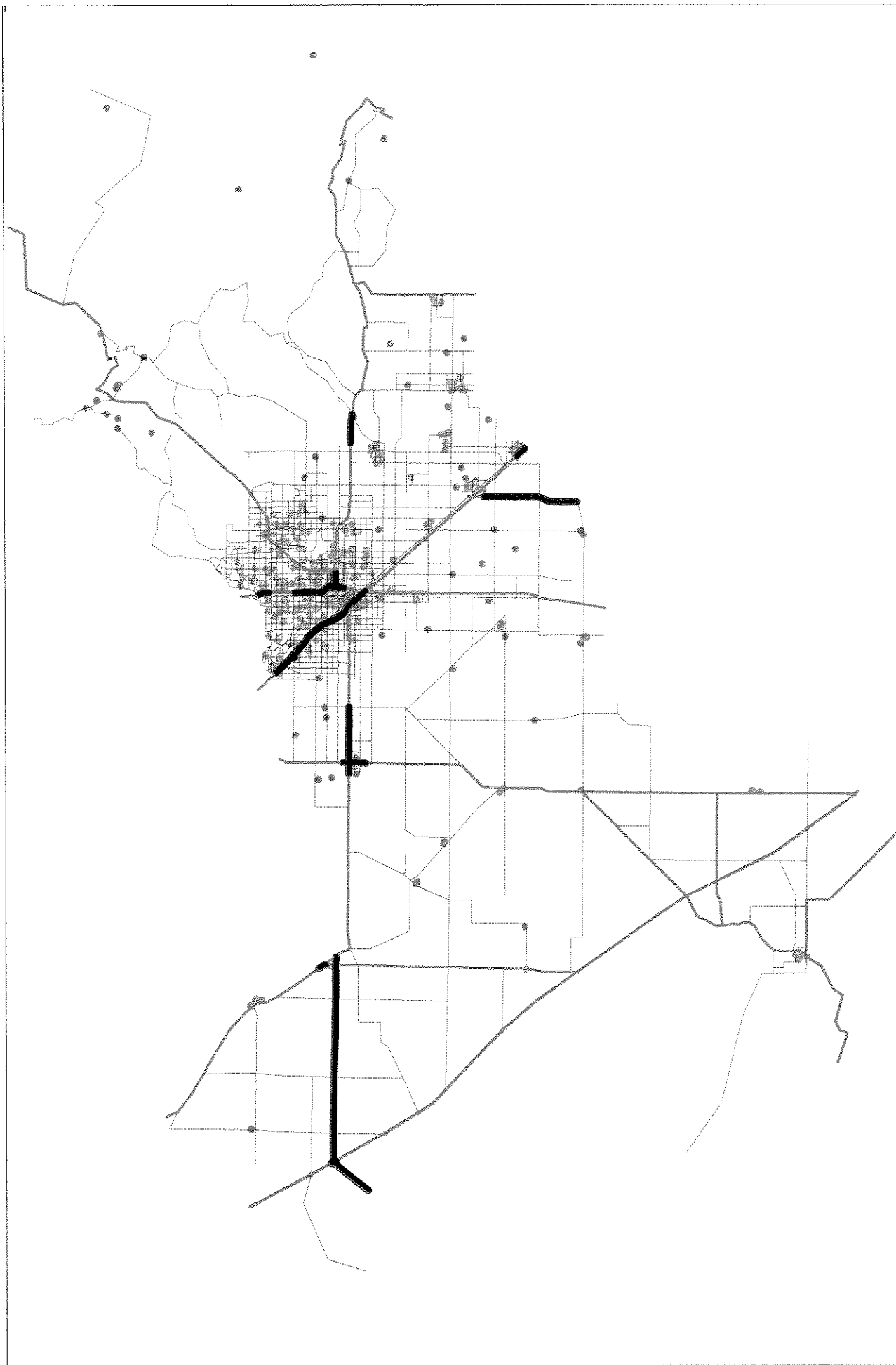


Projects Affected by SB 1507

Jurisdiction/Agency	Project ID	Facility Name/Route	Project Limits	Type of Improvement	Cost Estimate	Completed/Date
Caltrans	38	SR 180 E	Quality to Trimmer Springs	2 LU to 4 L Expressway on 4 L ROW	\$66,900,000.00	2010
Caltrans	39	SR 99	Ashlan to 0.2 mile North of Grantland OC	Widen from 4 L Freeway to 6 L Freeway	\$31,000,000.00	2012
Caltrans	50	SR 43	Kings County line to Selma City limits	2 LU to 4 LD	\$66,401,000.00	2012
Caltrans	1015	SR 41	El Paso to Friant	Add 1 SB Auxiliary Lane	\$13,970,000.00	2012
Caltrans	55	SR 99	Tulare County Line to SR 201	4 L Freeway to 6 L Freeway & Widen Bridge to 6 L	\$31,800,000.00	2013
Caltrans	46	SR 99	Interchange at Shaw	Improve interchange	\$32,000,000.00	2014
Caltrans	1013	SR 41	Ashlan to Shaw	Add 1 NB Auxiliary Lane	\$7,000,000.00	2015
Caltrans	1016	SR 41	McKinley to Shields	Add 1 NB and 1 SB Auxiliary Lane	\$16,000,000.00	2015
Caltrans	1049	SR 41	Ashlan to Shields	Add 1 NB Auxiliary Lane	\$6,000,000.00	2015
Caltrans	5	SR 41	Shields to Ashlan	7 L Freeway to 8 L Freeway Additional NB lane added in 2015 Project # 1049	\$16,800,000.00	2017
Caltrans	10	SR 180	SR 41 to SR 168	Construct Braided Ramps	\$30,000,000.00	2017
Caltrans	42	SR 41	Divisadero to Shields	6 L Freeway to 8 L Freeway & widen SB off-ramp at Divisadero	\$43,000,000.00	2020
Caltrans	63	SR 180 W	Ashlan to Shaw	6 L Freeway to 8 L Freeway	\$94,000,000.00	2020
Caltrans	64	SR 33	Sequoia to Dickenson	2 LU to 4 LU	\$8,250,000.00	2020
