

Appendix A:

Community Selection Memo

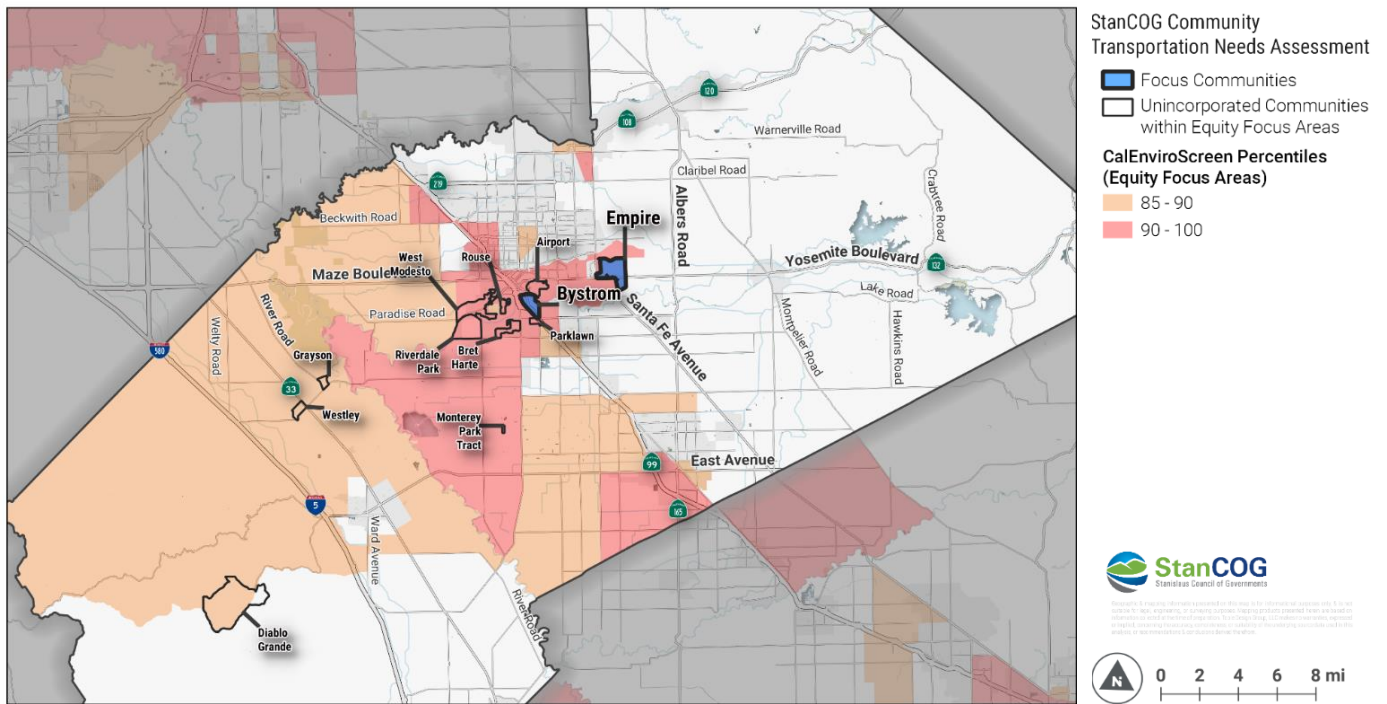
STANISLAUS COUNCIL OF GOVERNMENTS COMMUNITY TRANSPORTATION NEEDS ASSESSMENT

COMMUNITY SELECTION

This memorandum presents the methodology used to identify the two Disadvantaged Community Focus Areas (referred to as “Focus Communities”) to be studied during the Stanislaus Council of Governments’ (StanCOG) Community Transportation Needs Assessment (CTNA).

Recommendation

The project team selected Empire and Bystrom as the two Focus Communities for the Community Transportation



Needs Assessment. **Figure 1** shows the two recommended Focus Communities, and the 12 unincorporated communities that fall within the Equity Focus Areas. The process used to select these two communities is described in future detail below.

