



2035 Tulare Street, Suite 201
Fresno, California 93721

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

AGENDA

Council of Fresno County Governments Policy Board

DATE: Thursday, October 29, 2009

TIME: 5:30 pm

Place: COG Sequoia Conference Room
2035 Tulare St., Suite 201, Fresno, CA

Americans with Disabilities Act (ADA) Accommodations

The Fresno COG offices and restrooms are ADA accessible. Representatives or individuals with disabilities should contact Fresno COG at (559) 233-4148, at least 3 days in advance, to request auxiliary aids and/or translation services necessary to participate in the public meeting / public hearing. If Fresno COG is unable to accommodate an auxiliary aid or translation request for a public hearing, after receiving proper notice, the hearing will be continued on a specified date when accommodations are available.

Item	Description	Enclosure	Action*
I.	PUBLIC PRESENTATIONS This portion of the meeting is reserved for persons wishing to address the Policy Board on items within its jurisdiction but not on this agenda. Note: Prior to action by the Policy Board on any item on this agenda, the public may comment on that item. Unscheduled comments may be limited to 3 minutes.		
II.	PRESENTATIONS		
A.	Paul Dictos		
B.	Grandmother's Love, Inc. – Leroy Brown		
C.	Presentation – Dr. Michele Cantwell-Copher, Fresno County Office of Education – Fresno County Voluntary Preschool Master Plan (website www.fresnocog.org)		
D.	Fresno/Visalia DMA Market Presentation – Census Study – Jesse Rodriguez – Univision 21 (website: www.fresnocog.org)		

Fresno COG Sitting As the Transportation Policy Committee

III. TRANSPORTATION CONSENT ITEMS

All items on the consent agenda are considered to be routine and non-controversial by COG staff and will be approved by one motion if no member of the Committee or public wishes to comment or ask questions. If comment or discussion is desired by anyone, the item will be removed from the consent agenda and will be considered in the listed sequence with an opportunity for any member of the public to address the Committee concerning the item before action is taken.

A.	2009-10 Transportation Funding Claims – City of Firebaugh, Resolution 2009-40 [BESHEARS]	Yes	Approve
B.	Blueprint – Valleywide Budget Expenditure [STECK]	Yes	Approve
C.	2009 Call for Projects – Regional Surface Transportation Program (RSTP) and Congestion Mitigation and Air Quality (CMAQ) funds [DAWSON/DEVERE-OKI]	No	Information
D.	2009 FTIP Amendment Update [DEVERE-OKI]	No	Information
E.	Formal Amendment #3 to the Regional Transportation Plan-Bus Rapid Transit [DEVERE-OKI/DOWNS]	Yes	Information
F.	Call for Projects - Federal Transit Administration (FTA) Section 5316/5317 Program Update [SOBRADO]	No	Information
G.	Caltrans Planning Grant Scope Change [TWEBSTER]	No	Information
H.	Bicycle Transportation Account – Call for Projects [THOMPSON]	No	Information

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

IV. TRANSPORTATION ACTION / DISCUSSION ITEMS

- | | | |
|---|-----|------------------------|
| A. Congestion Management Process Report [CAI] | Yes | Approve |
| B. High Speed Rail Update [THOMPSON] | No | Information |
| C. Request by County of Fresno and City of Fresno for the Council of Fresno County Governments to Identify Potential Funding Options for Developing and Incentivizing the High Speed Rail Maintenance Facility and Downtown Intermodal Center | Yes | Guidance |
| D. Regional Transportation Plan Update [THOMPSON] | No | Information |
| E. Measure "C" Update: | Yes | Initiate 45 day review |
| 1. Amendment to Regional Transportation Plan – Short Range Program [BESHEARS] | | |
| F. Caltrans Monthly Report | Yes | Information |

Fresno COG Sitting As the Council of Fresno County Governments Policy Board

V. REAFFIRM ALL ACTIONS TAKEN WHILE SITTING AS THE TRANSPORTATION POLICY COMMITTEE**VI. ADMINISTRATIVE CONSENT ITEMS**

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- | | | |
|---|-----|-------------|
| A. Executive Minutes – September 24, 2009 | Yes | Approve |
| B. 4D Modeling Consultant Contract for Green House Gas Targets for SB375 [BITNER] | No | Approve |
| C. FY08-09 Fourth Quarter Report [BESHEARS] | Yes | Accept |
| D. Farmland Conservation Model Program Update [SOBRADO] | No | Information |
| E. Status Report –Gary Manross, Strategy Research Institute [BOREN] | Yes | Information |
| F. Monthly Legislative Update [FAWCETT] | Yes | Information |
| G. Regional Clearinghouse [SOBRADO] | Yes | Information |

	Project	Applicant
1.	2009 Section 202 Supportive Housing Capital Advance Grant Program	Southern California Presbyterian Homes
2.	Economic Development Administration Public Works and Economic Development Program	City of Fresno

VII. ADMINISTRATIVE ACTION / DISCUSSION ITEMS

- | | | |
|--|---------|---------------|
| A. Latino Water Coalition [BOREN] | No | Info/Guidance |
| B. Letter of Support for Joseph De Los Santos to the Board of Directors of the "Big Fresno Fair" | Yes | Approve |
| C. 2010 "One Voice" Call for Projects Update [STECK] | Handout | Information |
| D. SB 406 Update [BOREN] | Yes | Info/Guidance |
| E. Status Report on Sacramento Lobbying Activities— Steve Samuelian, California Consulting LLC [SAMUELIAN] | Yes | Information |

VIII. OTHER BUSINESS

- A. Items from Staff
Next meeting – November 19th at 5:30 pm
 B. Items from Members

*Items listed as information still leave the option for guidance/direction actions by the Committee.

**All enclosures are available on our website at www.fresnocog.org – Committees and Agendas



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ANNOTATED AGENDA

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II. PRESENTATIONS

- A. Paul A. Dictos
- B. Grandmother's Love, Inc. – Leroy Brown
- C. Presentation – Dr. Michele Cantwell-Copher, Fresno County Office of Education – Fresno County Voluntary Preschool Master Plan (website: www.fresnocog.org)
- D. Fresno/Visalia DMA Market Presentation – Census Study – Univision 21-Jesse Rodriguez (website: www.fresnocog.org)

Fresno COG Sitting As the Transportation Policy Committee

III. TRANSPORTATION CONSENT ITEMS

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A. 2009-10 Transportation Development Act Claims – City of Firebaugh, Resolution 2009-40 [BESHEARS]

Summary: 2009/10 Transportation Development Act Claims. The amounts claimed for Local Transportation Funds (LTF) funds are:

Jurisdiction:	LTF Fund:
City of Firebaugh	\$ 201,431

Staff has reviewed the claim and finds the amounts consistent with apportionments previously approved by the Board.

Action: TTC, PAC and Staff recommend approval of the funding claims by adopting Resolutions 2009-40.

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

B. Blueprint – Valleywide Budget Expenditure [STECK]

Summary: The Valley COG Directors have responded positively to KVPT's request for Blueprint support for a proposed "Great Valley" public affairs series. The public affairs series will consist of 30 weekly episodes, twelve of which will be evergreen in nature and repeated, for a 42 week series run. In addition to KVPT, a minimum of 12 episodes will air on KVIE in Sacramento, which serves the northern two counties in the San Joaquin Valley, and KIXE in Redding.

The Great Valley series is dedicated to exploring growth issues, many of which are being addressed by the San Joaquin Valley Blueprint and other regional planning efforts. The majority of the topics included in the series include population growth, land use, agriculture, water, air quality, transportation, business and industry and education. The Blueprint is a critical step forward in regional transportation and land use planning, and it will naturally come up in a number of programs, not only regarding specific issues it addresses, but also as an example of the region coming together to set priorities and advocate for resources to address our growth challenges.

The Valley COGs' \$50,000 share for the project would be taken "off the top" of the 4th year Blueprint grant funds.

Action: TTC, PAC and Staff recommend approval of the Valley COG Directors Blueprint budget allocation of \$50,000 toward KVPT Great Valley series on Public Television.

C. 2009 Call for Projects – Regional Surface Transportation Program (RSTP) and Congestion Mitigation and Air Quality (CMAQ) funds [DAWSON/DEVERE-OKI]

Summary: On September 24th, the Fresno COG Policy Board initiated the 2009 Call for Projects for the Regional Surface Transportation Program (RSTP) and the Congestion Mitigation and Air Quality Program (CMAQ). Two years worth of funding will be available for both of these programs, with all new projects to be programmed in federal fiscal years 2011/12 and 2012/13. Applications must be received by October 23, 2009 at 5:00 PM.

The RSTP call for projects is for both "lifeline" and "regional bid" projects. Approximately \$19,100,600 of the apportionments for FFY 2011/12 and 2012/13 will be available to local agencies. The split for this call will be approximately \$7,982,400 "lifeline" and \$11,118,200 "regional bid". For the CMAQ programs, the call is for both "lifeline" and "regional bid" projects. Approximately \$23,060,800 of the apportionments for FFY 2012/13 and 2013/14 will be available to local agencies. The split for this call will be approximately \$9,636,000 "lifeline" and \$13,424,800 "regional bid". Within the CMAQ "regional bid" pot, \$4,612,200 or 20% of the available pot will be solely dedicated to projects meeting a minimum cost effectiveness (\$30 per pound) threshold per adopted Fresno COG policy.

Applications are available on our website at www.fresnocog.org under the FTIP/RTP link. Questions regarding the RSTP program or programming of projects can be directed to Renee DeVere-Okie at rdevere@fresnocog.org. Questions regarding the CMAQ program can be directed to Lauren Dawson at ldawson@fresnocog.org.

Action: Information item only. Direction may be provided at the discretion of the Policy Board.

D. 2009 FTIP Amendment Update [DEVERE-OKI]

Summary: Fresno COG has continued to approve Formal Amendments and Administrative Modifications related to project delivery in federal fiscal years 2008/09-2011/12. Below is information on current and ongoing Amendments and Administrative Modifications:

Status of Amendments and general information:

Administrative Modification #12: Minor modifications made to eight projects. Modifications included a change in project limits, a constrained shifting of projects, and internal project adjustments in phase funding. This administrative modification was approved on July 1, 2009 by the Executive Director on behalf of the Policy Board.

Formal Amendment #13: Incorporation of six Job Access and Reverse Commute Program (5316) projects and four New Freedom (5317) projects into the 2009 FTIP. This amendment was approved by the Federal Transit Administration on August, 27, 2009.

Administrative Modification #14: A minor modification to available funding was made to a Transit Enhancement project with Large Urban Cities (5307) and local funding. This modification was approved on July 23, 2009 by the Executive Director on behalf of the Policy Board.

Administrative Modification #15: Minor modifications made to nine projects. Modifications included adjustments and updates to existing lump sums, project description clarifications, internal project adjustments in phase funding, and the incorporation of new state funds into an existing project. This modification was approved on September 4, 2009 by the Executive Director on behalf of the Policy Board.

Details on these amendments can be found on the Fresno COG website www.fresnocog.org under the FTIP/RTP section.

Action: Information item only. Direction may be provided at the discretion of the Policy Board.

E. Formal Amendment #3 to the Regional Transportation Plan-Bus Rapid Transit [DEVERE-OKI/DOWNS]

Summary: On August 27, 2009, the Fresno City Council passed a resolution declaring a Locally Preferred Alternative (LPA) for a Bus Rapid Transit (BRT) project. The LPA adoption is a necessary step in applying for Federal Transit Administration (FTA) Very Small Starts Grant (VSS). The project limits include Ventura/Kings Canyon Road from Fowler Avenue on the east to Downtown Fresno, and Blackstone Boulevard from Friant Road on the north to Downtown Fresno.

In order to be considered for entry into project development by the FTA, the LPA must be further clarified in the Fresno COG Regional Transportation Plan (RTP). This must be accomplished by November as FTA makes its recommendations in December. Administrative Amendment #3 to the RTP will update text and tables to further clarify and adequately describe the full limits of the BRT LPA in the constrained element of the Plan.

Action: Information/Discussion item. Direction may be provided by the Policy Board.

F. Call for Projects - Federal Transit Administration (FTA) Section 5316/5317 Program Update [SOBRADO]

Summary: Last month, Fresno COG issued a call for projects for the COG administered FTA Section 5316 and 5317. Program descriptions are as follows:

Section 5316 – Job Access and Reverse Commute Program

The JARC program provides funding to support projects designed to transport welfare recipients and eligible low-income individuals to and from employment activities and employment activities, particularly to suburban and rural job locations.

