

THE FRESNO CULTURAL ARTS CONFERENCE

CONNECTING COMMUNITY:

The Cultural Arts Impact

"Creating the Community Will and Commitment to a Thriving Cultural Arts Sector."

GALA CONCERT Featuring

PATRICK CONTRERAS & American Gypsy

Tickets available:

WARNOR'S THEATRE
1400 Fulton
Fresno, CA 93721

PATRICK'S MUSIC
769 E Barstow Ave
Fresno, CA 93710

FRESNO ARTS COUNCIL
1245 Van Ness
Fresno, 93721

With: Beatrice Herrera; Trey Tosh; Rob "The Voice";
Jay Rosette; Musicians from the Fresno Philharmonic String
Section; Warnor's Organist - Richard Cencibaugh;
Cuadro Espanol; Flamenco & Belly Dancers; Congas; Guitarist
and more!

THURSDAY, OCTOBER 4, 2007, 7pm

Warnor's Center for the Performing Arts

TICKETS: \$10, Conference Attendees — Free



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COALITION FOR
ARTS, SCIENCE
& HISTORY

For more information
regarding the conference:
www.fcash.org

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THE FRESNO CULTURAL ARTS CONFERENCE

CONNECTING COMMUNITY: *The Cultural Arts Impact*

"Creating the Community Will and Commitment to a Thriving Cultural Arts Sector."

THURSDAY, OCTOBER 4, 2007, 7:30 am — 5 pm

Located in the Cultural Arts District: The Warnor's Center for the Performing Arts, The Trade Center—the San Joaquin Light & Power Building and Cornerstone Conference Center

For more conference info: Contact **Cynthia Cooper** at **559 286.8282** and visit our web site at **www.fcash.org**

CONFERENCE SCHEDULE:

7:30 am - Registration & Continental Breakfast

8:30 am - Morning Keynote: California Comes Alive with the Arts

MURIEL JOHNSON, *Executive Director, California Arts Council*

MICHAEL ALEXANDER, *Board Chair, California Arts Council*

10:15 am - Concurrent Sessions:

- **Web-Marketing to New Audiences:** *Getting B.I.T.S.* - MARCEL NUNIS, *Jungle Webs*
- **Maximizing Media Relations:** *Connecting with the Press* - BETSY HAYS, *Assoc. Professor, CSUF Dept of Mass Communications + Journalism*
- **Cultural Arts Agendas:** *How to Work with Public Leaders to Grow a Thriving Cultural Sector* - HENRY T. PEREA, *City Council President*, JULIE GRIFFITH, *District Director Assemblyman Villines*; LILIA CHAVEZ, *Field Representative Assemblyman Arambula*
- **Keepers of the Vision:** *Board Service and Recruitment* - PATRICK BELL, *Edge Consulting*
- **Innovations and Trends in Funding:** *Funding Follows Vision* - TBD
- **Cultural Arts Lobbying:** *Resources that Produce Results* - JENNIFER THOMPSON & ISAAC KOS-READ - *Townsend Public Affairs, Inc.*; BRAD ERICKSON, *CA Arts Advocates*

11:45 am - Lunch Keynote: Fresno's Cultural Art Economic Impact, Fresno's Part in 166.2 Billion Dollar Growth Industry

MARY MARGARET SCHOENFELD, *Communications Development Manager, The Americans for the Arts*

1:30 pm - Concurrent Dialogues: The Next Step

- **Fueling Fresno's Film Industry:** Moderator: RAY ARTHUR, *Film and Entertainment Commissioner, City of Fresno*
- **Connecting With Schools:** *Creating Powerful Partnerships for Cultural Arts Education* - Moderator: BOB BULLWINKEL, *Visual and Performing Arts Coordinator, FCOE*
- **Economic Development through Cultural and Heritage Tourism:** Moderators: SUSAN WILCOX - *CA Travel and Tourism Commission (CTTC)* and the *CA Cultural and Heritage Tourism Council*; GIGI GIBBS, *Fresno County Office of Tourism*
- **Engaging Fresno's Creative Professionals & Knowledge Workers:** *Connecting Ideas to Action* - Moderator: SUZANNE BERTZ-ROSA, *Creative Fresno*

3:00 pm - Session Summary: The Cultural Arts Café- DR. JACKIE RYLE

4:00 pm - "Wine Down After Words" Reception

5:00 pm - ArtHop and Tours

- **Warnor's Center** — Fresno's American Treasure
- **Public Art Tour and Fulton Mall Tour**

7:00 pm - Showcase, Fresno Style: Patrick Contreras,

The American Gypsy With: Beatrice Herrera; Trey Tosh; Rob "The Voice"; Jay Rosette;

Musicians from the Fresno Philharmonic String Section; Warnor's Organist -Richard Cencibaugh; Cuadro Espanol; Flamenco & Belly Dancers; Congas; Guitarist and more!

TICKETS: \$10, Conference Attendees — Free LOCATION: The Warnor's Center for the Performing Arts, Fresno's National Treasure

REGISTRATION

- \$50 non-FCASH Members
- \$40 FCASH Members
- **TABLE SPONSORS:**
For sponsor benefits contact Cynthia Cooper 286-8282
- **FCASH MEMBER.**
Organization: \$500
- **CONFERENCE SPONSOR:**
\$1,000 Costs include all sessions plus breakfast, lunch, afternoon reception and evening performance. Space is limited.
- **TO REGISTER:**
go to www.fcash.org or call 559 286-8282

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Fresno Cultural Arts District
Fresno Filmmakers Forum
Fresno Filmmakers



THE FRESNO CULTURAL ARTS CONFERENCE

CONNECTING COMMUNITY: *The Cultural Arts Impact*
THURSDAY, OCTOBER 4, 2007, 7:30 am – 5 pm

FRESNO
COALITION FOR
ARTS, SCIENCE
& HISTORY

Please return with payment before September 26, 2007

COMPLETE ONE FORM FOR EACH ATTENDEE

Name _____ Title _____ Organization _____

Mailing Address _____

Work Ph.# _____ Home Ph.# _____ Cell Ph.# _____

Email _____ Website _____

REGISTRATION

On or before September 26th

Fee

Total

FCASH Member \$40 / Non-Member \$50

\$ _____

After September 26th

FCASH Member \$55 / Non-Member \$65

\$ _____

Includes continental breakfast, breakout sessions, lunch, afternoon reception and evening performance.

TABLE SPONSORSHIP WITH EVENT REGISTRATION

Available on or before September 26th only

Fee

Total

FCASH Member Organization

\$ 500

\$ _____

Non-member Organization

\$1,000

\$ _____

Includes event registration for 8, (see above) plus table signage and program listing.

For sponsorship package information, contact Cynthia Cooper: 286-8282, ccooper@fcash.org

EXTRA TICKETS FOR SHOWCASE AT THE WARNOR'S WITH PATRICK CONTRERAS

Quantity _____

at \$10 per ticket

\$ _____

FCASH MEMBERSHIP

Nonprofit Organization

Annual Operating Budget

Fee

Total

\$1 Million or more

\$ 350

\$ _____

\$251k to \$999k

\$ 275

\$ _____

\$250k or less

\$ 200

\$ _____

Other Participation

Business

\$ 250

\$ _____

Individual

\$ 100

\$ _____

TOTAL AMOUNT ENCLOSED \$ _____

☐ Visa ☐ MasterCard Credit Card No. _____ Code: _____

Expiration Date _____ Signature _____

HOW TO REGISTER:**Register by Mail****Make check payable to FCASH****Mail registration form and payment to:****CATALANO & FENSKE****1999 Tuolumne, S-801 Fresno, CA 93721****Phone: (559) 320-1120****Register by Credit Card:****Mail or fax registration form to:****(559) 320-1123****REGISTRATION POLICY:****Payment**

Registration is complete when all fees are paid in full. Advance Registration payments must be made by Wednesday, September 26, 2007. Registration forms and payments received after this date are subject to availability. Please contact Catalano & Fenske, (559) 320-1120 or Cynthia Cooper, (559) 286-8282 or email conference@fcash.org.

CONFERENCE SELECTION:

☐	BREAKFAST
☐	MORNING BREAKOUT — <i>indicate selection below</i>
☐	LUNCH
☐	AFTERNOON BREAKOUT — <i>indicate selection below</i>
☐	WINE DOWN AFTER WORDS RECEPTION
☐	ARTHOP TOURS
☐	EVENING SHOWCASE with PATRICK CONTRERAS

Located in the Cultural Arts District:

The Warnor's Center for the Performing Arts,
The Trade Center (San Joaquin Light & Power
Building) & Cornerstone Conference Center

Handicap Access:

Please note that some **breakout venues are NOT wheelchair accessible**. Do you require wheelchair accessibility?

☐ **YES**☐ **NO****Morning Breakout Sessions:** Please indicate your 1st and 2nd choice:

☐	WEB-MARKETING TO NEW AUDIENCES: <i>Getting B.I.T.S.</i>
☐	MAXIMIZING MEDIA RELATIONS: <i>Connecting with the Press</i>
☐	CULTURAL ARTS AGENDAS: <i>How to Work with Public Leaders to Grow a Thriving Cultural Sector</i>
☐	KEEPERS OF THE VISION: <i>Board Service and Recruitment</i>
☐	INNOVATIONS AND TRENDS IN FUNDING: <i>Funding Follows Vision</i>
☐	CULTURAL ARTS LOBBYING: <i>Resources that Produce Results</i>

Afternoon Breakout Sessions: Please indicate your 1st and 2nd choice:

☐	FUELING FRESNO'S FILM INDUSTRY
☐	CONNECTING WITH SCHOOLS: <i>Creating Powerful Partnerships For Cultural Arts Education</i>
☐	ECONOMIC DEVELOPMENT THROUGH CULTURAL AND HERITAGE TOURISM
☐	FRESNO'S CREATIVE COMMUNITY: <i>Connecting Ideas and Action</i>

THE FRESNO COALITION FOR ARTS, SCIENCE & HISTORY 1544 Van Ness Avenue, Fresno, CA 93721
Cynthia cooper, Executive director 559 286.8282 www.fcash.org



Dedicated to a thriving cultural arts community



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Friends of the Fresno Library
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San Joaquin Valley Town Hall
State Center Community College District
Valley Arts & Science Academy
William Saroyan Society

Film

Center for Multicultural Cooperation
Fresno Film & Entertainment Commission
Fresno Filmworks
Reel Pride Film Festival
Spectrum Art Gallery
Howard Watkins, Photographer

Museums

African American Historical and Cultural Museum
Armenian Historical Museum
Arte Americas
Clark Center for Japanese Art & Culture
Fresno Art Museum
Fresno Historical Society & Museum
Fresno Metropolitan Museum

Music, Theater & Dance

Aithon Theater Company
Bach Children's Choir
California Arts Academy
California Opera Association
CenterStage – Clovis Community Theatre
Central Valley Dance Conference
Children's Musical Theaterworks
Cynthia Merrill Projects
Fresno Choral Society
Fresno Community Choir
Fresno Folklore Society
Fresno Grand Opera
Fresno Philharmonic
Full Circle Brewing Company
Jazz Fresno
Lively Arts Foundation
Rogue Performance Festival
Warnor's Center for the Performing Arts

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KFSR 90.7
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Valley Public Television
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Discovery Center
Downing Planetarium
Fresno Chaffee Zoo
San Joaquin River Parkway and Cons. Trust
Sierra Foothill Conservancy
Tree Fresno

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Economic
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Study

**Key
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Creating the community will and commitment to a thriving cultural arts sector



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Greater Phoenix Region - Valley of the Sun

Wednesday, September 26, 2007

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in partnership with **COX**

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SHOWUP NOW PASS
Museums and Attractions



Tom Chapin

presented by **Scottsdale Center for the Performing Arts**

September 29, 2007

Tom Chapin, who has won three Grammy Awards for his family-focused songs and music, will perform in a concert to support Body Positive programs for children, youth and families. (More >>)

September 2007

S	M	T	W	T	F	S
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
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THEATRE



The Mixed Nuts
presented by
Dramagenics, LLC
August 31,
2007-November 15,
2008

MUSIC



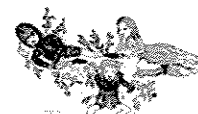
Musical Scavenger Hunt
presented by **The Phoenix Symphony**
at **Symphony Hall - AZ**
September
26-September 27, 2007

DANCE



Ballet Under the Stars
2007
presented by **Ballet Arizona**
at **Multiple Venues**
September
20-September 29, 2007

ART

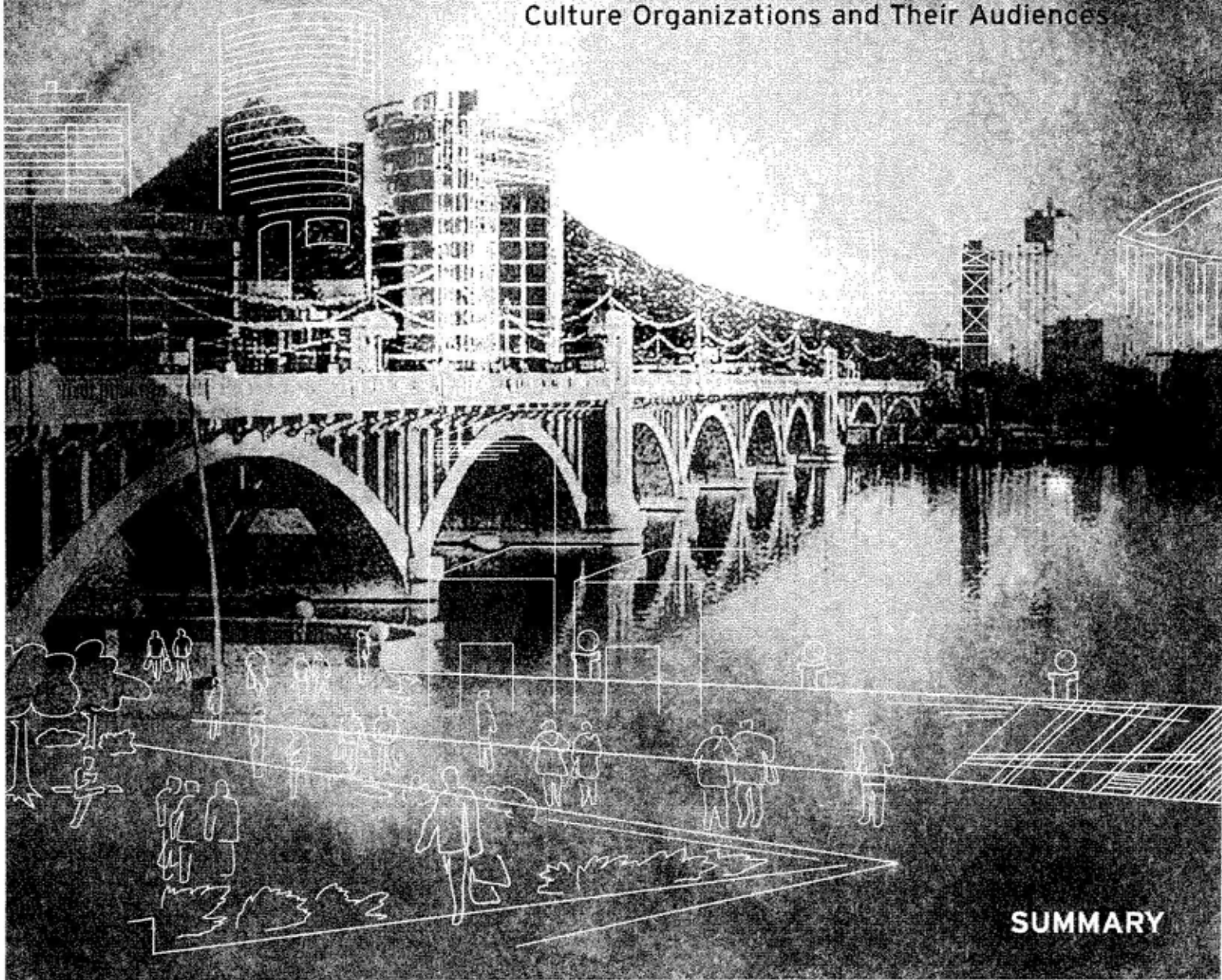


In Wonderland:
Animation by Christine
Rebet, Shahzia
Sikander, and Hiraki
Sawa
presented by
Scottsdale Museum of Contemporary Art
September 15,
2007-January 20, 2008