Figure 1. Twelve unincorporated communities fall within Equity Focus Areas. Through a mixed-methods analysis, Empire and Bystrom were selected as the two Focus Communities for the CTNA.

Methodology

The project team used quantitative and qualitative metrics to select two Focus Communities from an initial list of 21 unincorporated communities in Stanislaus County. **Figure 2** summarizes the steps included in the methodology.

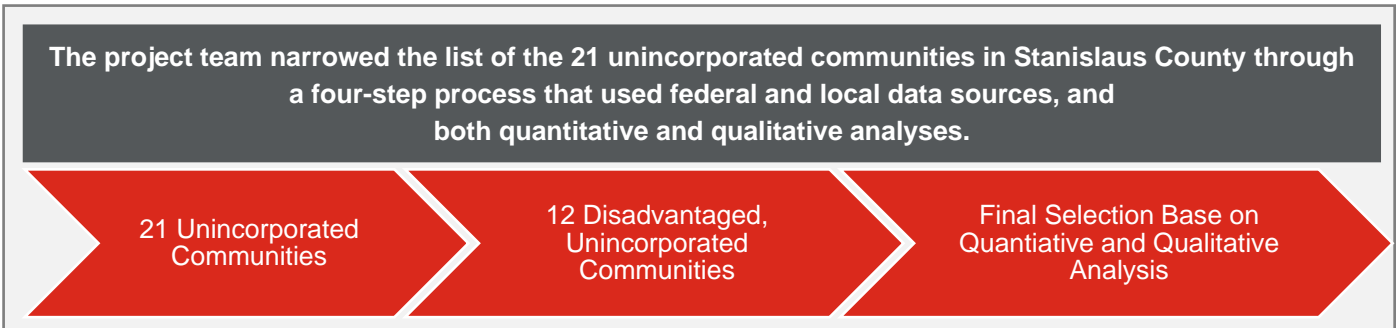


Figure 2. The methodology used to identify the two Focus Communities for the CTNA used a combination of quantitative and qualitative metrics.

Initial Eligibility Criteria: Unincorporated and Disadvantaged

The project team used two initial eligibility criteria to ensure that the selected communities meet the project purpose, which is to invest in unincorporated, disadvantaged communities.

Unincorporated

The team began with an initial list of 21 unincorporated communities in Stanislaus County. The communities were identified using the complete list of Census Designated Places, which is the formal unincorporated community definition used by U.S. Census Bureau. The 21 unincorporated communities are listed below. These 21 communities range in population from 185 to 14,229 people (American Community Survey 2015-2019, five-year estimates).

- | | | |
|------------------|-------------------------|--------------------|
| 1. Airport | 8. Diablo Grande | 15. Parklawn |
| 2. Bret Harte | 9. East Oakdale | 16. Riverdale Park |
| 3. Bystrom | 10. Empire | 17. Rouse |
| 4. Cowan | 11. Grayson | 18. Salida |
| 5. Crows Landing | 12. Hickman | 19. Valley Home |
| 6. Del Rio | 13. Keyes | 20. West Modesto |
| 7. Denair | 14. Monterey Park Tract | 21. Westley |

Disadvantaged

After identifying the 21 unincorporated communities, the project team used the California Office of Environmental Health Hazard Assessment's CalEnviroScreen 3.0 tool to ensure that the communities selected for the CTNA would meet statewide definitions of disadvantaged communities. CalEnviroScreen 3.0 is a tool that provides a comprehensive assessment of a variety of health exposure, environmental effect, sensitive population, and socioeconomic factors. It identifies communities that are disproportionately burdened by, and vulnerable to, multiple sources of pollution. A full list of the indicators that make up the CalEnviroScreen 3.0 scores is provided in **Table 1**.

