

Council of Fresno County Governments

Golden State Corridor

Economic Development Infrastructure Improvements: Planning, Engineering, and Environmental Study



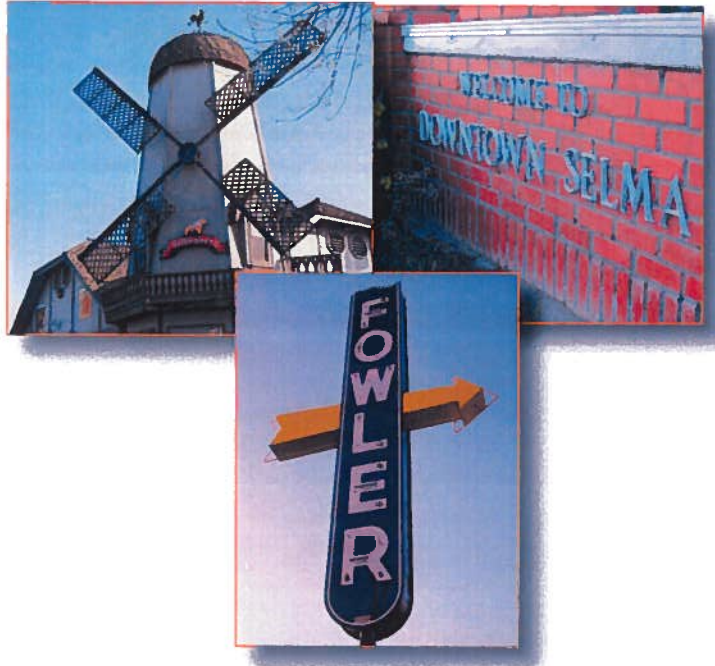
Great Communities. Healthy Environments. By Design.

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Golden State Corridor Economic Development Infrastructure Improvements

Overview

Fresno County and the cities of Kingsburg, Selma, and Fowler have been working collaboratively for a number of years to maximize the economic development potential of the Golden State Corridor. This Corridor contains the "Old Highway 99", a historic four-lane roadway that connects the three cities. The four jurisdictions, along with Council of Fresno County Governments (Fresno COG), have developed a common vision and goals for the Corridor that encompass the desires of the adjacent communities in the areas of land use, preserving the agricultural industry, protecting the environment, promoting tourism and recreation, encouraging and supporting economic development, and fostering new partnerships focused on economic success.



Since 2004, the Fresno COG's One Voice Delegation has taken the Golden State Corridor Economic Development Infrastructure project to Washington, D.C. to seek federal funding for this important project. Given the regional significance of this project, the Golden State Corridor is now the number one transportation issue for the 2010 delegation's trip to our nation's capitol in February 2010.

The vision and goals are presented in a document prepared by Chabin Concepts in 2003 (Appendix G). This *Community Vision for the Golden State Corridor* represents the "big picture" for the Corridor. It is the foundation for all other efforts in the Corridor, including the work in this proposal, which is the next significant step in the process of implementing the Golden State Corridor Vision.

Golden State Corridor Vision

"The Golden State Corridor is a safe and inviting place that provides employment opportunities for workers and residents of the Corridor communities. The Corridor is designed to complement our downtowns, protect our natural heritage and respect our agricultural heritage."

The three components of this proposal - **design guidelines, 30% design plans, and environmental documents** – combine to make up an important milestone along the path of making the Golden State Corridor a reality. Local Transportation Measure C remains a large part of the Corridor's financial strategy, but winning additional outside funding is essential to allow for the timely and consistent progress of the plan.