Arts & Economic Prosperity^{III}

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences

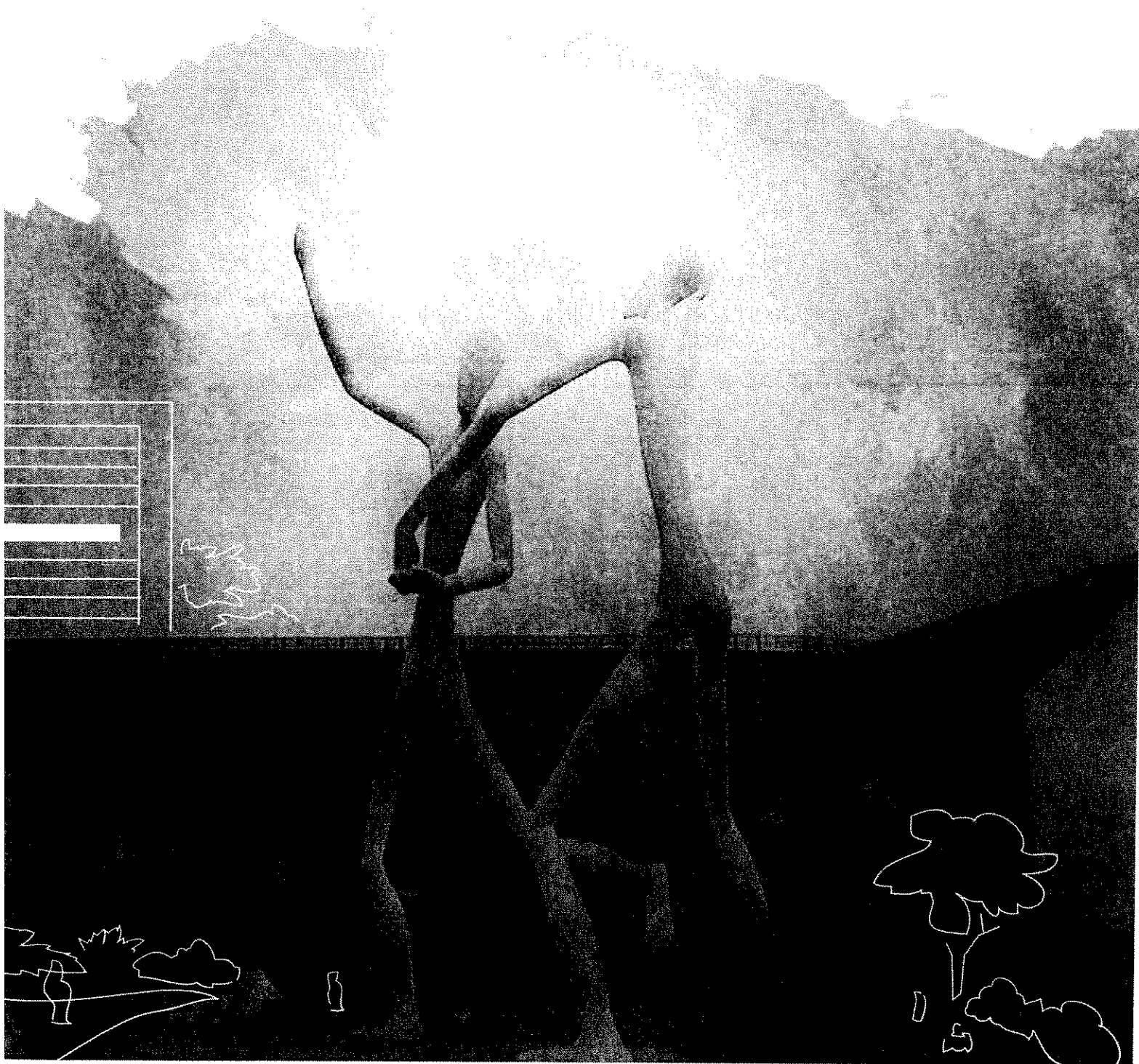


SUMMARY

The findings from Arts & Economic Prosperity III send a clear and welcome message: leaders who care about community and economic development can feel good about choosing to invest in the arts

ROBERT L. LYNCH

President and CEO, Americans for the Arts



The Arts Mean Business

ROBERT L. LYNCH, PRESIDENT AND CEO, AMERICANS FOR THE ARTS

The key lesson from *Arts & Economic Prosperity III* is that communities that invest in the arts reap the additional benefits of jobs, economic growth, and a quality of life that positions those communities to compete in our 21st century creative economy. In my travels across the country, business and government leaders often talk to me about the challenges of funding the arts and other community needs amid shrinking resources. They worry about jobs and the economic performance of their community. How well are they competing in the high-stakes race to attract new businesses? Is their region a magnet for a skilled and creative workforce? I am continually impressed by the commitment to doing what is best for their constituents and to improving quality of life for all. The findings from *Arts & Economic Prosperity III* send a clear and welcome message: leaders who care about community and economic development can feel good about choosing to invest in the arts.

Most of us appreciate the intrinsic benefits of the arts—their beauty and vision; how they inspire, soothe, provoke, and connect us. When it comes time to make tough funding choices, however, elected officials and business leaders also need to have strong and credible data that demonstrate the economic benefits of a vibrant nonprofit arts and culture industry.

Arts & Economic Prosperity III is our third study of the nonprofit arts and culture industry's impact on the nation's economy. Because of their rigor and reliability, results from the 1994 and 2002 studies have become the most frequently used statistics to demonstrate the value of arts and culture locally, statewide, and nationally. This new study is our largest ever, featuring findings from 156 study regions (116 cities and counties, 35 multicounty regions, and five states). Data was collected from an impressive 6,080 nonprofit arts and culture organizations and 94,478 of their attendees across all 50 states and the District of Columbia.

By every measure, the results are impressive! Nationally, the nonprofit arts and culture industry generates \$166.2 billion in economic activity annually—a 24 percent increase in just the past five years. That amount is greater than the Gross Domestic Product of most countries. This spending supports 5.7 million full-time jobs right here in the United States—an increase of 850,000 jobs since our 2002 study. What's more, because arts and culture organizations are strongly rooted in their communities, these are jobs that necessarily remain local and cannot be shipped overseas.

Our industry also generates nearly \$30 billion in revenue to local, state, and federal governments every year. By comparison, the three levels of government collectively

spend less than \$4 billion annually to support arts and culture—a spectacular 7:1 return on investment that would even thrill Wall Street veterans.

Arts & Economic Prosperity III has more good news for business leaders. Arts and culture organizations—businesses in their own right—leverage additional event-related spending by their audiences that pump vital revenue into restaurants, hotels, retail stores, and other local businesses. When patrons attend a performing arts event, for example, they may park their car in a toll garage, purchase dinner at a restaurant, and eat dessert after the show. Valuable commerce is generated for local merchants. This study shows that the typical attendee spends \$27.79 per person, per event, in addition to the cost of admission. When a community attracts cultural tourists, it harnesses even greater economic rewards. Nonlocal audiences spend twice as much as their local counterparts (\$40.19 vs. \$19.53). Arts and culture are magnets for tourists, and tourism research repeatedly shows that cultural travelers stay longer and spend more. Whether serving the local community or out-of-town visitors, a vibrant arts and culture industry helps local businesses thrive.

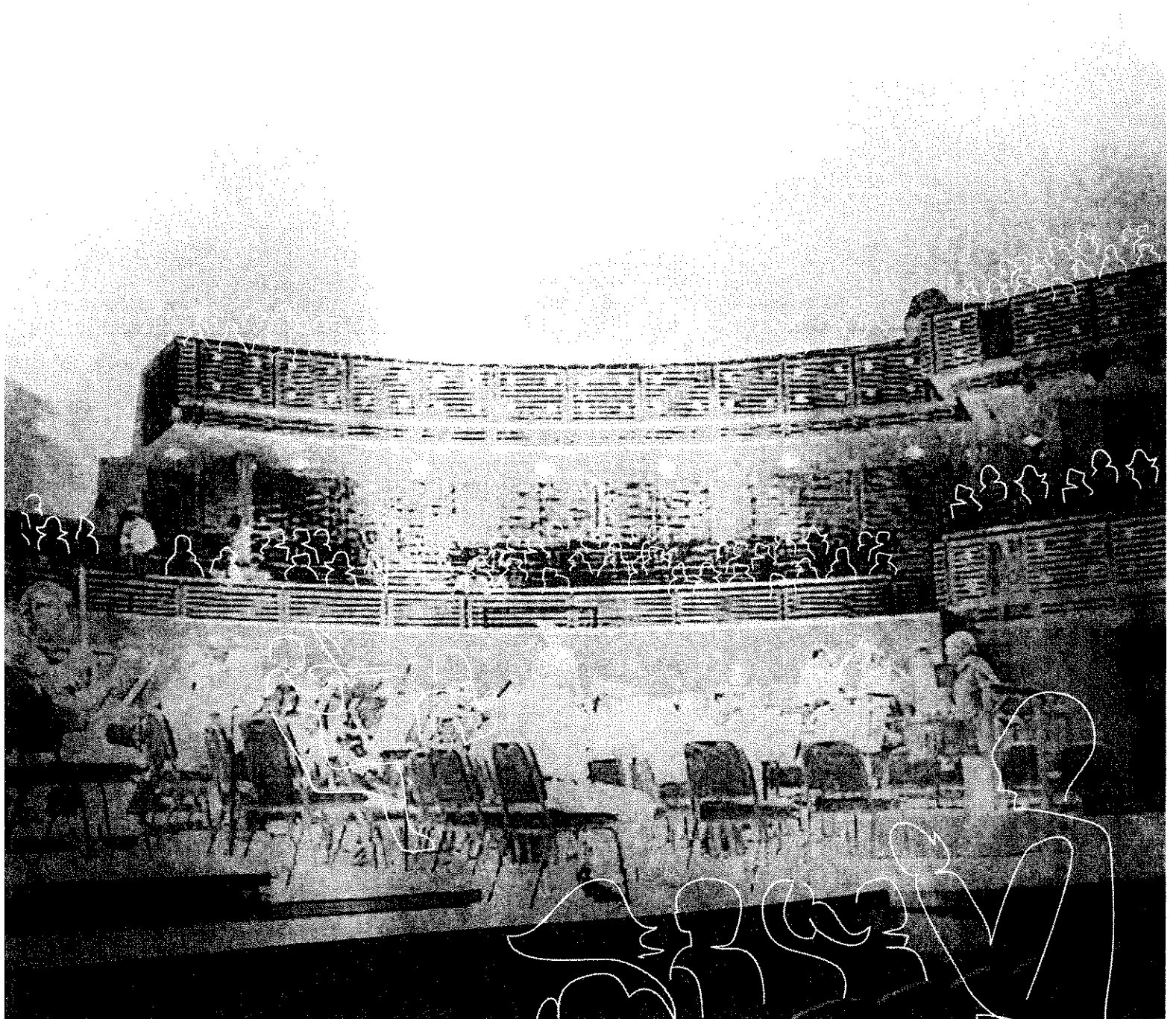
Right now, cities around the world are competing to attract new businesses as well as our brightest young professionals. International studies show that the winners will be communities that offer an abundance of arts and culture opportunities. As the arts flourish, so will creativity and innovation—the fuel that drives our global economy.

Arts & Economic Prosperity III is great news for those whose daily task is to strengthen the economy and enrich quality of life. No longer do business and elected leaders need to choose between arts and economic prosperity. Nationally, as well as locally, the arts mean business!

In my own philanthropy and business endeavors, I have seen the critical role that the arts play in stimulating creativity and in developing vital communities. As this study indicates, the arts have a crucial impact on our economy and are an important catalyst for learning, discovery, and achievement in our country.

PAUL G. ALLEN

Philanthropist and Co-Founder, Microsoft



Economic Impact of America's Nonprofit Arts & Culture Industry

Every day, the **100,000 nonprofit arts and culture organizations** that populate the nation's cities and towns are making their communities more desirable places to live and work. They provide inspiration and enjoyment to residents, beautify shared public places, and strengthen the social fabric. This study demonstrates that the nonprofit arts and culture industry is also an economic driver in these communities—a growth industry that supports jobs, generates government revenue, and is the cornerstone of tourism.

Nonprofit arts and culture organizations pay their employees, purchase supplies, contract for services, and acquire assets from within their communities. Their audiences generate event-related spending for local merchants such as restaurants, retail stores, hotels, and parking garages. This study sends an important message to community leaders that support for the arts is an investment in economic well-being as well as quality of life.

Nationally, the nonprofit arts and culture industry generates **\$166.2 billion** in economic activity every year—**\$63.1 billion** in spending by organizations

and an additional **\$103.1 billion** in event-related spending by their audiences. The impact of this activity is significant, supporting **5.7 million U.S. jobs** and generating **\$29.6 billion** in government revenue.

Arts & Economic Prosperity III is the most comprehensive study of the nonprofit arts and culture industry ever conducted. It documents the economic impact of the nonprofit arts and culture industry in 156 communities and regions (116 cities and counties, 35 multicounty regions, and five states), and represents all 50 states and the District of Columbia. The diverse communities range in population (four thousand to three million)

and type (rural to urban).

Researchers collected detailed expenditure and attendance data from 6,080 nonprofit arts and culture organizations and 94,478 of their attendees to measure total industry spending. Project economists customized input/output analysis models for each study region to provide specific and reliable economic impact data. This study

ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY (2005)
(expenditures by both organizations and audiences)

Total Expenditures	\$ 166.2 billion
Full-Time Equivalent Jobs	5.7 million
Resident Household Income	\$ 104.2 billion
Local Government Revenue	\$ 7.9 billion
State Government Revenue	\$ 9.1 billion
Federal Income Tax Revenue*	\$ 12.6 billion

Mayors understand the connection between the arts industry and city revenues. Besides providing thousands of jobs, the arts generate billions in government and business revenues and play an important role in the economic revitalization of our nation's cities.

DOUGLAS H. PALMER

Mayor of Trenton, NJ

President, The United States Conference of Mayors



uses four economic measures to define economic impact: full-time equivalent jobs, resident household income, and revenue to local and state government.

- *Full-Time Equivalent (FTE) Jobs* describe the total amount of labor employed. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.
- *Resident Household Income* (often called *Personal Income*) includes salaries, wages, and entrepreneurial income paid to local residents. It is the money residents earn and use to pay for food, mortgages, and other living expenses.
- *Revenue to Local and State Government* includes revenue from taxes (income, property, or sales) as well as funds from license fees, utility fees, filing fees, and other similar sources.

Arts & Economic Prosperity III focuses solely on nonprofit arts and culture organizations and their audiences. It excludes spending by individual artists and the for-profit arts and entertainment industry (e.g., Broadway or the motion picture industry). Due to the rigor with which the study was conducted, statistical extrapolations of the nation's nonprofit arts and culture sector can be made and are presented in this report.



