

2017-18

Fresno COG's Mini Grant Outreach Program



**Application Packet for the
Fresno Council of Governments
Community Mini-Grant Program**

Released for application February 10, 2017

Deadline for submittal: February 27, 2017,
12:00 noon

February 10, 2017

TO: Interested Parties

FROM: Brenda Veenendaal, Fresno Council of Governments

SUBJECT: Fresno COG Mini-Grant Outreach Program for the **2018 Regional Transportation Plan and Sustainable Communities Strategy** public review and input

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 their 2018 Regional Transportation Plan (RTP) and the Sustainable Communities Strategy Scenarios within it. In order to ensure diverse and extensive input on the 2018 RTP from people and populations throughout the region, Fresno COG is requesting help to expand community outreach activities.

Fresno COG will provide up to seven (7) mini grants of \$5,000 each to implement outreach activities resulting in public involvement and input from stakeholders, regarding the 2018 Regional Transportation Plan and its Sustainable Communities Strategy (SCS) Scenarios. The primary goal of this effort is to reach out to residents of the Fresno County region to include them in the RTP and SCS transportation planning process, and to obtain defined input on various aspects of the RTP development. This program will help ensure that interested members of the public have ample opportunity to understand the plans and process, and provide meaningful input on these plans during the entire planning process.

All mini grant recipients will be tasked with providing factual information to their contacts. Any attempts to influence a participant's responses, comments or votes on 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 on Fresno COG, the RTP and the SCS. Fresno COG will also provide information, SCS Scenario maps and some necessary materials in English, to assist you in your outreach efforts. All translation of materials must be done by mini grant recipients. Some staff assistance with graphics or formatting may be provided by Fresno COG staff.

Estimated Timeline: If you are interested in an RTP Mini Grant for public outreach/involvement activities, please review the application packet and respond with a letter of interest and completed application by **Monday, February 27, 2017 at 12:00 p.m. (noon)**. No applications will be received after that date and time.

Should your response appear to meet Fresno COG's outreach needs, Fresno COG will contact your organization on or before Thursday, March 2, 2017, to set up a face-to-face interview with representatives from your organization on March 7 or 8, 2017. Applicant acceptance will be announced by Friday, March

10, 2017 or sooner. A recommendation for funding is forwarded to Fresno COG's Transportation Technical Committee, Policy Advisory Committee, RTP Roundtable and all final approval is made by the Fresno COG Policy Board.

Fresno COG's goal is to empower each of the grant recipients to begin implementing their RTP/SCS Scenario Outreach Strategies right away. An orientation meeting will be held with all mini grant recipients on Thursday, April 6, 2017. All outreach should begin immediately, with workshops tentatively beginning in mid-June of 2017.

Estimated Timeline Summary:

Date	Activity
February 27, 2017	Completed Mini-Grant Application Packet and Proposals due to Fresno COG by 12:00 p.m.
March 2, 2017	Fresno COG contacts applicants to set up interviews
March 7 & 8, 2017	Applicant interviews
March 10, 2017	Applicants notified of acceptance and recommendation to Policy Board
March 30, 2017	Fresno COG Policy Board approval of Mini Grant Recipients
March 31 – April 7, 2017	Finalizing Scopes of Work and signing contracts
April 6, 2017	Mandatory Orientation Meeting for all recipients
Late April, 2017	First Fresno COG workshop held
Late June, 2017	First Mini-Grant workshops held in various locations
July 2017 – June 2018	Continued outreach with established contacts as agreed upon by Fresno COG staff and mini grant recipients
June 30, 2018	Final outreach report due to Fresno COG by 4:00 p.m.

Scope of Work:

Fresno COG will provide up to seven (7) \$5,000 mini grants to community organizations, schools, agencies, businesses that will implement outreach activities resulting in public involvement and input from stakeholders regarding the 2018 Regional Transportation Plan and its Sustainable Communities Strategy (SCS) Scenarios.

