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ANNOTATED AGENDA

TRANSPORTATION TECHNICAL COMMITTEE

Date: Friday, July 9, 2010
Time: 8:30 a.m.

POLICY ADVISORY COMMITTEE

Date: Friday, July 9, 2010
Time: 10:00 a.m.

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*
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Transportation Technical Committee

The Transportation Technical Committee (TTC) will consider Items I – V prior to the Policy Advisory Committee (PAC) Meeting. This portion of the meeting is scheduled to begin at 8:30 a.m.

I. PUBLIC PRESENTATIONS

This portion of the meeting is reserved for persons wishing to address the TTC on items within its jurisdiction but not on this agenda. **Note: Prior to action by the TTC on any item on this agenda, the public may comment on that item. Unscheduled comments may be limited to 3 minutes.**

II. 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. TTC/PAC Executive Minutes of June 11, 2010

B. FY 2010-11 Transportation Funding Claims – [FAWCETT]

Summary: FY 2010/11 Transportation Development Act Claims. The amounts claimed for Local Transportation Funds (LTF) funds are:

Jurisdiction:	LTF Fund:
City of San Joaquin	\$ 122,763
City of Reedley	\$ 790,889
City of Fowler	\$ 173,817

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

Action: Staff recommends approval of the funding claim by adopting Resolutions 2010-23, 2010-24 and 2010-25.

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

C. State Controller's Office Release: State Transportation Administration Funding Increase by \$261,128 [FAWCETT]

Summary: The State Controllers Office has issued instructions for member agencies that they will release \$399,984,000 in State Transit Assistance on June 25, 2010. The new amount is \$5,920,063, which is \$261,128 more than the previous estimate used in May to establish the 2010/11 claims. These new amounts and differentials are enclosed in your package, and have been provided to the rural cities and transit agencies financial staff for review and incorporation into the 2010/11 TDA claims for submission. TDA claims that have already been adopted and submitted, will undergo administrative adjustments to reflect the higher STA amount.

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

D. 511 Memorandum of Understanding [SOBRADO]

Summary: For over three years now, the Fresno COG along with the other seven Valley Regional Transportation Planning Agencies (RTPAs) including Kern, Kings, Tulare, Madera, Stanislaus, Merced, and San Joaquin have been working to implement a traveler information system or 511 system for the San Joaquin Valley. In 2009, the eight Valley RTPAs signed a memorandum of understanding (MOU) with the Sacramento Council of Governments (SACOG) to provide traveler information services for the San Joaquin Valley. As of this writing, SACOG was still in the process of working with Verizon and AT&T to resolve some contractual terms in order to switch service to the San Joaquin Valley. This service was provided to the participating Valley RTPAs at no cost.

In mid 2009, Caltrans District 6 approached Fresno COG with close to \$1,000,000 in funding to help build out a traveler information system for the San Joaquin Valley. These funds came as part of a grant that Caltrans District 6 had received in order to set up a fog early detection system along a sixteen mile stretch of roadway along SR 99 in the Southern part of Fresno County. Over the course of the year, the \$1,000,000 in funding was reduced to around \$300,000 which is being used to build a 511 website for the San Joaquin Valley in addition to purchasing the computers to host the website. The City of Fresno is providing in-kind services in the form of hosting of the website for a period of three years. The result is a website being provided to participating RTPAs at no cost through June 30, 2013. Thereafter, participating RTPAs will be responsible for the operating costs associated with the SJV 511 website.

To guide and oversee the SJV 511 website, participating RTPAs are entering into a Memorandum of Understanding called 'SJV 511'. A main function of this 'entity' is to secure funding for future development of the SJV 511 system. However, participating members have the option to opt out of the SJV 511 should funding not be secured within the designated timeline.

It is anticipated that the SJV 511 website will be released in the early part of July 2010. Please direct questions to Todd Sobrado.

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

E. Caltrans Report [CALTRANS]

Summary: A written report will be distributed at the meeting.

