

Prepared for...



Work Plan

Fiscal Year 2009-10

Strategy Research Institute

Section 1.0 Purpose Statement

The intent of the present document is to provide the Management team of Fresno COG with a **Work Plan** that identifies some of the major projects that SRI will be assigned during Fiscal Year 2009-10.

Section 2.0 Projects

Following is a listing of major projects that SRI will be assigned; these will be carried out under the direction of Fresno COG's Executive Director, Tony Boren. Some of these projects are presently underway, others will be initiated at the appropriate time during the coming fiscal year.

2.1 Transit Consolidation

It has long been a goal of most public transit agencies in Fresno County to create a seamless regional transit system, wherein people can traverse (navigate) from any point in the County to any destination in the County with minimal inconvenience and at a reasonable cost. Beyond providing seamless transportation, the intent is to minimize and/or eliminate the duplication of services among agencies; thus, maximizing the ROI (*return on investment*) of tax dollars earmarked for public transportation. Indeed, creating a regional transit system is a center piece of the **Blue Print** effort, which is being designed to enhance mass transit throughout the Central Valley and beyond.

There are three primary transit services operating in Fresno County at the present time; each are administered separately. These are Fresno FAX, operated by the City of Fresno; Clovis Transit, and FCRTA (Fresno County Rural Transit Authority). Beyond that, there are specialized public transit agencies and services; some are designed to transport school children to and from schools (e.g., Southwest

Transportation Agency), others provide transportation services for segments of the community with special needs (e.g., the EOC).

In 2006, Fresno COG commissioned a **Public Transit Regional Agency Formation Study**, which concluded with a series of recommendations for short-term coordination projects, ending with a longer term vision to consolidate public transit and public transportation services in Fresno County. Unfortunately, few (if any) of these desired outcomes have materialized, to date.

Yet, Transit Consolidation is NOT a new idea; clearly, consolidation of multiple public transit and public transportation agencies has proven extremely successful throughout many regions in California and elsewhere throughout the U.S. However, transit consolidation has NOT taken hold in the Central Valley, in particular, in Fresno County. SRI was assigned to this project because of its proven record of consensus building among stakeholders, many with competing agendas (e.g., the successful Measure C in 2006).

Plan of Action:

It must be made clear at the outset of this concerted effort that any **Plan of Action** for making Transit Consolidation a reality in Fresno County must remain fluid and flexible, at least until a realistic model can be developed. This is due to the fact that the process of building consensus among stakeholders (especially the three major transit agencies involved) is fraught with political sensitivities; e.g., what mechanism will be used to bring the existing transportation Agencies together into a single Agency; who will ultimately control decision-making, how this will be put into play, etc. etc. etc. What may appear to be a realistic approach at the outset may well turn out NOT to be feasible as the process unfolds.

Phase I: Investigative Stage

At the present point in time, we are in a start-up (*investigative*) stage, wherein we are securing input from various stakeholder Agencies in order to determine such things as: (i) what their respective expectations are regarding Transit Consolidation in Fresno County, and (ii) whether or not there is common ground for bringing each of them together in a single entity (e.g., via a JPA, or some other acceptable mechanism), and-the-like.

Deliverables for Phase I: SRI was assigned earlier in the year to meet with transit officials in each of the three agencies, plus with other stakeholders who will ultimately play a role in this effort if it is to materialize. This step has been completed. SRI's directive was to determine whether or not transit consolidation is feasible in the foreseeable future; if not, then advise the Executive Director of

Fresno COG accordingly, if so, prepare a report in which SRI's recommendations for moving forward are identified and discussed in appropriate detail.

While expectations were low at the outset of these interviews, it turns out that SRI believes it has identified an approach that has great promise; the majority of those interviewed have stated that they are encouraged, as well.

Clearly, the present document is NOT the appropriate vehicle for presenting the mechanism (model) that appears to hold promise for Transit Consolidation; this will be presented in appropriate detail through a formal document intended for this purpose. In concept, however, the approach that came out of these interviews involve bringing together two of the three major public transportation Agencies (Fresno FAX and the FCRTA), and perhaps other public transportation Agencies, into a single entity using, perhaps, a JPA; thus, creating a "success story" which, at a later date, may or may not turn out to be attractive to the City of Clovis, which at the present point in time does not embrace to the idea of Transit Consolidation in Fresno County.¹

The "next step" is for SRI to produce a formal document in which this approach is discussed in appropriate detail, so that it can be brought forward for consideration by stakeholders. The mechanism for bringing this approach is yet to be determined.

Time Table for Completing Phase I: The 1st draft of the formal report in which the recommended approach will be presented in appropriate detail will be completed and submitted to the Executive Director of Fresno COG in August 2009. Clearly, revisions to this document will be needed. Any alterations called for by the Executive Director will be made; once he is satisfied, this document will be brought forward for further action.

Phase II: Create Exploratory Committee

The first step in Phase II will be to create a mechanism for building consensus among stakeholders. In all likelihood, this will involve creating an **Exploratory Committee** comprised of transportation professionals; e.g., Ken Hamm, Director of Fresno FAX and former General Manager of a Transit Consolidation Agency in the State of Oregon (which he helped form and subsequently run); John Downs, who is employed by Fresno COG and who works closely with all of the public transit and public transportation Agencies throughout Fresno County; Kirk Hunter, CEO of Southwest Transportation Agency, which transports nearly half of the school-age children in the rural sections of Fresno County and whose Agency may benefit from

¹ Clovis does NOT object to the concept of Transit Consolidation in Fresno County; rather, it sees TECHNOLOGY is being the most appropriate mechanism for making this possible...specifically, creating a FARE BOX that will allow seamless transit among multiple agencies.

and be part of Transit Consolidation in Fresno County ; Tony Boren, Executive Director of Fresno COG; perhaps others.²

Deliverables and Time Line for Phase II: At this early stage, it is difficult to predict what the outcome of this effort will be and how long it will take to get there. That said, at a conceptual level, this effort will either result in an approach that those involved AGREE is worth merit and can be done; or, the entire idea of Transit Consolidation in Fresno County is put to rest for the foreseeable future. Certainly, such a conclusion will be forthcoming by the end of 2009. SRI will work closely with this committee and facilitate its meetings.

Phase III: Incorporate Electeds into Exploratory Committee

Once the transportation professional staff representing the various stakeholder Agencies work through the technical issues inherent to Transit Consolidation in Fresno County, we will have to address the far more sensitive issues inherent to the political aspects of bringing these entities together in a single entity. At this point, at least one elected official from each Agency involved would be added to the Exploratory Committee.

Deliverables and Time Line for Phase III: At this early stage, it is difficult to predict what the outcome of this effort will be and how long it will take to get there. That said, at a conceptual level, this effort will either result in an approach that those involved AGREE is worth merit and should be pursued; or, the entire idea of Transit Consolidation in Fresno County will be put to rest for the foreseeable future. Such a conclusion should be forthcoming by the end of 2009. Here again, SRI will work closely with the committee and will facilitate each meeting.

Thus, one of SRI's primary efforts during Fiscal year 2009-10 will be to pursue the effort of regional transit consolidation in Fresno County; to make this collective effort among the transit agencies in Fresno County a reality.

It needs to be made clear that Transit Consolidation in Fresno County will NOT be realized by the end of 2009; this would be an unrealistic expectation. What will be accomplished by year-end (certainly by the end of the 2009-10 fiscal year) is a determination of whether or not Transit Consolidation in Fresno County is realistic in the foreseeable future; if so, how this might work, including the development of a model to pursue, along with specific Phases and a Time Table for realizing this objective.

² Should the City of Clovis wish to participate in this investigative committee, they would be very welcome. In that case, they would probably assign Shonna Halterman, Clovis Public Transit Supervisor, to sit on this committee.

2.2 Farmland Conservation

Farmland Conservation is embedded in a competing set of core values. On the one hand, for example, is a strong desire and perceived need to preserve ag lands in Central Valley (which is central to the economic health of the region); on the other hand, agriculturalists, understandably, want to preserve their private property rights (e.g., the right to develop their property in any way they see fit and at any time, thus potentially taking it out of ag production). The motivations that underlie these competing perspectives are complex and central to the stakeholders' central belief system; as such, this effort represents the epitome of the need for CONSENSUS BUILDING.

In its initial stages, the movement in Fresno County toward **Farmland Conservation** went relatively smooth. However, as the process progressed, key differences and competing agendas began to surface; at the present point in time, there is little consensus regarding how best to preserve farmlands in Fresno County. As communities continue to grow and expand, and in the process take major steps to attract jobs outside the Ag Industry, there is an unavoidable encroachment on surrounding farmlands. What's become known as "**The Golden Triangle**" is an excellent example of this oxymoron (inherent paradox).

Deliverables:

Given SRI's proven skill set involving CONSENSUS BUILDING among stakeholders, many with competing agendas, the Institute has been assigned to help stakeholders on both sides of this complex issue work through these issues toward finding a middle ground, thus, leading to development of a **Farmland Conservation Model Program**, but without impinging upon the rights, needs, and/or collective desires of either set of stakeholders. SRI will arrange and conduct (or facilitate) a series of meetings designed to BUILD CONSENSUS among stakeholders with competing agendas and, at the end of the proverbial day, find a middle ground wherein Farmlands can be conserved and protected, but without compromising private property rights.

2.3 Enhance Fresno COG's Public Affairs/Public Relations Capabilities

Until now, Fresno COG has largely depended upon the FCTA for handling much of its public affairs and outreach. However, the Agency is sufficiently large and involved in the community that it should begin handling more of these activities internally. Indeed, this was part of the justification for including ½ of 1% administrative overhead in the Measure C expenditure plan, which was authorized by the local electorate in 2006, with 78% voter support.

Deliverables:

Fortunately, Fresno COG has staff in place with many of the skills and contacts in the local media outlets that is needed for developing a highly sophisticated Public Affairs Department. SRI has the expertise needed for staff development in this critical area.³ By the end of the fiscal year, Fresno COG staff will have increased their level of proficiency for promoting Fresno COG and its mission.

2.4 Support Fresno COG's efforts through its Lobbyist

Fresno COG has an excellent lobbyist on board in **California Consulting, LLC**. One of the more recent accomplishments of the COG's lobbyist, for example, involves SB716.⁴

However, this is an excellent example of why it can be important to shore up Fresno COG's lobbying efforts through an aggressive, systemic, and well thought out **public relations/public outreach effort**. To do this well, it is essential to reach BEYOND the local media outlets to media outlets that have state and national reach and influence.

No such program is in place at Fresno COG at the present time; and, by definition, such a resource goes beyond the professional services delivered through Fresno COG's lobbyist, or any other lobbying firm.

Deliverables:

Fortunately, SRI has a great deal of experience in partnering with lobbyists in order to enhance their effectiveness in Sacramento and the nation's capital.⁵ SRI will orchestrate, in cooperation and coordination with California Consulting,

³SRI's Chairman/CEO, Gary Manross has been an executive in the largest Public Relations firm in the world, Hill & Knowlton, Inc. Dr. Manross was an Associate Professor in the California State University system, teaching Public Relations, Advertising, and Marketing at both the undergraduate and graduate levels, as well as Political Communications at UCLA. He's been a journalist for an award-winning metropolitan daily newspaper in the mid-west and has worked in Public Relations for several major organizations (refer to his resume, which is attached as an Addendum to the present **Work Plan**).

⁴ Had the language of SB716 not been amended, virtually every small community in Fresno County would have lost the ability to use some portion of their LTF funds for maintaining and repairing local streets in their respective communities or for farm worker van pools; rather, 100% of these funds would have to be used for public transit. As written, this legislation would have resulted in a loss of almost \$6 million to Fresno County and the 13 cities in Fresno County that are impacted. Working closely with the County staff, among others, California Consulting was able to get the language of SB716 amended, thus maintaining status quo.

⁵ Even before founding SRI over 20 years ago, Dr. Gary Manross worked closely with award-winning State lobbyists in Sacramento on behalf of the largest state trade association in the United States, the **California Association of Realtors®**. Today, he works closely with the State Lobbyist in Sacramento for the largest regional park District in the United States, the East Bay Regional Park District, and has done so since SRI was initially commissioned to work with the District in 1987.

outreach efforts designed to secure desired outcomes that will benefit Fresno COG and its member agencies.