Section 5317 – New Freedom Program

The New Freedom program provides funding to assist transit operators and public agencies provide "new" transportation services for individuals with disabilities above and beyond the minimum currently required by the Americans with Disabilities Act of 1990 (42 U.S.C. 12101, et seq.).

Apportionments available are as follows:

	Section 5316 JARC Grant Program	Section 5317 New Freedom Grant Program
FY 2008	\$405,941	\$96,975
FY 2009	\$643,057	\$227,545

Grant applications are due to Fresno COG by Friday, December 11, 2009 by 5:00 PM PST. Applications are available on the www.fresnocog.org website.

Please contact Todd Sobrado at Fresno COG with questions or to request additional information.

Action: Information/Discussion item. Direction may be provided by the Policy Board.

G. Caltrans Planning Grant Scope Change [TWEBSTER]

Summary: In October of 2008, the Council of Fresno County Governments and the City of Fresno were awarded a Caltrans Planning Grant to study Phase II of the Metro-Rural Loop. Through ongoing developments, the Council of Fresno County Governments and the City of Fresno are requesting a modest scope change to the Phase II FMTK, Multi-Modal System Partnership Grant. The changes are a result of the

direct outcomes of the Phase I study itself as well as ongoing public outreach efforts. While in its core function to evaluate interregional corridors it remains unchanged, further development of supportive data and strategies are required.

There will be no change to the grant award amount and all work will still be accomplished within the given grant award budget.

Action: Information item. Direction may be provided at the discretion of the Policy Board.

H. Bicycle Transportation Account – Call for Projects [THOMPSON]

Summary: Caltrans has issued a call for projects for the fiscal year 20010/11 Bicycle Transportation Account (BTA) program. Applications are due December 1, 2009 (postmarks are sufficient) to the District 6 Office of Local Assistance. Questions regarding the BTA program should be addressed to Tom Glaski at (559) 445-5834 or Kirk Anderson at (559) 445-6273, both with the District 6 Office of Local Assistance.

Caltrans anticipates an appropriation of \$7.2 million for the 20010/11 cycle for projects that improve safety and convenience for bicycle commuters. Cities and counties are eligible to apply. The application form is available on the Division of Local Assistance website at:
<http://www.dot.ca.gov/hq/LocalPrograms/bta/btawebPage.htm>.

To be eligible for BTA funds, local agencies must prepare and adopt a Bicycle Transportation Plan that complies with Streets and Highways Code, Section 891.2, Items A through K. The plan must be reviewed and approved by the Fresno COG. The Bicycle Transportation Plan must have been adopted between January 1, 2005 and December 31, 2009. Projects not identified in the local agency's Bicycle Transportation Plan will not be eligible for BTA funds.

The maximum amount an applicant may receive is \$1,800,000, or 25 percent of the total amount. BTA funds pay a maximum of 90 percent of the total cost of an eligible project. Local agencies must provide a minimum of 10 percent of the total project cost from sources other than the BTA.

Incidentally, for the fiscal year 2009/10 BTA program, \$162,300.00 was approved for a City of Fresno project. The project is the design and construction of commuter bicycle lanes along both sides of Fresno Street from California Avenue to C Street near downtown.

Action: Information item. Direction may be provided at the discretion of the Policy Board.

IV. TRANSPORTATION ACTION / DISCUSSION ITEMS

A. Congestion Management Process Report [CAI]

Summary: The SAFETEA-LU legislation requires that metropolitan areas with a population over 200,000 develop a congestion management process (CMP) to address the congestion issues with a systematic and regionally accepted approach. It further mandates that in ozone or CO non-attainment areas, federal funds may not be programmed for capacity increasing projects that will significantly increase single occupancy vehicles (SOV) unless such projects are addressed in an approved CMP.

A CMP Steering Committee was convened in January 2009 to oversee the development of the Fresno County Congestion Management Process. The Committee consisted of planners and engineers from member agencies, transit operators, Caltrans representative, bike/trail planners, vanpool/carpool planners as well as members of the public.

As documented in the attached Fresno County Congestion Management Process Report, CMP objectives were developed based on the goals established in the 2007 Regional Transportation Plan; the Regionally Significant Road System was updated as part of the efforts; performance measures were established; a list of CMP strategies were identified and selected; and a methodology was developed to address the SOV project requirement in the SAFETEA-LU legislation.

Action: TTC, PAC and Staff recommend approval of the 2009 Fresno County Congestion Management Process Report.

B. High Speed Rail Update [THOMPSON]

Summary: On September 23, the California High-Speed Rail Authority approved an application for more than \$4.7 billion in federal stimulus funding for engineering, environmental review, design and construction on the state's 800-mile high-speed train system, thereby generating an investment of nearly \$10 billion when state, local and private matching funds are added. Governor Schwarzenegger formally submitted California's bid by the October 2 deadline for states to seek a share of \$8 billion set aside for high-speed train development under the American Recovery and Reinvestment Act (ARRA). The state's application includes \$466 million for Fresno to Merced and \$819.5 million for Fresno to Bakersfield for right-of-way acquisition, grade separations, utility relocation, environmental mitigation, earthwork, guideway structures, track relocation and new track.

At its most recent meeting on September 24, the Fresno COG Policy Board decided not to approve the formation of a High-Speed Train Task Force within the COG. Instead, the Policy Board determined the Task Force would be more appropriately positioned as a subcommittee of the High-Speed Rail Strategy Committee, a policy and advocacy committee recently established by the County of Fresno with leadership from Supervisors Susan Anderson and Henry Perea. The focus of the Task Force will be on technical matters related to high-speed rail issues in Fresno County, including initially the Heavy Maintenance Facility/Operations Center. The Fresno COG has issued a Request for Proposals for consultant services to assist the Task Force with its tasks.

Action: Information item. Direction may be provided at the discretion of the Policy Board.

C. Request by County of Fresno and City of Fresno for the Council of Fresno County Governments to Identify Potential Funding Options for Developing and Incentivizing the High Speed Rail Maintenance Facility and Downtown Intermodal Center [BOREN]

Summary: With the passage of Proposition 1A in 2008 by California voters, the California High Speed Rail Authority is now moving forward with the transportation planning process to make High Speed Rail a reality for all of California. As part of this planning process, a determination has been made that the High Speed Rail system's Heavy Duty Maintenance facility will be located in the San Joaquin Valley (location to be determined) and that a new intermodal transportation center will be constructed in downtown Fresno.

As has been reported in the media, other regions in the San Joaquin Valley are also interested in bringing the High Speed Rail Heavy Duty Maintenance Yard to their communities, and are already working on developing comprehensive site and incentive packages to help lure the facility to their community. In addition to providing mobility benefits to residents of Fresno County, according to preliminary, conservative estimates provided by the Fresno County Economic Development Corporation, if Fresno County was successful in landing the Heavy Duty Maintenance Yard, the economic value of the jobs associated with the new facility would generate approximately \$2 billion annually in new dollars being infused into our economy.

With the above information as background, the Council of Fresno County Governments has received letters (enclosed) from the County of Fresno and the City of Fresno, requesting that COG help identify potential funding options for developing and incentivizing the California High Speed Rail Heavy Duty Maintenance Facility and Downtown Intermodal Center.

This issue was raised at the Measure "C" Steering Committee meeting and the October 2009 TTC/PAC meeting, as part of the discussion on amending the Measure "C" Short Term Program to program funding that has become available from Measure "C" project savings, the State's Prop 1B State/Local Partnership program, and State Transportation Improvement Program funds freed up from the application of Federal ARRA funds to SR 180 (Temperance Ave. to Academy Ave). The direction from both the Measure "C" Steering Committee and the PAC was for COG to look at alternative funding sources for the Maintenance Yard other than the Measure "C" Regional Program funds.

Initial staff examination of funding opportunities identifies two potential sources of funding for the High Speed Rail Maintenance Yard, these are the Measure "C" Program dedicated to Rail Consolidation (anticipated revenues over the 20 yr life of the measure: \$106 mil.) and the Measure "C" Program dedicated to New Technology: (anticipated revenues over the 20 yr life of the measure: \$37 mil.). In order to access these funds for High Speed Rail Maintenance Yard purposes, a formal Amendment to

Measure "C" Extension Plan approved by the voters in 2006 would be required. A number of issues would need to be addressed prior to initiating a Plan Amendment. These include:

- How much funding is needed to develop and incentivise the High Speed Rail Maintenance Yard?
- What exactly would the funding be used for? i.e., site acquisition, improvements, rights of way, etc.
- Timing issues and the availability of actual cash flow in the Measure "C" programs and the need to possibly explore bonding scenarios.

Action: Staff recommends that the COG Policy Board provide direction to staff to explore and identify potential funding options for the High Speed Rail Heavy Duty Maintenance Yard

D. Regional Transportation Plan [THOMPSON]

Summary: Staff will provide a verbal presentation on specific public outreach activities related to RTP stakeholder interest groups and the RTP Community Forum scheduled for October 26, 2009, beginning at 1:30 p.m.

Action: Information item. Direction may be provided at the discretion of the Policy Board.

E. Measure "C" Update: Amendment to Regional Transportation Plan – Short Range Program [BESHEARS]

Summary: The recommendation programs \$82.8 million in previously unprogrammed revenues to make schedule enhancements to develop shelf ready projects in anticipation of future federal or state revenues becoming available. The major schedule enhancements provide resources to design and acquire Right of Way for the SR 180/41/168 Braided Ramps, Veterans Blvd., and the next phase of SR 180 East from Academy to Trimmer.

The recommendation also breaks the SR 180/41/168 Braided Ramps into two projects and nominates the first phase (north side of SR 180) as the next logical STIP project to fill the slot created when SR 180 East Temperance to Academy was funded with a combination of ARRA and funding from the previous Measure. Construction of the first phase is proposed for 2012/13 however, considering the current state of the STIP, this schedule is likely to be postponed.

The recommendation also includes a minor project advancement, Willow Ave. - Barstow Ave. to Escalon Ave. (\$1.7 million) and minor offsetting phasing adjustments on Ventura, Peach, and Willow, to provide a more orderly implementation. The cities of Clovis and Fresno concur with these minor adjustments.

The proposal also rolls the Short Range Plan out the next two years into the Medium term plan bringing projects in from 2014/15 and 2015/16. On the urban program this includes Phase II (south side of SR 180) construction of the SR 180/41/168 Braided Ramps, Herndon Ave. - Temperance Ave. to DeWolf Ave., and Herndon Ave. - Blythe Ave. to Valentine Ave. On the rural program it includes construction for Golden State and the design for Phase III of SR180 East from Trimmer Ave. to Frankwood Ave.

During the Measure "C" sub committee and TTC/PAC discussions two alternative proposals were brought up. One was to take part of the available \$82.8 million and split it up among member agencies to offset some of the losses due to state budget cuts. This proposal was turned down. The other proposal was to set aside part of the \$82.8 million for a proposed High Speed Rail Heavy Duty Maintenance Yard Station in Fresno County. The proposal was thoroughly discussed and the consensus of the sub committee, TTC and PAC were to continue the discussion of funding for the High Speed Rail Maintenance Facility under a Heavy Duty Maintenance Yard and separate topic and proceed with staff recommendation.

There was also discussion regarding the City of Fresno's request to the Fresno County Transportation Authority to consider bonding and equate the construction schedules of Veterans and the SR 180/41/168 Braided Ramps. The Transportation Authority would like to see the Medium and Long Range plans financially constrained and formalized prior to making any decisions on Bonding. This proposal does not include bonding alternatives, nor does it formalize the Medium and Long Range Plans. However, it does provide the resources to bring both projects to a shelf ready state, and could be used as a financially constrained basis to begin exploring bonding alternatives should the Board so wish.

Action: Initiate the 45 day review to amend the Measure "C" Short Term Regional Transportation program.

F. Caltrans Monthly Report [CALTRANS]

Summary: Caltrans staff will provide an update on Caltrans activities

Action: Information/discussion item. Direction may be provided at the discretion of the Policy Board.