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

III. TRANSPORTATION ACTION / DISCUSSION ITEMS

A. Subsequent Environmental Impact Report (SEIR), 2011 Regional Transportation Plan (RTP) - Resolution 2010-09 [THOMPSON]

Summary: The Regional Transportation Plan (RTP) consists of policy, action, climate change, financial, public participation, and environmental elements. The Subsequent Environmental Impact Report (SEIR) serves as the RTP's environmental element. Since certification of the previous RTP EIR in May 2007, new projects have been included in the 2011 RTP, the timing of those projects has changed, and other changes have occurred. As a result of these changes, rather than prepare a complete new EIR, Fresno COG was able to use the previous EIR and update/change sections to address RTP project changes, as well as greenhouse gas/global warming (Climate Change) and other changes. Consequently, consistent with California Environmental Quality Act (CEQA) regulations, a new programmatic Subsequent EIR for the RTP was developed. The SEIR evaluates and identifies strategies to avoid or mitigate potentially significant environmental effects of the Plan.

The Draft SEIR was made available for a 45-day review and public comment period beginning on April 30, 2010. The Draft SEIR was mailed to interested stakeholders, the State Clearinghouse, and made available on the Fresno COG website. A public hearing was held on May 27, 2010. Comments were received from the U.S. Army Corps of Engineers, the California Energy Commission, the Tehipite Chapter of the Sierra Club, Tom Krazan, Central Transit and Development Corp., U.S. Environmental Protection Agency Region IX, Caltrans, FHWA, and Fresno County Department of Public Health. Included in your packet, is a compilation of the SEIR comments received and the responses to those comments. Once finalized in mid-July, the Subsequent EIR, 2011 RTP, 2011 FTIP, and Conformity Analysis will be posted to the COG website and provided on disc to committee members.

Action: Staff recommends certification of the final Subsequent Environmental Impact Report by approval of Resolution 2010-09.

B. 2011 Regional Transportation Plan (RTP), 2011 Federal Transportation Improvement Program (FTIP), and Conformity Analysis – Resolution 2010-10 [THOMPSON, GARZA, DAWSON]

Summary: On April 30, 2010, Fresno COG released the draft Regional Transportation Plan (RTP), Federal Transportation Improvement Program (FTIP), and Conformity Analysis for a 45-day review and public comment period. Comments were received up to and including the June 14, 2010 end of the review and comment period and a public hearing was held on May 27, 2010. The Policy Board is scheduled to adopt the RTP and related documents on July 29, 2010.

Draft Regional Transportation Plan (RTP): The 2011 RTP represents the long range planning vision for Fresno County's regional transportation system through the year 2035. A new addition to the RTP is the inclusion of a Climate Change Element. This Element affirms Fresno COG's support of efforts to address greenhouse gas emissions and identifies strategies, many of which are already in process, to reduce emissions. The RTP will not, however, address requirements of SB 375, specifically the inclusion of a Sustainable Community Strategy. An SCS cannot be developed until the greenhouse gas emissions targets have first been established and that will not occur until September 30, 2010, after the date by which the RTP must be adopted. Fresno COG will fully comply with SB 375 in the 2014 RTP, the first RTP to follow establishment of the final regional targets. The RTP addresses requirements of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU).

Federal Transportation Improvement Program (FTIP): The 2011 FTIP is the incremental implementation of the long-range Regional Transportation Plan, providing for a four-year programming of projects. It includes new projects and updates to other projects.

Conformity Analysis: An air quality conformity analysis is required in nonattainment areas to ensure that transportation plans, programs and projects do not conflict with the State Implementation Plan's (SIPs) process to attain the National Ambient Air Quality Standards. The Conformity Analysis for the 2011 RTP and 2011 FTIP demonstrates that all of our adopted transportation plans and programs are in conformance with the rules for the applicable air quality standards.