Table 1: CalEnviroScreen 3.0 Indicators

Exposure	Environmental Effect	Sensitive Population	Socioeconomic Factors
Air quality Children’s lead risk from housing Diesel particulate matter Drinking water contamination Pesticide use Toxic releases from facilities Traffic density	Cleanup sites Groundwater threats Hazardous waste generators and facilities Impaired water bodies Solid waste sites and facilities	Asthma Cardiovascular disease Low birth weight infants	Educational attainment Housing burden Linguistic isolation Poverty Unemployment

In order to efficiently integrate CalEnviroScreen 3.0 data and ensure that the process used in the CTNA aligned with StanCOG’s other planning efforts, the project team included the CalEnviroScreen 3.0 data through the use of the Equity Focus Areas identified in StanCOG’s *2021 Non-Motorized Transportation Plan*. The Equity Focus Areas were defined as areas (e.g., Census tracts) within Stanislaus County with a CalEnviroScreen 3.0 score that ranked within the top 15th percentile (also called the 85th to 100th percentile).¹

In areas where only part of a community overlapped with an Equity Focus Area (e.g., Salida), an area-weighted average of the community’s CalEnviroScreen 3.0 score was calculated to determine an average CalEnviroScreen

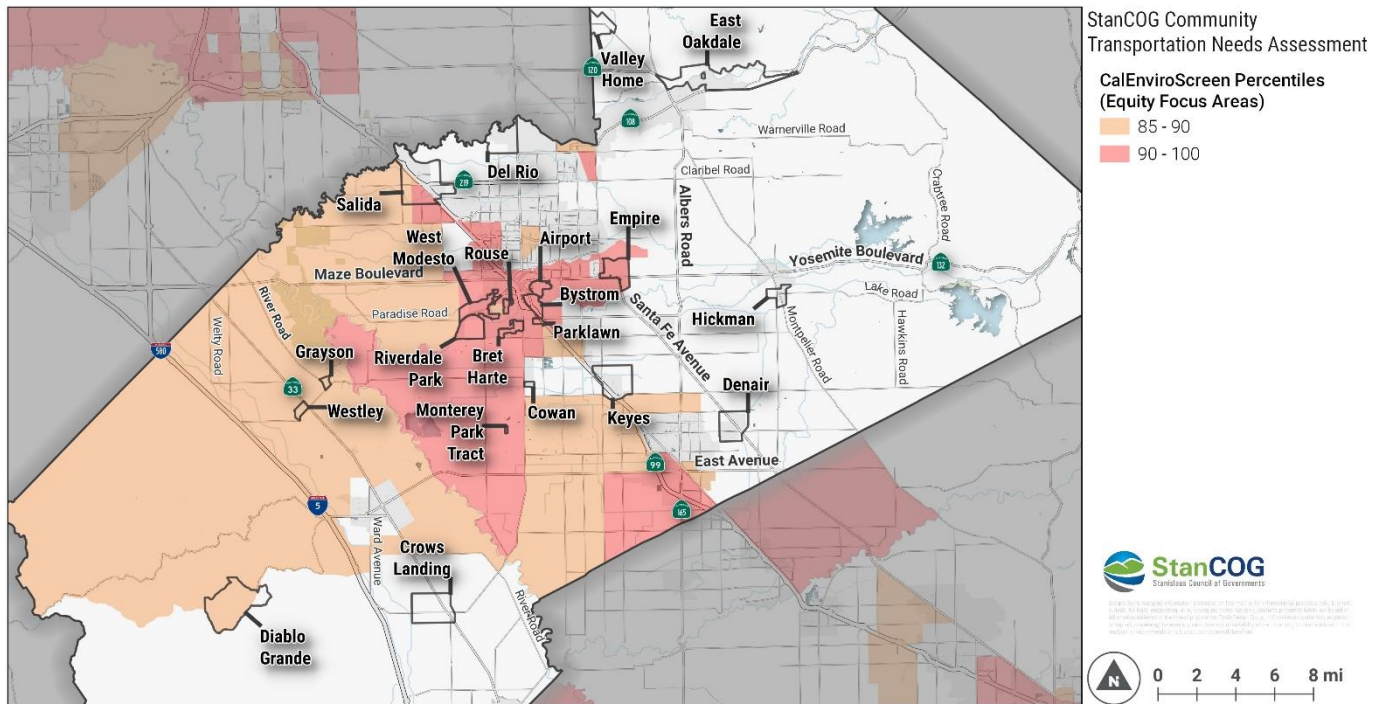


Figure 3. There are 21 unincorporated communities in Stanislaus County (per the Census definition). This map overlays the unincorporated communities on top of the Equity Focus Areas.