Fresno COG Sitting As the Council of Fresno County Governments Policy Board

V. REAFFIRM ALL ACTIONS TAKEN WHILE SITTING AS THE TRANSPORTATION POLICY COMMITTEE

VI. ADMINISTRATIVE CONSENT ITEMS

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A. Executive Minutes of September 24, 2009

B. 4D Modeling Consultant Contract for Green House Gas Targets for SB375 [BITNER]

Summary: Fresno COG staff has determined that it is important to submit proposed Green House Gas (GHG) targets to the California Air Resources Board in preparation for SB375. In order to accomplish this task in time to submit the proposed GHG targets it is necessary to utilize highly technical consultant services to develop the 4D elasticities application necessary for analyzing the effects of smart growth.

Staff proposes to retain Fehr & Peers Transportation Consultants to help us with this important project. Fehr & Peers has developed methods to adjust the output from transportation models to more accurately reflect the benefits of smart growth development. The purpose of the 4D adjustment process is to enhance the sensitivity of conventional models and provide policy makers with more reliable forecasts of likely effects of their policies.

Fehr & Peers will integrate the 4D adjustments into the Fresno COG travel model to estimate the per capita vehicle trip and vehicle miles traveled reductions that would occur with the implementation of smart growth policies. This work will be done concurrently with Fresno COGs' developments of test case Sustainable Community Strategy (SCS) alternatives in preparation for submitting proposed Green House Gas targets for SB 375 to the California Air Resources Board.

Fehr & Peers has previously worked with the Fresno COG Traffic Model and implemented the 4D elasticities into our Blueprint modeling process. Fehr & Peers is recognized as the leader in development of the 4D process for Smart Growth analysis.

Action: PAC and Staff recommend authorization for the Executive Director to enter into a contract not to exceed \$50,000 with Fehr & Peers Transportation Consultants for development of the 4D elasticities process for the Fresno COG model to develop Green House Gas targets for SB375

C. FY08-09 Fourth Quarter Report [BESHEARS]

Summary: Included in your agenda packet is the FY 2008-09 Fourth Quarter Progress Report which is a summary of funds expended and work completed in each work element during the fourth quarter, FY 2008-09.

Action: PAC and Staff recommend acceptance of the fourth quarter progress report as presented.

D. Farmland Conservation Model Program Update [SOBRADO]

Summary: Agricultural Stakeholder interviews are underway by Dr. Gary Manross. According to Dr. Manross, they are going well and are a critical step towards developing consensus among stakeholders.

At the current time, it is not possible to determine how long it will take to complete the process, but we are moving along as fast as possible. Please contact Todd Sobrado at Fresno COG with questions or requests for additional information.

Action: This is an informational item action only with additional direction to be provided by the Policy Board.

E. Status Report –Gary Manross, SRI [BOREN]

Summary: Gary Manross, Strategy Research Institute, will provide a written status report on activities for the month.

Action: Information item only. Direction may be provided at the discretion of the Policy Board.

F. Monthly Legislative Update [FAWCETT]

Summary: A report is included that includes current bills in the 2009 legislative session that are relevant to the COG.

- To locate current and past year **state bill information** go to the Official California Legislative Information webpage at: <http://www.leginfo.ca.gov/>
- To locate current and past year **federal bill information** go to THOMAS, The Library of Congress's bill information website (in the spirit of Thomas Jefferson) at: <http://thomas.loc.gov/>

Please contact staff person, Loral Fawcett, if you have any questions.

Action: Information item only. Direction may be provided at the discretion of the Policy Board.

G. Regional Clearinghouse [SOBRADO]

	Project	Applicant
1.	2009 Section 202 Supportive Housing Capital Advance Grant Program	Southern California Presbyterian Homes
2.	Economic Development Administration Public Works and Economic Development Program	City of Fresno

Summary: Your agenda package includes this month's Clearinghouse Calendar containing "Project Notification and Review Reports" for grant proposal.

1. *US Department of Housing and Urban Development 2009 Section 202 Supportive Housing Capital Advance Grant Program.* – Construction of a 68 unit affordable housing community for low-income seniors in the City of Fresno, CA. - \$10,695,924 – Federal, \$25,000 – Applicant, \$400,000 Local for a total of \$11,120,924
2. *US Department of Commerce Economic Development Administration Public Works and Economic Development Program* - Construction of a 15.5 acre infrastructure project to accommodate the expansion of at least two manufacturers in an Agency project area that is expected to create 600 new high-wage, higher skill manufacturing positions -. \$2,400,000 – Federal, \$300,000 – Applicant, \$850,000 – \$1,800,000 Program Income for a total of \$5,350,000

Action: Per Board procedure, unless an item is pulled from the Consent Calendar, tacit authorization is given for staff to forward any comment(s) received, or any Committee/Board comment(s) generated as a result of this informational item, to the appropriate agency. It is understood that if in the event this item should be pulled from the consent calendar, discussion and comment by the Committee members and the public will be taken.

VII. ADMINISTRATIVE ACTION / DISCUSSION ITEMS

A. Latino Water Coalition [BOREN] –

Summary: Mayor Lujan (Selma) has requested an opportunity to speak to issues associated with the Latino Water Coalition.

Action: Information item only. Direction may be provided at the discretion of the Policy Board.

B. Letter of Support for Joseph De Los Santos to the Board of Directors of the "Big Fresno Fair"

Summary: Request for letter of support for Mr. De Los Santos' appointment by the Governor to the Board of Directors of the "Big Fresno Fair".

Action: Approve Letter of Support.

C. 2010 "One Voice" Call for Projects Update [STECK]

Summary: We have begun the process of planning for our eighth annual "One Voice" trip back to Washington DC where we will present a list of priorities for our region. The 2010 "One Voice" trip will take place February 6-11, 2010. The timeline for the 2010 project selection process is as follows:

- Kick-off Meeting – Wednesday, September 9, 2009 @ 3:00 PM at COG
- Mail/Email Call for Projects – Monday, September 21, 2009
- Deadline for project submittal – Friday, October 9, 2009
- **Project Selection Committee Meeting – Wednesday, October 21, 2009 at 1:00 PM**
- **Policy Issues Discussion and Recommendation – Wednesday, October 21, 2009 at 3:00PM**
- **Project Selection and Policy Issues Follow Up meeting – Wednesday, October 28, 2009 at 3:00 PM**
- COG Policy Board Approval of Project List – Thursday, November 19, 2009

The project selection committee and policy issues discussion will meet and discuss the projects and policy issues on October 21st. Staff will provide an update at the Board meeting. A final recommended list of projects as well as policy issues will be presented to the COG Policy Board for their decision at the November 19th meeting.

Action: Information/discussion item. Direction may be provided at the discretion of the Policy Board.

D. SB 406 Update [BOREN]

SB 406 (DeSaulnier) Land Use: Environmental Quality

SB 406 authorizes an additional fee of \$1 or \$2 on vehicle registration through an existing fee mechanism to be used for planning purposes related to SB 375 (Steinberg), Chapter 728, Statutes of 2008, and proposes new duties, membership, and funding for the Strategic Growth Council and the planning Advisory and Assistance Council. Its purpose is to provide a permanent and necessary funding source for the regional and local planning required to successfully implement SB 375 through DMV fees. Based on 2008 vehicle registration in Fresno County, an estimated \$623,032 could be raised in a one year period based on a \$1 fee collected, or \$1,246,064 based on a \$2 per vehicle fee.

On October 11, 2009, SB 406 was vetoed by Governor Schwarzenegger. His position on the bill is reflected below:

To the Members of the California State Senate:

I am returning Senate Bill 406 without my signature. Reducing greenhouse gas emissions is of utmost priority in my administration and is essential for achieving California's climate change goals. However, this bill would authorize a municipal planning organization, a council of governments, or a county transportation commission and a sub-regional council of governments, by resolution, to impose a new fee on motor vehicles registered in their jurisdiction. As I have said in prior veto messages, such an increase should be subject to voter approval. For this reason, I am unable to sign this bill.

*Sincerely,
Arnold Schwarzenegger*

Action: Information/discussion item. Direction may be provided at the discretion of the Policy Board.

E. Status Report on Sacramento Lobbying Activities— Steve Samuelian, California Consulting LLC [SAMUELIAN]

Summary: Steve Samuelian of California Consulting Inc. will provide a verbal report to the Policy Board this month on his consulting activities for the COG during the month.

Action: Information item only. Direction may be provided at the discretion of the Policy Board.

VIII. OTHER BUSINESS

A. Items from Staff

Next meeting – November 19th at 5:30 pm

B Items from Members

***Items listed as information still leave the option for guidance/direction actions by the Policy Board.**

****All enclosures are available on our website at www.fresnocog.org – Committees and Agendas**

P.O. Box 4926

**Grandmother's Love, Inc.
Fresno, CA 93744**

(559) 579-5274

Grandmother's Love, Inc.

LIST OF ACCOMPLISHMENT'S

1996 -1999 The Local Organizing Committee(LOC)

- * Executive Secretary**
- * Welfare to Work Program: Area 1 coordinator Assistant**
- * Stop The Violence Campaign, Coordinator**

Program Director: Character Assessment Program (CAP)

Wrote Grant's for and was funded twice by PG&E, 1999 & 2000

2000 * Assisted in the organizing of the African American Multi-Service Center: LOC/ UBM/ City of Fresno

2003 Hosted Fundraiser for neighborhood youth shot in the back, during a drive-by, while playing on Christmas Day, in his front yard. (Raised over \$500.)

2005-2009 Volunteered @ Cecil C. Hinton Community Center:

Senior Appreciation Luncheon

Senior Field Trip

Student Community Service Day

Annual Juneteenth Celebration, etc..

P.O. Box 4926

**Grandmother's Love, Inc.
Fresno, CA 93744**

(559) 579-5274

***List of Accomplishment's
2009***

Grandmother's Love, Inc. serves as an Advocate of the African American Community.

We are in contact with any number of residents, community organizations, and other individual and group's, etc., on a daily basis.

We are currently attempting to encourage conversation with the New Cecil C. Hinton Community Center, Board, regarding some of the Current Program's, Celebration and Workshop's that Grandmother's Love, Inc. has accepted responsibility for and would like to team with the Community Center Board to ensure maximum effort.

The most significant of celebration's is "The Annual Juneteenth Celebration", which Grandmother's Love, Inc. has been the Official Host of since 2006.

We are having conversation with companies in the Development Department of the Construction Business, to gain their support for our Apprenticeship Program.

We are speaking with Representatives of the Associated General Contractor's of California, to gain their support for our Pilot Program.

The Fresno County Housing Authorities is one of the most recent agencies we are having conversation.

On Wednesday, September 16, 2009, we spoke with the Mayor's Executive Analyst, For the City Council regarding our plan to move forward.

We also took the time out to mow the grass / weeds & stickers from the park area that belongs to the African American Historical & Cultural Museum.

We are collaborated with other organizations to sponsor Workshop's.

We are also meeting with another organization to discuss the possibility of sharing an office space.

Jerline Bishop, President
Grandmother's Love, Inc.

Project Abstract

Proposed Funding Source:	Fresno Workforce Investment Brd.	Funding Source: Workforce Investment Act Funds
Applicant Organization:	Grandmother's Love	
Partner Organizations:	The Building Industry Association of Fresno/Madera Counties; Building and Construction Trades Council of Fresno, Madera, Kings & Tulare Counties; Central Labor Council of Fresno, Madera, Tulare, & Kings County AFL-CIO.	

Within the scope of this proposed project, Grandmother's Love will request \$75,000 from the Fresno County Workforce Investment Board to reach out to union and non-union employers in the building and construction trades by training and equipping 25 eligible, low-income, unemployed or underemployed adults in entry-level, building and construction skills over a fifteen-month period.

The overall intent of this collaboration is to increase the number of qualified candidates that enter union and non-union jobs or apprenticeships who are ready and prepared to work in construction as defined by the building and construction trades that include: Aluminum and Brick Workers; Carpenters, Electricians; Glassworkers; Machinists; Metalworkers; Plumbers; and General Laborers. The initial geographic focus of this proposed project is to serve eligible adult residents of Fresno County.

In designing the training course, eligible project participants will be referred by the Fresno County Workforce Investment Board's network of existing service providers. A screening of the prospective participants will then occur. The screening will be conducted by Grandmother's Love and its partner organizations to assure that prospective participants meet minimum qualifications: (1) be at least 18 years; (2) possess a High School diploma or GED; (3) possess a valid California Drivers License; (4) be in good physical condition (*capable of lifting at least 35 pounds of weight*); (5) be able to pass and maintain a drug screen test; (6) ability to maintain the training schedule; and (7) ability to pass a skills aptitude test appropriate to the building and construction trades. The program would be considered a pilot project and women would be encouraged to fill approximately 30 percent of the training positions.

