

# 2020 Application

## Fresno Council of Governments' Community Mini Grant Program for Regional Transportation Plan Public Outreach



Fresno Council of Governments  
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February 24, 2020

TO: Interested Parties

FROM: Brenda Veenendaal, Fresno Council of Governments

SUBJECT: Fresno COG Mini-Grant Outreach Program for the **2022 Regional Transportation Plan and Sustainable Communities Strategy** public review and input

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**Overview:**

The Fresno Council of Governments (Fresno COG) is seeking assistance from community organizations, schools, agencies and businesses to solicit ongoing public input into key activities associated with the preparation of the 2022 Regional Transportation Plan (RTP) and the Sustainable Communities Strategy Scenarios within it. In order to ensure diverse and extensive input on the 2022 RTP from people and populations throughout the region, Fresno COG is requesting help to expand community outreach that garners significant public input.

Fresno COG will provide mini grants ranging from \$1,500 – \$2,500 each to organizations with existing community contacts. Successful applicants will reach out to residents of the Fresno County region, include them in the RTP and SCS transportation planning process via workshop and online participation, and obtain defined input regarding their perceived community transportation needs. This program is designed to ensure that interested members of the public have ample opportunity to understand and provide meaningful input on these plans during the planning process.

All mini grant recipients will be tasked with providing factual information to their contacts. Any attempts to influence a participant’s responses or comments regarding any aspect of the RTP outreach is prohibited and is grounds for termination of a mini grant contract by Fresno COG.

This outreach will be coordinated with additional public involvement activities conducted separately by the Fresno COG. A defined set of questions or types of feedback will be used while conducting outreach. All answers/input/data collected will be combined and forwarded to the Fresno COG Policy Board.

If your organization is awarded a grant, members from your organization will receive a detailed orientation to provide information on Fresno COG, the RTP and the SCS. Fresno COG will provide necessary informational flyers and graphic materials in English to assist in outreach efforts. All translation of materials must be done by mini grant recipients with the exception of some Spanish items. Staff assistance with graphics or formatting will also be provided by Fresno COG staff.

**Estimated Project Award and Implementation Timeline:**

**Estimated Timeline:** If you are interested in applying for a RTP Mini Grant for public outreach/involvement activities, please review the application packet and respond with a completed application and letter of interest and by **Thursday, March 26, 2020 at 12:00 p.m. (noon)**. No applications will be received after that date and time.

All questions regarding this application should be submitted to Brenda Veenendaal at [brendav@fresnocog.org](mailto:brendav@fresnocog.org) on or before March 23, 2020. Questions received and answers provided will be posted to the Get Involved webpage on Fresno COG's website.

Should your application appear to meet Fresno COG's outreach needs, Fresno COG will contact your organization on or before April 14, 2020, to set up a face-to-face interview on April 20, 2020. Applicant acceptance will be announced by April 24, 2020 or sooner. A recommendation for funding is forwarded to Fresno COG's Transportation Technical Committee and Policy Advisory Committee with final approval granted by the Fresno COG Policy Board.

A MANDATORY orientation meeting will be held with all mini grant recipients on June 9, 2020. Outreach should begin immediately, with workshops held throughout the month of September 2020 in locations throughout the Fresno County region.

**Timeline Summary:**

| <b>Date</b>      | <b>Activity</b>  |
|------------------|--|
| March 26, 2020   | Completed Mini-Grant Application Packet and Proposals due to Fresno COG by 12:00 p.m.  |
| April 14, 2020   | Fresno COG contacts applicants to set up interviews  |
| April 20, 2020   | Applicant interviews - SAVE THE DATE   |
| April 24, 2020   | Applicants notified of acceptance and recommendation goes forward to Fresno COG's Transportation Technical Committee, Policy Advisory Committee and Policy Board |
| May 28, 2020     | Fresno COG Policy Board approval of Mini Grant Recipients  |
| June 2-15, 2020  | Finalizing Scopes of Work and signing contracts  |
| June 9, 2020     | Mandatory Orientation Meeting for all mini-grant recipients  |
| September 2020   | Mini-Grant workshops held in various locations throughout the month  |
| December 1, 2020 | Final outreach report due to Fresno COG by 4:00 p.m. with all billing documentation and invoices   |