There is no better indicator of the spiritual health of our city, its neighborhoods, and the larger region than the state of the arts. The arts deepen our understanding of the human spirit, extend our capacity to comprehend the lives of others, allow us to imagine a more just and humane world. Through their diversity of feeling, their variety of form, their multiplicity of inspiration, the arts make our culture richer and more reflective.

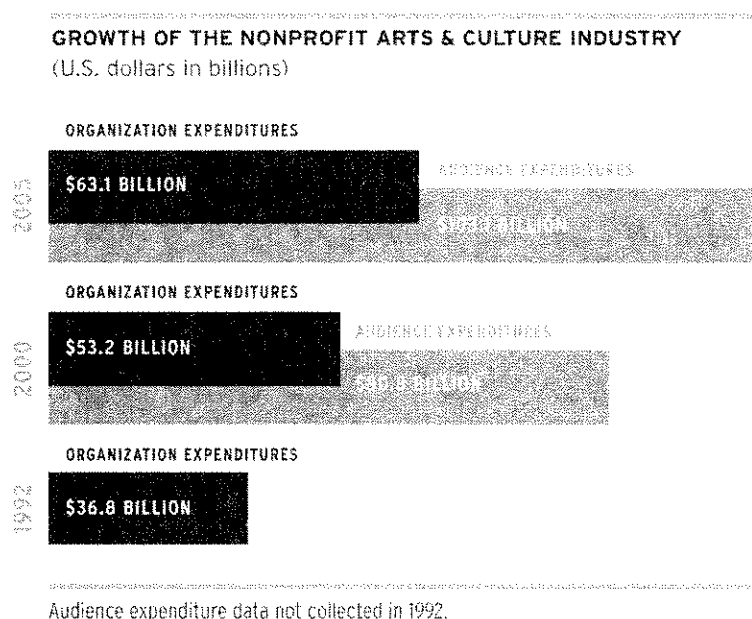
JONATHAN FANTON
President, MacArthur Foundation

Nonprofit Arts & Culture: A Growth Industry

The nation's nonprofit arts and culture industry has grown steadily since the first analysis in 1992, expanding at a rate greater than inflation. Between 2000 and 2005, spending by organizations and their audiences grew 24 percent, from \$134 billion to \$166.2 billion. When adjusted for inflation, this represents a healthy 11 percent increase. Gross Domestic Product, by comparison, grew at a slightly faster rate of 12.5 percent (adjusted for inflation).

Spending by nonprofit arts and culture **organizations** grew 18.6 percent between 2000 and 2005, from \$53.2 billion to \$63.1 billion (a 4 percent increase when adjusted for inflation). Event-related

spending by **audiences** attending a nonprofit arts and culture event increased 28 percent during the same period, from \$80.8 billion to \$103.1 billion, or 15 percent when adjusted for inflation. Audience spending was not studied in the 1992 analysis.



THE PANEL OF 25: ECONOMIC IMPACT TREND COMMUNITIES

Twenty-five communities participated in the 2000 and 2005 economic impact studies (surveying both organizations and audiences). Twenty-three of the 25 communities had aggregate increases in nonprofit arts and culture organization expenditures, with an average growth of 58.0 percent. Event-related spending by audiences grew an average of 50.4 percent, with just five communities experiencing declines. When taken together, annual economic activity grew 49.7 percent, expanding well ahead of not just the national arts and culture industry growth rate of 24 percent, but ahead of the nation's Gross Domestic Product as well. The following are the 25 communities in this analysis:

Anchorage, AK
Boise, ID
Boulder, CO
Broward County, FL
Chandler, AZ
Columbus/Franklin County, OH
Dover, DE
Erie County, PA
Forsyth County, NC

Ft. Collins, CO
Glendale, CA
Homer, AK
Indianapolis, IN
Lehigh Valley, PA
Mesa, AZ
Miami-Dade County, FL
Minneapolis, MN
Newark, NJ

Phoenix, AZ
Portsmouth, NH
St. Cloud, MN
St. Louis, MO
Tempe, AZ
Walnut Creek, CA
Westchester County, NY

NONPROFIT ARTS & CULTURE ORGANIZATIONS

Nonprofit arts and culture organizations are active contributors to the business community. They are employers, producers, consumers, and members of chambers of commerce, as well as key partners in the marketing and promotion of their cities and regions. Spending by nonprofit arts and culture organizations nationally was estimated at \$63.1 billion in 2005. This output supports 2.6 million U.S. jobs, provides \$57.3 billion in household income, and generates \$13.2 billion in total government revenue.

IMPACT OF NONPROFIT ARTS & CULTURE ORGANIZATIONS

Total Expenditures	\$ 63.1 billion
Full-Time Equivalent Jobs	2.6 million
Resident Household Income	\$ 57.3 billion
Local Government Revenue	\$ 2.8 billion
State Government Revenue	\$ 3.5 billion
Federal Income Tax Revenue	\$ 6.9 billion

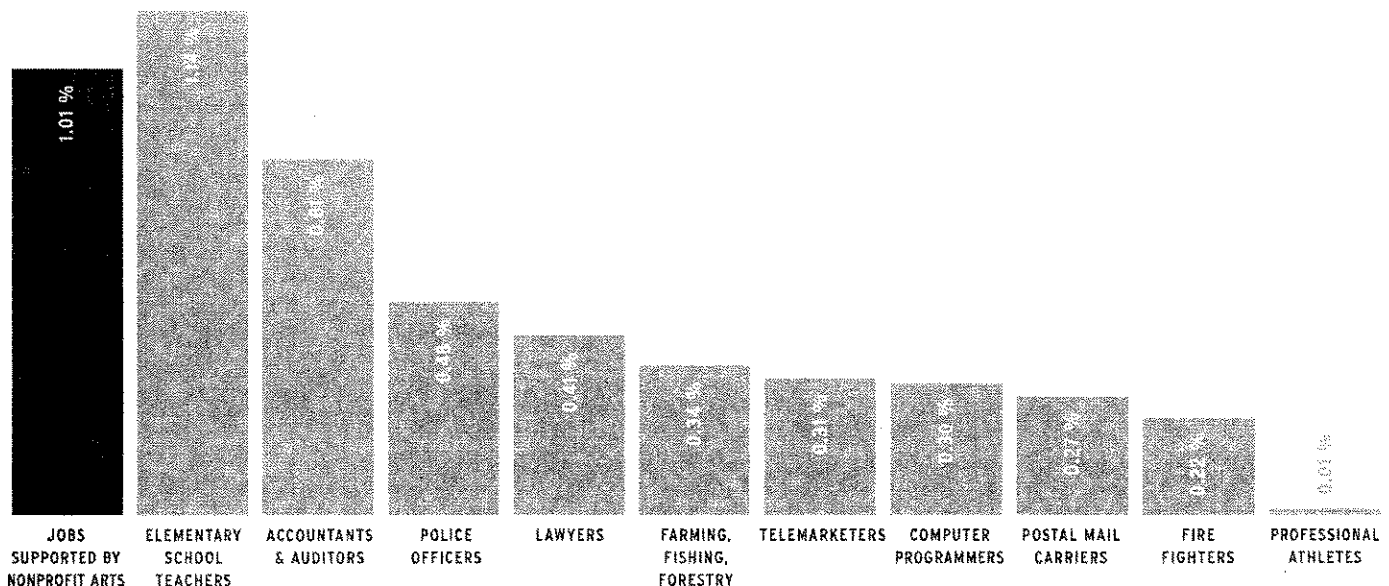
INDUSTRY EMPLOYMENT COMPARISONS

Spending by nonprofit arts and culture organizations provides rewarding employment for more than just artists, curators, and musicians. It also directly supports builders, plumbers, accountants, printers, and an array of occupations spanning many industries.

In 2005, nonprofit arts and culture organizations alone supported 2.6 million full-time equivalent jobs. Of this total, 1.3 million jobs were a result of "direct" expenditures by nonprofit arts organizations, representing 1.01 percent of the U.S. workforce.¹¹ Compared to the size of other sectors of the U.S. workforce, this figure is significant.

Nonprofit arts and culture organizations support more jobs than there are accountants and auditors, public safety officers, even lawyers, and just slightly fewer than elementary school teachers. The chart below provides a helpful context for the large number of jobs directly supported by nonprofit arts and culture organizations. It must be noted that the arts and culture jobs represent portions of multiple industry sectors (e.g., musicians, designers, accountants, printers), whereas the comparison groups are single job classifications.

PERCENTAGE OF U.S. WORKFORCE (2005)



DIRECT & INDIRECT ECONOMIC IMPACT: HOW A DOLLAR IS RESPENT IN A COMMUNITY

Arts & Economic Prosperity III uses a sophisticated economic analysis called input/output analysis to measure economic impact. It is a system of mathematical equations that combines statistical methods and economic theory. Input/output analysis enables economists to track how many times a dollar is “respent” within the local economy, and the economic impact generated by each round of spending. How can a dollar be respent? Consider the following example:

A theater company purchases a gallon of paint from the local hardware store for \$20, generating the direct economic impact of the expenditure. The hardware store then uses a portion of the aforementioned \$20 to pay the sales clerk’s salary; the sales clerk respends some of the money for groceries; the grocery store uses some of the money to pay its cashier; the cashier then spends some for the utility bill; and so on. The subsequent rounds of spending are the indirect economic impacts.

Thus, the initial expenditure by the theater company was followed by four additional rounds of spending (by the hardware store, sales clerk, grocery store, and the cashier). The effect of the theater company’s initial expenditure is the **direct economic impact**. The subsequent rounds of spending are all of the **indirect impacts**. The **total impact** is the sum of the direct and indirect impacts.

Note: Interestingly, a dollar “ripples” very differently through each community, which is why each study region has its own customized economic model.

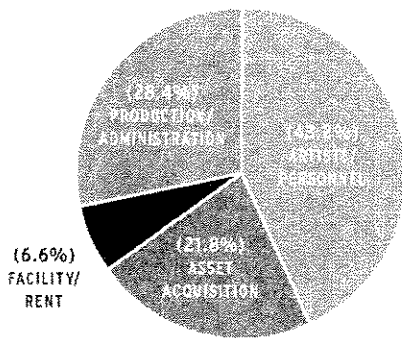
Across America, cities that once struggled economically are reinventing and rebuilding themselves by investing in art and culture. Both are proven catalysts for growth and economic prosperity. By creating cultural hubs, nonprofit art businesses help cities define themselves, draw tourists, and attract investment. Federal support for America’s nonprofit cultural organizations must go on if we hope to continue enjoying the substantial benefits they bring.

LOUISE M. SLAUGHTER
U.S. House of Representatives (NY)
Co-Chair, Congressional Arts Caucus

A LABOR-INTENSIVE INDUSTRY

Dollars spent on human resources typically stay within a community longer, thereby having a greater local economic impact. The chart below demonstrates the highly labor-intensive nature of the arts and culture industry. Nearly half of the typical organization's expenditures are for artists and personnel costs (43.2 percent).

EXPENDITURES BY NONPROFIT ARTS & CULTURE ORGANIZATIONS (2005)



IMPACT OF NONPROFIT ARTS & CULTURE AUDIENCES

Total Expenditures	\$ 103.1 billion
Full-Time Equivalent Jobs	3.1 million
Resident Household Income	\$ 46.9 billion
Local Government Revenue	\$ 5.1 billion
State Government Revenue	\$ 5.6 billion
Federal Income Tax Revenue	\$ 5.7 billion

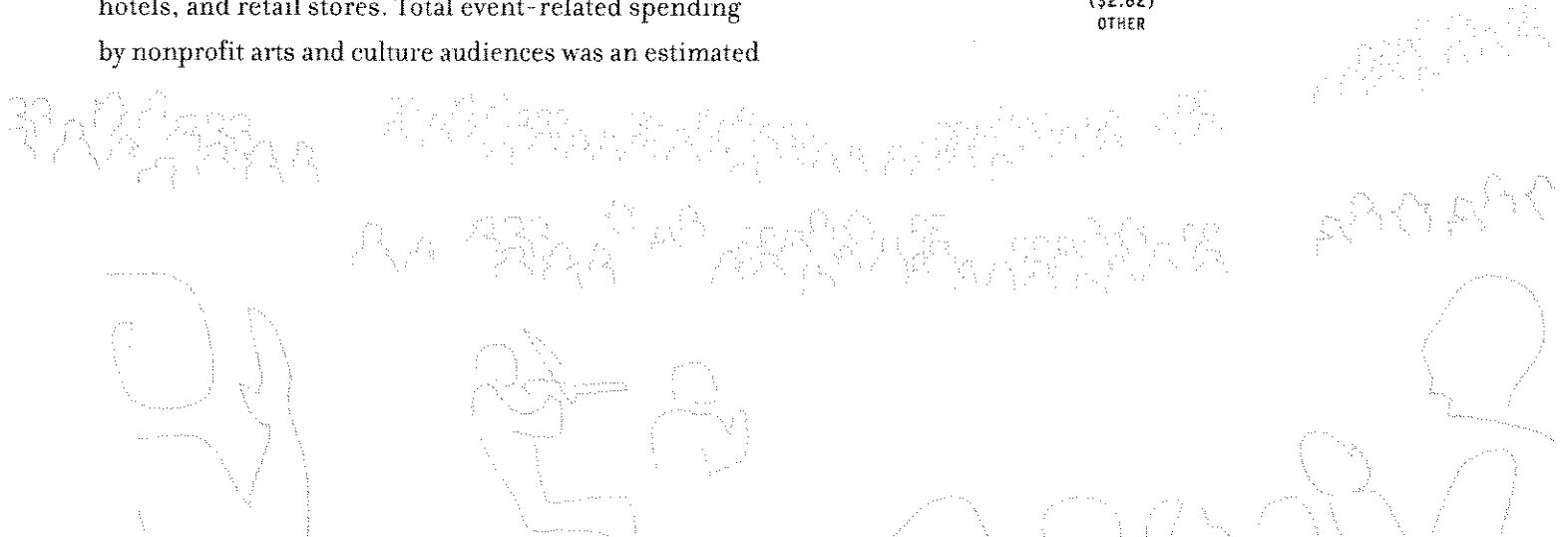
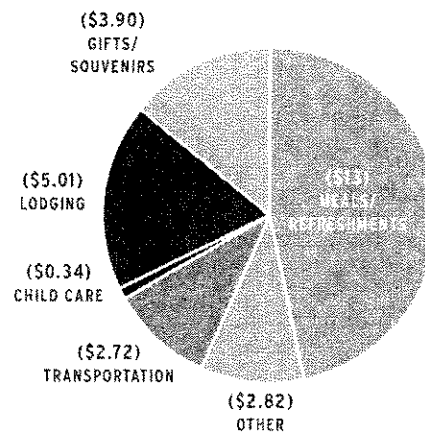
\$103.1 billion in 2005. This spending supports 3.1 million full-time jobs in the United States, provides \$46.9 billion in household income, and generates \$16.4 billion in government revenue.

Nationally, the typical attendee spends an average of \$27.79 per person, per event, in addition to the cost of admission. Businesses that cater to arts and culture audiences reap the rewards of this economic activity.