Through the screening process, referred individuals are only considered potential participants and have not been formally enrolled into the training program. Prospective participants may self-select themselves for withdrawal from the training at any time or may be screened out for not meeting the requirements of the training program. Grandmother's Love and its partner organizations conducting the screening will have the final decision in determining a person's referral to orientation.

Orientation will provide prospective training participants with a thorough overview of the training program components and what is expected of the program participants. At the orientation, prospective training participants will be asked if they need any supportive service to help an individual successfully attend or complete the training. Supportive service resources shall originate from the referring service provider or the Fresno County Workforce Investment Board. Through the orientation process, referred individuals are only considered potential participants and have not been formally enrolled into the training program.

The focus of this 16-week (512 hour) training program will be to introduce participants to and establish a familiarity and understanding of the California Department of Industrial Relations, Division of Apprenticeship Standards' Minimum Industry Training Criteria to facilitate an individual's entry into an apprenticeship or other extensive training programs within the building and construction trades. Core components of this training will be: Workplace Safety (including, but not limited to at least 30 hours of OSHA Training, First Aid and CPR Training), Proper Use of Power Tools, Workplace Mathematics and its Application in the Building and Construction Trades, Workplace Ethics and Standard Job Expectations, Workplace English Literacy and Building and Construction Trade Terms. In addition, 380 hours of specific Minimum Industry Training Criteria training will be provided in the following trades:

Air Conditioning & Refrigeration
Construction Craft Laborer
Glazer
Plumbing

Carpentry
Drywall
Ironworker
Roofers/Waterproofers

Cement Mason/Plastering
Electrical
Pipe Trade Industry, Sprinkler Fitter
Sheet Metal & All Bldg Trades

September 1, 2009

Jerline Bishop, Executive Director
Grandmother's Love
1237 Jones Avenue
Fresno, California 93706

Re: Letter of Support and Commitment for
Building and Construction Opportunities Prep Program

Dear Ms. Bishop:

Thank you for sending Mr. Leroy Brown to let me know about Grandmother's Love's plans to submit a funding request to prepare and train individuals as part of the Fresno Area Construction Opportunities Program (FACOP) for entry into apprenticeships within the building and construction industry here in Central California.. I believe that this letter of support from _____ can accomplish four things.

First, as a leader in the field of _____ within the Central Valley the need for qualified apprentices exists, particularly in our specialty. Secondly, on behalf of _____ and other employers with similar skill needs, establishing the training program to build these skills and prepare people for the long road to journeyman will go a long ways to helping us fill the need for qualified people. Also, if this training project is approved, we have openings that would be suitable for the skills to which you are training. While I will not commit to employment at this time, I will commit to taking a good look at the training graduates of your program. Finally, I recognize that a training program such as the one you are proposing requires some equipment and training assistance. Please let me know where _____ can be helpful in this effort.

As the _____ for _____, I would strongly urge the Fresno Workforce Development Board to give careful consideration to your application and the employment and training needs of Fresno County residents who wish to enter into the building and construction trades in the area. Let me know how I can be of further assistance.

Should you have any questions about _____'s support for this project, or our belief that the funding of the Central California's Building and Construction Opportunities Prep Program would be of great service to the development of work skills that will last a lifetime, please contact me at (559) ---
-----.

Sincerely,

FRESNO/VISALIA DMA MARKET PRESENTATION



Updated October 2009



Hispanics: A Flourishing Population



"America's new demographic bulge. Baby boomers, move over – the bebé boomers are coming...Bilingual, bicultural, mostly younger Hispanics who will drive growth in the U.S. population and workforce as far out as statisticians can project."

Largest Minority Group in the U.S.

- Currently, over 47 million U.S. Hispanics
- 15% of U.S. population
- 57 million+ by 2015
- 66 million+ by 2020

Maintaining Hispanic Cultural Identity, Particularly *Language*

- Continued immigration and geographic concentration
- Ease of travel and telecommunications
- Retro-acculturation



Source: Population Division, US Census Bureau, August 14, 2008



The Hispanic Opportunity



Fresno DMA

1,818,000 People Age 2+

910,000 Hispanics

50% of the total population

- projected to grow to **64%** by 2027

Leading the population surge...

- **95%** of the DMA's population growth since 1990¹



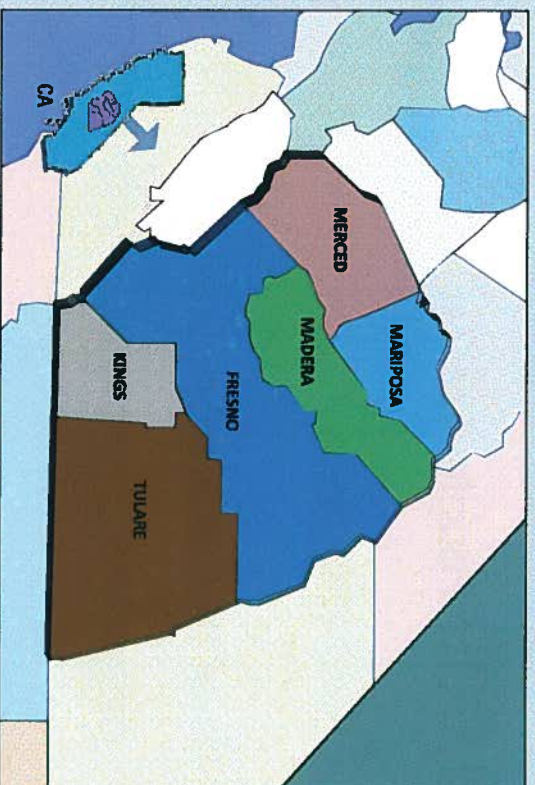
Source: Nielsen 2009-2010 Universe Estimates (Persons 2+)
¹ Geoscape 2009





Excellent Reach of the Central Valley!

*With full-power broadcast signals and extensive cable coverage
Univision and Telefutura reach the entire Fresno DMA.*



County	Hispanic Pop.	% Hispanic
Fresno	418,721	48%
Tulare	234,262	56%
Merced	125,442	52%
Madera	70,315	51%
Kings	60,143	48%
Mariposa	1,273	8%



Source: Nielsen Universe Estimates, 2009-2010, Persons 2+





One of the Top Hispanic Communities in the U.S.

Hispanic Rank	Market	Hispanic TV HH	% Hispanic	TV HH Rank
1	Los Angeles	1,868,200	33%	2
2	New York	1,251,460	17%	1
3	Miami-Ft. Lauderdale	666,230	43%	17
4	Houston	561,390	26%	10
5	Dallas-Ft. Worth	506,020	20%	5
6	Chicago	492,170	14%	3
7	Phoenix	391,770	21%	12
8	San Antonio	388,800	47%	37
9	San Francisco	382,460	15%	6
10	Harlingen-McAllen	294,640	83%	87
11	Sacramento	264,100	19%	20
12	Albuquerque	248,590	36%	44
13	Fresno	240,950	42%	55
14	San Diego	239,520	22%	28
15	Denver	234,750	15%	16
16	El Paso	222,800	72%	98
17	Orlando	202,710	14%	19
18	Tampa	194,490	11%	14
19	Philadelphia	189,490	6%	4
20	Washington, DC	184,970	8%	9

The DMA Ranks...

- #12 among Hispanic Persons (age 2+)
- #12 among Hisp. 18+
- #11 among Hisp. 18-34
- #12 among Hisp. 18-49
- #12 among Hisp. 25-54



Hispanics are Majority in Fresno Among All Key Demos!



Demo		Hispanic Population	% Total
Kids	2-11	195,000	61%
Teens	12-17	105,000	56%
Adults	18-34	303,000	61%
Adults	18-49	469,000	55%
Adults	25-54	380,000	51%



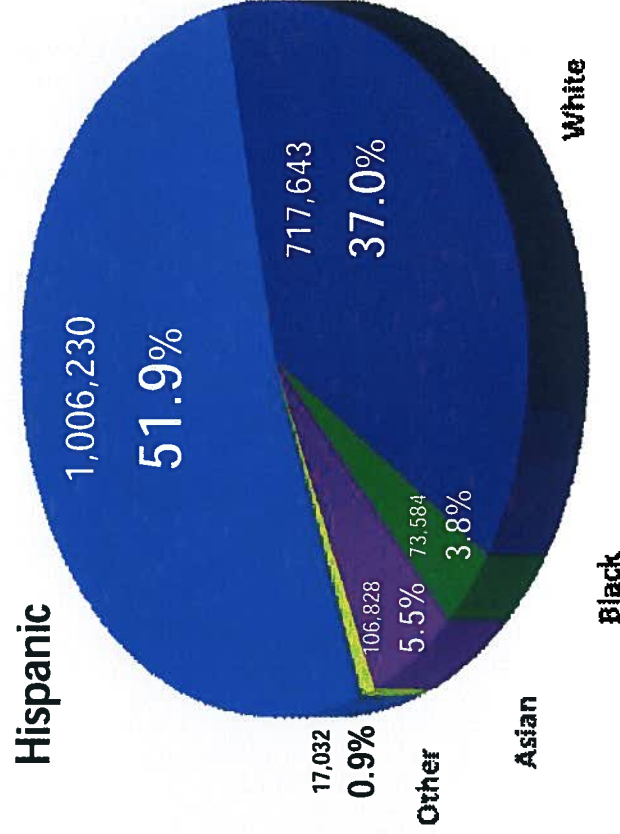
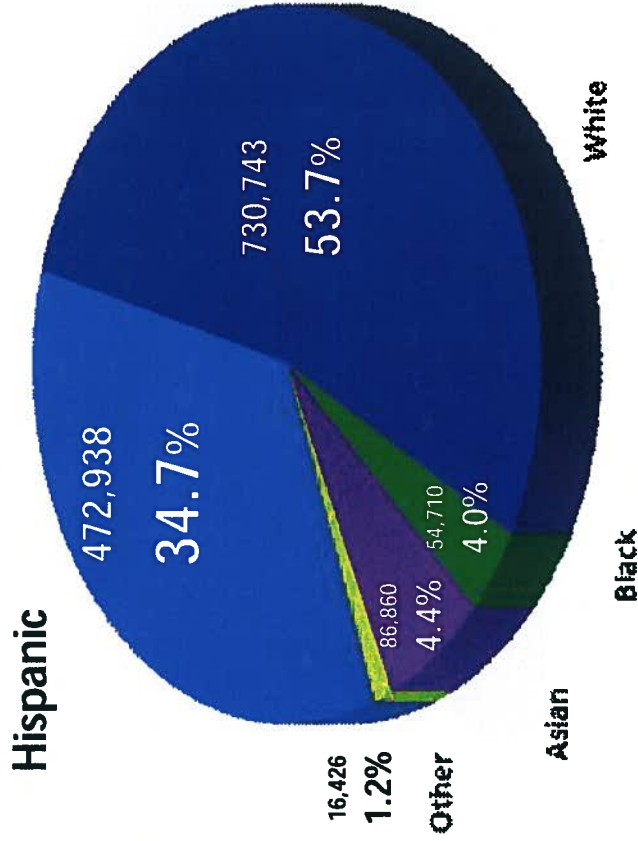
TELEVISION
FRESNO