¹ <https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-30>

score for the whole community.² **Figure 3** shows a map of the 21 unincorporated communities overlaid on top of the Equity Focus Areas.

Twelve unincorporated communities in Stanislaus County meet both initial eligibility criteria – they are unincorporated per the Census definition, and disadvantaged per the analysis of the Equity Focus Areas. The twelve eligible communities are:

- | | |
|------------------|------------------------|
| 1. Airport | 7. Monterey Park Tract |
| 2. Bret Harte | 8. Parklawn |
| 3. Bystrom | 9. Riverdale Park |
| 4. Diablo Grande | 10. Rouse |
| 5. Empire | 11. West Modesto |
| 6. Grayson | 12. West |

Quantitative Analysis

Having narrowed the eligible communities to a list of 12 disadvantaged, unincorporated communities, the project team conducted a quantitative analysis to identify top candidates. The Project Team identified three top candidates, Bystrom, Empire, and Parklawn, employing the following quantitative analysis.

Quantitative Metrics

The project team analyzed four types of quantitative data:

- **Safety:** Communities with the highest crash rates were prioritized.
- **Regional Connectivity:** Communities with connections to other parts of the region via road, rail, and trails were prioritized. Existing regional connectivity was evaluated to identify a sites potential eligibility for leveraging regional funding for implementation and for improving conditions for residents as well as visitors and passers-through.
- **Geographic Barriers:** Communities that are isolated from their neighbors, or have barriers between their own neighborhoods, were prioritized. This project may be able to improve connectivity for communities.
- **Community Destinations:** Communities with a large number of schools relative to other communities were prioritized. Schools are a major employer and community destination – the more schools a community has, the more local travel there is. Using schools as a selection criterion also helps target interventions that protect children.

Quantitative Scoring

Each of the 12 communities was scored based on the quantitative criteria above. **Table 2** on page 6 presents all the quantitative metrics, and details how the scores were calculated.

Regional connectivity and geographic barrier scores were determined by awarding one point if a connectivity or barrier criteria was present in the community. For example, there is a rail line running through Parklawn. Therefore, Parklawn was awarded one point for the railroad score. Safety scores were determined by ranking the crash rates of each community and awarding one point for communities that ranked within the top 25th percentile

² The area-weighted average was used to identify a CalEnviroScreen 3.0 score for communities whose area encompasses at least two Census tracts with different CalEnviroScreen 3.0 scores. The project team calculated an average CalEnviroScreen 3.0 score for each community by weighting the Census tract's CalEnviroScreen 3.0 score based on the share of the community's area encompassed by each given Census tract. For example, if 50% a community was in a tract, that CalEnviroScreen score would be weighted 50%. The sum of each weighted score for all Census tracts in a community is the final community CalEnviroScreen 3.0 score.

for the highest crash rate. For example, Bystrom has the highest crash rate across all communities; Bystrom was therefore awarded one point for crash rate. Community destinations scores were calculated based on the number of schools present in each community and awarding one point to communities that ranked within the top 25th percentile of number of schools. If a metric was not present in a community then the community received a score of zero for that metric.

All reference data used to calculate the scores and evaluate the communities are listed in **Tables A.1** and **A.2** in **Attachment A**.

Table 2: Quantitative Criteria and Scoring Logic

Criteria	Metric		How the Metric is Applied
Initial Eligibility Criteria			
Location	Unincorporated community	Defined by U.S. Census as a Census Designated Place. (Source: U.S. Census)	Only unincorporated communities are eligible for this planning effort.
Equity	Equity Focus Area	A CalEnviroScreen 3.0 score ranking between the 85 th - 100 th percentile was employed for identifying Equity Focus Areas. (Source: California Office of Environmental Health Hazard Assessment)	Only communities designated as an Equity Focus Area are eligible for this planning effort.
Quantitative Criteria			
Safety	Crash rate	Per Capita Crash Rate employed defined by crashes per 1,000 people. Includes police-reported crashes between 2015 and 2019 involving any mode (e.g., automobiles, motorcycles, bicycles, pedestrians...etc.) and all injury severity levels. Source: (Statewide Integrated Traffic Records System; U.S. Census Bureau)	Prioritizes communities with relatively high crashes per capita. One point is awarded to communities that ranked within the top 25 th percentile in terms of highest crash rate.