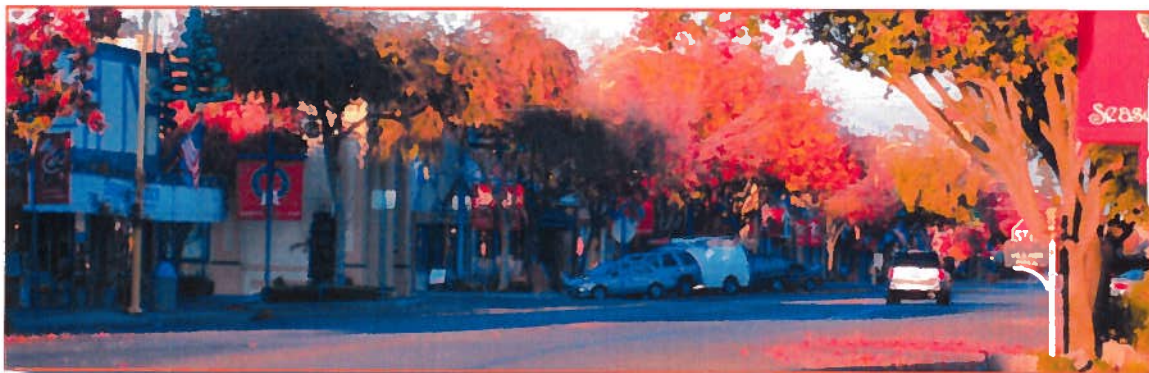
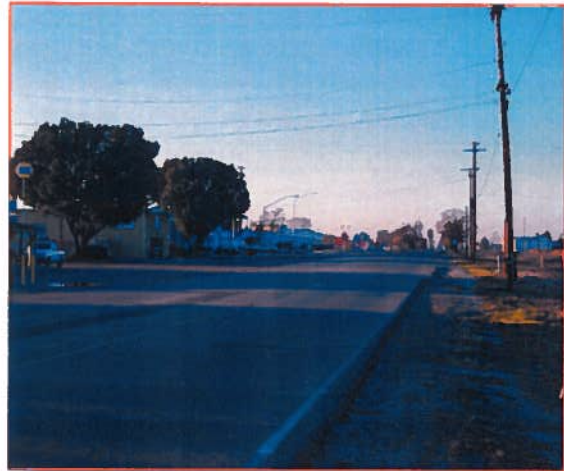
The completion of the Design Guidelines Manual and 30% drawings is a vital element to the success of the overall improvements to the Golden State Corridor. Their completion, along with the development of an environmental document, could potentially make this project eligible for a number of State and Federal funding programs.

Scope of Work

The proposed scope of work for this project is made up of three components: design guidelines, 30% design plans, and environmental documentation. The design plans are further defined into four subtasks: topographic survey, roadway design, intersection design, and cost estimates.

Golden State Corridor Goal

"To facilitate economic development and revitalization along the Golden State Corridor, creating a vibrant regional economic center where businesses can grow and thrive to the benefit of the whole region."

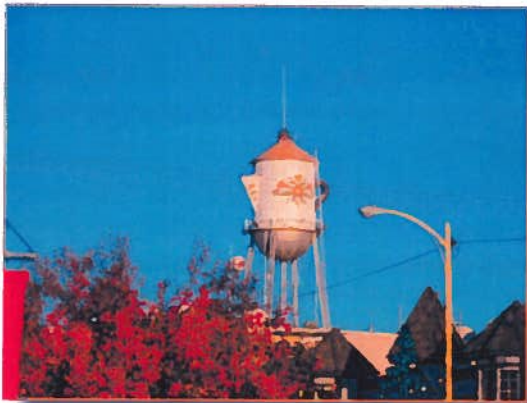


Approach and Team Strategy

The Quad Knopf Team will approach the Golden State Corridor project mindful of the high degree of importance that it has to the County and the local cities and recognizing that transportation enhancements such as this one help to boost local economies by:

This is truly a team that can build on the past vision, succeed in the present design effort, and prepare for future planning and construction.

- ◆ Creating an attractive environment to retain existing businesses and attract new ones.
- ◆ Enhancing the area's economic competitiveness.
- ◆ Establishing a coordinated system of guidelines for businesses to follow in order to maintain the long-term value and character of the Corridor.
- ◆ Promoting tourism, this will enhance nearby retail and hotel trade through an increased number of visitors to the cities in the Corridor.
- ◆ Capturing the potential for additional trail-based tourism.
- ◆ Providing a safe environment for motor vehicles, bicycles and pedestrians by slowing traffic through the corridor, especially at gateways, and intersections to promote walkability.
- ◆ Building a sense of pride for local communities to increase business recruitment.