Source: Nielsen Universe Estimates, 2009-2010



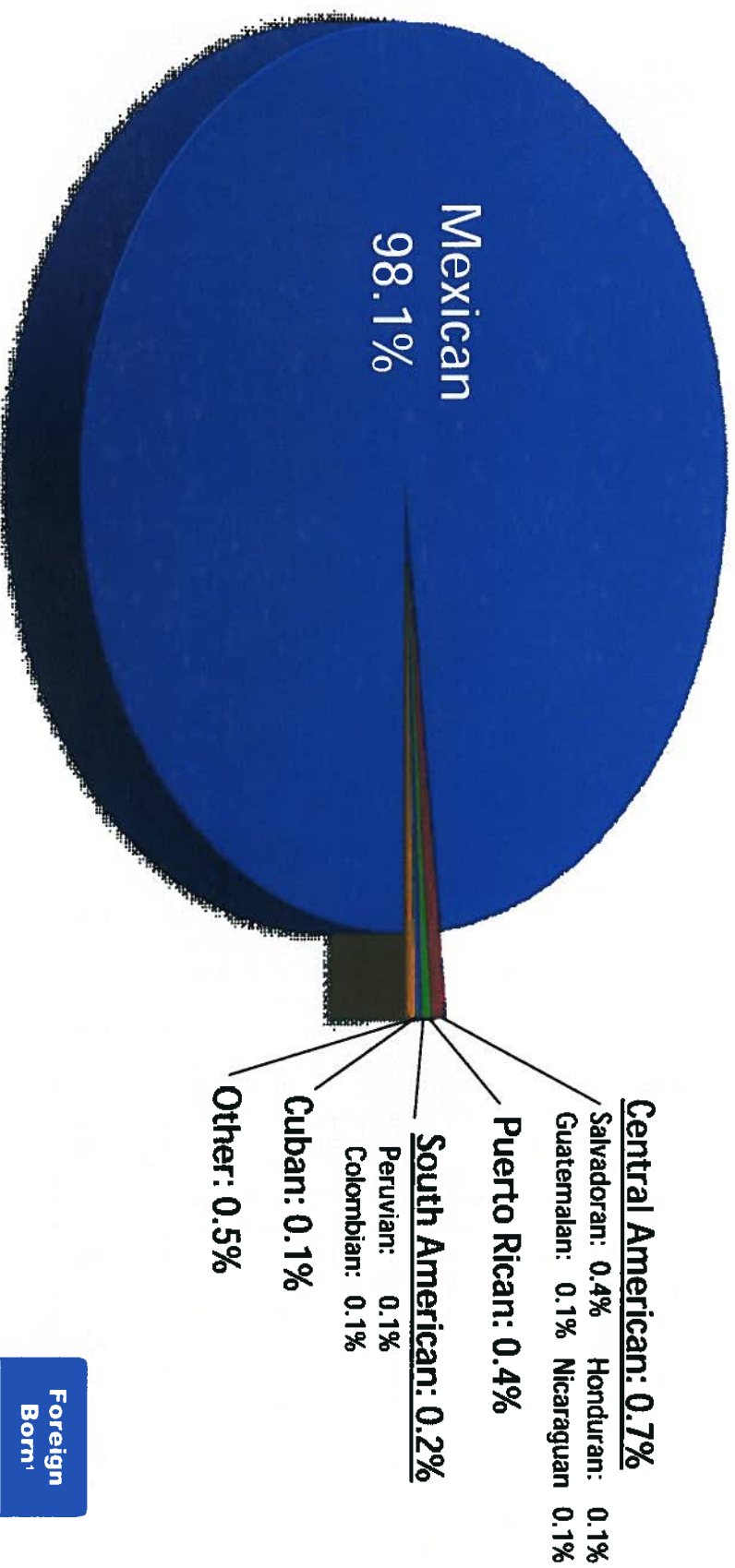
Hispanics in Fresno Outnumber Non-Hispanics... By Far

95% of the DMA's population growth is due to Hispanics!



Source: Geoscape. American Marketstream DataStream 2009 Series. Produced by the Geoscape® Intelligence System (GIS) "The data herein contained will be used exclusively for advertising/media decisions related to Univision. Any other use must be explicitly licensed from Geoscape."

Profile of Hispanics in the Fresno DMA



Source: Geoscape. American Marketstream DataStream Series. Produced by the Geoscape® Intelligence System (GIS) "The data herein contained will be used exclusively for advertising/media decisions related to Univision. Any other use must be explicitly licensed from Geoscape."

¹ Global Insights 2007 Hispanic Monitor

Hispanics are Younger and Have Larger Households



	Household Size	Median Age
Non-Hispanic	2.7	39
Hispanic	3.8	26

*Younger and larger households are more likely to be in the **acquisition** phase of life!*





Purchase Dynamics



RESERVES &
FINANCIAL

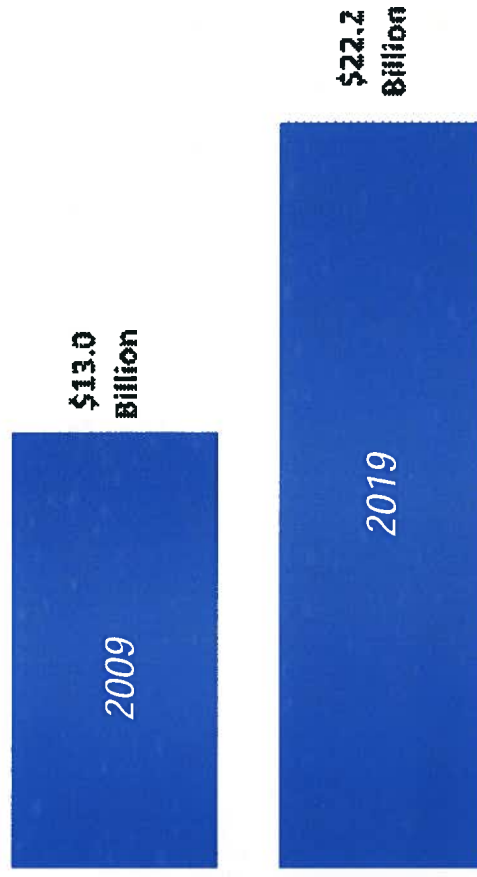


Confidential and Proprietary

Hispanic Consumer Spending is Projected to grow by 79%



10 Year Spending Projection



By comparison, consumer spending among Non-Hispanics is expected to grow by little over 43%





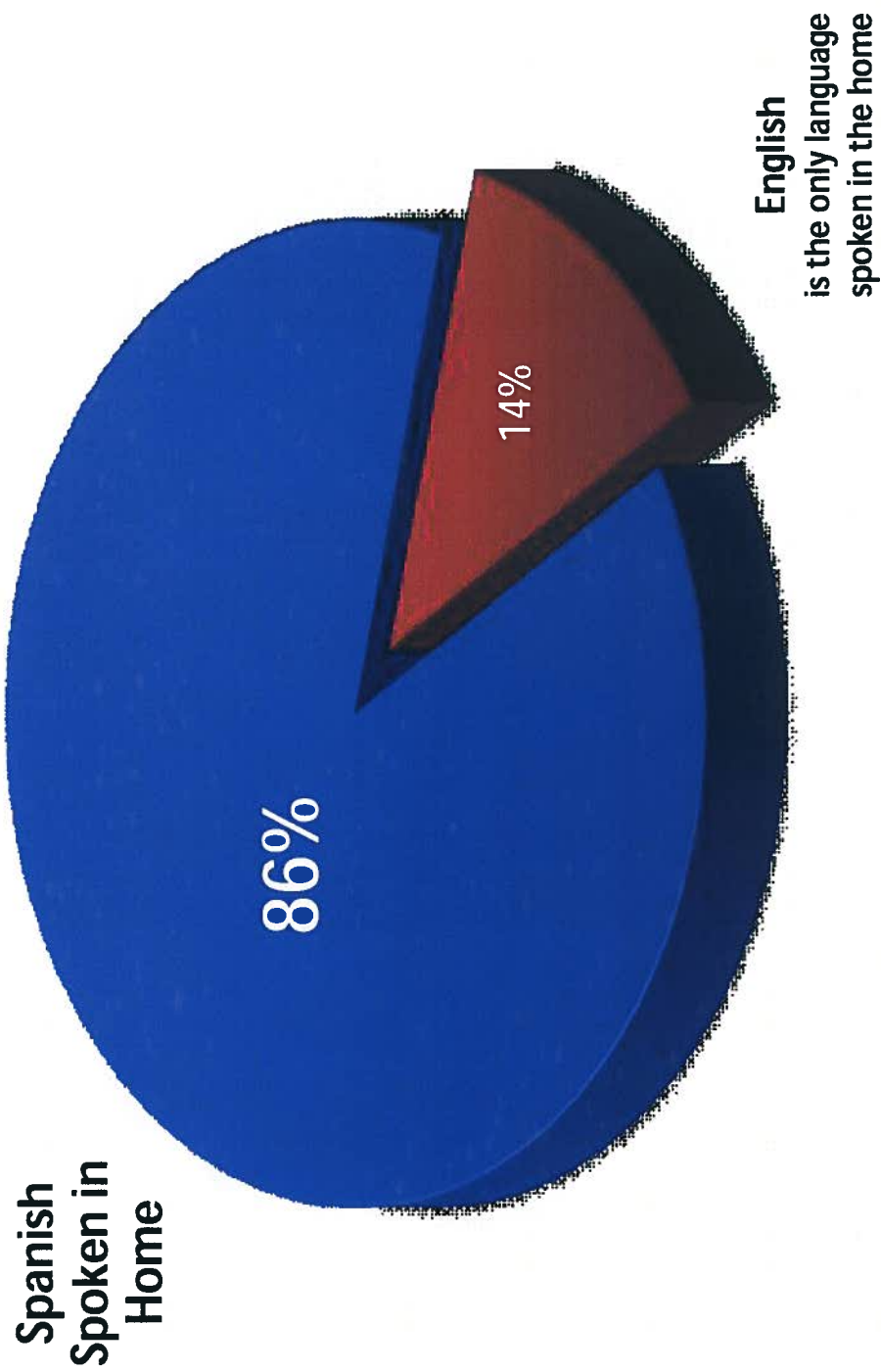
Spanish is Key to Effectively Reach Hispanic Families



DEPARTMENT OF
HEALTH AND HUMAN SERVICES



Spanish is Spoken in the Majority of Hispanic Homes



Source: Nielsen Universe Estimates, 2009-2010 for Fresno DMA

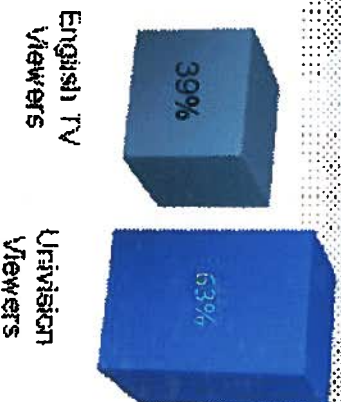




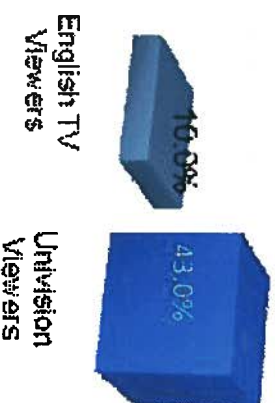
Ready to Engage With You

Univision Viewers are more receptive to your message...