Fresno COG is looking for mini-grant recipients who already have established contacts or clientele to organize a public outreach campaign that would likely include the following:

- Outreach to encourage participation in April 2017 Fresno COG RTP/SCS workshop
- Organize one or more workshop on RTP/SCS topics in June 2017. Your agency or school must facilitate the workshop or meeting while Fresno COG staff acts as presenter. Fresno COG staff will attend workshops to make presentations on the content. However, each mini-grant recipient is responsible for the following:
 - Organizing the meetings/workshops, making all arrangements
 - Inviting attendees
 - Translating and duplicating materials
 - Arranging all needed workshop transportation, food, interpretation, etc. for attendees
- Continue communications with those to whom you outreached regarding the RTP/SCS next steps and outcomes. More public outreach meetings, planned and hosted by Fresno COG, will be held in Fall 2017 and Spring 2018. Mini grant recipients will be required to outreach prior to those meetings to increase participation and attendance.
- Final reporting, including a summary of all work completed, receipts, lists participants they contacted, etc.

Fresno COG will have a reporting format requirement that will be given to each mini grant recipient after contract signing.

The mini-grants will be awarded based upon the following criteria:

1. Outreach strategy and goals.
2. Completeness of the application packet.
3. The specific demographics of the community proposed to reach.
4. Geographic area of the outreach program would reach.
5. The number of people proposed to attend meetings/workshops and submit feedback.
6. Previous communication and success outreaching to the people/community proposed. How well established are your contacts?

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](#). Usually RTPs are conducted every four years and are plans for twenty-five years into the future. The plan identifies and analyzes transportation needs of the [metropolitan region](#) and creates 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 50,000.

MPOs must consider the following points when planning an RTP:

1. Support the economic vitality of the metropolitan areas, especially by enabling global competitiveness, productivity, and efficiency.
2. Increase the safety of the system for users of all modes of transportation.
3. Raise the ability of the transportation system to support [homeland security](#) and to safeguard the security of users of all modes of transportation.
4. Improve [accessibility](#) and mobility for people and freight.
5. Enhance the integration and connectivity of the transportation system, between modes, for people and freight.
6. Environmental considerations:
 1. Protect and enhance the environment;
 2. promote [energy conservation](#);
 3. improve the [quality of life](#); and,
 4. promote consistency between transportation projects, and State and local planned growth and economic development patterns.
7. Promote efficient operation and management of the system.

8. Emphasize the preservation of the existing transportation system.

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. Passenger vehicles are the single largest source of greenhouse gas emissions statewide and account for 30 percent of the total emissions. Senate Bill 375 was a follow up bill to Assembly Bill 32 (AB 32), the Global Warming Solutions Act of 2006. AB 32 set goals for the reduction of statewide greenhouse gas emissions to 1990 levels by 2020, representing a 25 percent reduction statewide. [The California Air Resources Board \(CARB or ARB\)](#) is charged with establishing greenhouse gas emission “targets” for regions within the state including the San Joaquin Valley. The targets were adopted by ARB in September 2010.

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

Fresno COG's Mini Grant Outreach Program Application Instructions

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

1. Application Form
2. Proposed Budget Worksheet
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., February 27, 2017, to:

Brenda Veenendaal
Senior Regional Planner
Fresno COG
2035 Tulare Street, Suite 201
Fresno, CA 93721

If you have any additional questions or need assistance, please submit questions to Brenda Veenendaal, at brendav@fresnocog.org, at mailing address listed above, or by phone at 233-4148 ext. 219. All questions received and their associated answers will be posted to Fresno COG's website at www.fresnocog.org/sustainable-communities-strategy-development-and-outreach 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: _____

Address: _____

Primary Contact: _____

Phone: _____ E-mail: _____

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

*(Please make responses as concise as possible; applications will not be judged on length of response.
Attach a separate sheet with the following questions and your answers so you have ample space.)*

1. Outreach strategy and goals.

Please list and describe the outreach activities that your organization proposes to carry out in order to facilitate community-based outreach and public involvement on the 2014 Regional Transportation Plan (RTP) Sustainable Communities Strategy. You may attach a detailed outreach strategy.

Note: Proposed costs for all activities described in response to this question must be included on the project budget worksheet.

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. Validate your numbers-i.e. submit a list of contacts with your application.

4. Previous experience

Share any previous successes from similar types of outreach projects. Clearly state how well established your outreach audience or contacts are currently.

5. 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 and qualifications.

Fresno COG Mini Grant Outreach Program Proposed Project Budget Worksheet Sample

Name of Agency/Organization/School: _____

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