Currently, emails are sent out to a group of over 600 people along with direct mail information for those that did not list an email address. This list continues to grow as we update the list after every community meeting. We are in the process of hiring a local organization to provide direct outreach to businesses and residences in the Transform Fresno project area. We hope to have an organization working on community notices and door-to-door outreach as early as February 2020.
Roadwidening. I've talked to Sophia P. numerous times. She claims there will be no road widening, but there are on the FAQ sheet.	Emily Brandt	Sophia Pagoulatos in the City's Planning and Development Department created the FAQ sheet that describes the road widening projects within the Transform Fresno Project Area. Again no existing properties will be displaced as a result of road widening projects. Thank you for referring to the FAQ document as it provides specific information regarding road widening projects to include a map and description of the project. This document can be found at <a href="http://www.transformfresno.com/materials">www.transformfresno.com/materials</a>
Whose vision for the bike trails in West Fresno?	Mary A. Curry	Project #5 the Southwest Fresno Trail is a project that was voted on and approved by the 165 member Community Steering Committee as a part of the Transform Fresno Initiative. This project was a part of the final application for TCC funding and continues to be a part of Transform Fresno. The actual trail segment is a portion of the City's long-range plan for a citywide network of trails. As such, it will someday be connected with trails linking Southwest Fresno to downtown and the city at large. This particular segment was the only segment available that met the State's readiness requirements.