Criteria	Metric		How the Metric is Applied
Regional Connectivity	Regional corridors	<p>Presence of regional and primary roadways, includes roadways with a functional class of 'motorway', 'trunk', or 'primary' within 164 feet³ (50 meters) of the community.⁴</p> <p>Source: (StanCOG Road Network)</p>	<p>Prioritizes communities which may have high volumes of through-traffic, suggesting that improvements implemented may also benefit people visiting or traveling through the community.</p> <p>One point is awarded to communities with regional corridors.</p>
	Transit routes	<p>Presence of a fixed route transit service within 164 feet (50 meters) of the community.</p> <p>Source: General Transit Feed Specification</p>	<p>Prioritizes communities which already have transit infrastructure and transit service connections within the community and to other communities in the region. Regional transit routes offer opportunities for intermodal infrastructure projects.</p> <p>One point is awarded to communities with transit routes.</p>
	Regional non-motorized transportation backbone network	<p>Presence of a regional backbone network route, as identified in StanCOG's 2021 <i>Non-Motorized Transportation Plan</i>. Includes routes within 164 feet (50 meters) of the community.</p>	<p>Prioritizes communities which have already been identified as having an important connection to the regional non-motorized transportation network. Non-motorized network connections offer opportunities for bicycle and pedestrian projects.</p> <p>One point is awarded to communities connected to the regional non-motorized transportation backbone network.</p>

³ A buffer distance of 164 feet (50 meters) was used to account for boundary effects to ensure that data points that fell along the border of a community and clearly serve the community would be properly associated with the community during the analysis. For example, in many communities, a major road serves as the political boundary of the community. A bus stop's location in the GIS dataset might be slightly set back from the road so that it technically would not be considered inside the community, however, it is clear to the project team that the bus stop provides service to the community. The specific distance of 164 feet was used because this distance best captured these edge effects without capturing data points that are further away and would not typically be considered within a community.

⁴ All functional classes were identified using the street network dataset from Stanislaus Council of Governments. A trunk road is a classification of roadway that includes major roads that connect two or more communities, airports, or other locations of regional significance.

Criteria	Metric		How the Metric is Applied
Geographic Barriers	Waterways	Presence of a river or other major waterway within 164 feet (50 meters) of the community. (Source: Open Streets Map geodatabase) ⁵	<p>Prioritizes communities that may be isolated, have neighborhoods that are isolated, or have connectivity barriers due to the presence of natural or infrastructure features that pose a barrier. Barriers may be addressed during the CTNA process.</p> <p>One point is awarded to communities for each type of barrier in a community.</p>
	Railroads	Presence of a rail line within 164 feet (50 meters) of the community. (Source: Open Streets Map geodatabase)	
	Freeways	Presence of a freeway within 164 feet (50 meters) of the community. (Source: Open Streets Map geodatabase)	
Community Destinations	Number of Schools	Presence of a school within one-quarter mile of the community. Schools include elementary, middle, and high schools. (Source: Open Streets Map geodatabase)	<p>Prioritizes communities who have schools which serve as important destinations, provide access to opportunity and local jobs, and indicates a relative measure of local travel. Projects near schools can also leverage Safe Routes to School funding.</p> <p>One point is awarded to communities that ranked within the top 25th percentile in terms of highest number of schools.</p>

⁵ OpenStreetMap data is available for download or via the interactive webmap at <https://www.openstreetmap.org/#map=5/38.007/-95.844>

Final Scores

Using the methodology outlined on pages four through six, a total score was calculated for each community. Communities were ranked based on total scores.