Caltrans	1065	SR 145	In Mendota - Intersection of SR 33 and SR 180 to Northern City Limits. SP RR to SR 180	2 LU to 4 L 2 LU to 4 LU	\$43,370,000.00	2025
TOTAL					\$523,291,000.00	



Fresno County

State Highways = Green

Projects affected by SB 1507 = Red

Schools = Orange Dot





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RESEARCH
INSTITUTE

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Chairman/CEO

G. Gary Manross, Ph.D.
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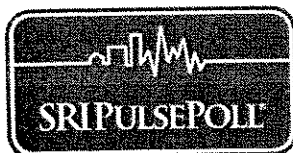
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MEMORANDUM

To: Mr. Tony Boren
Executive Director
Fresno COG

Date: June 2008

Subject: Benefits, Scope of Services & Deliverables

Dear Tony,

The intent of the present discussion is to two-fold:

- (i) Outline, as briefly and clearly as possible, what we believe to be the **BENEFITS** to Fresno COG, and to each member Agency, for re-commissioning the professional services of our research and consulting Institute, and...
- (ii) Outline the **SCOPE OF SERVICES & DELIVERABLES** that SRI will provide to the COG and make available to each of the member Agencies (Fresno County and the 15 Cities in the County), should our Institute be re-commissioned.

As a result of approximately two years working with the *Measure C Steering Committee* in building a **CONSENSUS** around the successful extension of Measure C, **SRI is uniquely positioned** to work with the COG and its member Agencies in helping each of them realize their collective and respective goals, objectives, and aspirations.