2.5 Enhance Relations between Fresno COG and Native American Tribes

There is a federal mandate for Fresno COG to build and maintain a constructive and mutually beneficial relationship with the Native American Tribes located within its jurisdiction and service area. Many of the issues of mutual interest to the Tribes in Fresno County and Fresno COG involve public transportation. To date, the COG has spent significant amounts of money on certified mail and other efforts to build bridges between our respective organizations, with little feedback and/or success.

Deliverables:

SRI has been assigned to advancing the COG's efforts in a manner that builds better communication and cooperation with the Native American Tribes in Fresno County. To date, SRI has made contact with each Tribe and has received constructive feedback; the next step will be to develop an **Action Plan** for formalizing communication between each Tribe and the COG. This action plan will be formulated and implemented by the end of the upcoming fiscal year.

SRI is perfectly positioned to do this, since it has worked with Native American tribes elsewhere in California (e.g., the Rincon San Luiseño Band of Mission Indians, San Diego County) and other states (e.g., the Puyallup Indian Nation, Tacoma, Washington).

2.6 Assist in Developing a 'Performance-based' Salary Structure for Fresno COG

Fresno COG has transitioned to a "performance based" salary structure for its employees; as a result, there is a need to develop a Performance-Based Evaluation Criteria to be utilized when evaluating employee performance. SRI has been assigned to assist in developing such a criteria.

SRI provides professional services in HR; in fact, the Institute demonstrated its expertise in this discipline in 2007, when the Institute was directed to conduct a Compensation Parity Study, in which SRI staff compared Fresno COG's compensation and benefits for each Fresno COG employee category with ten (10) Agencies including other COGs and government agencies that are comparable to Fresno COG. The results of their study were submitted, with specific recommendations, to the Fresno COG Board of Directors, subsequently adopted, and used as the basis for the Agency's present compensation package.

Deliverables:

Due to having conducted a Compensation Parity Study for Fresno COG, SRI is well versed in the Agency's compensation package, thus well positioned to assist the Agency in developing a "performance based" salary structure over the upcoming fiscal year.

2.7 High Speed Rail

The passage of California's High Speed Rail Bond in 2006, in conjunction with the High Speed Rail funding provided by the American Recovery and Reinvestment Act, has created an environment where planning for High Speed Rail facilities in Fresno County needs to begin to take on an accelerated pace, in order to take advantage of both of these funding sources. To date, there are a number of public and private stakeholder interest groups that are engaged in various pieces of this planning process. However, in order to be as effective as possible, it makes sense that all of the stakeholders begin to work together collaboratively in order to most effectively influence an outcome that will be beneficial to all. Specific issues associated with High Speed Rail in Fresno County include:

- Site planning for the future High Speed Rail Station in downtown Fresno
- Developing a unified lobbying and media campaign focused on securing the High Speed Rail Maintenance yard and operations facility in Fresno County
- Working closely with the High Speed Rail Authority staff to ensure that the alignment that is selected for Fresno County, is consistent with the overall goals and values of both the City and County of Fresno.
- The issue of relocation and consolidation of the Burlington Northern, Santa Fe rail tracks through the City of Fresno has direct implications for High Speed rail. It is critical that rail consolidation and its long term relationship with High Speed Rail be taken into account as part of the planning process.

In all of these areas, Strategy Research Institute's skills and talents at regional consensus building can be of great value and help us obtain our overall regional goals as they relate to High speed Rail.

Section 3.0 Additional Benefits to Fresno COG and its member Agencies

Besides the specific projects that have either been assigned to SRI, or will be assigned as the fiscal year unfolds, there are several additional benefits being provided to Fresno COG members. These were NOT part of the contractual relationship between

Fresno COG and SRI; rather, they are added benefits that have been offered by SRI, voluntarily. These professional services benefit the smaller, rural communities more than the two major cities, the Cities of Fresno and Clovis, and Fresno County; nonetheless, these same benefits are fully available to every member. These include:

3.1 SRI does NOT charge for its out-of-pocket expenses

Unlike other consulting firms, SRI does NOT pass its out-of-pocket expenses on to Fresno COG for travel, food, housing, etc. As a result, the lion's share of the monthly retainer is used to cover these expenses; given this reality, the amount of the monthly retainer is extremely modest when compared to the amount of professional services being rendered to Fresno COG.

3.2 Significantly reduced rate structure for professional services offered through SRI

SRI is well known for its success in nurturing Cities, Counties, Special Districts, JPA's and other types of agencies in the public sector in helping them realize their respective goals and objectives.

Typically, this involves updating the agency's **General Plan** and/or Master Plans; promoting **Economic Development and Redevelopment**; and assisting with securing the requisite support for funding measures placed before their local electorate including, but not limited to, G.O. Bonds, sales tax measures, TOT's (essentially a 'bed tax'); CFD's; 218 Special Benefit Assessments such as Landscape & Lighting, LMDs, LLADs, and-the-like. Two that most Fresno COG Board members are familiar with include Measure C, a successful \$1.7 billion sales tax which ultimately secured 78% voter support, and (before that) a successful Landscape Maintenance initiative for the City of Clovis.

Especially in a time when literally every public agency is being impacted, in no small way, by the downturn in the economy, these services are invaluable. Clearly, most (if not all) cities are in search of new revenue streams and/or enhancements to existing revenue streams.

So long as SRI is under contract with Fresno COG, the Institute is offering deep discounts to all of its member agencies (the County and the 15 cities in Fresno County) for professional services provided by and/or through the Institute. This includes a 30% discount for scientific surveys and 40% discount for such professional services as facilitating meeting for consensus building, public outreach (public relations), Human Resources, and a host of professional services available through the Institute.

Two cities that are taking advantage of these discounted professional services are:

- **The City of Mendota.** The City of Mendota is moving forward with creating its own Police Department; SRI is assisting in this concerted effort. Feel free to talk with Mayor Robert Silva to confirm the quality of services being delivered to the City of Mendota.
- **The City of Selma.** The City of Selma placed a Measure on the local ballot, asking local voters to authorize an increase in their TOT (bed tax). They did NOT use a professional consultant in this effort; it failed. SRI will be helping the City place a similar Measure on the ballot in the near future. The City did use the professional services of a consultant on another funding mechanism; however, the fee was excessive (which is why they chose to move forward without benefit of a professional consultant on its TOT). Even years later, SRI's fee will be about half that of what the City paid in its earlier effort. Feel free to talk with Mayor Dennis Lujan to confirm this scenario.
- While not a member of Fresno COG, the Institute has granted these same deep discounts to yet another agency involved in public transportation in rural Fresno County, whose CEO is on the Board of the FCTA. This is **Southwest Transportation**, which buses almost half of the school-age children in Fresno County to and from public school. To date, SRI has conducted four (4) studies for Southwest and provided professional consulting; as a result, the Agency has been able to resolve a serious problem in recruiting bus drivers. Feel free to talk with Kirk Hunter regarding the quality of SRI's services on behalf of Southwest Transportation.

SRI has been approached by other members of Fresno COG that want to talk advantage of these deep discounts. Here again, SRI will NOT be charging for any out-of-pockets.

3.3 Promises made, Promises Kept

In negotiating its contract with Fresno COG for the 2008-09 fiscal year, SRI promised to open an office in metropolitan Fresno. The purpose for this was two-fold: (i) to enhance the delivery of services to Fresno COG and its members, and (ii) to demonstrate a serious commitment to the region. On January 1, 2009, SRI opened a regional office in Fresno. It is located at 7489 N. First Street, Suite 102, Fresno, CA 93720.

Section 4.0 Summary Conclusion

Included as addenda to the present **Work Plan** for SRI for the upcoming 2009-10 fiscal year are three documents.

Addendum 'A' contains a Matrix in which each of the projects are identified, with a summary statement and sense of timing regarding deliverables.

Addendum 'B' contains a BACKGROUNDER on SRI.

Addendum 'C' contains the resume for SRI's Chairman/CEO, Dr. G. Gary Manross, Ph.D., who will continue to oversee the Institute's activities on behalf of Fresno COG.

Prepared in July 2009

Addendum 'A'

SRI Project Matrix, with Deliverables and Sense of Timing

Project	Deliverables	Sense of Timing
Transit Consolidation	Formalize Model & Initiate Start-up Phase	Start-up Phase completed in 2009; project on-going
Farmland Conservation	Arrange and conduct (or facilitate) Consensus Building activities associated with development of the Fresno County Farmland Conservation Model Program	Measureable Progress by year-end
Enhance Fresno COG's PR/Outreach	Staff Development and Support	On-going
Support Lobbying Efforts	Initiate and Coordinate Public Outreach (e.g, media coverage) to support California Consulting	On-going
Enhance Relations with Native American Tribes	Develop Action Plan , arrange meetings with Tribes, assist in implementing Action Plan	By Year-end
HR (Performance-based Salary Structure	Develop Performance-based Salary Structure for Fresno COG	By Year-end
High Speed Rail	Develop Consensus Building program aimed at keeping all political entities in Fresno County working together to ensure focused effort to secure HSR facilities in Fresno County.	

Addendum 'B'



Background...

An Institute for Consensus Building

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SRI is involved in all forms of **CENSUS BUILDING** among stakeholders and stakeholder groups/organizations, many with competing agendas.

The Institute is comprised of a team of **behavioral scientists** (both quantitative and qualitative researchers), **strategic planners**, and their support staff. Each member of SRI's professional staff is proficient in the most advanced scientific methodologies and each one has earned advanced degrees from premier academic institutions including U.C. Berkeley, The Annenberg School for Communication at the University of Southern California (USC), New York University (NYU), among others.

SRI is routinely commissioned to assist Clients with **Economic Development and Redevelopment**; updating **General Plans** and **Master Plans**; **Grant Writing**; as well as **Public Affairs** and **Public Outreach**.

We help cities, counties, Special Districts, JPA's, among other types of agencies in the public sector, secure new and/or increased revenue streams to address a variety of **fiscal challenges**; these include, but are not nearly limited to:

- G.O. Bonds (General Obligation Bonds).
- Sales Tax Measures.
- 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)

In other words, we are experts at nurturing social change (both in the short-term and long-term) and at helping our Clients achieve their goals and objectives, especially those having to do with realizing desired *behavioral outcomes* (e.g., making specific voting decisions or purchase decisions).

SRI's approach to predicting likely behavior (e.g., voting behavior and/or consumer behavior) is based upon measuring CORE VALES, which is driven by one's CENTRAL BELIEF SYSTEM. In a nutshell, what we do is build empirically-based **decision-making** models.

Our documented success over the past two decades is accounted for by the fact that in working with Clients, we **NEVER attempt to MANIPULATE** any target population; for example, voting behavior or purchase decisions. Instead, we use the appropriate scientific and communication management tools to determine what their COLLECTIVE WISHES and DESIRES are...then go about nurturing our Client in helping them respond to these collectives wishes and desires. Especially in cases where **SUPER MAJORITY** (2/3rds) voter support is needed...SRI's approach to CONSENSUS BUILDING is vital.

Biographical sketches of SRI professional staff and professional references on behalf of our Institute are available upon request.



Addendum 'C'



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G. Gary Manross, Ph.D.

Professional Profile

G. Gary Manross, Ph.D., has more than 25 years experience in applied research (policy research, political research, and marketing research) and in communications management (including political and marketing consulting).

Dr. Manross is the Chairman and founder of a family of Institutes and companies including: **STRATEGY RESEARCH INSTITUTE (SRI)**, the **POLITICAL ACTION INSTITUTE (PAI)**, and **INTEGRATED MARKETING COMMUNICATIONS CORP. (IMC CORP)**. He has held executive-level positions with the largest Public Relations firm in the world, Hill & Knowlton, and with the largest state trade association in America, California Association of REALTORS. He began his career as Business Editor for an award-winning metropolitan daily newspaper.