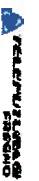
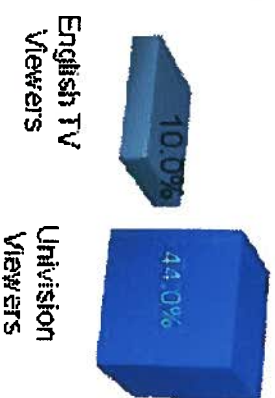
We Watch the Ads



We Talk About the Ads



We Purchase Because of Ads



Source: Simmons Market Research, an Experian Company, Univision Media Habits Study March 2007 (Base: Respondents 16-65)





Confidential and Proprietary



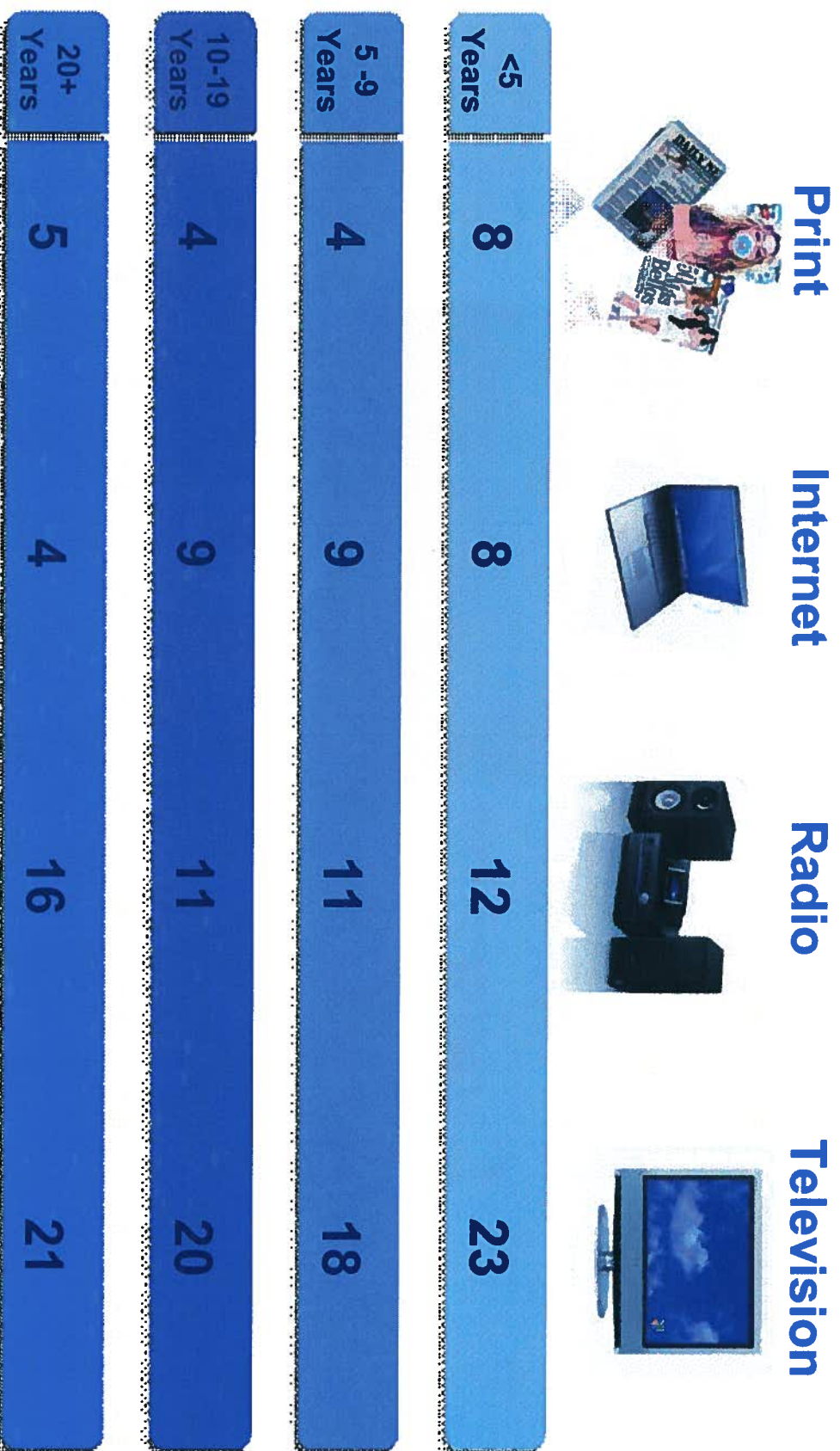
Media Landscape





Spanish Resonates Across Media Types, Regardless of Years of Residence

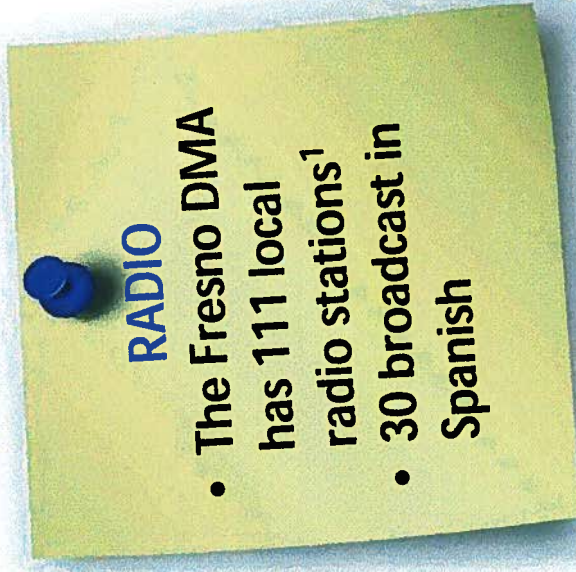
Number of Hours Spent per Week with Spanish-Language Media



Source: Simmons, 2007, Media Habits Study, # Hours Reflects Summary of Means

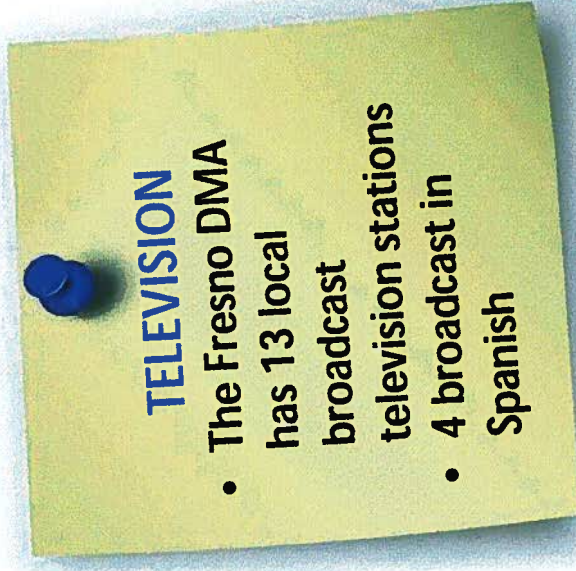


The Media Market is Fragmented



RADIO

- The Fresno DMA has 111 local radio stations¹
- 30 broadcast in Spanish



TELEVISION

- The Fresno DMA has 13 local broadcast television stations
- 4 broadcast in Spanish



Only one broadcaster efficiently reaches the market...



Source: Radiostationworld.com (February 2008);
¹Includes stations in the Fresno, Visalia-Tulare-Hanford, and Merced Metro areas

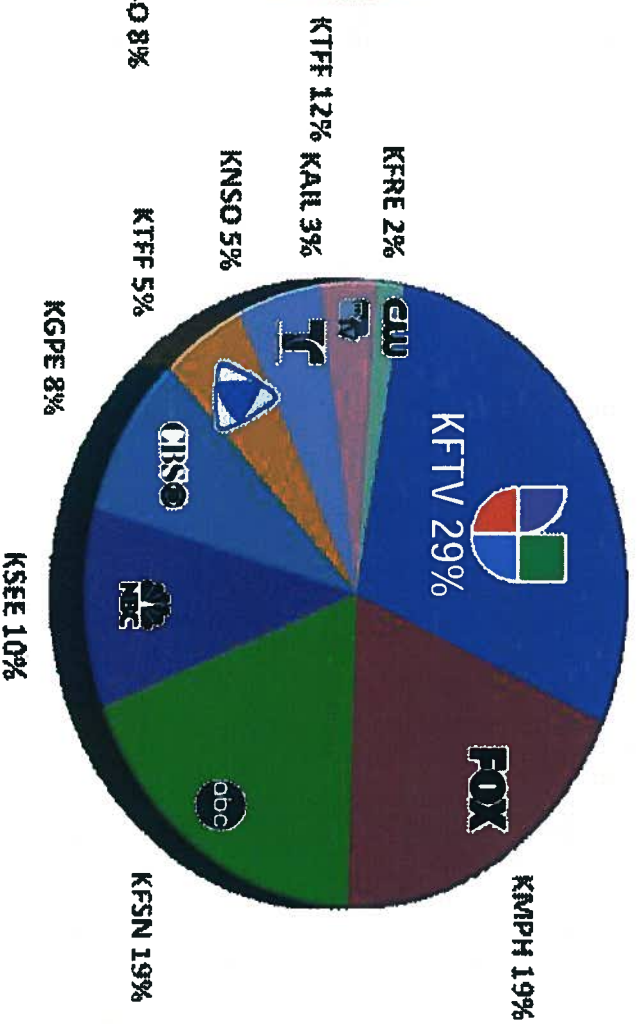
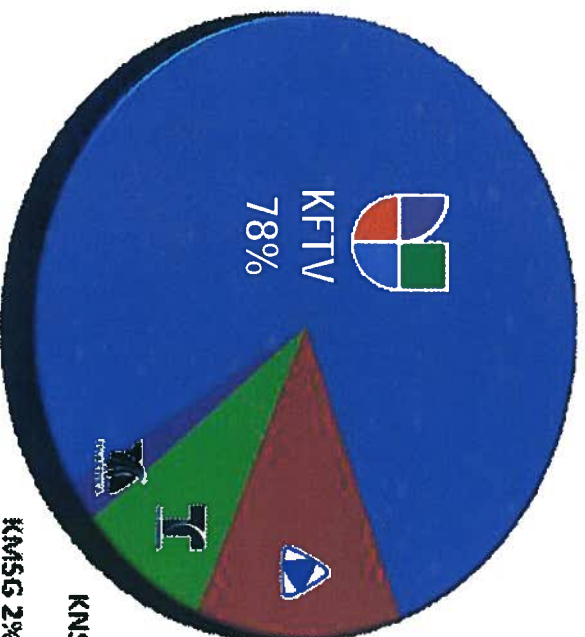




Univision is the Leading Station in Fresno

Number One Among
Spanish Broadcasters!

Number One Among all Stations-
Regardless of language!



NHI Share of Viewing Among Spanish-
Language Stations

NSI Share of Viewing



Source: Nielsen, NSI July 2009, M-Su/6A-2A, A18-49 Rtg



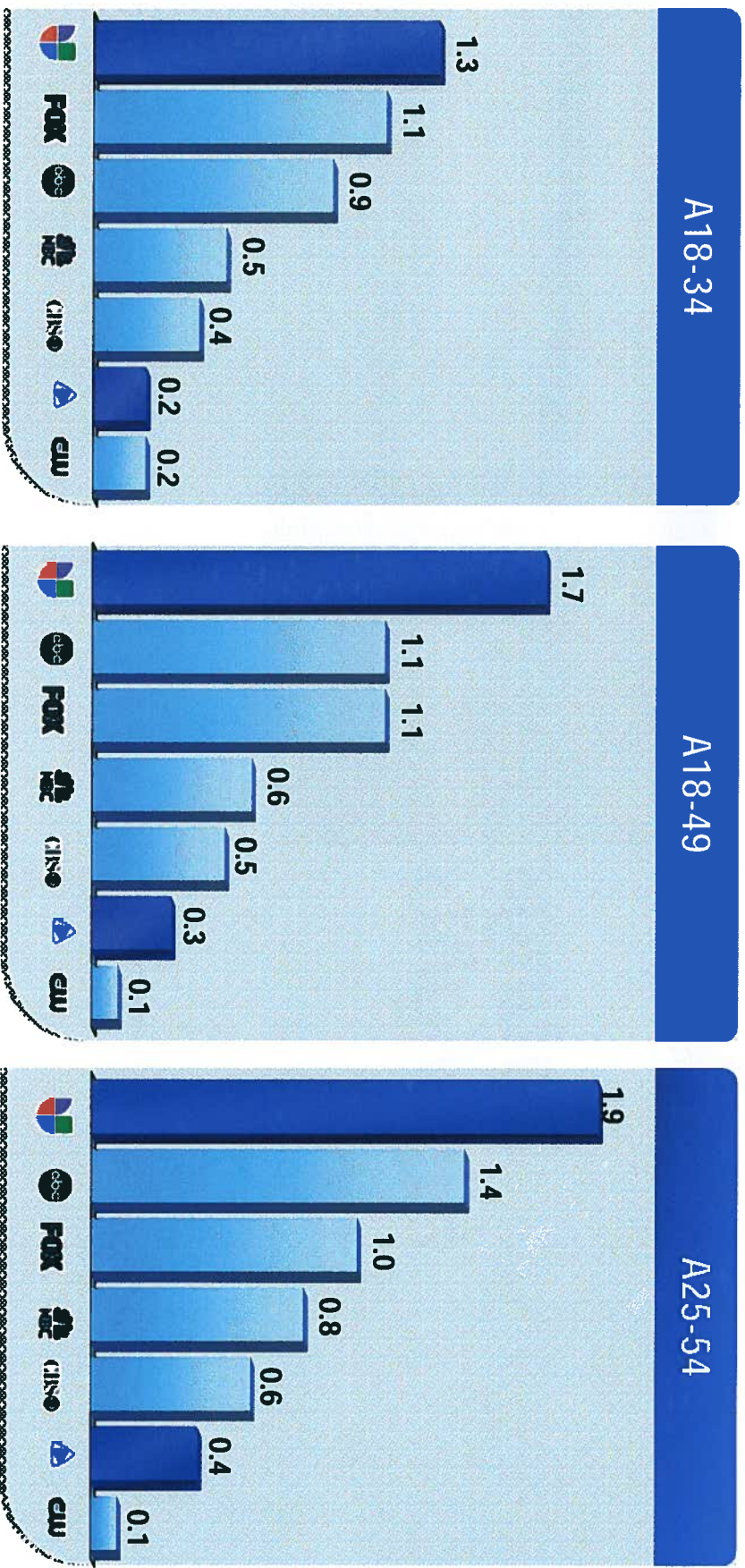


Ratings Highlights





The Highest Rated Station in Fresno *Regardless of Language!*



Number one in average ratings among key demos Sign-on to Sign-off

Source: NSI July 2009. Average time period ratings
Monday to Sunday, 6:00AM to 2:00AM