1.0 Benefits/Scope of Services to Fresno COG:

The types of professional services that SRI will provide to Fresno COG include, but are not necessarily limited to, the following:

1.1 Measure C Related Activities. Assist Fresno COG in addressing the collective desires of the Fresno County electorate when administering the approved **Expenditure Plan** with respect to the extension of Measure C, which was approved by 78% of voters in the November 2006 election cycle. Should any form of controversy and/or disagreement arise among stakeholders, for example, we are positioned to assist in taking steps to resolve the respective issue at hand.

1.2 Public Outreach. Assist Fresno COG with its public outreach activities including, but not limited to, media relations, communicating with special publics, and other matters in order to promote Fresno COG's agenda.

An Institute for CONSENSUS BUILDING

1.3 Innovative use of GIS. Bring to Fresno COG “cutting edge” use of GIS recently developed by SRI in conjunction with another large Client in the San Francisco Bay Area. This new use of a standard, but important technology, involves MAPPING “psychographics” (collective attitudes and public opinion) in a fashion that makes salient the needs and desires to constituents.

For example, we can VISUALLY map where in the County local residents and/or voters think specific technologies should be located; fast rail, PRT and related technologies, van pools, bicycle paths and trails, traditional busing such as FAX, et al. This unique use of GIS is extremely important given the growing movement toward trying to get people out of their cars and into public transportation/public transit.

This innovative use of GIS is gaining national attention at the present time; for example, due to its “persuasive” nature, SRI has been invited to demonstrate its use at a National conference later this year. Clearly, Fresno COG can put itself in a highly visible and leadership role; one that is seldom possible for any public Agency.

1.4 Help Advance the SJV Regional Blueprint Planning Process. While the initial phase of the long-range Plan to develop a “vision” for growth throughout The Central Valley has been completed (or is near completion)...there’s still much to do in terms of garnering public CONSENSUS. SRI can assist Fresno COG with this process. Indeed, many of the tools that were brought to bear in securing the requisite support for the renewal of Measure C can be employed in helping Fresno COG realize its agenda with respect to this long-range planning effort.

1.5 Public Opinion Research. Fresno COG will have need for additional public opinion research of various forms, from time to time; this could be in terms of a community survey, or in terms of Opinion Leadership research, focus group research, mail surveys, Internet research, et al. SRI will provide these services to Fresno COG at a significantly reduced fee schedule that is reserved for Clients with whom Consultant has a relationship based on a monthly retainer. These entities enjoy what is called a **PREFERRED Client** status.

1.6 Support Fresno COG’s Lobbying Activities. Consensus building can, and should, involve supporting the efforts of Fresno COG’s lobbyist in Sacramento, and (perhaps to a lesser degree) in Washington, D.C. SRI’s resources can be brought in to support these important activities.

1.7 Grant Writing. Assist Fresno COG in identifying and securing Grant opportunities, wherein the COG can be positioned to secure additional funding for its public transit and public transportation programs and activities.

2.0 **Benefits/Scope of Services to Member Agencies:**

Once re-commissioned by Fresno COG, our research and consulting Institute will be positioned to provide each member Agency (all 15 Cities and the County) with a host of professional services, and at significantly reduced rates. This is due to the fact the number of member Agencies represent a "critical mass".

Given the present state of the economy, I know of NO public Agency (City, County, Special District, et al) that isn't:

- ☒ facing serious **fiscal challenges**
- ☒ looking to enhance **Economic Development** and/or **Redevelopment** in their respective communities, plus...
- ☒ dealing with a host of other public policy challenges. .

SRI has in-depth experience, with a routine success, in each of these areas, among many others. Measure C is an excellent example of our ability to help Clients deal with their respective fiscal challenges.

