

December 11, 2009

TO: Interested Parties

FROM: Brenda Lauchner, Council of Fresno County Governments

SUBJECT: Community-Based Outreach Mini-Grant Program for **Fresno Forward: 2011 Regional Transportation Plan**

The Council of Fresno County Governments (Fresno COG) is seeking assistance from community-based organizations to solicit ongoing public input into key activities associated with the preparation of **Fresno Forward: 2011 Regional Transportation Plan** (RTP). In order to ensure diverse and extensive input to the 2011 RTP and related key components from people throughout the region, Fresno COG is requesting help to further expand community outreach activities.

Fresno COG will provide three mini grants of \$2,500 each to three organizations that will implement outreach activities that result in:

- public involvement from stakeholders as described
- community-based input on regional priorities
- ongoing public input into the development of the RTP and key related components

The primary goal of this effort is to reach out to nontraditional as well as traditional audiences to include them in the transportation planning process. This program will help ensure that environmental justice issues are addressed and that interested members of the public have ample opportunity to understand and provide meaningful input while the RTP is in its early stages and throughout the planning process.

These activities will coordinate with on-going public involvement activities underway with elected officials, community and business leaders, and other stakeholders in preparing the 2011 RTP.

If your organization is awarded a grant, members from your organization will receive orientation on Fresno COG, the RTP, including its goals and objectives, and other key planning initiatives related to the RTP update. Fresno COG then will work with you to develop presentation materials for your outreach efforts.

In addition to the activities described above, each organization receiving a grant must appoint a representative to serve on the new Fresno Forward Working Group (FFWG), which will provide input on the development of the 2011 RTP. This group is expecting to meet approximately three times between now and the completion of the RTP in July 2010. *(See question four of the application)*

If you are interested in assisting Fresno COG in these public outreach/involvement activities, please review the attached background materials and respond with a letter of interest and completed application by **Thursday, January 7, 2010, at 5 p.m.**

Should your response meet Fresno COG's needs, Fresno COG will contact your organization on Monday, January 11, 2010, to discuss potential contract terms and to finalize the Scope of Work. Our goal is to empower each of the three grant recipients to begin implementing their RTP Outreach Strategy right away.

If you know of any other community-based organizations that could assist Fresno COG with this effort,

please feel free to forward this information or direct interested parties to the Fresno COG website at www.fresnocog.org.

Thank you for your interest in reaching our community and involving them in the region's planning efforts. If you have any questions or need further clarification, please contact Brenda Lauchner, Planner III at (559) 233-4148, extension 219 or brendal@fresnocog.org.

Community-Based Outreach Mini-Grant Program

Community-based Outreach/Public Involvement for Fresno COG's 2011 Regional Transportation Plan (RTP)

Application Package Contents:

Application Forms:

1. Application Form and Project Budget Worksheet
2. Fresno Forward Stakeholders Working Group (FFWG) Membership Application Form

Background Materials:

1. Scope of Work for Community-Based Outreach Mini-Grant Program
2. Timeline of Major Milestones, Inputs, and Fresno COG Activities Toward Development of the 2011 RTP
3. Evaluation Criteria for Community-Based Outreach/Public Involvement for Fresno COG's 2011 RTP

Application Instructions:

Please complete and submit five copies of the following:

- Letter of interest not to exceed one page indicating your willingness and capabilities to perform the work described in the Scope of Work
- Completed application form not to exceed five pages, including the project budget worksheet
- Completed FFWG membership application form(s) (not included in page count)

To be considered, your proposed representative to the FFWG must complete the enclosed FFWG membership application form and submit with the rest of your application. If desired, your organization may also designate up to two alternate representatives to the FFWG. Any proposed alternate representative also must complete the enclosed FFWG membership application form. Community Based Mini-Grant Recipients may lose their funding if they are not present at all meetings of the Fresno Forward Working Group.

The primary contact for the application and the proposed FFWG member is not required to be the same person, but please submit all application materials together in one complete package.

If you have any questions or need assistance, please refer to the enclosed background materials, or submit questions in writing to Brenda Lauchner, brendal@fresnocog.org, or at the mailing address listed below. Responses to all questions submitted during the application period will be posted to the Fresno COG website for review by all interested organizations.

Return completed applications via mail or hand delivery by 5 p.m., January 7, 2010, to:

Brenda Lauchner, Planner III
Fresno COG
2035 Tulare Street, Suite 201
Fresno, CA 93721
brendal@fresnocog.org
Phone: (559) 233-4148, Ext. 219 / Fax: (559) 233-9645

**APPLICATION FOR
Community-Based Outreach Mini-Grant Program**

Organization/Agency: _____

Address: _____

Primary Contact: _____

Phone: _____

E-mail: _____

(Please make responses as concise as possible; applications will not be judged on length of response)

1. Please list and describe the outreach activities that your organization proposes to carry out in order to facilitate community-based outreach and public involvement the Fresno Forward: 2011 Regional Transportation Plan (RTP) and other Fresno COG initiatives to meet the requirements of the Scope of Work. Include the type of information you expect to obtain from each activity.
Note: Proposed costs for all activities described in response to this question must be included on the project budget worksheet.

2. Please describe the demographics of the community you work with and the geographic area your program would reach (please include ZIP codes). What stakeholders would your program reach from specific communities who traditionally may not have been involved in regional public policy planning processes (i.e. seniors, low income, people of color, and others)?

3. Please describe your organization's experience working with these communities and any similar types of projects that your organization has undertaken.

Community-Based Outreach Mini-Grant Program Project Budget Worksheet

A. Operating Expenses: Includes costs associated with: telephone and postage expenses directly related to the project, use of in-house copier and external printing and copying jobs, etc. Overhead can be no more than 15 percent of contract total.			
Total Operating Expenses			\$
B. Staff Costs: Includes staff who will work on the project and their costs with hourly rates required to complete project.			
Staff Member	Hourly Rate	Hours	
TOTAL STAFF COSTS			\$
C. Other Direct Costs: May include refreshments, signage, and other appropriate meeting and promotion expenses.			
TOTAL OTHER DIRECT COSTS			\$
TOTAL AMOUNT REQUESTED			\$

**APPLICATION FOR
Fresno Forward Working Group (FFWG)
Representative of Community-Based Organization**

Primary Representative:

Organization/Agency:

Address:

Phone:

E-mail:

Alternate(s): *(Up to two may be assigned)*

Alternate 1:

Organization/Agency:

Address:

Phone:

E-mail:

Alternate 2:

Organization/Agency:

Address:

Phone:

E-mail:

Return this completed form as part of your organization's complete application for the Community-Based Outreach Mini-Grant Program via mail or hand delivery by 5 p.m., January 7, 2010, to:

Brenda Lauchner, Planner III
Fresno COG
2035 Tulare Street, Suite 201
Fresno, CA 93721

Please contact Fresno COG Staff member Brenda Lauchner with any questions:

brendal@fresnocog.org

Phone: (559) 233-4148, Ext. 219 / Fax: (559) 233-9645