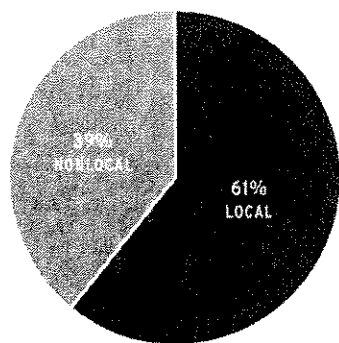
Audience Spending

The arts and culture industry, unlike many industries, leverages a significant amount of event-related spending by its audiences. For example, a patron attending an arts event may pay to park the car in a garage, purchase dinner at a restaurant, eat dessert after the show, and return home to pay the babysitter. This generates related commerce for local businesses such as restaurants, parking garages, hotels, and retail stores. Total event-related spending by nonprofit arts and culture audiences was an estimated

NONPROFIT ARTS & CULTURE ATTENDEES SPEND \$27.79 PER PERSON ABOVE THE COST OF ADMISSION



LOCAL VS. NONLOCAL AUDIENCES



While the ratio of local to nonlocal attendees is different in every community, the national sample revealed that 39 percent of attendees traveled from outside of the county in which the event took place (nonlocal) and 61 percent were local (resided inside the county).

VISITORS SPEND MORE

In addition to spending data, researchers asked each of the 94,478 survey respondents to provide their home zip codes. Analysis of this data enabled a comparison of event-related spending by local and nonlocal attendees. Previous economic and tourism research has shown that nonlocal attendees spend more than their local counterparts. This study reflects those findings.

Local audiences, who live in the county in which the event occurred, spent an average of \$19.53 per person, per event in addition to the cost of admission. Nonlocal attendees, those who live outside the county, spent twice this amount, or \$40.19 per person.

As would be expected, nonlocal attendees spent significantly more in the categories of lodging, meals, and transportation. These findings demonstrate that when a community attracts arts and culture tourists, it harnesses significant economic rewards.

EVENT-RELATED SPENDING BY LOCAL VS. NONLOCAL AUDIENCES



NONPROFIT ARTS & CULTURE ATTENDEES SPEND \$27.79 PER PERSON

CATEGORY OF EXPENSE	RESIDENT AUDIENCES*	NONRESIDENT AUDIENCES*	ALL AUDIENCES
Meals/Refreshments	\$10.77	\$16.35	\$13.00
Gifts/Souvenirs	\$3.32	\$4.78	\$3.90
Lodging	\$1.08	\$10.91	\$5.01
Child Care	\$0.34	\$0.33	\$0.34
Transportation	\$1.62	\$4.37	\$2.72
Other	\$2.40	\$3.45	\$2.82
Total	\$19.53	\$40.19	\$27.79

* Residents are attendees who live within the county in which the cultural event occurred; nonresidents live outside of the county.



This report reinforces why many cities and towns across the nation are stepping up to support the continued growth of arts and culture. Not only do the arts provide a much needed social escape for many in our communities—they also help drive local economies. Having an abundance of unique arts and events means more revenue for local businesses and makes our communities more attractive to young, talented professionals—whose decisions on where to start a career or business are increasingly driven by quality of life and the availability of cultural amenities.

BART PETERSON
Mayor of Indianapolis, IN
President, National League of Cities



ARTS & CULTURE TOURISTS SPEND MORE AND STAY LONGER

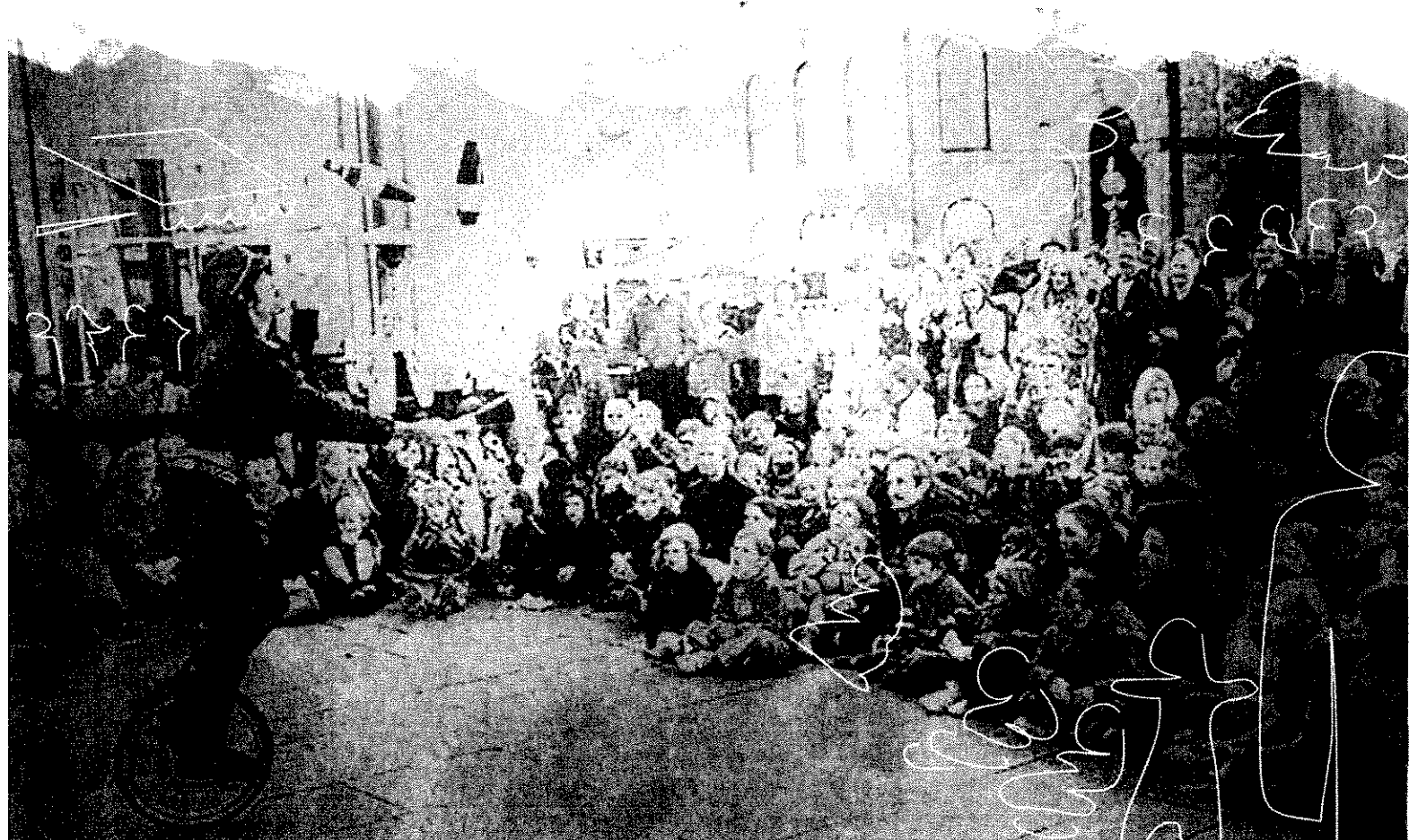
As communities compete for a tourist's dollar, arts and culture have proven to be magnets for travelers and their money. Local businesses are able to grow because travelers extend the length of their trips to attend cultural events. Travelers who include arts and culture events in their trips differ from other U.S. travelers in a number of ways.¹⁰

Arts and culture travelers:

- Spend more (\$623 vs. \$457)
- Use a hotel, motel, or bed-and-breakfast (62 percent vs. 55 percent)
- Spend \$1,000 or more (19 percent vs. 12 percent)
- Travel longer (5.2 nights vs. 3.4 nights)

A 2001 research study by the Travel Industry Association of America and Partners in Tourism¹¹ indicates that:

- 65 percent of all adult travelers attended an arts and culture event while on a trip that was 50+ miles away from home.
- 32 percent of these cultural travelers stayed longer because of the event.
- Of those that stayed longer, 57 percent extended their trips by one or more nights.



ARTS VOLUNTEERISM

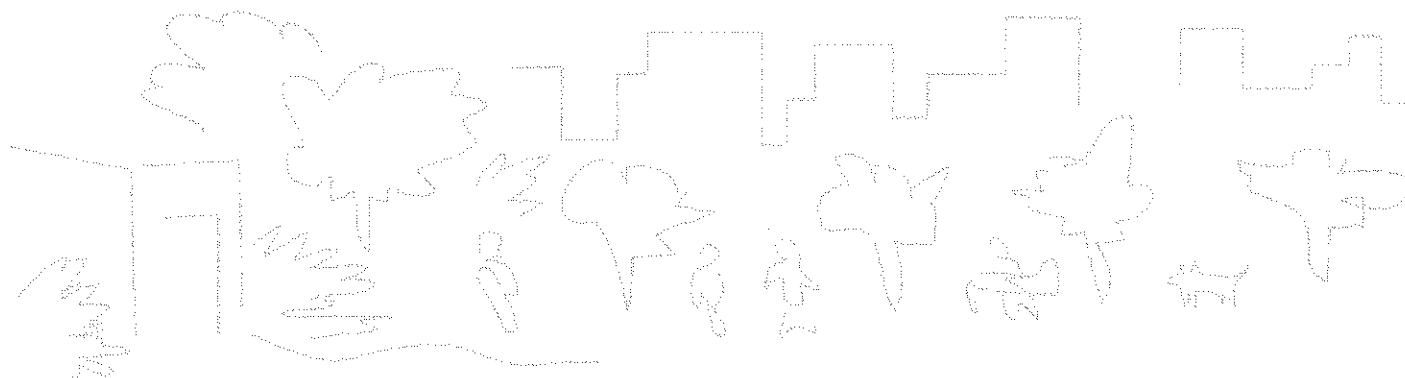
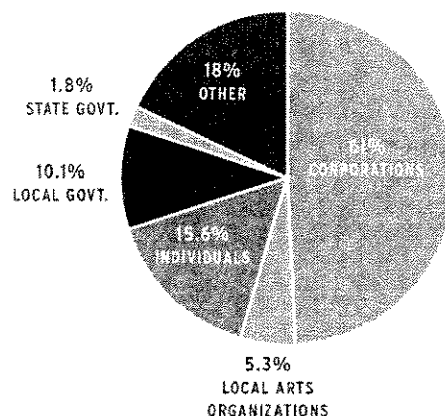
Arts & Economic Prosperity III reveals a significant contribution to nonprofit arts and culture organizations as a result of volunteerism. The average city and county in the study had 5,174 arts volunteers who donated 191,499 hours to nonprofit arts and culture organizations, a donation valued at \$3.4 million.* The 6,080 responding organizations had an average of 125 volunteers who volunteered 45.3 hours each, for a total of 4,857 hours per organization. While these arts volunteers may not have an economic impact as defined in this study, they clearly have an enormous impact on their communities by helping arts and culture organizations function as a viable industry.

IN-KIND CONTRIBUTIONS

The organizations surveyed for this study provided data about their in-kind support (e.g., donated assets, office space, airfare, or advertising space). Seventy-one

percent of the responding organizations received in-kind support, averaging \$47,906 each during the 2005 fiscal year. Corporations were the largest provider of in-kind services.

SOURCES OF IN-KIND CONTRIBUTIONS TO NONPROFIT ARTS & CULTURE ORGANIZATIONS



Conclusion

Nonprofit arts and culture organizations in the United States drive a \$166 billion industry—a growth industry that supports 5.7 million full-time jobs and generates nearly \$30 billion in government revenue annually. Arts and culture organizations—businesses in their own right—leverage significant event-related spending by their audiences that pumps vital revenue into restaurants, hotels, retail stores, parking garages, and

other local businesses. This study lays to rest a common misconception: that communities support arts and culture at the expense of local economic development. In fact, communities are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. This report shows conclusively that, locally as well as nationally, the arts mean business.

About This Study

The Arts & Economic Prosperity III study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 156 communities and regions (116 cities and counties, 35 multicounty regions, and five states), representing all 50 states and the District of Columbia. The diverse communities range in population (four thousand to three million) and type (rural to urban). The study focuses solely on nonprofit arts and culture organizations and their audiences. Public arts councils and public presenting facilities/institutions are included, as are select programs embedded within another organization (that have their own budgets and play substantial roles in the cultural life of communities). The study excludes spending by individual artists and the for-profit arts and entertainment sector

(e.g., Broadway or the motion picture industry).

Detailed expenditure data was collected from 6,080 arts and culture organizations and 94,478 of their attendees. The project economists, from the Georgia Institute of Technology, customized input/output analysis models for each study region to provide specific and reliable economic impact data about the nonprofit arts and culture industries, specifically full-time equivalent jobs, household income, and local and state government revenue.

156 LOCAL AND REGIONAL STUDY PARTNERS

Americans for the Arts published a Call for Participants in 2005, seeking communities interested in participating in the Arts & Economic Prosperity III study. Of the more than 200 participants that expressed interest, 156

As Chairman of the Oklahoma Chamber of Commerce, I visited almost every city and town in the state. There is a visible difference in places with an active cultural community. I see people looking for places to park, stores staying open late, and restaurants packed with customers. The business day is extended and the cash registers are ringing.

KEN FERGESON
Chairman and CEO, NBanC
Past President, American Bankers Association

The arts have been and continue to be an important part of Arizona's culture. By igniting the mind, the arts can spark new ways of thinking, communicating, and doing business.

JANET NAPOLITANO
Governor of Arizona
Chair, National Governors Association

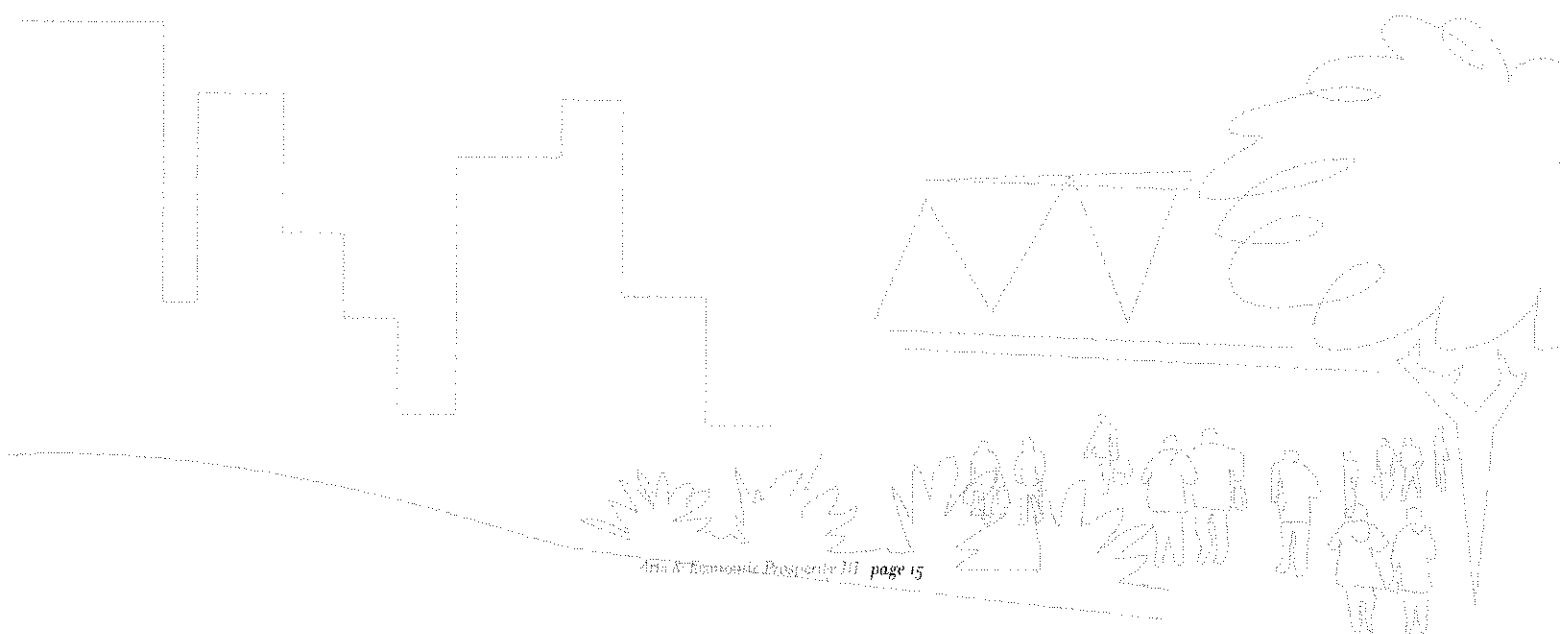
agreed to participate and complete four participation criteria: 1) identify and code the universe of nonprofit arts and culture organizations in their study region; 2) disseminate, collect, and review for accuracy expenditure surveys from those organizations; 3) conduct audience-intercept surveys at a minimum of 18 diverse arts events; and 4) pay a modest cost-sharing fee (no community was refused participation for an inability to pay).

