

MEMORANDUM

TO: Jesse Brown, Merced County Association of Governments
Tom Webster, Fresno Council of Governments

FROM: Ted Holzem, Mintier Harnish

DATE: May 5, 2010

SUBJECT: **SJVBR: Draft Scope of Work--Engaging the Regional Policy Council and Stakeholders in the Blueprint Roadmap**

CC: Barbra Steck, Fresno Council of Governments
Jim Harnish, Mintier Harnish
Larry Mintier, Mintier Harnish
Carol Whiteside, CW Consulting
Jessica Law, Mintier Harnish

At your request, Mintier Harnish is submitting this draft scope of work and preliminary budget estimate based on the discussion during our meeting with you on April 27, 2010. At that meeting, you relayed concerns that have been expressed about the limited involvement of the Regional Policy Council (RPC) in the Blueprint Roadmap project and the lack of an established Valleywide institutional sponsor for Blueprint implementation. In order to validate and garner support for Blueprint implementation, more opportunities are needed to: 1) involve the RPC in the Blueprint Roadmap development; 2) educate the RPC on the positive benefits of Blueprint implementation; 3) build RPC ownership of the Blueprint; and 4) define a Valleywide institutional sponsor for Blueprint implementation.

You also identified a need to include specific stakeholder outreach (e.g., developer/builder and agricultural interests) as part of the Blueprint Roadmap. In order to ensure that the Blueprint is accepted and implementation is supported, developer/builders and agricultural interests need to be included in the development of the Blueprint Roadmap.

We have identified several possible efforts in response to our discussion:

- 1. Focused RPC Members and Stakeholder Meetings.** Conduct a series focused meetings over six-to eight days in June 2010 in each of the eight Valley counties. We would meet with individual RPC members and other selected stakeholders in the respective counties for candid discussions about the Blueprint, the Roadmap project, and other issues facing the Valley. We would also

use these meetings as an opportunity to encourage participation in the Blueprint Roadmap project and the RPC meetings and stakeholder meetings (see below).

2. RPC Meetings. Conduct two RPC meetings in June and September:

- a) *Project Overview and Issues Identification (June).* At this meeting, we would provide an overview of the Blueprint Roadmap project, describe RPCs role in the project, and engage RPC members in a discussion about the issues facing the Valley that should be addressed in the Blueprint Roadmap.
- b) *Status Report (September).* At this meeting, we would update the RPC on the status of the Blueprint Roadmap project (and present any available draft work products) and facilitate a discussion about institutional roles and responsibilities for Blueprint implementation.

3. RPC Sponsored Bus Tour. Assist FCOG staff plan and conduct a RPC-sponsored bus tour in August that is also open to Valley decision-makers, planners, and other select stakeholders. The purpose of the tour is to educate participants on the types of development the Valley could achieve through Blueprint implementation.

4. Stakeholder Meetings. Conduct two stakeholder meetings in July:

- a) *Developer/Builder Stakeholder Meeting.* At this meeting, we would engage key Valley developer/builder stakeholders in a discussion about what it will take to implement the Blueprint from the private sector perspective.
- b) *Agricultural Stakeholder Meeting.* At this meeting, we would engage key Valley agricultural stakeholders in a discussion about what it will take to implement the Blueprint from the agricultural industry perspective.

Preliminary Budget Estimate for Discussion

Task	Mintier/ Harnish	Holzem	Whiteside	Hours	Cost
1 Focused RPC Member/ Stakeholder Meetings	24	24	24	72	\$13,200
2 RPC Meetings	16	24	16	56	\$9,840
3 RPC Sponsored Bus Tour	24	24	16	64	\$11,400
4 Stakeholder Meetings	16	24	16	56	\$9,840
Total Hours	80	96	72	248	-
Billing Rates	\$195	\$130	\$225	-	-
Direct Expenses	-	-	-	-	\$1,500
Total Cost	\$15,600	\$12,480	\$16,200	-	\$45,780

We look forward to discussing this scope of work and continuing to work with you on this important project.