## Scope of Work:

Fresno COG will provide mini grants ranging from \$1,500 – \$2,500 each to organizations with existing community contacts. Successful applicants will reach out to residents of the Fresno County region, include them in the RTP and SCS transportation planning process via workshop and online participation, and obtain defined input regarding their perceived community transportation needs. This program is designed to ensure that interested members of the public have ample opportunity to understand and provide meaningful input on these plans during the planning process.

Mini-grant recipients should have previously established contacts or clientele and be able to show their outreach goals for number of people engaged, reach and location of each proposed workshop, and budget associated with each task in their application.

Each mini-grant recipient group will need to organize a public outreach campaign that would include the following:

- Organize and host one or more workshops during the month of September 2020 to gather community members perceived Regional Transportation Needs. Mini-grant recipients will be responsible for the following workshop organization:
  - Locating and reserving workshop venues
  - Inviting attendees
  - Tracking attendance
  - Translating and duplicating invitation materials
  - Arranging and providing all workshop transportation, food, interpretation, childcare, etc. for community members
- Encourage community members who cannot attend workshops to submit their transportation needs online at Fresno COG's RTP website
- Final reporting, including a summary of all work completed, receipts, participant lists and an analysis of how they met their proposed goals

Fresno COG staff will attend each workshop, acting as presenter. COG staff will organize and prepare all workshop content and materials and will compile all data obtained at each workshop.

Fresno COG will provide a reporting format spreadsheet to each mini grant recipient after contract signing.

Mini-grants will be awarded based upon the following criteria:

1. Outreach strategy and goals
2. Completeness of application packet
3. Specific demographics proposed
4. Geographic area of outreach
5. Number of people proposed to attend meetings/workshops and submit online feedback
6. Previous experience and success with outreach to the people/community proposed

**Note: Fresno COG reserves the right to award the number of mini-grants they deem appropriate at funding levels warranted by each applicant's individual outreach strategy.**

## **Regional Transportation Plans and Sustainable Communities Strategy background information**

The **Regional Transportation Plan** (RTP) is a long-term blueprint of a region's [transportation system](#). RTPs are conducted every four years as plans looking 25 years into the future. They identify and analyze transportation needs of the [metropolitan region](#) and create a framework for project priorities.

These plans are normally the product of recommendations and studies carried out and put forth by a [Metropolitan planning organization](#) (MPO) such as Fresno COG. MPOs were formed under the [1962 Federal-Aid Highway Act](#) and are required for any [urban area](#) with a population of greater than 500,000.

### **Sustainable Communities Strategy (SCS)**

In short, a Sustainable Communities Strategy (SCS) is a plan for integrating transportation, land-use and housing policies for achieving lower greenhouse gas emissions per person. SCS is derived from the Sustainable Communities and Climate Protection Act of 2008, also known as Senate Bill 375 (SB 375), a State of California law-targeting greenhouse gas (GHG) emissions from “mobile” pollution sources, specifically passenger vehicles. Greenhouse gases, such as carbon dioxide, come from the burning of fossil fuels (i.e. the petroleum-based gasoline in automobiles) and contribute to the greenhouse effect, or a rise in average surface temperature, as well as air pollution.

**For additional information on Sustainable Communities Strategies and Fresno COG’s role in developing an SCS for Fresno County please visit the Fresno COG website at: [www.fresnocog.org](http://www.fresnocog.org).**

## **Fresno COG’s Mini Grant Outreach Program**

### **Application Instructions**

Please complete and submit five printed and bound (hard) copies and **one electronic copy**, in pdf form, of the following items to Fresno COG:

1. Completed application Form
2. Proposed Budget
3. Supporting materials

The Proposed Project Budget Worksheet Sample and the Application Form are available in Microsoft Word software format from Fresno COG staff by request.