A behavioral scientist, Dr. Manross has taught at U.S.C., UCLA, and in the California State University system. His most recent teaching position was as an Associate Professor of Communications at Cal-State, Fullerton, where he held a joint appointment in Advertising and Public Relations and was Chair of the Advertising Sequence when he left the university to return full-time to his policy/marketing research and consulting firm, SRI. . He taught courses in applied research, marketing, management, advertising and public relations at both the undergraduate and graduate levels.

His academic credentials include a quantitative doctorate in Communication Research from the Annenberg School for Communication at the University of Southern California (U.S.C), two M.A. degrees (one in Communication Management and one on Communication Theory) from USC, and two undergraduate degrees, one in Public Relations and one in journalism.

Dr. Manross is the author of a book entitled: **THE IMPACT OF THEORY-DRIVEN PUBLIC OPINION RESEARCH IN STRATEGIC PLANNING FOR WINNING CAMPAIGNS**, Carlton Press, NY, 1995. He's presently preparing the 2nd edition of this book; and, he's writing a second book entitled: **CLOSING THE CHASM**, which is driven by a classic model in the behavioral sciences called, "Diffusion of Innovations".

He is presently co-authoring a paper with a world-class scholar, Dr. Everet M. Rogers, the "father" of Diffusion Theory, which is putting forth a model blends two traditional paradigms (one from the behavioral sciences and one from the marketing discipline), Diffusion of Innovations and Product Life Cycle, respectively. He authored the "top-ranked" paper in his discipline (as judged by the International Communication Association), entitled: Don't Hang Up: Organizational Diffusion of the Intelligent Telephone, which was subsequently renamed and published as a chapter in Yearbook 10, Beverly Hills, CA: Sage Publications, 1986, pp. 727-742.

Professional Background

1981-present **Chairman/CEO** [founder], of the following:

STRATEGY RESEARCH INSTITUTE; THE POLITICAL ACTION INSTITUTE (formerly The Political Action Consultants Group, dba: **The PAC**); and INTEGRATED MARKETING COMMUNICATIONS CORPORATION (IMC CORP.).

SRI has been specializing in **CONSENSUS BUILDING** for over two decades, working in BOTH the private and public sectors. Most recently, for example, SRI, under the direction of Dr. Manross, conducted influential voter surveys in the 2006 November election cycle. The Institute's *findings* predicted an overwhelming victory for Chuck Reed's bid for **Mayor of San Jose**, who beat his opponent, Cindy Chavez, by 19 points (as predicted); and a **\$1.7 billion sales tax measure** dedicated to public transportation and public transit in Fresno County, which received 77.7% voter support. Dr. Manross was also commissioned to facilitate meetings with representatives of special interest groups/organizations, many with competing agendas, and an Opinion Leadership & Influentials Study, in building a consensus among stakeholders for the successful \$1.7 billion sales tax measure.

1978-1980 **Senior Account Executive, Hill and Knowlton, Inc.** (the largest public relations agency in the world).

Handled financial relations and public relations for key accounts, including (but not limited to) Matel Toys, Mazda USA, Toyota, California Life Insurance Company, Associated General Contractors of America (AGC), Building Industry Association, among others.

1976-1978 **Vice President, Director of Communications**, California Association of Realtors® (largest state trade association in the United States).

Directed all internal and external communications. Supervised five departments: (1) public relations, (2) member relations, (3) employee communications, (4) research, and (5) magazine publishing, California Real Estate Magazine.

1970-73 **Vice President, Western Region Manager**, Haney Associates, Inc. (national firm, specializing fund raising for hospitals and universities).

Responsible for all business activities (marketing and directing campaigns) throughout western 13 states. Joined firm as director of public relations; promoted first to on-site, campaign manager, directing multi-million dollar fund raising campaigns; subsequently promoted to Vice President, Western Region Manager.

1968-70 **Manager of Public Relations**, Diamond Shamrock Chemical Company, operating unit of Diamond Shamrock Corporation.

Directed public relations activities involving both print and electronic media (press and trades), produced training materials (print, film, and slide presentations), edited two house organs, produced quarterly and annual reports, wrote speeches for corporate executives, and coordinated projects with advertising department.

1966-68 **Business Editor**, The Telegraph (daily metropolitan newspaper).

Wrote, edited, and prepared layout for business section of newspaper. Joined staff as general assignment reporter, promoted to city reporter, ultimately to business editor.

Current Research

Principal Investigator for designing and conducting both *quantitative* and *qualitative* research (survey research, focus group research, opinion leadership studies, management audits, quasi-experiments, et al.) in BOTH the public and private sectors. Responsibilities include: research design and methodology, instrument design, supervision of data gathering and analysis, writing campaign strategies, client consultation. STRATEGY RESEARCH INSTITUTE (dba. *Survey Research Institute*).

Co-principal Investigator for series of research projects involving cross-cultural effects in marketing strategies and advertising in the Far East, Middle East, and European nations compared to the United States. Co-investigator: Professor Hiroshi Tokinoya, TOKAI UNIVERSITY, Tokyo, Japan.

Broadcasts

Guest appearance as marketing expert regarding "The Impact of the New Global Economy on the U.S. Economy: An Opportunity or a Problem for Orange County Businesses," Improving Orange County Today, Dr. Tom Woods, moderator; Copely-Colony Cablevision; April 2, 1992.

Book Review

For the JOURNAL OF MEDIA ECONOMICS, Robert G. Picard, Editor, January, 1992.

Albert N. Greco, Advertising Management and the Business Publishing Industry: Marketing Notes and Cases. New York: New York University Press, 1991.

Teaching Experience

Fall 1989 to 1996 **Associate Professor**, Department of Communications, California State University, Fullerton. Joint appointment in Advertising and Public Relations. Chaired Advertising Sequence. Courses taught:

PRINCIPLES OF ADVERTISING
ADVERTISING MEDIA PLANNING
ADVERTISING AND COMMUNICATIONS MANAGEMENT
WRITING FOR THE ADVERTISING INDUSTRY (DEVELOPED COURSE)
ORGANIZATIONAL COMMUNICATIONS (GRADUATE LEVEL)
PUBLIC RELATIONS MANAGEMENT
PUBLIC RELATIONS WRITING
PERSUASIVE COMMUNICATIONS
POLITICAL COMMUNICATIONS
RESEARCH DESIGN AND METHODOLOGY (STATISTICS)
THEORY CONSTRUCTION (GRADUATE LEVEL)

Summer 1989 **Adjunct Professor**, U.C.L.A., Dept. of Communication Studies.
Taught course entitled: *Political Communications* (Political Theory and Research).

Spring 1989 **Lecturer**, Dept. of Communications, Cal-State University, Fullerton.
Taught course entitled: *Principles of Communication Research* (research design and methods).

Jan. 1988 to Present **Guest Lecturer**, UCLA, U.S.C., U.C. Santa Barbara, Cal-State, Fullerton, and the University of the Pacific (UOP).

Course segments involving research design and methodology, marketing communications, political communications, and political sociology, and mass media effects; University of Southern California and Dr. Michael Cozzens, lecturer in the University of California and California State University systems.

Books

Manross, G.G. The Impact of Theory-driven Public Opinion Research in Strategic Planning for Winning Campaigns, 1995. Carlton Press, N.Y.

Manross, G.G., 'CLOSING THE CHASM'[®] in process, will be submitted to The Free Press, N.Y.

Academic & Professional Papers, Publications, Presentations

- Manross, G.G. and Dr. Everett M. Rogers. 'CLOSING THE CHASM'...Introducing New Products/Services Into the Marketplace by Integrating Diffusion of Innovations with Product Life Cycle, to be submitted to Harvard Business Review, 2009.
- Manross, G. Gary and Tony Boren, Proven Strategies for Funding Initiatives, National Association of Regional Councils (NARC), 43rd Annual conference and Exhibition, June 2009.
- O'Brien, Pat and Dr. G. Gary Manross. Agency Branding through Consensus Building: Moving beyond Customer Satisfaction to Customer Loyalty, National Recreation and Parks Association Congress, Seattle, Washington, October 2006.
- O'Brien, Pat and Dr. G. Gary Manross. Consensus Building Among Constituents & Stakeholders, California Park & Recreation Association, Training Conference, March 2006.
- O'Brien, Pat and Dr. G. Gary Manross. Moving Beyond Customer Satisfaction to Customer Loyalty: A Model Tailored to the Parks and Recreation Industry, Social Aspects and Recreation Research Symposium, sponsored by: (i) the USDA Forest Service, Pacific Southwest Research Station, (ii) the Department of Recreation and Leisure Studies, San Francisco State University, and (iii) the Presidio Trust, February 2004.
- O'Brien, Pat and Dr. G. Gary Manross. 10 Steps Toward Building 'Customer Loyalty' among Constituents of Parks & Recreation. Published in December 2002 issue of Park & Recreation Magazine, National Recreation and Parks Association, Washington, D.C.
- Manross, G.G. and Dr. Debra L. Schultz. A Return to the "Golden Age" via Cable TV: The "Interview format" in Television Programming Leads America "Back to the Future." Under review by Journal of Communication.
- Dinzes, D., Cozzens, M.D., and Manross, G.G. The Role of Gender in "Attack Ads": Revisiting Negative Political Advertising Communication Research Reports, Summer, 1994, Vol. 11, Number 1, pp. 1-9.
- Dinzes, D., Cozzens, M.D., and Manross, G.G. Gender Effects in Negative Political Advertising: When are "Attack Ads" OK?, Presented at the International Communication Association's 42nd Annual Conference, Political Communications Division, Miami, Fla., May, 1992.
- Cozzens, M. and Manross, G.G. The Reciprocal and Contextual Nature of Media Use and Effects in Political Campaigns. Presented at the International Communication Association's 40th Annual Conference, Political Communications Division, Dublin, Ireland, June, 1990.

Manross, G.G., Hodge, R.W., and Cozzens, M. Understanding Media Effects: The Emergence of Political Communications. Presented at the International Communication Association's 38th Annual Conference, Political Communication Division, New Orleans, LA, May, 1988.

Manross, George G., Confirming 'Media Effects' in Voting Behavior: A Media Dependency Perspective. Los Angeles, CA: University of Southern California, December, 1987 (dissertation).

Rice, Ronald E. and Manross, George G. The Relationship of Job Category to the Adoption of an Organizational Communication Technology: The Case of the Intelligent Telephone. Chapter in McLaughlin, M.(ed.), COMMUNICATION YEARBOOK 10, Beverly Hills, CA: Sage Publications, 1986, pp. 727-742.

Manross, George G. and Rice, Ronald E. Don't Hang Up: Organizational Diffusion of the Intelligent Telephone. Information and Management, 10. Amsterdam: Elsevier Science Publishers B.V., May, 1986, pp. 161-175.

Academic Background

Ph.D., 1987 *Communication Theory and Research*, The Annenberg School for Communication, University of Southern California.

Multiple concentrations in: (1) quantitative research methods, (2) mass media effects, (3) political communications, and (4) social impacts of computers. Dissertation: *Confirming Media Effects in Voting Behavior: A Media Dependency Perspective*.

M.A., 1985 *Communication Theory and Research*, The Annenberg School for Communication, University of Southern California.

M.A., 1982 *Communications Management*, The Annenberg School for Communication, University of Southern California.

B.A., 1976 *Public Relations*, University of Southern California

A.A., 1974 *Journalism*, Santa Ana College.

Academic Honors and Distinctions

Research and teaching *fellowship* for Ph.D., The Annenberg School for Communication, University of Southern California, 1983-87.

Academic scholarship, University of Southern California, for undergraduate studies in Public Relations, 1974-76.

Faculty-appointed *student representative* from Communications Department to Faculty Senate, California State University, Fullerton, Spring, 1974.

Valuable Service Award, Communications Department, California State University, Fullerton, Spring, 1974.

Honors on Entrance, California State University, Fullerton, Spring, 1974.

Alpha Gamma Sigma, academic honor society, 1973.

Distinction in Journalism Award, 1st Place National, Beta Phi Gamma, Honorary Journalism Fraternity, 1972-73.

Journalist of the Year, Santa Ana College, 1972-73.

Three *First Place Awards*, Orange County Press Club, 1972-73.

Columbia University Scholastic Journalism Award, Columbia University Scholastic Press Association, 1973.