Table 3 presents the individual evaluation criteria scores for each community as well as the total scores for each community. The communities of Bystrom, Parklawn and Empire scored the highest among all 12 communities. Diablo Grande and Monterey Park Tract scored the lowest among the communities.

Table 3. Quantitative Criteria Scores and Final Community Scores

Unincorporated Communities	Safety	Regional Connectivity			Geographic Barriers			Community Destinations	Total Score
	Crash Score	Regional Corridors Score	Transit Score	Regional Bikeways Score	Freeway Score	Waterway Score	Railroad Score	Schools	
	1 = Crash rate within top 25 th percentile	1 = Presence of highway or primary road	1 = Has fixed route service	1 = Access to NMRBN*	1 = Presence of Freeway	1 = Presence of river or waterway	1 = Presence of railway	1 = number of schools within top 25 th percentile	
Bystrom	1	1	1	1	1	1	1	0	7
Empire	1	1	1	1	0	0	1	1	6
Parklawn	1	1	1	1	1	0	1	0	6
Airport	0	0	1	1	0	1	1	1	5
West Modesto	0	1	1	1	0	1	0	1	5
Westley	0	1	1	1	0	0	1	0	4
Rouse	0	0	1	1	0	0	0	1	3
Bret Harte	0	0	1	1	0	0	0	0	2
Riverdale Park	1	0	0	0	0	1	0	0	2
Grayson	0	0	1	1	0	0	0	0	2
Diablo Grande	0	0	0	0	0	0	0	0	0
Monterey Park	0	0	0	0	0	0	0	0	0

Data sources: California Statewide Integrated Traffic Records System 2016-2020; Stanislaus Council of Government 2021 Non-Motorized Transportation Plan; General Transit Feed Specification; Open Streets Map

*NMRBN = Non-motorized Regional Backbone Network, as described in the StanCOG 2021 Non-Motorized Transportation Plan

Qualitative Analysis

The top three communities of Bystrom, Parklawn, and Empire were further evaluated using qualitative metrics to select the final two Focus Communities. The qualitative metrics included:

- **Demonstrated community and public interest during past planning projects:** Included public comments submitted during other planning processes, such as the Regional Transportation Plan, Non-Motorized Transportation Plan, or other transportation project.
- **Ongoing planning, public health, or transportation related projects:** Included other identified projects, studies, or planning efforts related to public health or transportation.

These qualitative metrics were evaluated through conversations with staff from Catholic Charities and StanCOG, and research conducted by the project team to assess planned, or ongoing projects. Bystrom and Empire both have recent or upcoming projects, including the upcoming South 9th Street Integrated Land Use and Transportation Corridor Study in Bystrom and the California Walks (CalWalks)/ UC Berkeley Safe Transportation Research and Education Center (SafeTREC) Community Pedestrian and Bicycle Safety Training in Empire. The project team plans to leverage past and ongoing projects to enhance public outreach and increase opportunities to implement projects recommended as part of the Community Transportation Needs Assessment.

Attachment A: Reference Data

Safety and Demographic Data

The population, population density, and total number of crashes and schools for each community were reviewed as reference data and to better understand the context of the communities. **Table A. 1** presents a summary of the reference data for each of the 12 unincorporated communities that align with the Equity Focus Areas. It also includes the CalEnviroScreen 3.0 percentiles and the share of people of color as a reference. People of color includes people of all races and Hispanic/Latinx populations who did not identify as ‘white, alone’ in the 2015-2019 American Community Survey. Schools include those located within one-quarter mile of each community.

The communities of Airport, Bret Harte, Bystrom, and Rouse had highest CalEnviroScreen 3.0 percentiles of all 12 communities. Westley, Grayson, Parklawn, and Rouse had the highest share of the population that identified as a Person of Color. West Modesto, Bret Harte, Empire, and Bystrom had the highest populations of all communities, however, Bret Harte, Rouse, Parklawn, and Grayson had the highest population densities. The communities with the highest number of traffic crashes included Bystrom, West Modesto, and Empire. The communities with the highest number of schools included Empire, Airport, Rouse, and West Modesto.