SURVEYS OF ORGANIZATIONS

Each of the 156 study regions attempted to identify its complete universe of nonprofit arts and culture organizations using the Urban Institute's National

Taxonomy of Exempt Entity codes as a guideline.ⁱⁱ

Eligible nonprofit arts and culture organizations—those whose primary purpose is to promote appreciation for and understanding of the visual, performing, folk, and media arts—received a web-based survey. Sent via e-mail, the survey collected detailed information about their fiscal year 2005 expenditures in more than 40 expenditure categories, including labor, local and nonlocal artists, operations, materials, facilities, and asset acquisition. Data was collected from 6,080 organizations for this study. Response rates for the 156 communities averaged 41.3 percent and ranged from 10.4 percent to 100 percent. Responding organizations had budgets ranging from a low of \$0 to a high of



The arts benefit communities as well as individuals. Cities and towns with flourishing cultural activities attract business and tourists and provide tremendous incentives for families. There are wonderful models in Massachusetts and across the country of communities that have integrated cultural institutions into revitalization efforts. They have strengthened their economies and greatly improved quality of life in their neighborhoods.

Edward Kennedy
U.S. Senate (MA)
Co-Chair, Senate Cultural Caucus

\$159.2 million. Each study region's results are based solely on the actual survey data collected, not on fiscal projections. The less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

SURVEYS OF AUDIENCES

Audience-intercept surveying, a common and accepted research method, was completed in 152 of the 156 study regions to measure spending by audiences at nonprofit arts and culture events. Patrons were asked to complete a short survey while attending an event. A total of 94,478 attendees completed the survey for an average

of 673 surveys per community. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data was collected throughout the year (to guard against seasonal spikes or drop-offs in attendance) as well as at a broad range of events (a night at the opera will typically yield more spending than a Saturday children's theater production, for example). Using total attendance data for 2005 (collected from the organization surveys), standard statistical methods were then used to derive a reliable estimate of total expenditures by attendees in each community. The survey respondents provided



information about the entire party with whom they were attending the event. With an average travel party size of three people, this data actually represents the spending patterns of more than 280,000 attendees, significantly increasing the reliability of the data.

INPUT/OUTPUT ANALYSIS

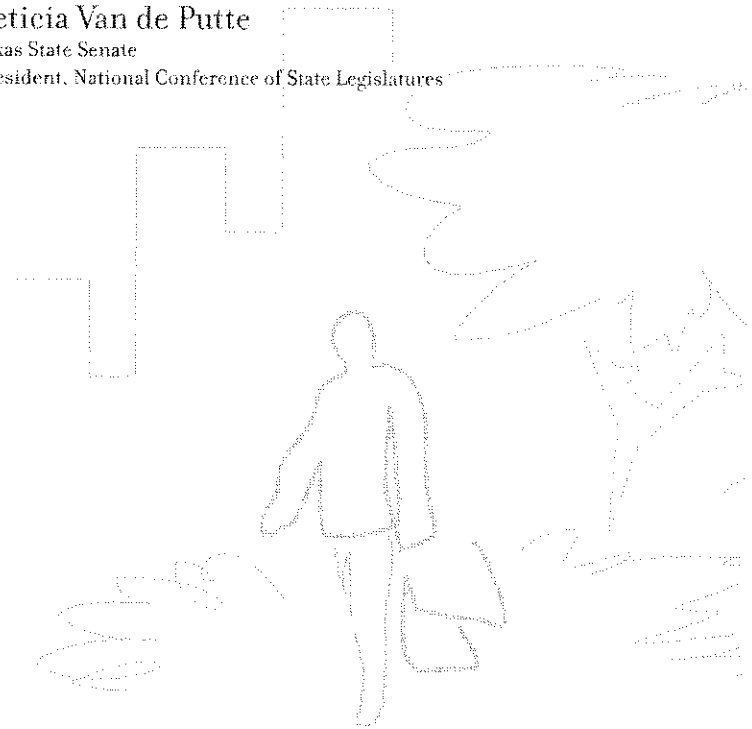
To derive the most reliable economic impact data, input/output analysis is used to measure the impact of expenditures by nonprofit arts and culture organizations and their audiences. This is a highly regarded type of economic analysis that has been the basis for two Nobel Prizes in economics. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. The analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for this study because it can be customized specifically to each community.

On a personal level, I recognize the joyous celebration I experience from the arts and as a policy-maker, I recognize the tremendous economic contribution of the arts, from the most sophisticated urban center to the most precious rural community.

Leticia Van de Putte

Texas State Senate

President, National Conference of State Legislatures



We in the public sector need to keep in mind what an important role the arts play in economic development. Part of a community's vibrancy is defined by its arts and culture quality and diversity. All the things we do at county level to support the arts can make a difference, and I encourage county officials to step up to make sure their communities understand the linkage between local economic development and the arts.

Linda Langston

Linn County Supervisor (IA)

Chair, Arts Commission, National Association of Counties

NATIONAL ESTIMATES

To derive the national estimates, the 116 city and county study participants—multiregions and states are excluded from this analysis—were first stratified into six population groups, and an economic impact average was calculated for each group. Second, the nation's largest 12,662 cities were assigned to one of the six groups based on its population, as supplied by the U.S. Census Bureau. Third, each city was assigned the economic impact average for its population group. Finally, the values of the cities were added together to determine the national economic impact findings. The two largest U.S. cities, New York and Los Angeles, each with more than \$1 billion in organizational expenditures, were excluded from this study to avoid inflating the national estimates. In addition, Laguna Beach, CA, and Teton County, WY, were removed when calculating the national estimates due to their comparably high levels of economic activity in the population category.

North Dakota's participation in this study shows the economic impact the arts can have in rural and urban economies alike. We look forward to the state arts council further exploring the role of arts in rural economic development.

Jack Dalrymple
Lieutenant Governor of North Dakota
Chair Elect, National Lieutenant Governors Association

LEARN MORE ABOUT

ARTS & ECONOMIC PROSPERITY III

Visit www.AmericansForTheArts.org/EconomicImpact to access free resources you can use to help make the economic case for arts funding and arts-friendly policies in your community:

- A downloadable and customizable PowerPoint presentation that effectively communicates this study's findings.
- **Arts & Economic Prosperity III Highlights Pamphlet.**
- **Arts & Economic Prosperity III Summary Report.**
- **Arts & Economic Prosperity III National Report,** complete with national and local findings, background, scope, and methodology.
- A press release announcing the study results.
- Sample Opinion-Editorials.

The Arts & Economic Prosperity Calculator is a handy tool that enables users to estimate the economic impact of their organization.

ENDNOTES

¹ This figure includes only income tax paid on the \$104.2 billion in resident household income at the rate of 12.1 percent, the average percentage of adjustable gross income paid to the Internal Revenue Service in 2004 (latest data available).

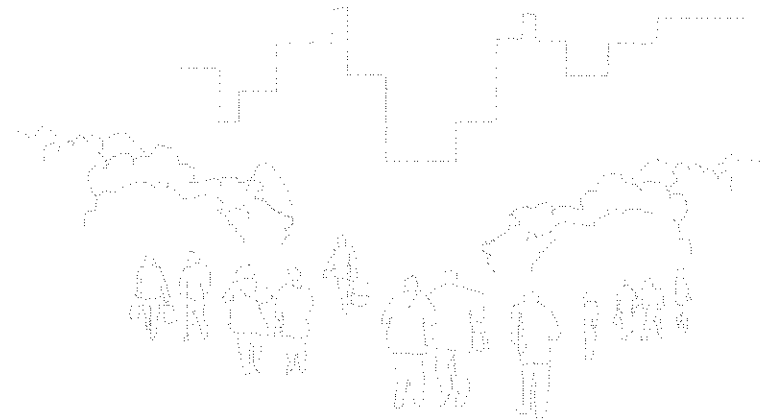
² The U.S. Department of Labor Bureau of Labor Statistics reports that there were 130,307,840 nonself-employed individuals in the U.S. workforce during 2005.

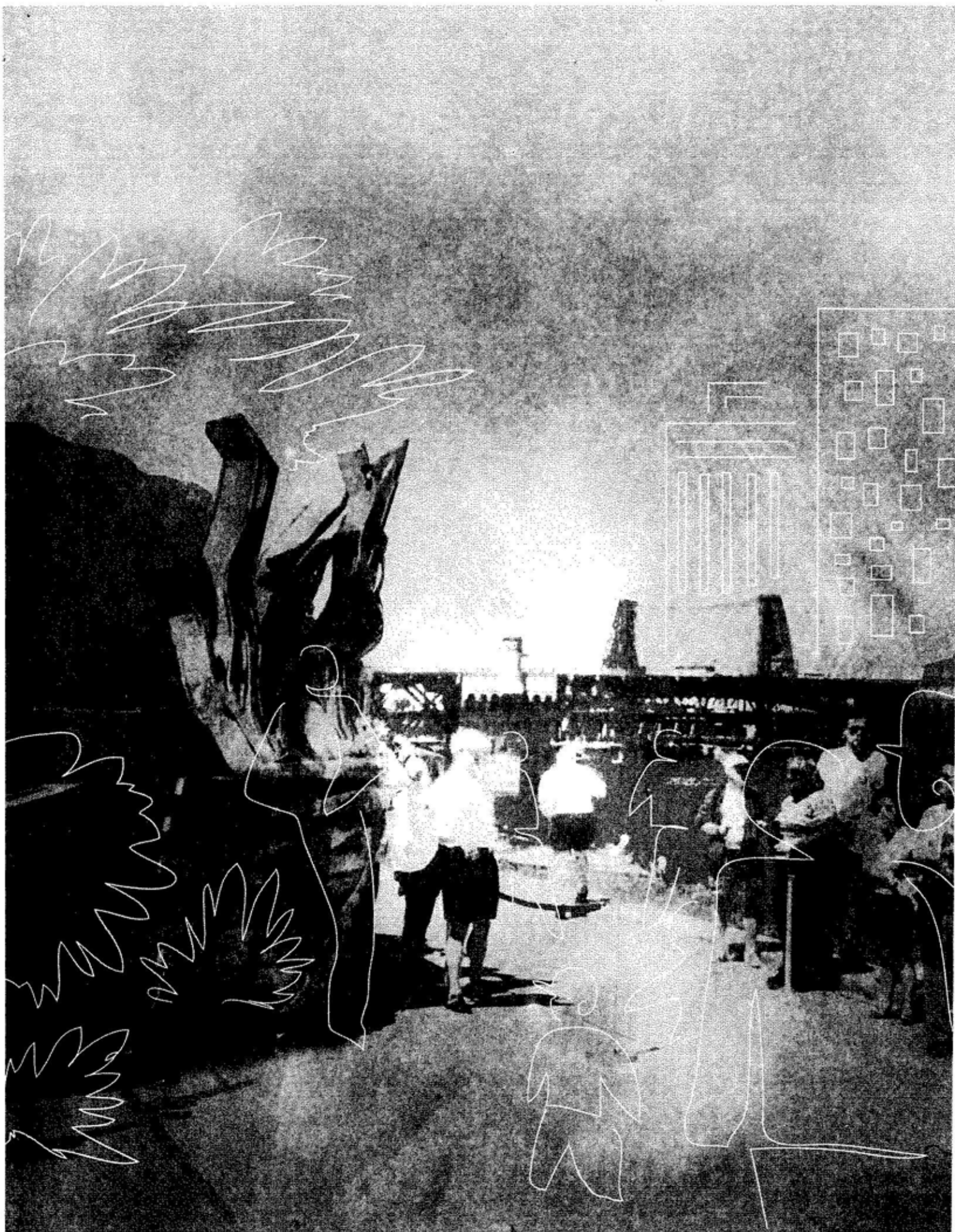
³ The Historic/Cultural Traveler, 2001 (TravelScope Survey).

⁴ Americans for the Arts, 2002.

⁵ Independent Sector, 2007.

⁶ National Taxonomy of Exempt Entities—developed by the National Center for Charitable Statistics at the Urban Institute—is a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. This system divides the entire universe of nonprofit organizations into 10 broad categories, including "Arts, Culture, and Humanities." The Urban Institute reports that 94,314 nonprofit arts and culture organizations were registered with the IRS in 2005, up from 74,446 in 1999.





Acknowledgements

Americans for the Arts wishes to express its gratitude to the many people across the country who made **Arts & Economic Prosperity III** possible and assisted with its development and production. Special thanks to the Paul G. Allen Family Foundation, the John D. and Catherine T. MacArthur Foundation, and The Ruth Lilly Fund for Americans for the Arts for their financial support. Our local and statewide project partners contributed both time and financial support to the study.

ALABAMA

Cultural Alliance of Greater Birmingham

ALASKA

Anchorage Cultural Council
Homer Council on the Arts

ARIZONA

Chandler Center for the Arts
City of Mesa Arts and Cultural Division
City of Phoenix Office of Arts and Culture
City of Tempe Cultural Services Division
Tucson Pima Arts Council

ARKANSAS

Walton Arts Center (Northwest Arkansas)

CALIFORNIA

Arts Council Silicon Valley (Santa Clara County)
Arts Council of Sonoma County
City of Fullerton Cultural Affairs
City of Glendale Department of Parks,
Recreation, and Community Services
City of Pasadena Cultural Affairs Division
City of Walnut Creek Department of Arts,
Recreation, and Community Services
Cultural Council of Santa Cruz County
Laguna Beach Alliance for the Arts
North Coast Cultural Coalition
(Humboldt County)
Riverside Arts Council
San Francisco Arts Commission
Santa Barbara County Arts Commission

COLORADO

Arts Alive Fort Collins
Bee Vradenburg Foundation (Colorado Springs)
Boulder Arts Commission
City of Loveland Museum and Gallery
Gunnison Council for the Arts

CONNECTICUT

Greater Hartford Arts Council

DELAWARE

Delaware Division of the Arts

DISTRICT OF COLUMBIA

Cultural Alliance of Greater Washington
D.C. Commission on the Arts and Humanities

FLORIDA

Bay Arts Alliance (Bay County)
Broward County Cultural Division
City of Gainesville Department of Parks,
Recreation, and Cultural Affairs
City of Orlando Office of Communications
and Neighborhood Enhancement
City of Winter Park Department of Planning
and Community Development
MyRegion.com (in Partnership with United
Arts of Central Florida)
Orange County Arts and Cultural Affairs Office
Palm Beach County Cultural Council
Pinellas County Cultural Affairs Department

GEORGIA

City of Atlanta Bureau of Cultural Affairs
City of Savannah Department of Cultural Affairs

HAWAII

Maui Arts and Cultural Center

IDAHO

Boise City Arts Commission
Wood River Arts Alliance

ILLINOIS

Champaign County Arts, Culture, and
Entertainment Council
Illinois Arts Alliance (Chicago)

INDIANA

Arts Council of Indianapolis
Community Foundation of Saint Joseph County

IOWA

Iowa Cultural Corridor Alliance (Cedar Rapids)

KANSAS

Salina Arts and Humanities Commission
The Arts Council (Sedgwick County)