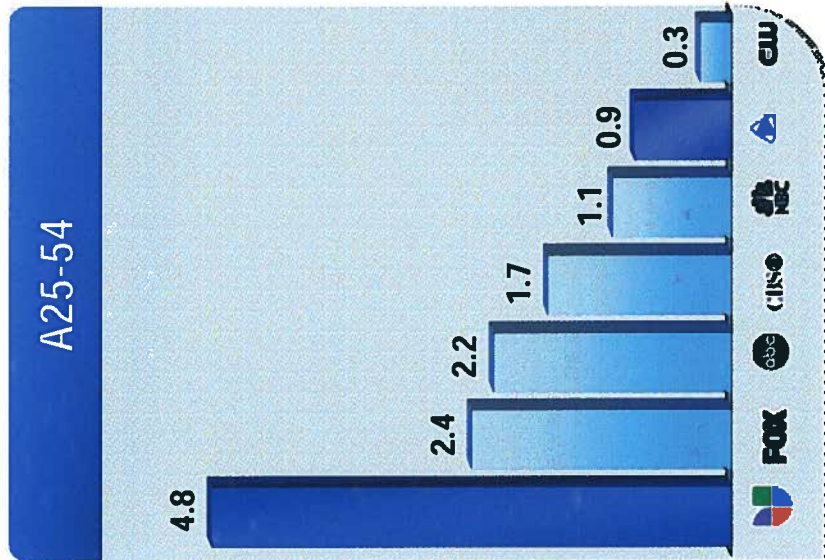
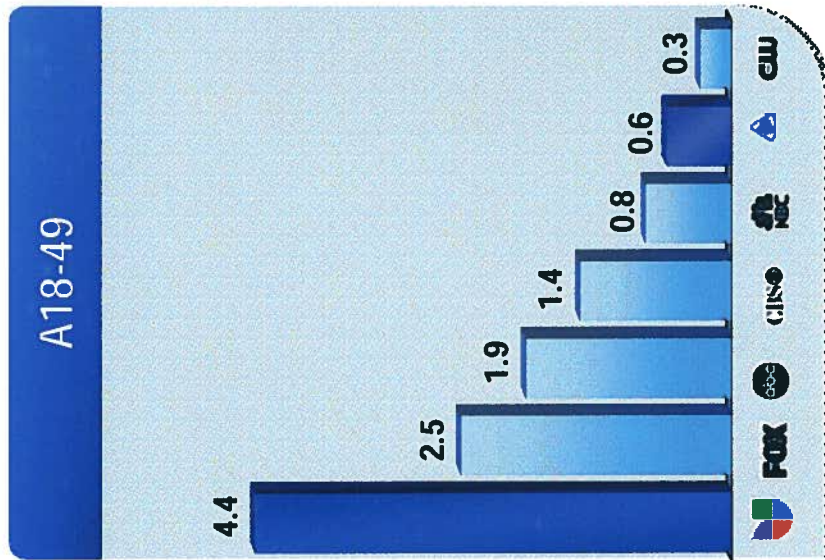
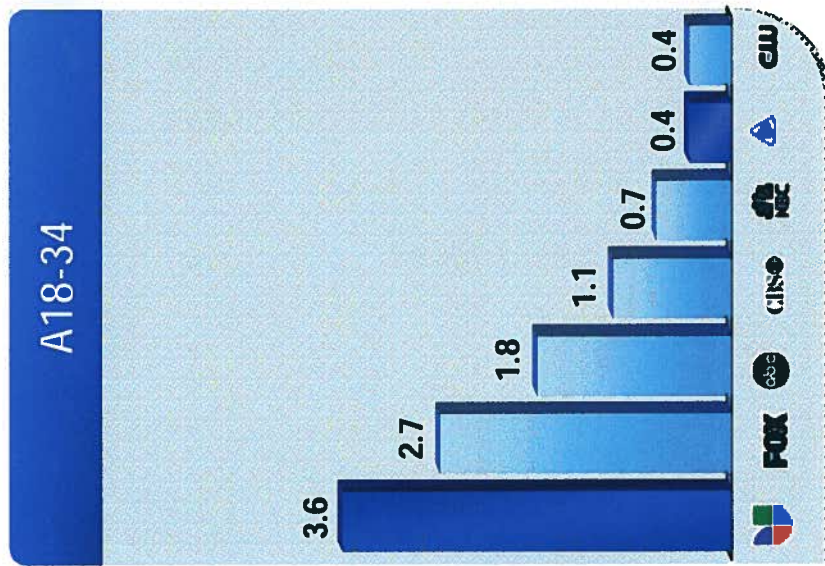


TELEVISION
FRESNO





Number One in Primetime!



Average primetime ratings



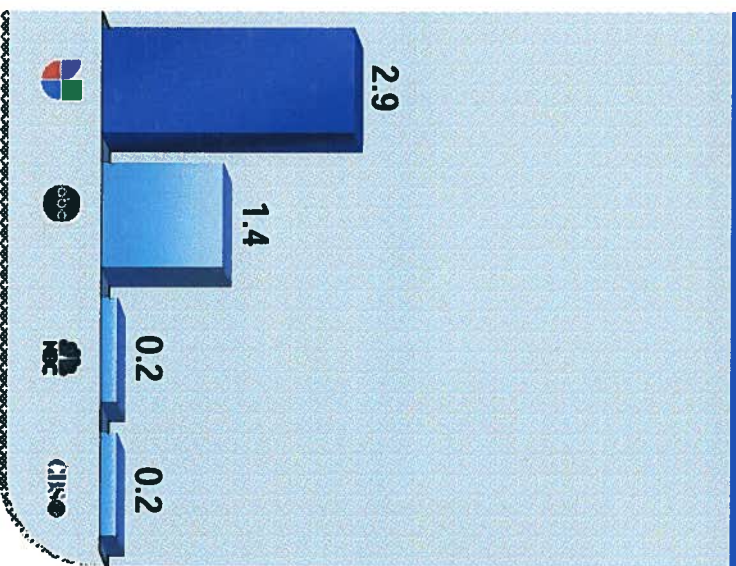
Source: NSI July 2009. Average time period ratings
Monday to Friday, 7:00PM to 10:00PM



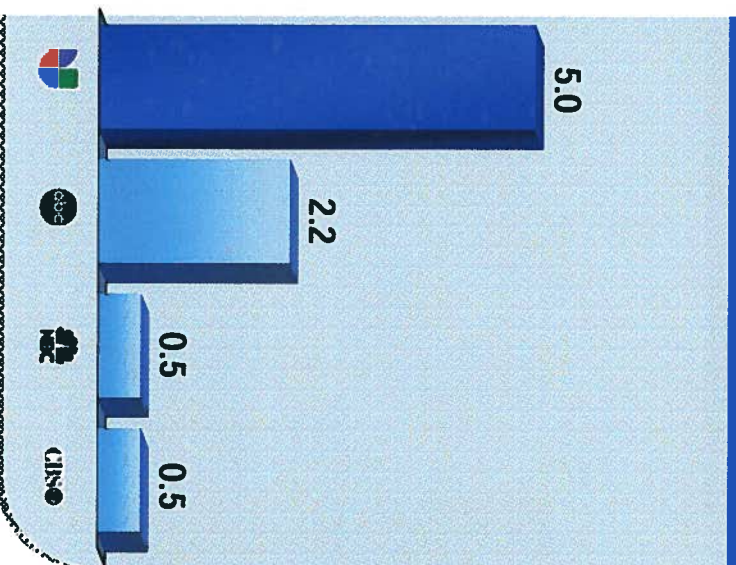


Number One *Early Newscast!*

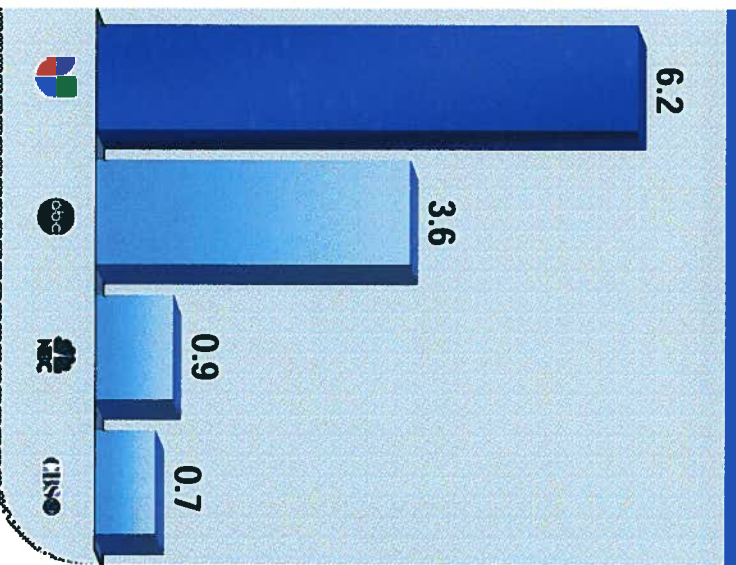
A18-34



A18-49



A25-54



Average ratings for 6PM Newscast

Source: NSI July 2009. Average time period ratings
Monday to Friday, 6:00PM to 6:30PM



TELEVISION & RADIO



KFTV Delivers Over 7 in 10 Top Rated Shows in Key Demos!



7

of the Top 10
Rated Programs
among A18-34

A18-34				
Station	Program	Day	Start	Average Rtg. Audience
KFTV	MANANA ES PARA SIEMPRE	Th	9P	8.1 39,600
KFTV	COPA ORO	Th	7P	6.5 31,800
KFTV	MANANA ES PARA SIEMPRE	M	9P	5.9 28,900
KFTV	MUJERES ASESINAS	Th	10P	5.3 25,900
KFTV	COPA ORO	Su	4P	5.0 24,500
KFTV	MANANA ES PARA SIEMPRE	W	9P	5.0 24,500
KMPH	HELLS KITCHEN	Tu	8P	5.0 24,500
KMPH	SO YOU THINK YOU CAN DANCE	W	8P	4.9 24,000
KMPH	COPS	Sa	830P	4.5 22,000
KFTV	UN GANCHO AL CORAZON	Th	915P	4.5 22,000

9

of the Top 10
Rated Programs
among A18-49

10

of the Top 10
Rated Programs
among A25-54

A18-49				
Station	Program	Day	Start	Average Rtg. Audience
KFTV	MANANA ES PARA SIEMPRE	Th	9P	8.2 69,300
KFTV	COPA ORO	Th	7P	6.7 56,600
KFTV	MANANA ES PARA SIEMPRE	M	9P	6.0 50,700
KFTV	MUJERES ASESINAS	Th	10P	5.6 47,300
KFTV	COPA ORO	Su	12N	5.5 46,500
KFTV	COPA ORO	Th	7P	5.3 44,800
KFTV	EN NOMBRE DEL AMOR	M	8P	5.1 43,100
KFTV	MANANA ES PARA SIEMPRE	W	9P	5.0 42,300
KFTV	NOTICIAS 21	M-F	6P	5.0 42,300
KMPH	HELL'S KITCHEN	Tu	9P	4.9 41,400

A25-54				
Station	Program	Day	Start	Average Rtg. Audience
KFTV	MANANA ES PARA SIEMPRE	Th	9P	8.2 60,800
KFTV	COPA ORO	Su	12N	6.8 50,500
KFTV	MANANA ES PARA SIEMPRE	M	9P	6.7 49,700
KFTV	COPA ORO	Th	7P	6.5 48,200
KFTV	NOTICIAS 21	M-F	6P	6.2 46,000
KFTV	NOTICIERO UNIVISION	M-F	630P	6.0 44,500
KFTV	EN NOMBRE DEL AMOR	M	8P	5.8 43,000
KFTV	MANANA ES PARA SIEMPRE	W	9P	5.7 42,300
KFTV	COPA ORO	Th	7P	5.6 41,600
KFTV	PREMIOS JUVENTUD	Th	8P	5.6 41,600