**Return completed applications via mail or hand delivery by 12:00 p.m., March 26, 2020, to:**

Brenda Veenendaal  
Administrative Services Manager  
Fresno COG  
2035 Tulare Street, Suite 201  
Fresno, CA 93721  
[brendav@fresnocog.org](mailto:brendav@fresnocog.org)

If you have any additional questions or need assistance, please submit questions to Brenda Veenendaal at [brendav@fresnocog.org](mailto:brendav@fresnocog.org) or by phone at 233-4148 ext. 219. All questions received and their associated answers will be posted to Fresno COG’s website at <https://www.fresnocog.org/business-fresno-cog/> as responses are provided by Fresno COG staff. This application packet may be downloaded in pdf format from the Fresno COG homepage at the link listed above. Microsoft Office copies of the attached worksheets will be emailed to you by request.

# Community-Based Outreach Mini-Grant Program

## Application Form

Organization/Agency:

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Address:

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Primary Contact:

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Phone:

E-mail:

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Organization/Agency website and/or Facebook page (not required):

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Please make all responses as concise and complete as possible. Applications will not be judged upon length of response. Attach a separate sheet with the following questions and responses. Microsoft Word versions of this document are available upon request.

**1. Outreach strategy and goals.**

Please list and describe the outreach strategies that your organization proposes to carry out in order to facilitate community-based outreach and enlist public involvement on the 2022 Regional Transportation Plan (RTP) Sustainable Communities Strategy.

**2. The specific demographics of the community proposed to reach.**

Please describe the specific demographic and geographic area of your proposed outreach. Who are the community members to whom you will outreach, and where do they live? (Please include ZIP codes).

**3. The number of people proposed to attend meetings/workshops and submit feedback.**

Provide a goal or estimate of the number of people you expect to reach, and the number of responses you will obtain via meeting, online communications (made available through Fresno COG) or one on one with your staff.

**4. Previous experience.**

Share any previous successes from similar types of outreach projects.

**5. Current contacts.**

Clearly state how well established your outreach audience or contacts are currently. Fresno COG want to know who you currently communicate with or have access to on a regular basis.

**6. Staffing and qualifications.**

Provide a list of staff members, co-consultants or other individuals who will be implementing your Mini-Grant RTP/SCS Outreach program, their proposed role, experience and qualifications.



## Fresno COG Mini Grant Outreach Program

### Sample Proposed Project Budget Worksheet

Name of Agency/Organization/School: \_\_\_\_\_

|   |                    |              |    |
|---|--------------------|--------------|----|
| <b>A. Proposed Operational Expense Breakdown:</b> 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. Detailed itemization and receipts required. |                    |              | \$ |
|   |                    |              |    |
|   |                    |              |    |
|   |                    |              |    |
|   |                    |              |    |
|   |                    |              |    |
|   |                    |              |    |
| <b>TOTAL PART A. PROPOSED OPERATIONAL EXPENSES</b>  |                    |              | \$ |
| <b>B. Proposed Staff Costs:</b> Includes staff who will work on the project, their costs with hourly rates required to complete project and details about work performed.   |                    |              |    |
| <b>Staff Member &amp; Work Performed</b>  | <b>Hourly Rate</b> | <b>Hours</b> |    |
|   |                    |              |    |
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|   |                    |              |    |
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|   |                    |              |    |
| <b>TOTAL of PART B. PROPOSED STAFF COSTS</b>  |                    |              | \$ |
| <b>C. Other Proposed Direct Cost Breakdown:</b> May include refreshments, signage, and other appropriate meeting and promotion expenses. Detailed itemization and receipts required.  |                    |              |    |
|   |                    |              |    |
|   |                    |              |    |
|   |                    |              |    |
| <b>TOTAL PART C. OTHER PROPOSED DIRECT COSTS</b>  |                    |              | \$ |
| <b>TOTAL AMOUNT REQUESTED</b>   |                    |              | \$ |