KENTUCKY

Fund for the Arts (Louisville-Jefferson County)

LOUISIANA

Shreveport Regional Arts Council

MAINE

Portland Arts and Cultural Alliance

MARYLAND

Arts & Humanities Council
of Montgomery County
Baltimore Office of Promotion and the Arts
Prince George's County Arts Council

MASSACHUSETTS

City of Pittsfield Office of Cultural Development

MICHIGAN

Arts Council of Greater Kalamazoo

MINNESOTA

Arrowhead Regional Arts Council
(Arrowhead Region)
Arts and Culture Partnership (Saint Paul)
Central Minnesota Arts Board
(Central Minnesota)
East Central Arts Council
(East Central Minnesota)
Five Wings Arts Council
(Brainerd Lakes Region)
Lake Region Arts Council
(Minnesota Lake Region)
Metropolitan Regional Arts Council
(Minnesota Twin Cities' Metro Region)
Minneapolis Division of Cultural Affairs
(Minneapolis)
Minnesota Citizens for the Arts
(State of Minnesota)
Northwest Regional Arts Council
(Northwest Minnesota)
Prairie Lakes Regional Arts Council
(South Central Minnesota)
Region 2 Arts Council
(North Central Minnesota)
Southeast Minnesota Arts Council
(Southeast Minnesota)
Southwest Minnesota Arts and Humanities
Council (Southwest Minnesota)
St. Cloud Arts Commission (St. Cloud)
St. Croix Valley Community Foundation
(Washington and Chisago Counties)

MISSISSIPPI

Meridian Arts Council (Lauderdale County)

MISSOURI

St. Louis Regional Arts Commission

MONTANA

Missoula Cultural Council

NEBRASKA

Lincoln Arts Council

NEVADA

City of Las Vegas Division of Leisure
Services (Clark County)

NEW HAMPSHIRE

Art-Speak (Portsmouth/Seacoast Area)

NEW JERSEY

Newark Arts Council
New Brunswick Cultural Center

NEW MEXICO

Dofia Ana Arts Council

NEW YORK

Arts and Cultural Council of Greater Rochester
Arts Council in Buffalo and Erie County/Niagara
Erie Regional Coalition
Orange County Department of Planning
Suffolk County Department of Economic
Development, Film & Cultural Affairs
Ulster County Arts Council
Westchester Arts Council

NORTH CAROLINA

Arts and Science Council of
Charlotte/Mecklenburg
The Arts Council of Winston-Salem
and Forsyth County
Asheville Area Arts Council
United Arts Council of Greensboro
United Arts Council of Raleigh and Wake County

NORTH DAKOTA

Lake Agassiz Arts Council
Minot Area Council of the Arts
North Dakota Council on the Arts

OHIO

Fine Arts Fund (Cincinnati Region)
Greater Columbus Arts Council
Mansfield Fine Arts Center

OKLAHOMA

Arts and Humanities Council of Tulsa

OREGON

Arts Council of Southern Oregon
Regional Arts and Culture Council (Portland)

PENNSYLVANIA

Arts Council of Erie
Bradford County Regional Arts Council
Citizens for the Arts in Pennsylvania
Cultural Council of Luzerne County
Greater Philadelphia Cultural Alliance
Greater Pittsburgh Arts Council

Jump Street (Greater Harrisburg)
Lackawanna County Council on Education
and Culture
LancasterArts
Laurel Arts (Somerset County)
Lehigh Valley Arts Council

RHODE ISLAND

City of Providence Department of Art,
Culture, and Tourism

SOUTH CAROLINA

Cultural Council of Richland
and Lexington Counties

SOUTH DAKOTA

Dahl Arts Center/Rapid City Arts Council

TENNESSEE

Metropolitan Nashville Arts Commission

TEXAS

Abilene Cultural Affairs Council
City of Austin Economic Growth
and Redevelopment Services Office

UTAH

Utah Shakespearean Festival (Iron County)

VERMONT

Arts Council of Windham County
Flynn Center for the Performing Arts
(Greater Burlington)

VIRGINIA

Alexandria Commission for the Arts
Arlington County Cultural Affairs Division
Arts Council of Fairfax County

WASHINGTON

Allied Arts of Whatcom County
Bainbridge Island Arts and Humanities Council
City of Seattle Office of Arts and Cultural Affairs
Tacoma Economic Development Department

WEST VIRGINIA

Oglebay Institute (Wheeling)

WISCONSIN

Cultural Alliance of Greater Milwaukee
Fox Cities Performing Arts Center
(Northeast Wisconsin Region)
Oshkosh Opera House Foundation
Overture Center for the Arts (Dane County)
St. Croix Valley Community Foundation
Viterbo College/School District of La Crosse
Wausau Area Performing Arts Foundation
(Marathon County)
Wisconsin Arts Board

WYOMING

Center for the Arts (Teton County)

A study of this magnitude is a total organization effort; appreciation is extended to the entire board and staff of Americans for the Arts. The Policy and Research Department was responsible for the production of this study—Randy Cohen, Benjamin Davidson, Elizabeth McCloskey, Matthew Pena, Eulynn Shiu, and Marete Wester.

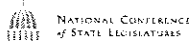
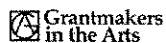
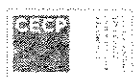




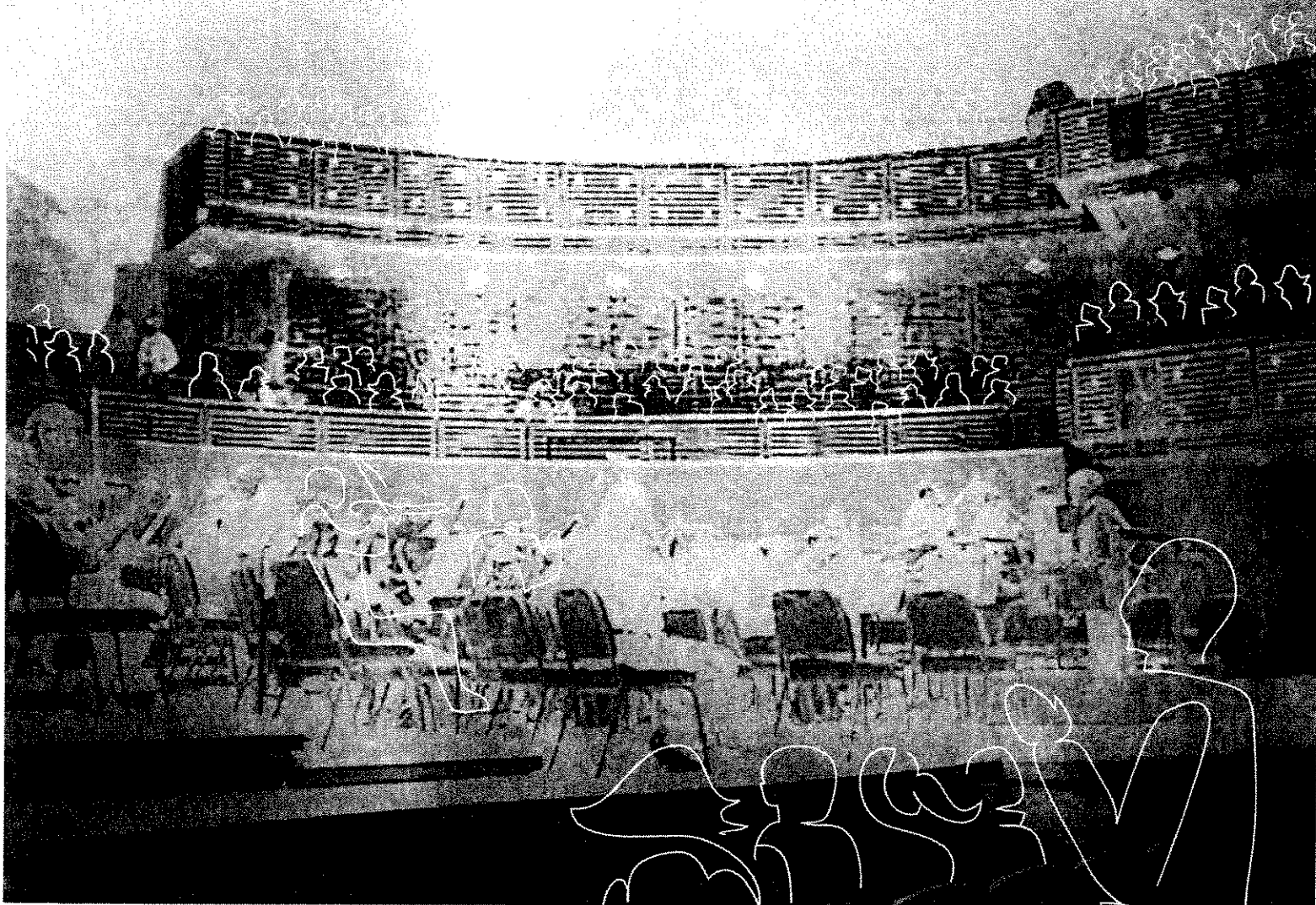
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F 202.371.0424
E research@artsusa.org
W www.AmericansForTheArts.org

The following national organizations partner with Americans for the Arts to help public- and private-sector leaders understand the economic and social benefits that the arts bring to their communities, states, and the nation.

PARTNERS:



Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. Established in 1960, we are dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.



THE CITY OF REEDLEY
in conjunction with
California Consulting, LLC

Invites you to an
Invitation only luncheon

With Special Guest

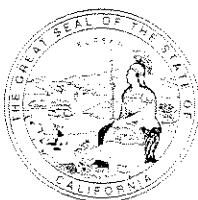
Curt Augustine
Deputy Legislative Secretary for
Transportation and Housing
For Governor Schwarzenegger

Date: Wednesday, November 7, 2007

Time: 11:30 A.M. - Reception
12:00 P.M. - Luncheon
12:30 P.M. - Speaker, Curt Augustine

Location: Reedley Opera House
1720 10th Street
Reedley, CA 93654

RSVP: To: Sylvia, City of Reedley
(559) 637-4200 Ext. 212 or E-mail: sylvia.plata@reedley.com
By: Thursday, Nov. 1, 2007



STATE OF CALIFORNIA
OFFICE OF THE ATTORNEY GENERAL
EDMUND G. BROWN JR.
ATTORNEY GENERAL

September 21, 2007

Barbara Goodwin, Executive Director
Council of Fresno County Governments
2035 Tulare Street, Suite 201
Fresno, CA 93721

RE: Thank you

Dear Ms. Goodwin:

It was a pleasure to meet you at the Fresno COG's lunchtime discussion last week. I wanted to provide you with some more detail about several items that I mentioned in my remarks.

1. CEQA Mitigation Measures. I am attaching a list compiled by my office of types of mitigation that local agencies may consider under CEQA to offset or reduce global warming pollution.
2. California Climate Action Network (CaliforniaCAN!). The Institute for Local Government recently launched this network to provide local communities with resources and tools to address global warming pollution. You can find out more information about this network at <http://www.ca-ilg.org/climatechange>. I am attaching a short pamphlet prepared by the network that includes a list of "best practices for climate protection."
3. California Energy Commission (CEC) Report. During our meeting I quoted from the CEC's recently issued report, "The Role of Land Use in Meeting California's Energy and Climate Change Goals." The report contains a number of very sensible and pragmatic ideas for reducing greenhouse gas pollution, and can be found at http://www.energy.ca.gov/2007_energypolicy/documents/index.html

RECEIVED

SEP 27 2007

BY: _____
FRESNO COG

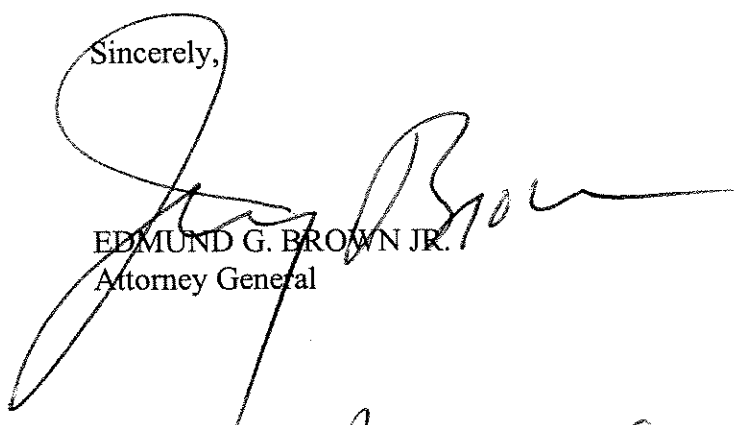
Barbara Goodwin, Executive Director

September 21, 2007

Page 2

I look forward to continuing to work together with you on this important issue.

Sincerely,



EDMUND G. BROWN JR.
Attorney General

I appreciate your hospitality.



INSTITUTE FOR LOCAL GOVERNMENT

California Climate Action Network (CaliforniaCAN!)

A BRIEF OVERVIEW

CALIFORNIA CLIMATE ACTION NETWORK (CALIFORNIACAN!)

California is at the forefront of the worldwide effort to tackle the causes - and consequences - of global warming. The state has set ambitious goals to reduce emissions of carbon dioxide and other greenhouse gases to 1990 levels by 2020, and to 80% below 1990 levels by 2050.

Strong state goals require aggressive local action. By implementing a variety of climate action strategies, local communities can play a leadership role in California both to reduce greenhouse gas emissions and to prepare for the consequences of the changing climate.

Helping Local Communities Lead the Way

The Institute for Local Government is building upon its close ties with the League of California Cities and the California State Association of Counties to partner on climate action programs with a broad array of local officials and staff. The Institute recently launched the California Climate Action Network (CCAN) to assist local officials and other community leaders.



- Providing Climate Action Resources and Tools

CCAN offers access to the latest *climate action resources*, *best practices* and *case studies* for local communities through its website (www.ca-ilg.org/climatechange) and other avenues.

Many of these resources are made available to local communities through CCAN's partnerships with local and regional agencies, statewide associations, non-profit organizations, public and investor-owned utilities, and others.

- Connecting Local Officials for Education and Action

CCAN organizes statewide networks of local officials, technical advisors, community leaders and others to share information and ideas and work together on innovative climate action programs. CCAN works with its partners to bring local leaders together to learn through meetings, workshops, conferences, on-line technologies and other means. These networks help create and strengthen local and regional partnerships to take action on climate change.

- Certifying Best Practices and Recognizing Achievements

CCAN is developing a *Climate Action Certification and Recognition Program* for exemplary local efforts. Beginning in 2008, the program will certify a set of best practices for climate protection and recognize three levels of achievement for voluntary local efforts to combat global warming. Local agencies that meet the certification standards can apply to receive recognition from the program for their achievements in addressing climate change.

Climate Change: It's Time to Think Globally and Act Locally

THE SCIENCE AND POLICY OF CLIMATE CHANGE

The Greenhouse Effect.

According to scientific studies conducted by a host of academic and national research institutions throughout the world, global warming is already underway. The past century has witnessed a long-term buildup of carbon dioxide, methane, and other gases in the atmosphere. These gases act as a "greenhouse," trapping heat from the sun that would otherwise radiate back into space. This greenhouse effect has resulted in rising land and ocean temperatures, changes in storm and rainfall patterns, seasonal temperature variations, and rising sea levels.

The Human Factor.

The buildup of greenhouse gases in the atmosphere has been linked to a variety of man-made causes. Some of these include:

- Increased burning of fossil fuels
- Industrial and agricultural practices
- Loss of forests and other biological systems that store carbon

OPPORTUNITIES FOR LOCAL LEADERSHIP

Effective Climate Change Strategies and Resources.