During my tenure as editor-in-chief of Santa Ana College's newspaper, el DON received the *All-American, First Class* rating (1st time since 1966) and the *Columbia University Scholastic Journalism Award* (1st time since 1947).

Professional Distinctions

Appointed to Governor's Ad Hoc Committee for Consumer Publications, State of California, 1977.

Listed in *Who's Who in Association Management*, Publishers & Editors, Category, American Society of Association Executives, 1977.

Reviewer, *Communication Research* (an academic journal); Specialty topics: the adoption and implementation of computer-mediated communication technologies, political communications; 1987-88 and 1989-90.

Professional and Academic Affiliations

American Association for Public Opinion Research (AAPOR)

International Communication Association (ICA)

American Advertising Federation, Orange County Chapter, Executive Vice President and served on its Board of Directors for five consecutive years.

Public Relations Society of America (PRSA)





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FAX

Agency: Fresno COG

To: Maria Day

FAX: 233-9645

Phone: 233-4148

From: Carrol Terrazas for
Steve Samuelian

Date: 7/29/09

Re:

Pages (incl. cover sheet): 32

- ☐ **URGENT**
- ☐ **For Review**
- ☐ **Please Comment**
- ☐ **Please Reply**
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Comments:

California Consulting report for July attached

(This fax and any files attached are intended solely for the use of the individual or entity to which they are addressed. If you have received this e-mail in error, please notify the sender immediately)

CALIFORNIA TRANSIT FUNDING - 2007 BUDGET VIOLATION

**Court Restores Transit Funding**

Thursday, July 2, 2009 5:23 PM

From: "ca-consulting@sbcglobal.net" <ca-consulting@sbcglobal.net>

54pg. attach.

A court ruled that the public transit money diverted by the state is illegal. The following is a statement by the California Transit Association. The actual decision is attached.

Subject: Court Restores Transit Funding

Legislative and Administration Staff: Moments ago the 3rd District Court Of Appeal in Sacramento handed down a COMPLETE REJECTION of the State's 2007-08 and subsequent diversions of dedicated Public Transportation

Account funding away from public transit purposes.

Pursuant to the attached decision, the Court rejected the State's claim that it is legal to divert PTA revenues before they are deposited in the PTA; the Court rejected the State's claim that it is within the purview of the legislature to transfer "spillover" funds from the PTA to the Mass Transportation Fund; and, the Court rejected the State's defense that that these funds can legally be spent on home-to-school purposes, on transport of disabled persons to DDS-funded regional centers, on repayment of Proposition 42 loans, on payment of Proposition 116 bond debt service, or on payment of the General Fund's obligation to fund bond debt service for non-transit general obligation bonds.

The Court stipulated that the entire \$1.1 billion in 2007-08 diversions away from transit - ALL the funds subject to our lawsuit - are ILLEGAL. The Court also finds that the code sections enacted subsequent to the 2007-08 budget act that divert 100% of "spillover" funds away from the PTA are ILLEGAL.

Thus, you now have a much bigger problem with regard to the General Fund deficit. We urge you to comply with the law and restore all diverted transit funding immediately.

Steve Samuelian
Manager

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ARRA Update: Superintendent O'Connell's Teleconference - AT&T Yahoo! Mail



ARRA Update: Superintendent O'Connell's Teleconference

Thursday, July 2, 2009 10:05 PM

From: "ca-consulting@sbcglobal.net" <ca-consulting@sbcglobal.net>

State Superintendent Jack O'Connell held a conference call on June 23, 2009 to review potential uses of ARRA funds and to have an initial discussion of quarterly reporting requirements. The following is also posted on the CDE ARRA webpage at <http://www.cde.ca.gov/ov>.

State Superintendent Jack O'Connell's June 23, 2009 Teleconference with Local Educational Agencies American Recovery and Reinvestment Update

I. State Superintendent O'Connell Open and Welcome

- The goal of the California Department of Education (CDE) is to ensure that the implementation of the American Recovery and Reinvestment Act (ARRA) is done with transparency and accountability.
- To date, more than \$2 billion have been released to California's public education system under ARRA and the amounts going to each LEA from the largest programs have been posted to the CDE ARRA webpage
- Local Education Agencies (LEA) can expect to receive the State Fiscal Stabilization Funds (SFSF) based on categorical reductions (announced June 12) in the first part of July.
- Today's call affords us the opportunity to briefly review potential uses for ARRA funds, and to have an early review of the guidance on quarterly reporting requirements that the federal Office of Management and Budget (OMB) released on June 22, 2009.
- Questions remain about the reporting requirements, SFSF state plan, the Race to the Top Fund and other competitive grants. As we get confirmation from Washington, we will share it with you and will continue to keep you apprised of developments concerning ARRA implementation through CDE's ARRA webpage, <http://www.cde.ca.gov/arra>

II. Update from Office of the Secretary of Education, Kathy Radtkey-Gaither, Undersecretary of Education, Office of the Secretary of Education

- The State Fiscal Stabilization Funds are critical to help bridge the financial gap LEAs are facing during this budget crisis.
- We will continue to work with CDE on our plan to compete for the Race to the Top Grants.

III. Update from Washington, David DeSchryver, Brustein & Manasevit, CDE Federal Liaison Officer

- June 22 release by OMB: Guidance ARRA Quarterly Reporting Requirements available at <http://www.cde.ca.gov/ar/r/index.asp>.
- Highlight of the OMB guidance:
 - Section 1512 of ARRA requires reports on the use of ARRA funding by recipients no later than the 10th day after the end of each calendar quarter.
 - The first report is due on October 10, 2009, covering the period ending September 30, 2009.
 - What reporting is required under Sec. 1512?
 1. Total amount of funds received; and of that, the amount spent on projects and activities
 2. A list of those projects and activities funded by name to include:
 1. Description
 2. Completion status

3. Estimates on jobs created or retained

- The online recipient reporting tool is expected to be available for the quarterly report due October 10, 2009 at www.federalreporting.gov

- The federal Department of Education (ED) is working on guidelines for the State Incentive Grants ("Race to the Top" grants) and we anticipate the guidelines will be released in mid-July.

IV. Title I

- Suggested uses posted at: <http://www.cde.ca.gov/ar/ov/potentialuses.asp>

- Establishing a system for identifying and training highly effective teachers to serve as instructional leaders

- Training teachers to use a new reading curriculum that aggressively works on improving students' oral language skills and vocabulary or builds teachers' capacity to address the academic achievement gap

- Strengthening and expanding early childhood education by providing resources to align a district-

wide Title I pre-K programs with state early learning standards and state content standards for grades K-3

- Establishing or expanding fiscally sustainable extended-learning opportunities

- The key is to make sure the spending is going toward programs supplemental to the core

V. Individuals with Disabilities Act

- The IDEA ARRA funds constitute a large one-time increment in IDEA, Part B funding that offers states and LEAs a unique opportunity to improve teaching and learning for children with disabilities

- Generally, funds should be used for short-term investments that have the potential for long-term benefits, rather than for expenditures the LEAs may not be able to sustain once the ARRA funds are expended

- Potential Uses include:

- Student focused spending such as obtaining state-of-the-art assistive technology devices to enhance access to the general curriculum for students with disabilities

- Staff-focused spending, such as providing intensive district-wide professional development for special education

- Expanded availability of inclusive placement options for preschoolers with disabilities (For more guidance consult the CDE webinar on Models of Preschool inclusion at, <http://www.scoe.net/SEEDS/resources/lre/webinar09.html>)

- If you have additional questions regarding ARRA funding under IDEA, please consult the Frequently Asked Questions on the CDE webpage, <http://www.cde.ca.gov/sp/se/as/arrafaq.asp>

VI. State Fiscal Stabilization Fund

- CDE provides resources produced by ED to illustrate examples of potential uses of ARRA funds to drive long-term educational reform and Improvement

(<http://www.cde.ca.gov/ar/ov/potentialuses.asp>). These are the initial ideas the U.S. Department of Education is hearing from the field, but they are not comprehensive. These ideas are meant to spur thinking. All reform initiatives should be considered as a component of your standards-based reform strategies.

- Focus spending on advancing core reforms and assurances of ARRA:

- Improving teacher effectiveness and the equitable distribution of highly qualified teachers

- Establishing data systems and using data for improvement

- Establishing College- and Career-ready standards and high quality valid, and reliable assessments for all students, including ELLs and students with disabilities

- Establishing intensive support and effective intervention for lowest-performing schools

Lobbying Success - SB 716 - AT&T Yahoo! Mail



Lobbying Success - SB 716

Monday, July 6, 2009 6:26 PM

From: "ca-consulting@sbcglobal.net" <ca-consulting@sbcglobal.net>

As many of you know our office has been working feverishly over the last two weeks to amend SB 716 (Wolk).

Currently 36 counties in the State including Fresno and Kern Counties use some portion of their LTF money for local streets and road repairs. Virtually every city in Fresno and Kern counties (with a few exceptions) also uses their LTF money for this purpose. SB 716 eliminates Fresno and Kern counties and three other counties ability to use ANY portion of the LTF for either streets and roads or for farm worker van pool purposes solely because their population now exceeds 500K residents. Funds now used for vital streets and roads purposes would be re-directed to public transit in rural areas. These counties would be re-classified as "urban" and be ineligible to use these funds for either roads or farm worker transit. This just did not affect Fresno County, but 13 rural cities which also rely upon LTF funds to maintain their streets and provide matching funds to secure state or federal transportation grants. These cities ranging in population from 4,000 to 26,000 all provide transit services for their residents with LTF funds but also rely on LTF funds for critical street maintenance and repair. Inability to use LTF funds for streets and roads purposes would result in a loss of almost \$6 million to Fresno County and the 13 cities in Fresno County that are impacted. I do not have the figures for the loss to Kern County and the cities in Kern County.

Working in conjunction with Lynn Gorman of Fresno County, Fresno COG, San Joaquin COG, Kern COG and others our office developed proposed amendments to SB 716.

Over the last two weeks I have met personally with the Members and/or staff from Senate Majority Dean Florez, Senator Cogdill, Assemblywoman Galgiani, Assemblyman Arambula, Assemblyman Villines, and Assemblyman Gilmore regarding this issue and asked them to contact Senator Wolk and the Committee staff about our concerns.

On Thursday a delegation from Fresno COG met with Senate Transportation Committee Consultants, Senator Wolk's Chief of Staff, and Senator Wolk's staff member handling SB 716. The result of Thursday's meeting was an amendment that all parties agreed to that would use the U.S. Census Bureau definition of "urban" and "rural" for purposes of the bill. We were told that Fresno County, Kern County and almost every city in both counties (with a few exceptions) are classified as "rural" according to the U.S. Census Bureau definitions. This is a major victory for our lobbying efforts. Senator Wolk's staff and the Committee staff agreed to this amendment and committed to put it in writing on Monday and amending SB 716 in Assembly Transportation Committee when the bill is heard on Monday. They are supposed to send me the amendments to review.

Thank you to San Joaquin COG, Fresno COG, Fresno County, Kern COG, our outstanding valley state legislative delegation for working with our office closely over the last two weeks to bring this success to fruition.

I will report back when I see the language on Monday.

Steve Samuella
Manager
California Consulting, LLC

ARRA Update for the Week 07.07.09 - 'AT&T Yahoo! Mail'



ARRA Update for the Week 07.07.09

Tuesday, July 7, 2009 8:25 PM

From: "ca-consulting@sbcglobal.net" <ca-consulting@sbcglobal.net>

The California Department of Education is pleased to provide an update on recent activity relating to the American Recovery and Reinvestment Act:

July 2, 2009

o The U.S. Department of Education (ED) released new guidance regarding the American Recovery and Reinvestment Act of 2009 (ARRA) Individuals with Disabilities Education Act (IDEA), Part B program. The new guidance has created a Section H entitled "Treating Stabilization Funds as State or Local Funds for Purposes of Meeting the IDEA, Part B MOE Requirements." This section was created in response to comments received and will be incorporated in the previously released April 1st guidance document. ED intends to periodically incorporate new questions and answers into a revised version of the complete guidance document. The guidance can be found at:

<http://www.ed.gov/policy/gen/leg/recovery/guidance/idea-guidance-070109.doc>.

o ED also announced that they are releasing the remaining \$2.7 billion of "Government Services" funds, authorized under ARRA (<http://www.ed.gov/news/pressreleases/2009/07/07012009e.html>). These funds were not scheduled for release for many more months, but because of current State budget troubles around the country the Secretary moved up the original time table.

o The California Department of Education (CDE) released information regarding the Second Apportionment for the State Fiscal Stabilization Fund (SFSF), including a June 23rd letter to counties from State Superintendent O'Connell (<http://www.cde.ca.gov/fg/fo/r14/sfsf08apptltr2.asp>) and the schedule for the second apportionment (<http://www.cde.ca.gov/fg/fo/r14/documents/sfsf08apptsch2.xls>). This is the apportionment of \$880 million that provides funds to local education agencies in amounts equal to the reductions to categorical program funding enacted in February 2009.