The work to be performed under this project will serve as the bridge between the general vision and 100% construction documents. The team that has been assembled was chosen specifically both to build on past efforts and to creatively look forward to future steps. **Because of their intimate knowledge of previous efforts, Chabin Concepts will ensure that the team is correctly building upon the goals and vision that has previously been established.** Quad Knopf, Project Design Consultants (PDC), and VRPA bring the key specialties of civil engineering and surveying, urban and landscape design, traffic engineering, and

environmental document preparation. TRC will provide an internal peer review for the civil design and cost estimates to ensure the quality and correctness of those plans and to provide familiarity and continuity that will be beneficial to potential future stages of design work.

This multi-talented team approach combines the best of local expertise and understanding of our communities with ideas from outside the Valley and experience with large transportation projects. Following is a more detailed description of our Project Team and what each one brings to the project.

Golden State Corridor



Quad Knopf - project management; topographic surveying; roadway engineering design; landscape irrigation design; utility/railroad coordination; cost estimating; environmental documentation.

Quad Knopf provides local expertise related to the cities in the region. We are very familiar with the Cities of Selma, Kingsburg, Fowler, and surrounding Fresno County, and we know the Golden State Corridor very well. Some of our employees live in these communities; most have visited, worked, shopped and participated in local events. We understand the particular

challenges for businesses in the Central Valley and what their needs are; we've been working for the Valley for over 37 years. Our diverse suite of specialty disciplines, such as policy planning, engineering, landscape architecture, environmental planning, biology, and project management provide the Fresno COG with a true collaborative approach towards the completion of the project.

We have also committed our past time and efforts to help make this project a reality. For five years now, Quad Knopf senior staff has traveled to Washington, D.C. as part of the Fresno COG One Voice delegation to help lobby for Federal funding for this project. We "get" why this project is so important to the economic well-being of the region and we want to work with you to make it a reality.

Chabin Concepts - coordination with past visioning efforts; innovations for funding strategies.

The Request for Proposals states very clearly how critical it is to build on past efforts, specifically the *Community Vision for Golden State Corridor* prepared in 2003 by Chabin Concepts. For that reason, Chabin Concepts has been included on our team to provide that critical link between past work and this current effort. Chabin can provide our team with the key insights and experiences from the visioning process and the goals that were agreed upon through the many community meetings and decision-making sessions. In this way we ensure that past efforts are accurately carried forward into the design phase of the project.

Project Design Consultants (PDC) - design guidelines; roadway and intersection landscape and urban design concepts

We have worked with PDC numerous times, and we know that they have a unique ability to build excitement about projects. They know how to help people understand and visualize what they see on paper. This gives the project special energy, and reminds people that this is about true renewal and revitalization, not just another road project.

VRPA - roadway traffic design; intersection design; noise, air, and technical traffic studies

VRPA is another local firm that understands the needs of the region. They combine this understanding with the technical skills in roadway design and the related traffic, air, and noise components. Perhaps more importantly, they know how to listen to the community and take cues from designers like Chabin Concepts and PDC.

TRC - peer review; coordination and planning for future efforts

Just as Chabin Concepts will provide a critical level of continuity from past efforts, TRC will provide continuity for future efforts. TRC brings a wealth of experience with transportation projects and understands, like the rest of us, the relationships between a roadway and economic revitalization. For a number of years, Quad Knopf has partnered with TRC on major transportation facilities, sometimes with TRC as the prime, and sometimes with Quad Knopf in that role. A tested and proven working relationship brings the strength of a well balanced team to the project and positions this same team to pursue an uninterrupted transition to the next stage of final plans should the COG desire to go forward in that way. TRC has been included as a peer reviewer of the engineering designs and cost estimates, in order to prepare for and provide that important need for continuity.