There are many strategies that local communities can employ to reduce carbon emissions and combat global warming, both in their own operations and throughout the community at large. In most cases, these strategies not only help the environment, they also save money and make great economic sense.

Designing green buildings can reduce the substantial amount of energy it takes to construct and operate residential, commercial, industrial, and public buildings.

Reducing waste and recycling cuts the amount of greenhouse gases that are generated to manufacture, package, transport, and dispose of products and materials.

Conserving energy and using it more efficiently reduces the amount of carbon dioxide and other greenhouse gases that are pumped into the atmosphere.

Planning and building "smart growth" communities can cut carbon emissions by reducing travel distances and making it easier to walk, bicycle, and use transit.

Buying "green" products and services harnesses the purchasing power of public agencies to improve environmental quality and reduce global warming.

Using lower carbon fuels to power vehicles, run business, and generate electricity can cut carbon emissions substantially, while creating new local industries.



Additional information on the California Climate Action Network can be found on the Institute for Local Government's website at: www.ca-ilg.org/climatechange

Recognizing Local Actions that Make a Difference

Best Practices for Climate Protection - Some Examples

Action	Good	Better	Best
ENERGY EFFICIENCY AND CONSERVATION			
☒ Audit agency buildings and facilities for energy efficiency	X		
☒ Replace street and parking lot lights with more efficient alternatives		X	
☒ Partner with local utilities on community energy efficiency programs			X
GREEN BUILDINGS			
☒ Construct new agency buildings to meet green building standards	X		
☒ Reduce water consumption by 75% in new landscaping		X	
☒ Require all new buildings to exceed Title 24 energy standards by 25%			X
WASTE REDUCTION AND RECYCLING			
☒ Implement comprehensive agency-wide waste reduction and recycling	X		
☒ Partner with local schools to reduce waste and recycle		X	
☒ Exceed state waste diversion and recycling goals			X
CLIMATE-FRIENDLY PURCHASING			
☒ Require that new agency equipment meet Energy Star standards	X		
☒ Buy computer equipment that meets silver EPEAT standards		X	
☒ Contract with vendors that follow green practices			X
ALTERNATIVE ENERGY AND LOW-CARBON FUELS			
☒ Convert or replace agency vehicles to run on non-fossil fuels	X		
☒ Install photovoltaic systems on agency buildings and parking lots		X	
☒ Recover methane gas from wastes and use to generate electricity			X
LAND USE AND SMART GROWTH			
☒ Employee incentives for alternatives to single-occupant auto commuting	X		
☒ Install traffic calming systems to increase pedestrian and cyclist safety		X	
☒ Incorporate smart growth design standards in local plans and zoning			X
STORING AND OFFSETTING CARBON EMISSIONS			
☒ Preserve and enhance trees and vegetation on agency property	X		
☒ Implement a community-wide urban forestry program		X	
☒ Steer new development away from forests, farms and open spaces			X
PROMOTING INDIVIDUAL AND COMMUNITY ACTION			
☒ Develop a community-wide climate education initiative	X		
☒ Join a regional climate action partnership with other communities		X	
☒ Establish an international climate partnership with a global sister city			X

We Welcome Your Feedback and Participation!

CCAN is working with a broad array of technical advisors to develop a Climate Action Best Practices Certification Program for local climate protection efforts. For more information on the program, or to offer comments on our latest draft of the certification standards, contact us at climatechange@ca-ilg.org.

Join the California Climate Action Network!

OPPORTUNITIES FOR LOCAL LEADERSHIP

The California Climate Action Network brings together city, county and other local officials, community and business leaders, concerned residents, technical experts, and others who want to help California's communities meet the challenge of global warming.

Members of the Network can learn about new research on climate change, tools and resources for climate protection, and opportunities to connect with experts and practitioners in a variety of fields related to global warming.

Interested in learning more?

Log onto the website at www.ca-ilg.org/climatechange or contact us by e-mail at climatechange@ca-ilg.org.

Thank You to the Sponsors, Founding Partners and Technical Advisors of the California Climate Action Network:

Sponsors

California State Association of Counties

League of California Cities

Founding Partners

Bank of America Foundation

Northern California Power Agency

Pacific Gas and Electric

Southern California Edison

Southern California Public Power Authority

Waste Management Foundation

TECHNICAL ADVISORS

Name

Organization

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Brooke Lee	ICLEI - Local Governments for Sustainability
Cara Martinson	California State Association of Counties
Chuck Hornbrook	Pacific Gas and Electric
Chuck White	Waste Management
Clark Williams	California Integrated Waste Management Board
Colin Clark	City of Santa Cruz
Darren Bouton	Pacific Gas and Electric
Debra Kaufman	Stopwaste.org
Dennis Barry	Contra Costa County
Glenn Acosta	Los Angeles County Sanitation Districts
Greg Haney	Southern California Edison
Greg Larson	City of Santa Cruz
Gregg San Martin	Pacific Gas and Electric

Name

Organization

Hal Conklin	Southern California Edison
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Jill Savery	Professional Management Consultants
Judy Corbett	Local Government Commission
Julia Lave Johnston	Governor's Office of Planning and Research
Karen Keene	California State Association of Counties
Larry Owens	City of Santa Clara
Pat Stoner	Local Government Commission
Pierre duVair	California Energy Commission
Ray Tretheway	Sacramento Tree Foundation/ Sacramento City Council
Tom Kelly	KyotoUSA
Val Joseph Menotti	Bay Area Rapid Transit
Willie Gaters	Sonoma County



Mitigation Measures and Global Warming Resources

(1) Global Warming Mitigation Measures

The following are some examples of the types mitigation that local agencies may consider under the California Environmental Quality Act (CEQA) to offset or reduce global warming impacts. The list, which is by no means exhaustive or obligatory, includes measures and policies that could be undertaken directly by the local agency, incorporated into the agency's own "Climate Action Plan,"¹ or funded by "fair share" mitigation fees; measures that could be incorporated as a condition of approval of an individual project; and measures that may be outside the jurisdiction of the local agency to impose or require but still appropriate for consideration in an agency's environmental document.

While the lead agency must determine which particular mitigation measures, or suite of measures, is appropriate and feasible for a particular project, proponents of individual private projects are encouraged to take an active role in developing and presenting to lead agencies new and innovative ways to address the impacts of global warming.

Transportation

- Coordinate controlled intersections so that traffic passes more efficiently through congested areas. Where signals are installed, require the use of Light Emitting Diode (LED) traffic lights.²
- Set specific limits on idling time for commercial vehicles, including delivery and construction vehicles.
- Promote ride sharing programs *e.g.*, by designating a certain percentage of parking spaces for high-occupancy vehicles, providing larger parking spaces to accommodate vans used for ride-sharing, and designating adequate passenger loading and unloading and waiting areas.
- Create car-sharing programs. Accommodations for such programs include providing parking spaces for the car-share vehicles at convenient locations accessible by public transportation.³
- Require clean alternative fuels and electric vehicles.
- Develop the necessary infrastructure to encourage the use of alternative fuel vehicles (*e.g.*, electric vehicle charging facilities and conveniently located alternative fueling stations).⁴
- Increase the cost of driving and parking private vehicles by imposing tolls, parking fees, and residential parking permit limits.

- Develop transportation policies that give funding preference to public transit.⁵
- Design a regional transportation center where public transportation of various modes intersects.
- Encourage the use of public transit systems by enhancing safety and cleanliness on vehicles and in and around stations.
- Assess transportation impact fees on new development in order to facilitate and increase public transit service.⁶
- Provide shuttle service to public transit.
- Offer public transit incentives.
- Incorporate bicycle lanes into street systems in regional transportation plans, new subdivisions, and large developments.
- Create bicycle lanes and walking paths directed to the location of schools and other logical points of destination and provide adequate bicycle parking.⁷
- Require commercial projects to include facilities on-site to encourage employees to bicycle or walk to work.
- Provide public education and publicity about public transportation services.⁸

Energy Efficiency and Renewable Energy

- Require energy efficient design for buildings.⁹ This may include strengthening local building codes for new construction and renovation to require a higher level of energy efficiency.¹⁰
- Adopt a "Green Building Program" to promote green building standards.¹¹
- Fund and schedule energy efficiency "tune-ups" of existing buildings by checking, repairing, and readjusting heating, ventilation, air conditioning, lighting, hot water equipment, insulation and weatherization. (Facilitating or funding the improvement of energy efficiency in existing buildings could offset in part the global warming impacts of new development.)
- Provide individualized energy management services for large energy users.
- Require the use of energy efficient appliances and office equipment.¹²
- Fund incentives and technical assistance for lighting efficiency.¹³
- Require that projects use efficient lighting. (Fluorescent lighting uses approximately 75% less energy than incandescent lighting to deliver the same amount of light.)
- Require measures that reduce the amount of water sent to the sewer system. (Reduction in water volume sent to the sewer system means less water has to be treated and pumped to the end user, thereby saving energy.)¹⁴
- Incorporate on-site renewable energy production (through, e.g., participation in the California Energy Commission's New Solar Homes Partnership). Require project proponents to install solar panels, water reuse systems, and/or other systems to capture energy sources that would otherwise be wasted.¹⁵

- Streamline permitting and provide public information to facilitate accelerated construction of solar and wind power.
- Fund incentives to encourage the use of energy efficient equipment and vehicles.¹⁶
- Provide public education and publicity about energy efficiency programs and incentives.

Land Use Measures

- Encourage mixed-use, infill, and higher density development to reduce vehicle trips, promote alternatives to individual vehicle travel and promote efficient delivery of services and goods. Infill development generates fewer vehicle miles traveled (VMT) per capita and reduced emissions of greenhouse gases, and denser development is associated with increased public transit use.¹⁷ For example, a city or county could promote “smart” development by reducing developer fees or granting property tax credits for qualifying projects.¹⁸
- Discourage “leapfrog” development. Enact ordinances and programs to limit sprawl.¹⁹
- Incorporate public transit into project design.²⁰
- Require measures that take advantage of shade, prevailing winds, landscaping and sun screens to reduce energy use.
- Preserve and create open space and parks. Preserve existing trees and require the planting of replacement trees for those removed in construction.
- Impose measures to address the “urban heat island” effect by, *e.g.*, requiring light-colored and reflective roofing materials and paint; light-colored roads and parking lots; shade trees in parking lots; and shade trees on the south and west sides of new or renovated buildings.²¹
- Facilitate “brownfield” development. (Brownfields are more likely to be located near existing public transportation and jobs.)
- Require pedestrian-only streets and plazas within developments, and destinations that may be reached conveniently by public transportation, walking, or bicycling.²²

Solid Waste Measures

- Require projects to reuse and recycle construction and demolition waste.
- Implement or expand city or county-wide recycling and composting programs for residents and businesses.
- Increase areas served by recycling programs
- Extend the types of recycling services offered (*e.g.*, to include food and green waste recycling).
- Establish methane recovery in local landfills and wastewater treatment plants to generate electricity.²³

- Provide public education and publicity about recycling services.

Carbon Offsets

- In some instances, a lead agency may find that measures that will directly reduce a project's emissions are insufficient. A lead agency may consider whether carbon offsets would be appropriate. The project proponent could, for example, fund off-site projects (e.g., alternative energy projects) that will reduce carbon emissions, or could purchase "credits" from another entity that will fund such projects. The lead agency should ensure that any mitigation taking the form of carbon offsets is specifically identified and that such mitigation will in fact occur.

(2) General Resources

The following web sites and organizations provide general information about mitigating global warming impacts at the local level. These sites represent only a small fraction of the available resources. Local agencies are encouraged to conduct their own research in order to obtain the most current and relevant materials.

- The U.S. Conference of Mayors' Climate Protection Agreement contains valuable information for the many local agencies that are joining the fight against global warming. The Agreement is available here:
http://www.coolcities.us/resources/bestPracticeGuides/USM_ClimateActionHB.pdf
Nearly one hundred California cities have joined the "Cool Cities" campaign, which means they have signed the U.S. Mayor' Climate Protection Agreement and are taking concrete steps toward addressing global warming. These steps include preparing a city-wide greenhouse gas emissions inventory and creating and implementing a local Climate Action Plan. Additional resources, including various cities' Climate Action Plans, are located at the Cool Cities website: <http://www.coolcities.us/resources.php>.
- In July 2007, Alameda County became one of twelve charter members of the "Cool Counties" initiative. Participating counties sign a Climate Stabilization Declaration, which is available at the website for King County (Washington State):
<http://www.metrokc.gov/exec/news/2007/0716dec.aspx>. Participating counties agree to work with local, state, and federal governments and other leaders to reduce county geographical greenhouse gas emissions to 80% below current levels by 2050 by developing a greenhouse gas emissions inventory and regional reduction plan. Current member counties are recruiting new members and are committed to sharing information. Cool Counties contact information is available at:
<http://www.kingcounty.gov/exec/coolcounties/Joinus.aspx>.
- Local Governments for Sustainability, a program of International Cities for Local Environmental Initiatives (ICLEI), has initiated a campaign called Cities for Climate

Protection (CCP). The membership program is designed to empower local governments worldwide to take action on climate change. Many California cities have joined ICLEI. More information is available at the organization's website: <http://www.iclei.org/>.

(3) **Notes**

1. For example, the County of Marin adopted a Greenhouse Gas Reduction Plan in October, 2006 that sets reduction targets for government operations and for the County as a whole. See http://www.co.marin.ca.us/depts/CD/main/pdf/final_ghg_red_plan.pdf.
2. For a discussion of the use of LED traffic lights, see the City of Berkeley's Resource Conservation and Global Warming Abatement Plan at <http://www.baaqmd.gov/pln/GlobalWarming/BerkeleyClimateActionPlan.pdf>.
3. There are a number of car sharing programs operating in California, including City CarShare <http://www.citycarshare.org/>, Zip Car <http://www.zipcar.com/> and Flexcar <http://www.flexcar.com/>.
4. See the City of Santa Monica's Green Building Program at <http://www.greenbuildings.santa-monica.org/transportation/parkingcharging.html>.
5. San Francisco's "Transit First" Policy is listed in its Climate Action Plan, available at <http://www.sfenvironment.com/aboutus/energy/cap.htm>.
6. San Francisco assesses a Downtown Transportation Impact Fee on new office construction and commercial office space renovation within a designated district. The fee is discussed in the City's Climate Action plan. See Note 5.
7. See Marin County's Safe Routes to Schools program at <http://www.saferoutestoschools.org/>.
8. The U.S. Conference of Mayors' Climate Action Handbook, cited above, lists education and outreach as key components to taking action against global warming.
9. Leadership in Energy and Environmental Design (LEED) administers a Green Building Ratings program that provides benchmarks for the design, construction, and operation of high-performance green buildings. More information about the LEED ratings system is available at <http://www.usgbc.org/DisplayPage.aspx?CategoryID=19>.
10. Public Resources Code Section 25402.1(h)2 and Section 10-106 of the Building Energy Efficiency Standards establish a process which allows local adoption of energy standards that are more stringent than the statewide Standards. More information is available at the California Energy Commission's website. See http://www.energy.ca.gov/title24/2005standards/ordinances_exceeding_2005_building_s

standards.html.