July 1, 2009

State Superintendent Jack O'Connell announced that McKinney-Vento funds from ARRA are now available to assist homeless students (<http://www.cde.ca.gov/nr/ne/yr09/yr09rel99.asp>). For a complete list of districts approved for ARRA McKinney-Vento funding, please visit the CDE Web page: Funding Results: Education for Homeless Children and Youth, ARRA of 2009.

State Superintendent O'Connell also announced that 242 School Food Authorities in 48 California counties will share more than \$12.8 million in 2009 Equipment Assistance Grants (<http://www.cde.ca.gov/nr/ne/yr09/yr09rel98.asp>). For the list of grantees, please visit Funding Results: 2009 Equipment Assistance Grants.

June 30, 2009

The CDE released a summary of State Superintendent Jack O'Connell's June 23, 2009 teleconference to update Local Educational Agencies on ARRA (<http://www.cde.ca.gov/ar/ov/documents/sum062309confcall.doc>). The purpose of the call was to briefly review potential uses for ARRA funds, and to have an early review of the guidance on quarterly reporting requirements that the federal Office of Management and Budget (OMB) released on June 22, 2009

ARRA School Construction Bond tax-credits - 'AT&T Yahoo! Mail'

**ARRA School Construction Bond tax-credits**

Wednesday, July 8, 2009 8:59 PM

From: "ca-consulting@sbcglobal.net" <ca-consulting@sbcglobal.net>

REL#09-101

FOR IMMEDIATE RELEASE

July 3, 2009

CONTACT: Tina Jung

PHONE: 916-319-0818

E-MAIL: tjung@cde.ca.gov

State Schools Chief Jack O'Connell Encourages Schools to Apply for Federal Stimulus Funds for Construction Projects

SACRAMENTO – State Superintendent of Public Instruction Jack O'Connell today encouraged school districts and charter schools to apply for more than \$773 million in the Qualified School Construction Bond (QSCB) program. The new QSCB tax credit program is part of the American Recovery and Reinvestment Act (ARRA) of 2009.

"QSCB will provide tax credits to school districts and charter schools for bond issuance that has the potential to jump start new construction and modernization projects throughout the state," said O'Connell. "While this program does not provide new money to school districts for construction, it allows them to more efficiently issue local authorized bonds. This will make local bond dollars go further to repair, renovate, and construct much-needed schools, as well as stimulate the economy and generate jobs."

ARRA provides \$22 billion nationwide to QSCB for this year and next. California's share is \$2.7 billion over the same two year period. Of this sum, \$582 million has already been directly allocated to the state's 11 largest school districts; \$700 million is available to allocate this year to qualifying school districts; and \$73 million is available to allocate this year to qualifying charter schools. The remaining \$1.3 billion will be allocated in 2010.

QSCB provides federal income tax credits in lieu of interest to lenders who purchase bonds from eligible school districts and charter schools. The United States Treasury Department establishes state allocation limits and sets a tax-credit rate for QSCB that, on average, equals the amount of interest schools would ordinarily pay on debt. With the federal government covering most or all of the interest on the bonds, school districts and charter schools will receive a substantial benefit, because interest payments typically equal about 50 percent of the economic cost of a bond.

Applications from school districts are due by August 25, 2009 to the California Department of Education. Applications from charter schools will be handled by the California School Finance Authority within the State Treasurer's office. More information on the charter school application and deadline are forthcoming. Applicants should seek guidance from their own bond counsel and financial advisers before applying to the program and issuing debt. School districts may apply for QSCB at <http://www.cde.ca.gov/ls/fa/qs/index.asp>.

Steve Samuelian
Manager
California Consulting, LLC

6

Energy Economic Stimulus News - AT&T Internet Mail

**Energy Economic Stimulus News**

Thursday, July 9, 2009 6:51 PM

From: "ca-consulting@sbcglobal.net" <ca-consulting@sbcglobal.net>

California Consulting staff has been involved with monitoring and will be participating in one of the workshops listed below.

As the official application is released, we will be contacting our clients to assist with writing.

EECBG Preliminary Guidelines Now Available

The publication **Energy Efficiency Conservation Block Grant (EECBG) Program Preliminary Guidelines publication#CEC-150-2009-002-D**, outlining the proposed design of the program, is now available at the Energy Commission's Economic Recovery webpage www.energy.ca.gov/recovery/meetings/.

These preliminary guidelines focus on the EECBG allocations to be provided to California's small cities and counties. These guidelines will be discussed at four workshops scheduled July 14 – 16, 2009 throughout the state. Comments about the preliminary guidelines may be submitted by e-mail to EECBG@energy.state.ca.us

Workshops on the Preliminary EECBG Guidelines. (Same agenda for all workshops).

July 14, 2009

San Diego (1 p.m. to 3 p.m.)

Environmental Service Department, 1st Floor Auditorium

July 15, 2009

Santa Ana (1 p.m. to 3 p.m.)

City of Santa Ana, Hall of Administration
and

Redding (1 p.m. to 3 p.m.)

Shasta County Administration Center

July 16, 2009

Ripon (1 p.m. to 3 p.m.)

Council Chambers

This meeting will be broadcast over the Internet via the Energy Commission WebEx conferencing system

Steve Samuelian

Manager

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Fresno COG Lobbying Trip to Sacramento - At&T Yahoo! Mail

**Fresno COG Lobbying Trip to Sacramento**

Monday, July 13, 2009 6:44 PM

A delegation of 10 elected and appointed officials from Fresno COG lobbied various officials at the State Capitol on Thursday July 2, 2009. The lobbying trip was organized by California Consulting, LLC. The following issues of concern were raised by the Fresno COG delegation:

- Opposition to cut proposed for Gas Tax
- Opposition to cut proposed to Prop. 42
- Opposition to Prop. 1A property tax shift from local government
- Opposition to SB 716 (Wolk)
- Need for time and funding to implement SB 375
- Discussion of SB 375 clean up bill SB 575
- High Speed Rail

The delegation was Chaired by long time Fresno COG Member and Orange Cove Mayor Victor Lopez who masterfully led each meeting.

The point person on issues for each meeting was Fresno COG Executive Director Tony Boren who did a wonderful job articulating the Fresno COG position on each and every issue point. Attendees who took time from their busy schedules to attend the trip and lobby aggressively on the many important issues to local government and transportation were as follows:

- Fresno City Councilman Andreas Borgeas
- Fresno City Councilman Henry T. Perea
- Cruz Ramos, City of San Joaquin
- Dan Spears, City of Sanger
- Alan Bengyel, City of Orange Cove
- Lynn Gorman, County of Fresno
- Steve Samuelian, California Consulting, LLC

We were joined near the end by Supervisor Michael Rubio, Chairman of the 8 Valley COG San Joaquin Valley Regional Policy Council who spent the entire day in Sacramento working for the valley on the high speed rail issue. Supervisor Rubio has done a fantastic job leading the Regional Policy Council on so many important issues to the Valley. His dedication and hard work is to be commended.

The group met with the following key state leaders during the day long trip to the Capitol:

Assemblyman Mike Villines

Pedro Reyes, Special Assistant to Assembly Speaker Karen Bass

Randy Iwasaki, Newly Appointed State Director of Cal-TRANS

Craig Swaim, Legislative Director for Senator Dave Cogdill

Reichel Feicht and Victoria Grajek, Chief of Staff and Legislative Director for Assemblywoman Cathleen Galgiani

Craig Reynolds, Chief of Staff for Senator Lois Wolk and Marivel Gomez, Legislative Aide for Senator Lois Wolk

Art Bauer, Consultant, Senate Transportation Committee

Assemblyman Juan Arambula and his Chief of Staff Andrew White

Considering the Assembly and Senate both were holding floor session while we were meeting we were very pleased to have the above key leaders take time from their busy schedules to meet with our delegation.

Two highlights of the day were as follows:

1. We were asked by several of the leaders we met with about the challenges to local governments of the Prop. 1A property tax shift vs. the taking of the HUTA gas tax monies. The delegation was able to clearly and unambiguously state each time that local governments would be hurt far more by the taking of the HUTA gas tax monies than the Prop. 1A property tax shift. This question arose repeatedly in our meetings about if there was a choice to be made which cut would be "painful." We believe we made significant progress in stating the position of the Fresno cog members that the HUTA take away would be devastating to the county and cities in Fresno County.
2. We were pleasantly surprised that the Senate Transportation Committee Consultant and Senator Wolk's staff arrived at the meeting prepared with amendments to SB 716. They brought amendments (conceptually) and discussed them with us with a promise to send us the written amendments on Monday (which they did). We are grateful to the Senate Transportation and Housing Committee staff, Chairman Lowenthal's staff and Senator Wolk's staff for coming to the meeting with constructive ideas in an attempt to reach a compromise on this bill. Fresno COG is currently reviewing these proposed amendments and the initial appearance is that the amendments go a long ways towards alleviating harm done to Fresno county and many of the cities in Fresno county (although no formal position has been adopted). Fresno COG will be discussing taking a formal position on these amendments at future meetings.

Thank you to all of the members of the delegation. Several of the legislators and staff we met with commented that these lobbying trips do make a difference and that it is important to be at the Capitol and lobby aggressively for your issues during this fiscal crisis.

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at&t | YAHOO!
MAIL Classic**High-Speed Train for California: What's next?**

Thursday, July 16, 2009 10:27 PM

From: "ca-consulting@sbcglobal.net" <ca-consulting@sbcglobal.net>

High Speed Train for California 07.09.doc (58KB)

The attached document was provided to California Consulting, LLC by the California High Speed Rail Authority and the office of Assemblywoman Cathleen Galgiani.

Steve Samuelian

Manager

California Consulting, LLC

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HIGH-SPEED TRAIN FOR CALIFORNIA: WHAT'S NEXT?

Voters Call for High-Speed Train System to Meet State's Transportation Needs

With the passage of Proposition 1A in November 2008, Californians have approved funding for a first-in-the-nation high-speed train system to meet the travel needs of the 21st century with a fast, safe, reliable and environmentally friendly transportation alternative. It will transform intercity travel in California, offering people a choice of driving, flying or using high-speed trains.

Immediate Next Steps – Timetable for Progress

Comprehensive environmental studies to determine route and station locations have been completed (the "Program Level" EIR/EIS). Now underway are "Project-Specific" environmental studies that will be used to determine where tracks will be laid, how they will be configured, and where support facilities are needed. The Authority is expected to pursue the following timetable:

2009 – and ongoing

Conduct outreach with local governments and transportation planning agencies to integrate/coordinate the statewide high-speed train with local and regional transportation systems, land use planning principles and economic development efforts.

2009 – 2011

Direct environmental and engineering work on all sections of the proposed high-speed train system:

• Los Angeles to Anaheim	• Merced to Bakersfield	• Sacramento to Merced
• Palmdale to Los Angeles	• San Jose to Merced	• Los Angeles to San Diego
• Bakersfield to Palmdale	• San Francisco to San Jose	• The Altamont Corridor

2011

Break ground in preparation for alignment development, including future laying of tracks and location of necessary structures.

2015

Begin testing first prototype trainsets.

2018 – 2020

Launch operation on San Francisco to Los Angeles/Anaheim system backbone.