2.1 Our Institute is well positioned to assist Members Cities, and the County, in addressing their respective fiscal challenges; *this is what we do*. More specifically, we help public Agencies secure new and/or increased revenue streams such as:

- **Needs Analysis**
- **G.O. Bonds** (General Obligation Bonds).
- **Sales Tax** revenues.
- **218 Special Benefit Assessment Districts** and/or secure the requisite support for increasing the Agency's annual assessments; these include, for example, Lighting & Landscape Assessments, LMD's, LLAD's, among others.
- **CFD's** (Community Facilities District)
- **TOT** (essentially, Bed Tax)
- Among other funding mechanisms.

2.2 Provide GRANT WRITING services.

2.3 Assist with **Economic Development** and **Redevelopment**

2.4 Assist in updating their **General Plan, Master Plans** for Parks & Recreation, etc.

2.5 Write and test **Ballot Language** for funding Measures

2.6 **Public Affairs/Public Outreach/Integrated Marketing Communications**

3.0 Fee Structure:

SRI will be compensated via a monthly retainer of \$6,000 per month; \$72,000 per year.

- ☒ ALL **out-of-pocket expenses** will be borne by SRI; these include, but are not necessarily limited to: (i) travel, (ii) housing, (iii) food, (iv) materials, et al. This represents a significant portion of the monthly retainer fee.
- ☒ Should the demand for professional services exceed the number of hours per month that are covered in the monthly retainer, negotiations will take place between the entities involved, wherein SRI will be compensated, accordingly.
- ☒ Any additional fees beyond the monthly retainer MUST be pre-authorized and will be predicated upon the **DISCOUNTED** rates provided in SRI's **Schedule of Fees**, which will be an Addendum to the formal contract. Here again, NO out of pocket expenses will be charged to the Client
- ☒ All scientific surveys will also be administered using the "Preferred Client" (discounted) rate structure.

An noted elsewhere in this document, ALL member Agencies will qualify for SRI's Preferred **DISCOUNT** rates for professional services contracted for separate from those services provided through Fresno COG. This represents discounts ranging from one third to one half SRI's standard rates. And, SRI will be responsible for all of its out-of-pocket expenses in servicing these projects.

4.0 Justification for Sole Source:

Having worked with Fresno COG for a period of more than two consecutive years (involving Measure C), SRI has a rather intimate knowledge of Fresno COG, its mission, and its challenges. We have a clear understanding of the **Expenditure Plan**, for example; in fact, I personally conducted a host of CONFIDENTIAL interviews that help develop CONSENSUS among stakeholders in that particular case.

This is part of what makes us uniquely positioned to serve the needs of Fresno COG, beyond any other firm/organization that provides the collection of professional services that are available through our Institute.

Obviously, I can't (and wouldn't) disclose any confidential information secured through these interviews; nor would you, nor any member Agency, ask me to. Nonetheless, as was the case while creating the Measure C **Expenditure Plan**, I can employ this information in a manner that benefit, in no small way, Fresno COG and it's member Agencies. For example, when there is confusion and/or disagreement among stakeholders, I'm perfectly and uniquely positioned to meet with the parties to work through any such confusion and/or disagreement. This positioning is invaluable when trying to create, maintain, or re-create CONSENSUS among stakeholders.

Re-commissioning SRI brings forward an opportunity to bring a level of synergism among the member Agencies of Fresno COG in addressing matters of mutual interest involving public transit and public transportation in a manner that has never before been present.

Beyond that, it brings to the proverbial table an opportunity for each member Agency to build a new level of **CONSENSUS** among stakeholders within their respective communities, many with competing agendas...much like Measure C. Once re-commissioned by Fresno COG, SRI will be positioned to assist each member Agency with their individual goals, objectives, and expectations.

We were honored to have partnered with Fresno COG in securing the requisite, super-majority voter support for **Measure C**, the successful \$1.7 billion extension of the your existing sales tax, wherein the yield is dedicated to public transit and public transportation throughout the County. We will be equally honored to be invited to re-join the team. Toward that end, I remain...

Most sincerely yours,



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