11. The City of Santa Monica, for example, has instituted a Green Building Program. See Note 4 and <http://www.greenbuildings.santa-monica.org/>. The City of Pasadena also has a green building ordinance that applies to public and private buildings. See <http://www.ci.pasadena.ca.us/permitcenter/greencity/building/gbprogram.asp> and http://ordlink.com/codes/pasadena/index.htm?Search_Code=Begin+Searching+Municipal+Code. The City of San Francisco is considering adopting green building performance requirements that would apply to public and private buildings. See <http://www.sfenvironment.org/downloads/library/gbtfrrreleasev1.3.pdf>.
12. Energy Star is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy that certifies energy efficient products and provides guidelines for energy efficient practices for homes and businesses. More information about Energy Star certified products is available at <http://www.energystar.gov/>.
13. As described in its Climate Action Plan, the City of San Francisco uses a combination of incentives and technical assistance to reduce lighting energy use in small businesses such as grocery stores, small retail outlets, and restaurants. The program offers free energy audits and coordinated lighting retrofit installation. In addition, the City offers residents the opportunity to turn in their incandescent lamps for coupons to buy fluorescent units. See Note 5.
14. The City of Berkeley's Resource Conservation and Global Warming Abatement Plan includes information about strategies for promoting the use of low flush toilets and shower heads. See Note 2.
15. At the direction of Governor Schwarzenegger, the California Public Utilities Commission (CPUC) approved the California Solar Initiative on January 12, 2006. The initiative creates a \$3.3 billion, ten-year program to install solar panels on one million roofs in the State. See <http://www.gosolarcalifornia.ca.gov/nshp/index.html>.
16. In March 2007, the League of California Cities (LOCC) Climate Change Working Group drafted proposed Climate Change Policies and Guiding Principles for the League. The draft principles (March 30, 2007) can be found on the LOCC website at http://www.cacities.org/resource_files/25656.EO%20high3-07%20REVISED.pdf
17. See US EPA, Our Built and Natural Environments, A Technical Review of the Interactions between Land Use, Transportation, and Environmental Quality (Jan. 2001) at pp. 46-48 <http://www.epa.gov/dced/pdf/built.pdf>.
18. The City of Berkeley has endorsed this strategy in its Resource Conservation and Global Warming Abatement Plan. See Note 2.

19. Samples of local legislation to reduce sprawl are set forth in the U.S. Conference of Mayors' Climate Action Handbook, cited above.
20. The U.S. Conference of Mayors cites Sacramento's Transit Village Redevelopment as a model of transit-oriented development. More information about this project is available at <http://www.cityofsacramento.org/planning/projects/65th-street-village/>.
21. See Lawrence Berkeley National Laboratory's "Cool Roofing Materials Database" prepared by the Laboratory's Heat Island Project at <http://eetd.lbl.gov/coolroof/> and U.S. EPA's Heat Island site at www.epa.gov/heatisland/.
22. Palo Alto's Green Ribbon Task Force Report on Climate Protection recommends pedestrian streets under its proposed actions. See <http://www.city.palo-alto.ca.us/knowzone/agendas/grtf.asp>.
23. San Diego's Metropolitan Wastewater Department installed eight "digesters" at one of its wastewater treatment plants. Digesters use heat and bacteria to break down the organic solids removed from the wastewater to create methane. See <http://www.sandiego.gov/mwwd/facilities/ptloma.shtml>.

San Joaquin Valley Regional Planning Agencies' Directors' Committee

c/o San Joaquin COG • 555 E. Weber Ave. • Stockton, California 95202 • 209-468-3913 • FAX 209-468-1084

September 26, 2007

Mary D. Nichols, Chairman
Air Resources Board
1001 I Street
P.O. Box 2815
Sacramento, CA 95812

Dear Ms. Nichols:

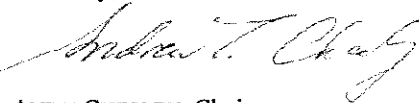
The Executive Directors of the eight San Joaquin Valley (SJV) Metropolitan Planning Organizations (MPOs) are providing additional clarification regarding the need for updated eight-hour ozone and particulate matter (PM-10) budgets. Recent comments made by the Environmental Protection Agency (EPA), California Air Resources Board (ARB) staff, and other interested parties, including testimony at a San Joaquin Valley Air District public hearing in September 2007, indicate some confusion over the timeline and impact of these budgets on transportation projects.

The San Joaquin Valley MPOs worked closely with the Air District to ensure that transportation data and associated conformity budgets contained within the eight-hour ozone attainment demonstration plan and PM-10 maintenance plan were accurate. ARB staff has assured us that EPA will make adequacy findings on these updated vehicle budgets in January 2008. Without adequate budgets, the San Joaquin Valley MPOs will not be able to add new transportation projects or make changes to existing projects. EPA generally needs 90 days to issue adequacy findings, but may need longer depending on comments received.

It is currently anticipated that all eight MPOs will begin development of the 2009 Federal Transportation Improvement Program (FTIP) in January 2008. The FTIP is the four-year program of transportation projects that is part of the long-range transportation plan and included in the overall state FSTIP. Adoption of the FTIPs by the MPOs is scheduled to occur in May 2008 with draft documents available by March 2008. Local adoption of the FTIPs will not be possible without EPA adequacy findings for BOTH ozone and PM-10 budgets. Last minute changes, delays, or attempts to make "technical corrections" to the air quality plans create serious risks that could impact the approval of the FTIP documents; this has significant consequences for projects funded by hundreds of millions of transportation dollars in the San Joaquin Valley.

We support the air quality plans submitted by the Air District, and request that the State continue to move forward with submittal to EPA as soon as possible. Thank you.

Sincerely,



ANDY CHESLEY, Chairman
Executive Director's Committee

cc: Linda S. Adams, California Environmental Protection Agency
Cindy Tuck, California Environmental Protection Agency
Judy Case, ARB Board Member
Dorene D'Adamo, ARB Board Member
Lynn Terry, California Air Resources Board
Seyed Sadredin, San Joaquin Valley Air Pollution Control District

**Kern Council of
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Barbara Goodwin

**Madera County
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Patricia Taylor

**San Joaquin
Council of
Governments**
Andrew Chesley
Chair

**Tulare County
Association of
Governments**
George Finney
Ted Smalley
Vice Chair



2035 Tulare Street, Suite 201
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Telephone (559) 233-4148 ♦ FAX: (559) 233-9645
Website Address: www.fresnocog.org

September 26, 2007

Via Facsimile: (916) 323-2263

The Honorable Darrell Steinberg
Chair, Senate Natural Resources and Water Committee
State Capitol, Room 4035
Sacramento, CA 95814

Dear Senator Steinberg:

We support SBXX 3, authored by Senator Dave Cogdill and Senate Minority Leader Dick Ackerman, because of the absolute necessity of investing in water supply and storage infrastructure to meet present and future needs of all Californians.

We believe the set of proposals contained within the SBXX3, which embrace Governor Schwarzenegger's Comprehensive Water Infrastructure Plan, would go a long way toward meeting California's future water needs and finding permanent solutions to the critical Delta infrastructure and environmental and water quality problems that have consumed so much attention over the past two decades.

As proposed, the plan for development of additional surface water storage would also be a major benefit for all Californians. SBXX3 would provide the means necessary to create new water storage opportunities that are vital for cushioning effects of drought and climate change by capturing high flows in wet years. The proposed Sites Reservoir and expansion of Los Vaqueros Reservoir would provide a great deal of additional water management flexibility. The proposed Temperance Flat project on the San Joaquin River would also provide far-reaching water management benefits and serve as a source of much of the water supply and colder water needed to restore a San Joaquin River salmon fishery while greatly improving opportunities for San Joaquin Valley groundwater storage and San Joaquin River flood management and improved public safety.

Please favorably consider SBXX 3 and advance Governor Schwarzenegger's Comprehensive Water Infrastructure Proposal in order to provide Californians the opportunity they deserve to decide this vital issue on the February 2008 ballot.

Sincerely,

TRINIDAD M. RODRIGUEZ, Chairman
Council of Fresno County Governments
Mayor, City of Kerman

Member Agencies: The cities of Clovis, Coalinga, Firebaugh, Fowler, Fresno, Huron, Kerman, Kingsburg, Mendota, Orange Cove, Parlier, Reedley, San Joaquin, Sanger, Selma & Fresno County

CC: Senator Bob Margett
Vice Chair, Senate Natural Resources and Water Committee

Senator Dennis Hollingsworth
Member, Senate Natural Resources and Water Committee

Senator Christine Kehoe
Member, Senate Natural Resources and Water Committee

Senator Sheila Kuehl
Member, Senate Natural Resources and Water Committee

Senator Mike Machado
Member, Senate Natural Resources and Water Committee

Senator Carole Migden
Member, Senate Natural Resources and Water Committee

Governor Arnold Schwarzenegger

Assembly Speaker: Fabian Núñez

Assembly Minority Leader: Michael Villines

Senate President *pro tempore*: Don Perata

Senate Minority Leader: Dick Ackerman



Linda S. Adams
Secretary for
Environmental Protection

Air Resources Board

Mary D. Nichols, Chairman
1001 I Street • P.O. Box 2815
Sacramento, California 95812 • www.arb.ca.gov



Arnold Schwarzenegger
Governor

September 4, 2007

Mr. Trinidad M. Rodriguez, Chairman
Council of Fresno County Governments
2035 Tulare Street, Suite 201
Fresno, California 93721

Dear Mr. Rodriguez:

Thank you for your letter to Governor Schwarzenegger regarding air quality in the San Joaquin Valley. The Governor has asked me to respond on his behalf.

Achieving air quality standards statewide is a primary public health goal of the California Air Resources Board (ARB). This year California must submit a new ozone air quality plan for the San Joaquin Valley that meets federal Clean Air Act requirements. A regional plan for attaining the federal ozone standard was approved by the San Joaquin Valley Air Pollution Control District in May 2007 and by the ARB in June 2007. ARB has scheduled for public hearing on September 27, 2007, consideration of state level actions necessary to meet federal air quality standards in California. This is the last step in the public process necessary for completion of the San Joaquin Valley ozone attainment plan. Upon completion of this process, the San Joaquin Valley transportation budgets can be submitted to the U.S. Environmental Protection Agency for approval. On a parallel track, additional actions that can accelerate clean air progress are being evaluated as part of the new ARB Air Quality Task Force for the San Joaquin Valley.

The support of local government agencies for clean air initiatives in the Valley will be important as we move forward together to improve public health in the region. I encourage your member agencies to show your support for clean air as local decisions are made on the use of federal Congestion Mitigation and Air Quality (CMAQ) funds. Meeting air quality standards and protecting public health in the San Joaquin Valley will require that federal, state, and local agencies each do their part.

If you have any questions, or need more information please contact Deputy Executive Officer, Lynn Terry, at (916) 322-2739.

Sincerely,

Mary D. Nichols
Chairman

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BY: _____
FRESNO CO

The energy challenge facing California is real. Every Californian needs to take immediate action to reduce energy consumption. For a list of simple ways you can reduce demand and cut your energy costs, see our website: <http://www.arb.ca.gov>.

California Environmental Protection Agency

Mr. Trinidad M. Rodriguez, Chairman
September 4, 2007
Page 2

cc: Ms. Linda S. Adams
Secretary for Environmental Protection Agency

Ms. Cindy Tuck
Undersecretary for Environmental Protection Agency

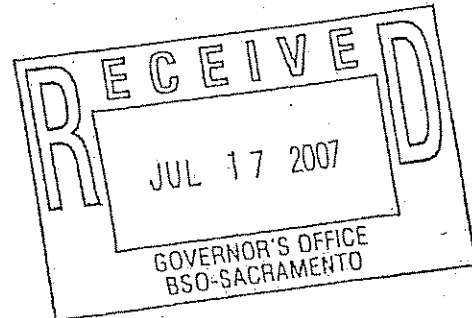
Ms. Judith Case
Honorable Board Member

Ms. Dorene D'Adamo
Honorable Board Member

Ms. Lynn Terry
Deputy Executive Officer

July 10, 2007

The Honorable Arnold Schwarzenegger
Governor of California
State Capitol Building
Sacramento, CA 95814



Dear Governor Schwarzenegger:

The Council of Fresno County Governments is concerned over recent discussions related to eight-hour ozone planning efforts in the San Joaquin Valley. **We request that the Governor and California Air Resources Board (CARB) support the approval of the San Joaquin Valley Eight-Hour Ozone Attainment Demonstration Plan and submit all necessary components for local and state strategies to the Environmental Protection Agency (EPA) as soon as possible.**

CARB recently approved the eight-hour ozone plan for the Valley requesting a reclassification to "Extreme" nonattainment status. We understand the challenges the Air District faces and agree the attainment date of 2013 is not reasonable. Attainment of the standard requires over a 75% reduction in nitrogen oxide (NOx) emissions, which is not achievable with current technology. While all residents of the San Joaquin Valley would like to see an early attainment date, the technology and supportive funding needed are simply not available at this time. Both the Air District and CARB have established "fast-track" task forces aimed at obtaining the funding and developing the technology to try to reach attainment earlier than the 2024 date. We support this decision and will work in collaboration with both agencies to achieve this early attainment objective, but there is simply no legally approvable path available today that avoids the need to delay the attainment date of 2013.

The San Joaquin Valley Metropolitan Planning Organizations (MPOs) worked closely with the Air District to ensure transportation data and commitments contained within the Plan were accurate. Included in the ozone plan are updated motor vehicle budgets. EPA needs to make an adequacy finding on these updated vehicle budgets; otherwise, Valley MPOs cannot add new transportation projects or make changes to existing projects (a transportation "lockdown"). EPA might require several months after submission of the ozone plan from ARB to take action on the motor vehicle budgets.

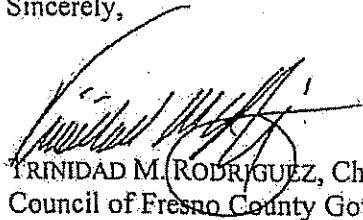
Revisiting this issue could result in additional delays and federal sanctions that could have a negative impact on air quality in the San Joaquin Valley. Should CARB withdraw the plan and not submit it to the EPA, the Valley would risk federal sanctions and be unable to demonstrate air quality conformity. Such actions would slow efforts to clean the air, affect job creation, and delay resources necessary to support healthy communities in the Valley. It could potentially affect our ability to compete for future Proposition 1B funds.

Member Agencies: The cities of Clovis, Coalinga, Firebaugh, Fowler, Fresno, Huron, Kernani, Kingsburg, Mendota, Orange Cove, Parlier, Reedley, San Joaquin, Sanger, Selma & Fresno County

The planning process is only one piece of a complicated strategy to achieving good air quality in the San Joaquin Valley. Reclassification to Extreme nonattainment status would actually increase Congestion Mitigation and Air Quality (CMAQ) funds to local and regional agencies, providing resources for air quality projects. The flexibility to add or change transportation projects that would be lost during a transportation lockdown can also have real-world cost increases due to construction delays – these are funds that could be used on other beneficial projects in the Valley. Meeting federal planning requirements is a necessary step, but not the only action being taken.

Air quality continues to be a priority of agencies and residents of the San Joaquin Valley. We support the plan submitted by the Air District, and request that the State continue to move forward with the planning process. Agencies are aggressively funding air quality projects and will exert every effort to achieve attainment, if possible, earlier than 2024. We urge you to support the California Air Resources Board and the San Joaquin Valley's eight-hour ozone planning efforts. If you have any questions, please contact Barbara Goodwin or Jason Paukovits at the Council of Fresno County Governments at 559-233-4148. Thank you.

Sincerely,



TRINIDAD M. RODRIGUEZ, Chairman
Council of Fresno County Governments
Mayor, City of Kerman

Cc: Supervisor Judy Case, Fresno County
Assembly Member Mike Villines, 29th District ;
Assembly Member Nicole Parra, 30th District
Assembly Member Juan Arambula, 31st District
Senator Dave Cogdill, 14th District
Senator Dean Florez, 16th District
Senator Barbara Boxer
Senator Dianne Feinstein
Seyed Sadredian, Executive Director, SJVAPCD
Linda Adams, Cal/EPA
Mary Nichols, Air Resources Board