Building the System

- System will be built to promote maximum utility and revenue generation.
- The Authority's current phasing plan envisions a "high-speed" test section between Merced and Bakersfield.
- Proposition 1A gives first priority to San Francisco to Los Angeles/Anaheim, although other corridors can and likely will compete for and use local, state and federal funding concurrently.
- Proposition 1A lets the Authority authorize sections that are ready for construction, have funding available and require the least amount of bond funds as a percentage of total cost.
- Early implementation of sections of the HST system where improvements are being pursued by local and regional agencies to accommodate growing commuter and safety needs (for example, Los Angeles to Anaheim, and San Francisco to San Jose) will help maximize the use of resources and reduce the need for state funds.

Intercity Travel: Proposition 1A provides \$950 million in bond funds for capital improvements to intercity and commuter rail lines and urban rail systems, to provide connectivity to the high-speed rail system.

Mitigating Risk: The Authority has identified risks and plans to manage risk using a variety of tools, including the following methods:

- Allocation and sharing of risk with private partners through proven contracting approaches.
- Performance bonding to create incentives for contractors, and contingencies built into cost estimates.
- Seamless integration of design and building of project to insure continuity and quality.

An Environmental and Economic Breakthrough

Congestion costs Californians approximately \$20 billion per year in wasted fuel and lost time. High-Speed Trains help cut cost.

Measurable benefits

• Uses only 1/3 rd the energy of airplanes	• Cuts greenhouse by 12 billion pounds a year
• Requires 1/5 th the energy of passenger cars	• Creates nearly 160,000 construction-related jobs
• Reduces dependence on foreign oil by 12.7 million barrels a year	• Adds 450,000 permanent jobs to California's economy

Transportation benefits

• Improved movement of people, goods and services	• Congestion relief for freeways and airports
• Faster travel times for train riders	• Improved air quality and related health care costs

A statewide high-speed train system will alleviate the need to spend nearly \$100 billion to build up to 3,000 miles of new freeway, five airport runways and 90 departure gates over the next 20 years – and will do the job for about half the cost.

New Experience-Based 2008 Business Plan

The Authority has released a revised 2008 Business Plan providing a credible, reasonably and experience-based estimate of the system's current financial and economic outlook.

Key Facts – the new 2008 Business Plan has concluded that California's new high-speed train system:

- Will return nearly three times as much in value as the system will cost over the next 40 years.
- Will generate more than \$1 billion in surplus revenues a year by 2030.
- Will reduce congestion and pollution.

Funding San Francisco to LA/Anaheim Backbone Route

State Funding - \$9 billion (Proposition 1A)

Local Funding - \$2-3 billion

- Revenues from local transit-oriented development
- Commercial concessions at rail stations
- Cooperative funding with local transportation agencies

Federal Funding - \$12-16 billion

- Proposed \$23 billion "High-Speed Rail for America Act" sponsored by Sens John Kerry (D-MA) and Arlen Specter (R-PA).
- New high-speed train funds in Amtrak Authorization
- Additional federal support for high-speed trains sought in federal economic recovery program.

Public-Private Partnerships* - \$6.5-7.5 billion

- Private equity and new infrastructure funds
- Pension funds
- Corporate operational partners

* In Spring of 2008, the Authority's Request for Expressions of Interest to gauge private sector participation interest generated 30 responses, including strong interest from major construction firms, system and equipment providers, financial institutions and operators. Five firms said they were willing to consider significant capital investment in the system.

Users Will Pay for Operating the System – California's high-speed train is not expected to require operating subsidies. Studies predict it will generate more than \$1 billion in annual revenue surpluses.

Financing

Although financed by Proposition 1A and Proposition 116 and not the state General Fund, the Authority's budget is subject to the same contracting and spending restrictions as other agencies pending 2008-2009 budget revisions under review by the Governor and Legislature.

- Bonds will be sold by the State Treasurer as needed. The Treasurer typically will bundle High-Speed Train bonds with other issues as general obligation bonds of the State.
- Bond cost will depend on interest rates at time of sale and the time period over which they are repaid. The state's current practice is to issue bonds with a repayment period of up to 30 years.

Public Oversight

- Construction and implementation of the high-speed train system will be accomplished in a transparent and accountable manner.
- California High-Speed Rail Authority board members are appointed by the Governor, Assembly Speaker and Senate Rules Committee, similar to the California Transportation Commission.
- Annual budget review is performed by the Department of Finance.

HOUSING RELATED PARKS PROGRAM - REVIEW OF DRAFT GUIDELINES - AT&T YAHOO! MAIL

**Housing Related Parks Program - Review of Draft Guidelines**

Monday, July 20, 2009 8:49 PM

From: "ca-consulting@sbcglobal.net" <ca-consulting@sbcglobal.net>

As we have previously reported on, Assemblywoman Caballero authored a great bill to give money to local communities for parks. The grant is in the process of getting set up. Please see the e-mail below from HCD. Feel free to comment on the guidelines.

When the grant application becomes available our grant writers will be writing these applications for all of our clients that are interested. See HCD memo below. Steve

From: Jennifer Seeger [mailto:jseeger@hcd.ca.gov]**Sent:** Tuesday, July 14, 2009 7:19 PM**Subject:** Housing Related Parks Program - Review of Draft Program Guidelines

Attached is a copy of the draft program guidelines for the Housing Related Parks Program.

We would greatly appreciate your thoughts and feedback on the guidelines and are available to meet with you separate from the scheduled stakeholder meetings to discuss the program. If you would like to meet, please let me know and we'll work to get something scheduled based on everyone's availability.

As you know, we had previously scheduled stakeholder meetings earlier in the year but were unable to proceed due to budget constraints. We are now able to move forward with the release of the draft Program Guidelines for public comment and will be posting the guidelines along with information on the public comment period and stakeholder meetings on Department's website at <http://www.hcd.ca.gov/hpd/hrpp/> tomorrow and emailing notice of the posting to the listing of over 150 stakeholders/interested parties and local governments. We are soliciting comments and feedback on the draft guidelines - with a closing date of July 28th.

Thank you all very much for your help. If you have any questions or quick thoughts, please feel free to give me a call.

Regards,
Jennifer Seeger

Jennifer P. Seeger
Division of Housing Policy
Department of Housing & Community Development
916.322.4263
jseeger@hcd.ca.gov

Steve Samuellan
Manager
California Consulting, LLC
Central Valley Office
1530 E. Shaw Avenue, Suite 114
Fresno, CA. 93710
phone 559-244-0801

Energy Efficiency Block Grant - 'AT&T Yahoo! Mail'



Energy Efficiency Block Grant

Tuesday, July 21, 2009 5:47 PM

From: "ca-consulting@sbcglobal.net" <ca-consulting@sbcglobal.net>

California Energy Commission (CEC) has released **preliminary** guidelines for the Energy Efficiency Block Grant. Finalized guidelines are expected in September and will provide application instructions, forms, criteria, deadlines, etc. The application period is expected to be short, so now is the time to identify the project(s) you want to fund and obtain cost and energy savings estimates.

The current funding approach is based on \$5/capita with an unemployment rate modifier.

For example:

Population of 15,000	(15,000 x \$5)	= \$75,000
Unemployment rate of 13%	(75,000 x .13)	= \$9,750
Total allocation		\$84,750

Cities with populations less than 5,000 will receive a fixed award of \$25,000

Cities with populations between 5,000 and 10,000 will receive a fixed award of \$50,000

CEC has identified these projects as being the most cost effective:

- Lighting retrofits and controls
- Street lighting and traffic signal retrofits
- HVAC modifications and controls
- Automated energy management systems, motors, variable speed drives and pumps
- Water/wastewater system process and control retrofits

Applicants must provide a feasibility study with costs and energy savings estimates.

This is a link to the preliminary guidelines:

<http://www.energy.ca.gov/2009publications/CEC-150-2009-002/CEC-150-2009-002-D.PDF>

This is a link to the workshop PowerPoint presentation from last week:

http://www.energy.ca.gov/recovery/meetings/2009-07-14_15_16_workshops/2009-07-14-15-16_PROGRAM_GUIDELINES.PDF

If you are an existing client of California Consulting, LLC, please contact us so our grant writer can prepare your application.

If you are not an existing client, feel free to contact us to inquire about our services.

**YAHOO!**
MAIL Classic**Budget Summary - Draft Floor Report**

Thursday, July 23, 2009 9:24 PM

From: "ca-consulting@sbcglobal.net" <ca-consulting@sbcglobal.net>

Draft Floor Report 07.22.09.doc (200KB) 26pgs.

Find attached Draft Floor Report by Budget Chair Assemblywoman Noreen Evans.

Also, click on link for Democratic Summary of Big 5:

http://www.publicceo.com/index.php?option=com_content&view=article&id=424:breaking-report-summary-of-big-5-agreement&catid=151:local-governments-publicceo-exclusive&Itemid=20

A vote is scheduled for today.

Steve Samuelian
Manager
California Consulting, LLC
Central Valley Office

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leaders and staff the company has increased its lobbying efforts in Sacramento of late. California Consulting staff and our lobbying consultant in Sacramento maintain a highly visible and active lobbying effort and presence among the key state agencies and state legislators at the Capitol. Working on behalf of issues important to local government as well as transportation, air quality, and other key issues now more than ever it is important to have strong advocacy and representation at the State Capitol. Most recently, California Consulting has been actively engaged in representing Fresno COG and several valley municipalities regarding SB 716 (Wolk) and attempting to amend this bill to make it satisfactory to valley communities.

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MORE GRANTS AWARDED:

In the last few months the following grant applications written by California Consulting, LLC grant writers have been approved for our clients: (partial list)

City of Greenfield , CDBG Enterprise Fund \$300,000
City of Sanger and 6 other Fresno County cities CalGrip award \$395,786
City of Salinas CalGrip award \$400,000
Corcoran Unified School District Distance Learning grant award \$104,204
Corcoran Unified Tire Derived for running track awarded \$54,495
City of Delano , Wastewater Treatment Plant award, State Water Board \$2 million
City of Lemoore , CDBG Enterprise Fund \$300,000
City of Taft , CDBG Enterprise Fund \$300,000
City of Coalinga , Office of Traffic Safety awarded \$37,004
City of Salinas Office of Traffic Safety awarded \$184,189
City of Greenfield , Office of Traffic Safety awarded, \$25,777
City of Arvin Justice Assistance Grant , awarded \$34,391
City of Soledad \$150,000 awarded Cal. Integrated Waste Management Board

City of Lemoore , \$146,945 and \$149,994 two awards Cal. Integrated Waste Management
City of Delano , Justice Assistance Grant \$131,225
City of Delano , Chip Seal grant, \$276,904
City of Taft , USDA Rural Development \$77,000
City of Avenal , Justice Assistance Grant, \$22,663
City of Lemoore , OTS, \$70,301

WEB PAGE:

Be sure to check out the newly updated California Consulting, LLC web site at
www.californiaconsulting.org

GRANTS COMING OUT:

Our team is closely monitoring new grants as they become available for our clients. Prop. 84 for parks and recreation is due out soon as are several other important grant and funding opportunities.

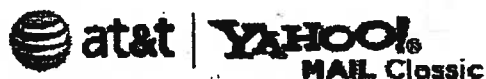
LOBBYING UPDATES:

As we closely watch and monitor the State Budget California Consulting will be participating in budget summary conference calls, and wrap up sessions both in the Valley and at the Capitol. We also will be alerting our clients of the "hot off the presses" information as it becomes available in Sacramento .

Have a great summer and do not hesitate to contact us if you have any questions or suggestions!

Carrol Terrazas
Administrative Assistant
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Budget Language to provide \$12 million to regions for SB 375 implementation is shown 1...



Budget Language to provide \$12 million to regions for SB 375 implementation is shown in this e-mail

Monday, July 27, 2009 11:35 PM

From: "ca-consulting@sbcglobal.net" <ca-consulting@sbcglobal.net>

Budget Language SB375 July 2009.pdf (261KB)

Many cities have asked our office about money from the state to implement SB 375. Attached is language that is in the budget for \$12 million statewide for SB 375 implementation. CalCOG has done a great job working on this issue.

We do not yet know how this money will be allocated or which agency will be responsible for distributing the money. There is speculation that the money will be distributed through the "Strategic Growth Council." We should know more in the coming weeks.....See attached budget language.