Table A. 1 Community Selection Reference Data

Community	CalEnviroScreen 3.0 Percentile	People of Color*	Population	Population Density	Crashes	Crash Rate
Airport	100%	84%	1,479	2,576	21	13
Bret Harte	99%	90%	5,148	9,356	65	13
Bystrom	100%	89%	3,759	5,328	179	48
Diablo Grande	86%	47%	889	174	2	2
Empire	94%	74%	4,051	2,534	98	24
Grayson	86%	97%	1,364	6,118	19	14
Monterey Park Tract	95%	89%	272	5,756	0	0
Parklawn	96%	95%	1,040	6,258	72	69
Riverdale Park	95%	84%	1,033	711	48	46
Rouse	99%	94%	2,031	8,521	22	11
West Modesto	96%	74%	5,762	4,041	118	20
Westley	86%	100%	968	2,681	18	19

Data sources: California Office of Environmental Health Hazard Assessment CalEnviroScreen 3.0; U.S. Census Bureau American Community Survey 2015-2019 (Five-year estimates); California Statewide Integrated Traffic Records System 2016-2020; Open Streets Map

**This data is used to provide a general reference only and the exact percentages should be interpreted with caution due to notable margins of error present in this dataset due to the small sample sizes.*

***School data comes from Open Streets Map and may not include all alternative or charter schools.*

Connectivity, Barriers, and Community Destination Data

Table A. 2 provides details for the regional connectivity, infrastructure barriers, and schools criteria to show which roads, routes, freeways, and schools were identified as part of the community evaluation process.

Table A. 2 Focus Community Evaluation Details

Unincorporated Communities	Regional Connectivity			Geographic Barriers			Community Destinations	
	Regional Corridors	Regional Bikeways	Transit Lines	Freeways	Waterways	Railroads	Number of Schools	Schools
Airport	Yosemite Blvd	Tuolumne River Trail	16,17	-	Tuolumne River	Modesto Empire Traction, North Main	2	Kerr Avenue School, Wilson Elementary School
Bret Harte	-	Ustick Rd, Regional Trail	20,313	-	-	-	1	Evelyn Hanshaw Middle School, Bret Harte Elementary School
Bystrom	CA-99, S 9 th St	E Hatch Rd, S 9 th St, Herndon Rd	9,20,31	CA-99	Tuolumne River	Fresno Subdivision, Tidewater Subdivision	1	Tuolumne Elementary School
Diablo Grande	-	-	-	-	-	-	0	-
Empire	Santa Fe Ave, Yosemite Blvd	Yosemite Blvd, Regional Trail	317	-	-	North Main, Stockton Subdivision MT1, Stockton Subdivision MT2	7	Peter Johansen High, Empire Elementary, Norman Glick Middle, Alice Stroud Elementary, Teel Middle School, Oakdale-Stanislaus Alternative Charter, Empire Community School

Unincorporated Communities	Regional Connectivity			Geographic Barriers			Community Destinations	
	Regional Corridors	Regional Bikeways	Transit Lines	Freeways	Waterways	Railroads	Number of Schools	Schools
Grayson	-	W Grayson Rd	313	-	-	-	0	-
Monterey Park Tract	-	-	-	-	-	-	0	-
Parklawn	CA-99	E Hatch Rd	20	CA-99	-	Fresno Subdivision, Tidewater Subdivision	0	-
Riverdale Park	-	-	-	-	Tuolumne River	-	0	-
Rouse	-	Rouse Ave, Roselawn Ave, Garden Ave, Suter Ave	1,15	-	-	-	3	James Marshall Elementary School, Aspire University Charter School, Aspire Vanguard College Preparatory Academy
West Modesto	Paradise Rd	Paradise Rd, Robertson Rd, S Carpenter Rd	1,2,13,15	-	Tuolumne River	-	5	Burbank Elementary School, Robertson Road Elementary School, Harriette Kirschen Elementary, James Marshall Elementary School, Mark Twain Jr High School
Westley	CA-33	W Grayson Rd	313	-	-	West Side Subdivision	1	Grayson Elementary

“-” indicates that a community did not have any instances of this infrastructure barrier, measure of regional connectivity, or schools.