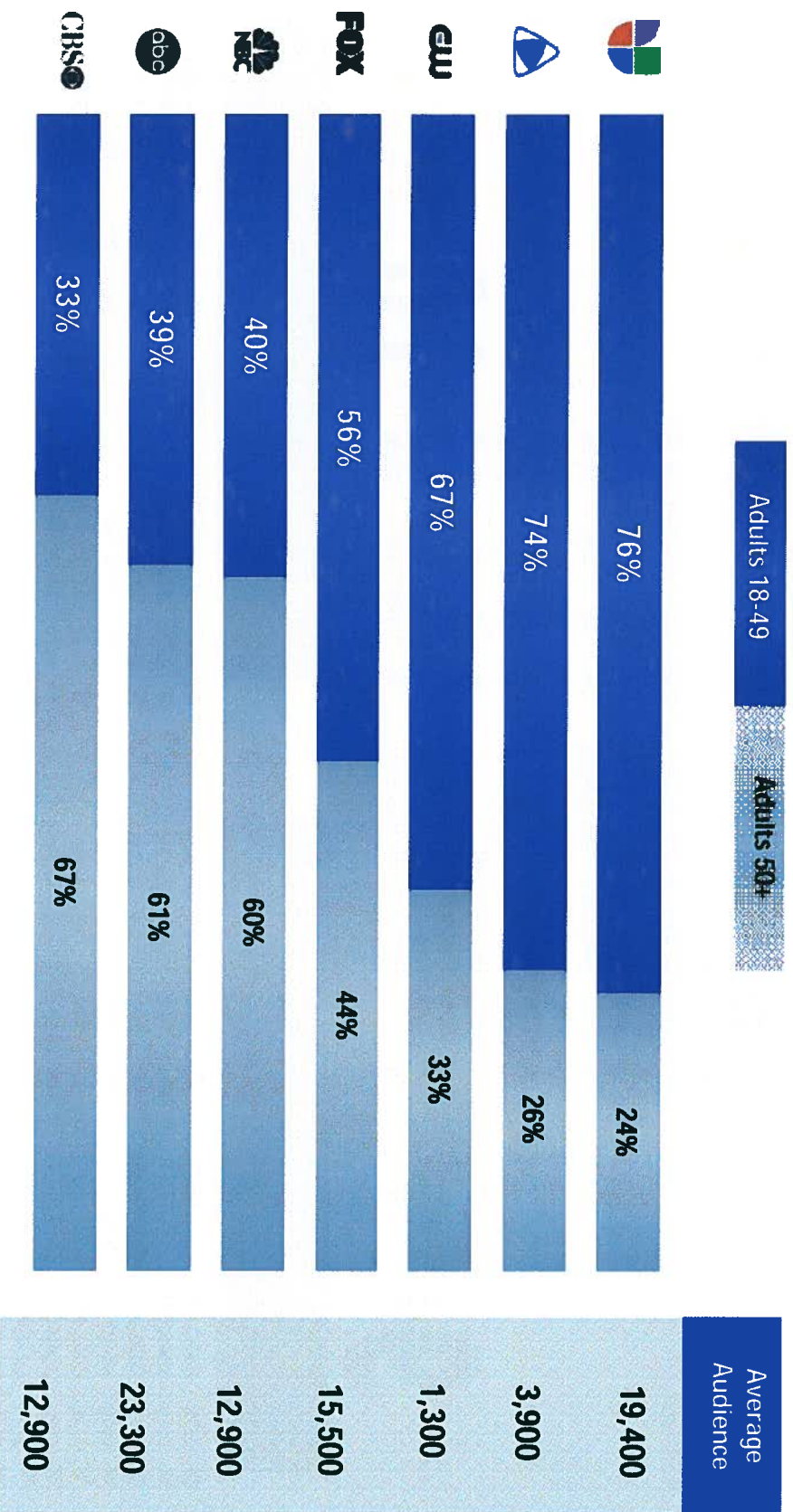
Source: NSI July 2009. Average program ratings, Highest rated programs





Univision & Telefutura Best Deliver Key Audience Demos

Audience composition of average ROS viewers 18+



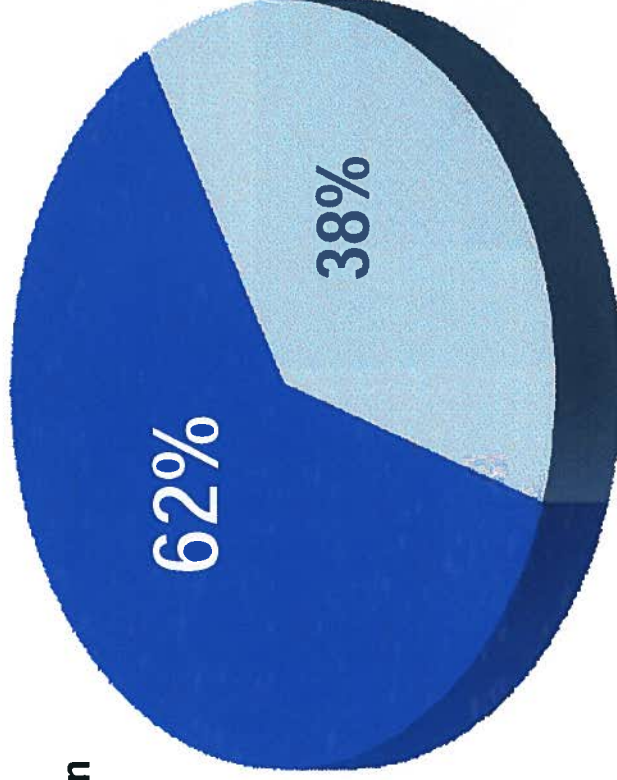
Source: NSI July 2009, M-F 6A-2A, Fresno



We Deliver an Audience **Not Reached** on English-Language TV!

2 in 3 viewers do not watch *ANY* English-language stations in the DMA

Watch *only* Univision
and/or Teletutura



Also watch
English-language stations
(KFSN, KSEE, KGPE, KMPH, KFRE and/or KAIL)



Profile of viewers to



and/or

A18-49



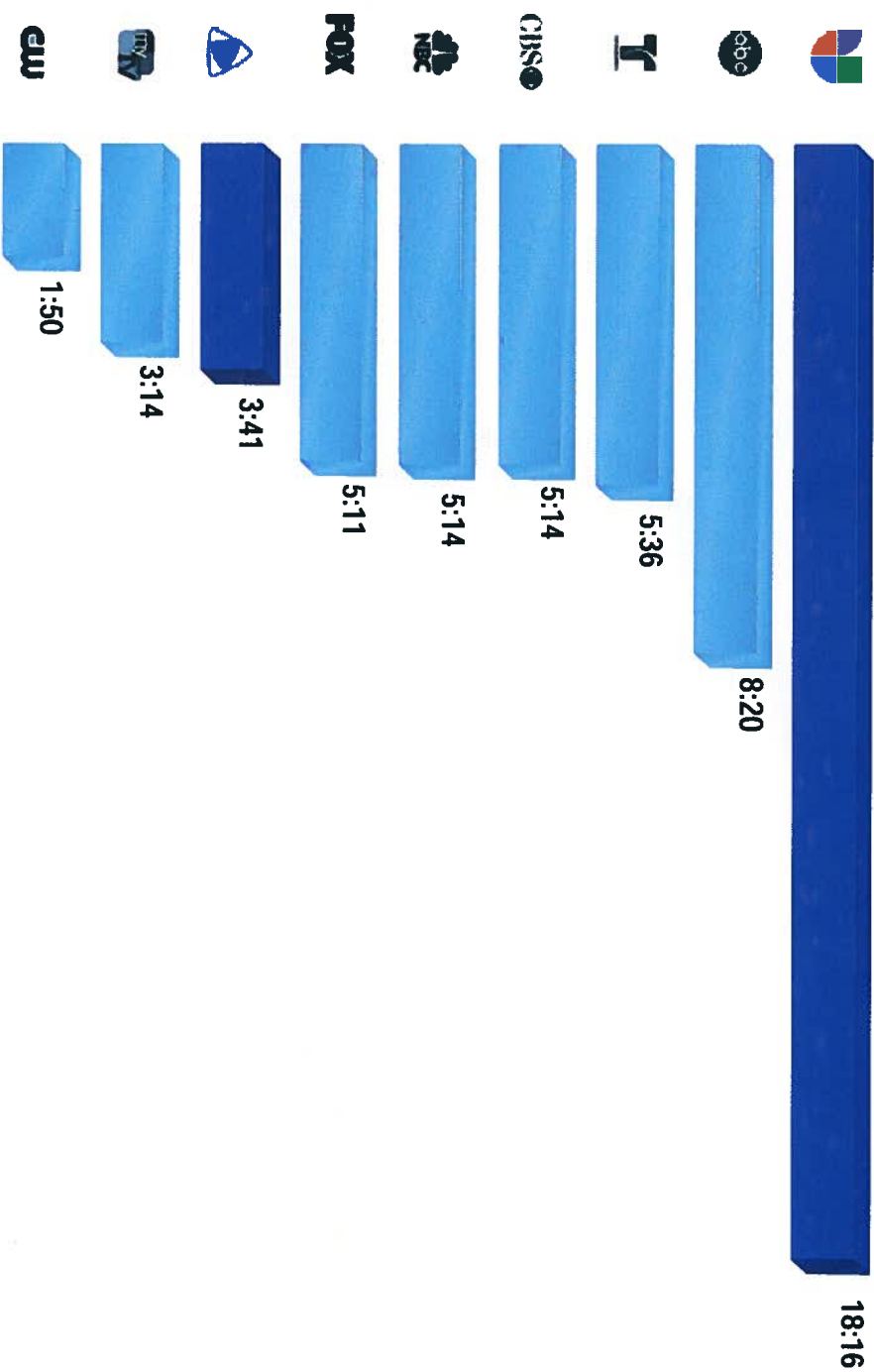
Source: NSI Nov 2008 Weekly Cume Analysis
Based on Weekly Cume Viewers, Monday to Sunday, 6:00 a.m. to 2:00 a.m.





Univision has the **Most Loyal Viewers**

Average hours spent viewing, per household per week



Source: NSI July 09; Su-Sa 5A-5A, HH, Fresno



Unique Local Marketing Opportunities

- Sponsorships and booth opportunities at popular local events:

					
Festival de los Niños en el Zoológico	Festival del Cinco de Mayo	Día de la Familia en el Zoológico	Fiestas Patrias	El Grito	Día de la Familia en la Feria de Fresno

- Integration with **Arriba Valle Central**, our popular local morning program, including in-show interviews with company representative:



- * Product integration
- * Promote events
- * Showcase new products and services
- * Direct response

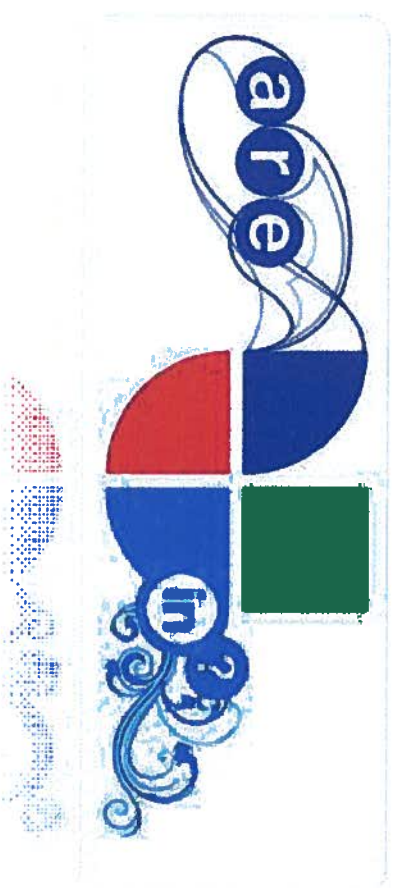
- Sponsorships of segments within "Noticias 21," Fresno's top rated newscast:

- * Weather
- * Sports
- * Financial report
- * Health and fitness





Thank You!



RESERVATIONS
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