Steve Samuelian
Manager

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AB 1

- 34 -

ABX4 1

July 23, 2009

sources *Defense Council v. Rodgers* (2005) 381 F.Supp.2d 1212.

3. *Of the funds appropriated in this item, \$800,000 shall be for the City of Colton for environmental review, engineering design, and associated planning necessary to develop a river parkway plan and river improvement project for the New River. These funds are hereby appropriated in order to secure and serve as matching funds for the \$4,000,000 appropriation from the 2009 Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (P.L. 109-59) to the City of Colton for the development of bicycle paths and public park space adjacent to the New River.*

SEC. 45. Item 0540-101-6051 of Section 2.00 of the Budget Act of 2009 is amended to read:

0540-101-6051—For local assistance, Secretary of the Resources Agency, payable from the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Fund of 2006.....

~~28,365,000~~
40,365,000

Provisions:

1. The funds appropriated in this item for purposes of subdivision (d) of Section 75050 of the Public Resources Code shall be available for encumbrance until June 30, 2012, for purposes of support, local assistance, or capital outlay.
- 1.5. *Notwithstanding any provision of law, of the funds appropriated in this item for purposes of subdivision (a) of Section 75065 of the Public Resources Code, \$12,000,000 shall be available for planning grants and incentives, including revolving loan programs and other methods for data gathering and model development necessary to comply with SB 375, and shall be available for the purposes of support or local assistance. It is the intent of the Legislature to have these funds committed by October 1, 2009.*
2. The funds received by other state agencies from this item in accordance with subdivision (d) of Section

Childcare Services Advocacy - AT&T Yahoo! Mail

**Childcare Services Advocacy**

Tuesday, July 28, 2009 4:07 PM

From: "ca-consulting@sbcglobal.net" <ca-consulting@sbcglobal.net>

Letter to Jack O'Connell 07.20.09.doc (350KB)

Please see attached letter to Jack O'Connell, State Superintendent of the California Department of Education.

Steve Samuelli**Manager****California Consulting, LLC****Central Valley Office**

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Fresno, CA. 93710

phone 559-244-0801

fax 559-244-0804

Sacramento Office

520 Capital Mall, Suite 700

Sacramento, CA 95814

<http://us.mc819.mail.yahoo.com/mc/showMessage?mid=2&filterBy=&midIndex=2&mid...> 7/28/2009



2035 Tulare Street, Suite 201
Fresno, California 93721

Telephone: (559) 233-4148 • Fax: (559) 233-9645
Website Address: www.fresnocog.org

Monday July 20, 2009

The Honorable Jack O'Connell
Superintendent of Public Instruction
California Department of Education
1430 N Street, Suite 5602
Sacramento, CA 95814-5901

On behalf of the Council of Fresno County Governments, Childcare Advocates, Childcare Providers and Community Stakeholders we want to thank you for taking the time from your busy schedule to meet with us regarding some very important early childhood development issues. The purpose of the meeting was to follow-up on the status of the issues and concerns that we presented Jack O'Connell, State Superintendent of Public Schools on December 1, 2008.

The meeting held on June 23, 2009 was a positive, informative and constructive discussion, addressing some pertinent issues that affect the lives of many underserved children in the state. The meeting was attended by the Chairman of the Fresno Council of Governments, California Consulting, the Chicano Federation of San Diego, and the I-5 Social Services Corporation. During the meeting, there was a sense of hope that by working together we can improve the quality of life for all children who lack access to proper early childhood development services. All of those present acknowledged and understood that we are experiencing some very difficult economic times. However, we all understood that by coming together during these hard times, will make our work more meaningful.

Moreover, it was agreed during the meeting that a summary of the meeting would be prepared by Council of Fresno County Governments (Fresno COG). This summary would be forwarded to all the members present regarding the issues and concerns identified at the meeting as agenda items. Consequently, contained here below is the summary in response to the agenda items as follows:

I. Emergency Loan Strategy

It was agreed during the meeting that Camille Maben, Director of the California Department of Education's Childcare Development Division would request that you prepare a letter seeking assistance from Larry Powell, Fresno County Superintendent of Schools, to consider establishing an emergency loan fund to Childcare Development Centers that are suffering financial distress due to the ongoing State Budget delays.

II. Status of AB-905 (MB8416)

On this item the Director of CDD, Camille Maben agreed to discuss with you the feasibility of extending the mandates of AB-905 as a result of the Governor's Disaster Declaration for people residing in the affected areas of the state.

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

III. Electronic Billing/ Direct Deposits

With respect to this item, the California Department of Education indicated that they are working on making this option available. There are some internal changes within their internal fiscal unit and the State Controllers office that need to be completed.

IV. Multi-Year Contracting (POP)

The CDD Director agreed to meet with her fiscal unit and explore the idea of a seamless multi-year contracting system that would be set up on revolving mechanism. This would also include criteria to determine merit and related contract performance capabilities. The director also referred the group to website regarding information POP project.

V. Revised Apportionment Methodology

On this item the department indicated that they would examine the possibility of paying the expenses of a childcare provider however, it would be tied to certain contract performance standards and their track record. The mandates of SB-1629 were a serious attempt to addressing these problems as Quality Assurance measures.

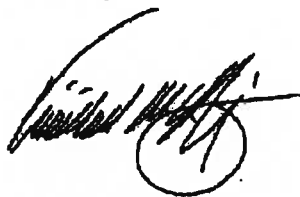
VI. RAND Corporation Report

Since many of the findings in the report parallel the recommendation previously made by The California Latino Child Development Alliance, a brief discussion regarding these finding ensued. The California Latino Child Development Alliance agreed to submit to the department an analysis of the report with a specific set of recommendations.

Lastly, I wish to thank your staff for their exemplary work in assisting the Fresno County Region. We have always found your staff to be very responsive and accessible when addressing our concerns.

If you have any questions or require more information on this matter please do not hesitate to contact me at (559) 351-0964.

Sincerely,



Trinidad M. Rodriguez, Chairman
Council of Fresno County Governments

Cc:

Camille Maben, Director, Child Development Division, Child Development Policy Institute
Lupita Alcalá, Director of Legislative Affairs, California Department of Education
Chris Reece, Legislative Representative, California Department of Education
Ray Uzeta, Executive Director, Chicano Federation of San Diego
Alex Valdez, Executive Director, I-5 Social Services Corporation
Tony Silva, Associate Director, I-5 Social Services Director
Steve Samuelian, California Consulting
Javier Guzman, Consultant, California Latino Child Development Alliance

Greatest Hits memo (2009) - 'AT&T Yahoo! Mail'

Page 1 of 1

**Greatest Hits memo (2009)**

Tuesday, July 28, 2009 8:41 PM

From: "steve samuelian" <ca-consulting@sbcglobal.net>**To:** "Carrol Terrazas" <carrol.ca-consult@sbcglobal.net>

Greatest Hits 2009 public.doc (89KB)

Please see attached a very helpful memo from Senate Local Government Committee Chair Senator Pat Wiggins. I suggest you and your team review this memo. Let me know if you have any questions, comments, or concerns. This is hot off the presses. Steve

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Senate Committee on Local Government
Senator Patricia Wiggins, Chair
State Capitol, Sacramento, California 95814
(916) 651-4115
www.sen.ca.gov/locgov

July 27, 2009

TO: People Interested in Local Government, Public Finance, and Land Use
FROM: Senator Patricia Wiggins
SUBJECT: Local Government Bills During 2009

Because you are interested in public finance, land use, redevelopment, and governance topics, I want you to know about some of the more interesting bills that the Senate Local Government Committee has been working on so far in 2009.

When the summer recess ends in August, legislators will vote on the bills that have passed through the policy and fiscal committees. An urgency bill takes effect when it's chaptered; regular bills will take effect on January 1, 2010.

These brief summaries cover a selection of the 75 bills that the Committee has reviewed. If you want to read the Committee's bill analysis or get a copy of a bill, please go to the Legislature's official website www.leginfo.ca.gov. You can also use that website to retrieve other bill analyses, official histories, voting records, and any veto messages.

LOCAL FINANCE & INFRASTRUCTURE

SB 27 (Hancock) prohibits counties and cities from entering into specified agreements to rebate local sales tax proceeds. **Status:** Signed; Chapter 4, Statutes of 2009.

* **SB 80 (Senate Budget Committee)** shifts \$350 million in property tax increment revenues from redevelopment agencies to schools. **Status:** Senate Floor; concurrence in Assembly amendments failed, reconsideration granted.

SB 99 (Senate Local Government Committee) imposes additional transparency and accountability requirements on public agencies that provide conduit financing. **Status:** Assembly Appropriations Committee.

SB 279 (Hancock) authorizes Mello-Roos Act financing for water conservation, energy efficiency, and renewable energy improvements on any real property. **Status:** Assembly Floor.

SB 676 (Wolk) increases or eliminates the statutory limits on 12 local fees. Status: Assembly Floor.

SCA 12 (Liu) exempts stormwater and urban runoff management fees or charges from voter approval requirements. Status: Senate Floor.

* **AB 14xxxx (Assembly Budget Committee)** and **AB 15xxxx (Gaines)** rely on Proposition 1A (2004) to borrow \$1.935 billion in property tax revenues from counties, cities, and special districts to help the State General Fund. Status: Governor's Desk.

* **AB 24xxxx (Bass & Blakeslee)** and **AB 30xxxx (Assembly Budget Committee)** divert and later repay \$971 million in Highway Users Tax Account (HUTA) revenues from counties and cities to help the State General Fund. Status: Assembly Floor; concurrence in Senate amendments died without a vote.

* **AB 26xxxx (Assembly Budget Committee)** shifts \$1.7 billion in property tax increment revenues from redevelopment agencies to schools in 2009-10 and another \$350 million in 2010-11 to help the State General Fund. Status: Governor's Desk.

AB 474 (Blumenfield) authorizes contractual assessment financing for water efficiency improvements on real property. Status: Senate Floor.

AB 1388 (Hernandez) authorizes counties, cities, and special districts to sell general obligation bonds at negotiated sales. Status: Senate Floor.

LOCAL POWERS & GOVERNANCE

SB 101, SB 102, and SB 103 (Senate Local Government Committee) are the annual Validating Acts. Status: The Governor signed SB 101 as Chapter 2, Statutes of 2009 (urgency). SB 102 and SB 103 are on the Assembly Floor Inactive File.

SB 106 (Senate Local Government Committee) requires school district, community college district, and county board of education officials to receive the same ethics training as other local government officials. Status: Assembly Appropriations Committee; two-year bill.

SB 113 (Senate Local Government Committee) is the annual Local Government Omnibus Act, making 39 relatively minor and noncontroversial changes to the state laws affecting local agencies' powers and duties. Status: Assembly Floor; Consent Calendar.

SB 250 (Florez) requires dogs and cats to be spayed or neutered under certain circumstances. Status: Assembly Appropriations Committee Suspense File.

SB 694 (Correa) requires competitive bidding on certain types of local public works contracts. Status: Senate Local Government Committee; two-year bill.

AB 18 (Knight) extends city councils' deadline to fill vacancies by appointment by 30 days. Status: Assembly Floor; concurrence pending.

AB 155 (Mendoza) requires a local public entity to obtain approval from CDIAC to file a bankruptcy petition. Status: Senate Local Government Committee; two-year bill.

AB 715 (Caballero) permits cities and counties to post approved ordinances on their websites in lieu of publishing the ordinances in general circulation newspapers. Status: Senate Local Government Committee; two-year bill.

AB 772 (Ammiano) authorizes counties to issue local identification cards that meet statutory criteria. Status: Senate Floor.

LAND USE PLANNING & DEVELOPMENT

SB 12 (Simitian) creates the Delta Ecosystem and Water Council with authority over planning and development decisions in the Sacramento-San Joaquin river delta. Status: Senate Floor; In Conference.

SB 194 (Flores) enacts the Community Equity Investment Act of 2009 with special provisions for development in disadvantaged fringe, island, and legacy communities. Status: Senate Appropriations Committee; two-year bill.

SB 457 (Wolk) creates the Delta Stewardship Council with authority over planning and development decisions in the Sacramento-San Joaquin river delta. Status: Assembly Water, Parks and Wildlife Committee; two-year bill.

SB 505 (Kehoe) expands the fire safety planning requirements in local general plans' safety elements. Status: Assembly Appropriations Committee.

SB 737 (Negrete McLeod) restores the requirement that every county with a public use airport must have an Airport Land Use Commission, with exceptions. Status: Senate Appropriations Committee; two-year bill.

AB 45 (Blakeslee) authorizes (and in some circumstances requires) cities and counties to permit the installation of small wind energy systems that meet statutory criteria. Status: Senate Appropriations Committee; two-year bill.

AB 300 (Caballero) requires the reduction of a proposed development's anticipated water demand based on voluntary water demand management measures. Status: Senate Natural Resources and Water Committee; two-year bill.

AB 333 (Fuentes) extends the life of existing tentative subdivision maps by two years. Status: Signed; Chapter 18, Statutes of 2009.

AB 338 (Ma) exempts cities and counties from statutory voter approval requirements for forming and financing of Infrastructure Financing Districts (IFDs) that finances public transit facilities in transit villages, and increases the maximum area of a transit village development district. **Status:** Senate Floor.

AB 494 (Caballero) exempts leases of agriculturally-zoned land for farmworker housing from the Subdivision Map Act. **Status:** Senate Floor.

AB 666 (Jones) requires county supervisors, when approving subdivisions in fire-prone areas, to find that adequate fire protection exists. **Status:** Senate Appropriations Committee.

REDEVELOPMENT

* **SB 4xx (Cogdill)** allows redevelopment officials to use the design-build contracting method for 10 public works projects. **Status:** Signed; Chapter 2, Statutes of the 2009 Second Extraordinary Session.

SB 93 (Kehoe) limits redevelopment officials' spending on public works outside of redevelopment project areas. **Status:** Assembly Floor.

* **AB 27xxxx (Evans)** allows redevelopment officials to extend their project areas' time limits by 40 years in return for shifting 10% of their property tax increment revenues to a new state account to securitize a multi-billion state bond issue. **Status:** Assembly Floor; concurrence in Senate amendments died without a vote.

LAFCOs & BOUNDARY CHANGES

SB 215 (Wiggins) requires LAFCOs to consider regional transportation plans, including sustainable communities strategies, before they act on boundary changes. **Status:** Assembly Floor.

AB 528 (Silva) clarifies the reporting requirements for political contributions and spending on proposed boundary changes. **Status:** Governor's Desk.

AB 853 (Arambula) expedites city annexations of unincorporated fringe communities and unincorporated island communities. **Status:** Senate Local Government Committee; two-year bill.

AB 1582 (Assembly Local Government Committee) makes six changes to the state laws affecting LAFCOs. **Status:** Governor's Desk.

* This bill did not come to the Senate Local Government Committee.

[No Subject] - 'AT&T Yahoo! Mail'

Page 1 of 2



[No Subject]

Tuesday, July 28, 2009 11:02 PM

From: "steve samuelian" <ca-consulting@sbcglobal.net>

To: "Carrol Terrazas" <carrol.ca-consult@sbcglobal.net>

Today California Consulting, LLC participated in a conference call with the following:

Mike Genest, Director, Department of Finance, State of California
Bismarck Obando, Director of External Affairs, Governor's Office

Mr. Genest spoke first:

Budget Overview/Summary--

16.1 billion in spending reductions in this budget.

No Tax Increases in this budget.

\$2.2 billion in borrowing, majority of which was from local governments under Prop. 1A property tax shift.

Genest says he would like to have this Prop. 1A shift be an "invisible" shift. Goal is to have every city get their money back from the Joint Powers Authority as quickly as it is borrowed. Language is a "rock solid" guarantee that local governments will be re-paid.

1A shift/borrow should have "no immediate impact on local governments."

Veto's:

Budget sent to Governor by Legislature was \$156.8 million out of balance. Therefore, he had to veto certain items.

\$489 million in veto's by the Governor balanced the budget.

Several questions were asked of Mr. Genest.

There was one question about whether or not the Governor was still calling for the HUTA (gas tax) cut to take place. Genest said the state is confident they can get through the year without the HUTA cut but that the Governor may be discussing this issue with legislators when they return from their summer break.

Could start 2010-2011 year in a \$7 or \$8 billion deficit even if economy begins recovery in 4th quarter of 2009 as Department of Finance is assuming.

Steve Samuelian
Manager
California Consulting, LLC
Central Valley Office
1530 E. Shaw Avenue, Suite 114
Fresno, CA. 93710
phone 559-244-0801
fax 559-244-0804
Sacramento Office
520 Capital Mall, Suite 700

30

DRAFT

July 30, 2009

[name and address to be supplied by Steve Samuelian]

Dear High Speed Rail Authority:

It is my understanding that you are asking for proposals from consulting companies to represent different parts of the State. On behalf of the 15 cities in Fresno County and the County of Fresno that compose the Fresno Council of Governments (Fresno COG) I am writing to recommend California Consulting, LLC for the Central Valley area.

California Consulting, LLC has deep roots in the Central Valley and well established relationships up and down the Valley. The firm is highly respected in the eight San Joaquin Valley counties by countless cities, counties, COG's, school districts, community leaders and private sector business leaders.

The company has represented the Fresno COG as our consultant for several years and our 15 Mayors that compose the Fresno COG hold California Consulting, LLC in high regard. The company's hard work ethic, relationships and professionalism are recognized by our local elected officials.

On behalf of Fresno COG please accept this recommendation of California Consulting, LLC.

Thank you for your consideration of this request.

Respectfully,

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



NORTH FORK RANCHERIA

Tribal Office
P.O. Box 929
North Fork, CA 93643

Telephone: (559) 877-2461
Fax: (559) 877-2467

July 22, 2009

Re: Council of Fresno County Governments

Dear Mayor Rodriguez:

We appreciate that Supervisor Perea recently pulled his resolution regarding the proposed North Fork Rancheria project and are hopeful that this action will allow us all to identify a more appropriate and effective forum to discuss any traffic or environmental concerns you may have about our project.

The North Fork Rancheria has worked closely with nearby jurisdictions to mitigate potential project impacts through legally binding agreements with the County of Madera, the City of Madera, and the Madera Irrigation District. The attached letter from our tribal attorney to Mayor Swearengen explains that we will also be entering into a mitigation agreement with Caltrans once certain engineering and design studies have been completed. Once the final environmental impact statement (EIS) is published we can measure the adequacy of the mitigation in our existing agreements and whether any additional mitigation is required.

Our Tribe is eager to continue a dialogue with all our neighboring communities and would be willing to visit the City of Kerman and provide you a presentation of our proposed project. Please contact us at your convenience to arrange such a meeting.

The North Fork Rancheria has always had a transparent, constructive, and collaborative approach to working with local communities and neighbors. Throughout our tribal history in the San Joaquin Valley, the Mono people have been instrumental in helping build many of the enduring and defining industries and institutions of Madera and beyond, including the agricultural, logging, ranching, railroad, vineyard and other enterprises.

We have applied this same approach in planning our proposed destination conference, hotel, and casino resort in Madera County that will generate nearly 4,250 total jobs as well as millions in community investment and \$100 million each year in regional economic benefits.

To provide a much needed economic boost to a struggling local economy in an environmentally responsible manner, we worked closely with our home county jurisdiction to identify a project location within our historical lands, in an unincorporated area yet consistent with local land use planning, and supported by established transportation infrastructure.

Cont'd

The decision and process to locate on the valley floor along Highway 99, versus the fragile ecosystem of the central Sierra foothills is consistent with federal guidelines, CSAC principles, and Fresno County's own concerns about further casino development in the foothills. It was also the critical public policy factor behind the state-tribal gaming compact agreed to in April 2008 with Governor Schwarzenegger.

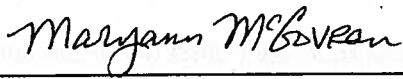
The North Fork Rancheria has earned the trust and partnership of every jurisdiction and business chamber in Madera County. We look forward to continuing our tradition of positive collaboration with you.

Kind regards,

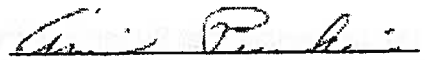
The Tribal Council of the North Fork Rancheria of Mono Indians



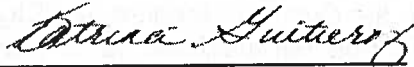
Ms. Elaine Bethel-Fink,
Tribal Chairperson



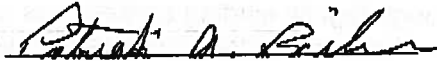
Ms. Maryann McGovran,
Tribal Vice-Chairperson



Ms. Avis Punkin,
Tribal Treasurer



Ms. Katrina Guitierrez,
Tribal Secretary



Mr. Pat Beihn,
Tribal Council Member

CC: Fresno COG ED, PAC and Advisory Board members, Fresno City Council, Fresno County Board of Supervisors, Madera Board of Supervisors



Fresno County Farm Bureau

July 22, 2009

Mr. Tony Boren
Executive Director
Council of Fresno County Governments
2035 Tulare St., Suite 201
Fresno, CA 93721

Subject: Fresno County Model Farmland Conservation Program

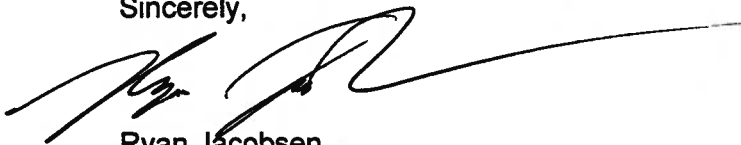
Dear Mr. Boren,

Thank you for Fresno COG's involvement in the Fresno County Model Farmland Conservation Program (MFCP). Agriculture is a major contributor to the local economy, and we are encouraged to see the commitment of the many individuals involved in enhancing its role in our community.

As you are well aware, concerns have arisen from several agricultural industry trade groups about certain aspects contained in the current draft of the MFCP. To begin addressing these issues, a MFCP meeting was held on July 15 between various stakeholders and the agricultural industry groups. Dr. Gary Manross accepted an invitation to facilitate this meeting. Although many differing opinions were in the room, Dr. Manross was able to identify, isolate and articulate the key issues of concern to stakeholders representing both sides of MFCP. As a result, I feel everyone left the meeting encouraged that common ground could be found.

Therefore, Fresno County Farm Bureau supports the inclusion of Dr. Manross into further discussions and the resolution of the MFCP. We support his suggested approach for consensus and are optimistic that a final product of unanimous support can be crafted. Please contact me at (559) 237-0263 or ryanj@fcfb.org with any further questions.

Sincerely,



Ryan Jacobsen
Executive Director

RECEIVED

JUL 23 2009

BY: _____
FRESNO COG

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Porterville
Reedley
Sanger
San Joaquin
Selma
Shafter
Taft
Tehachapi
Tulare
Visalia
Wasco
Woodlake

General Membership Meeting

Thursday, August 13, 2009

Host City: City of Clovis

- Location:** Clovis Veteran's Memorial District
453 Hughes Avenue
Clovis, CA 93612
- Guest Speakers:** Assembly Member Juan Arambula
“...*The Rest of the Story*...” – Hear about life
in the Legislature and what the future may hold
- Fresno Bee Columnist Bill McEwen
“*California, Still Crazy After All These Years*”
- Time:** 6:00 pm – No Host Social & Reception
6:30 pm – Dinner & Program
- Dinner Cost:** \$25 per person
- Dinner Buffet:** Santa Maria Tri Tip & Garlic Herb Chicken
- RSVP by Aug. 10:** Jacquie Pronovost, Exec. Asst. to Clovis City Manager
PHONE: 559/324-2063 or
E-MAIL: jacquiiep@cityofclovis.com
Cancellations not received by Aug. 10 will be billed.

Directions: Freeway 99 to Freeway 180, east on Freeway 180 to Freeway 168 and east on Freeway 168 to Bullard Avenue off-ramp in Clovis. Go east on Bullard Avenue as it becomes Fifth Street and crosses Clovis Avenue. The Clovis Veteran's Memorial District is located on the north side of 5th Street at Hughes and Fifth Street, one block east of Clovis Avenue.