Comments were received from the U.S. Army Corps of Engineers, the California Energy Commission, the Tehipite Chapter of the Sierra Club, Tom Krazan, Central Transit and Development Corp., U.S. Environmental Protection Agency Region IX, Caltrans, FHWA, and Fresno County Department of Public Health. Included in your packet, is a compilation of the RTP comments received and the responses to those comments. Comments and responses related to the 2011 FTIP will be handed out at the meeting. Once finalized in mid-July, the Subsequent EIR, 2011 RTP, 2011 FTIP, and Conformity Analysis will be posted to the COG website and provided on disc to committee members.

Action: Staff recommends adoption of the 2011 Regional Transportation Plan, the 2011 Federal Transportation Improvement Program, and the Conformity Analysis by approval of Resolution 2010-10.

C. Measure C Amendment #1 [VEENENDAAL]

Summary: As you are aware, the Fresno Works Expression of Interest for the California High-Speed Rail Heavy Maintenance Facility committed \$25 million in Measure C Funding to be used by the High-Speed Rail Authority for site acquisition, infrastructure, utilities and/or construction of a Fresno County facility. To accomplish redirection of funds from established Measure C subprograms, an amendment to the Measure C Expenditure Plan is required. The amendment process is a two step process that requires public noticing and formal public hearings on the Plan Amendment by both the Fresno COG and the Fresno County Transportation Authority.

In November 2009 the Fresno COG Policy Board unanimously voted to approve initiation of the amendment process. Amendment #1 to the Measure C Extension Expenditure Plan is included in your packet for review, as well as a timeline for the amendment process. Amendment #1 to the Fresno County Measure "C" Expenditure Plan transfers \$25 million from the 2006 Measure "C" Expenditure Plan's Alternative Transportation Program to a newly created Measure "C" High-Speed Rail Facilities Program. These funds would be used to provide capital for a variety of uses associated with development of the High-Speed Rail Maintenance Facility.

Initiation of the 45-day public review and comment period commenced on July 9, 2010, and will conclude on August 22, 2010.

Action: Approve the enclosed Measure C Amendment #1, forwarding it to be reviewed and approved by the Fresno COG Policy Board.

D. Blueprint Update [STECK]

1. Blueprint Executive Forum on June 25th

Summary: The Great Valley Center assisted the Valley RTPAs to convene a second Blueprint Executive Forum on June 25th in Fresno. David Hosley, President of the Great Valley Center, provided a report on the event. Eighty local elected officials and managers of transportation planning organizations in the San Joaquin Valley gathered in Fresno on June 25th to be briefed on the implementation of the San Joaquin Valley Blueprint adopted in 2009 as a framework for growth in the Valley as its population doubles over the next 40 years.

The growth principles and housing density and transportation mix goals adopted in the blueprint are now guiding cities and counties in the Valley as general plans are updated. Attendees from Kern County to San Joaquin County heard details about a "toolkit" being developed to help local planners access more than two dozen resources, including model ordinances and other examples of ways in which communities can grow while improving quality of life for residents. Plans are also being made to raise the profile of the San Joaquin Valley Blueprint to those whose work will be impacted by implementation, including developers and agribusiness.

The new chair of the San Joaquin Valley Regional Policy Council, Mayor Bill Spriggs of Merced, was introduced along with the new chair of the San Joaquin Valley COG Directors, Tony Boren, Executive Director of the Council of Fresno County Governments.

Martin Tuttle, Deputy Director of Planning and Modal Programs for the California Department of Transportation, reported that 17 of the 18 regional transportation planning organizations in the state have completed blueprint planning projects, and suggested that a new era is being entered that will integrate the regional plans into a blueprint for all of California. Tuttle expects the California Interregional Blueprint to be in draft form by September.

Robert Grow, chair of Envision Utah, drew comparisons between the San Joaquin Valley transportation and land use planning and other regional planning efforts across the country, including the one he led more than a decade ago in Utah. He pointed out that the San Joaquin Valley will continue to grow rapidly because it is a good place to live, and sits between the "NorCal" region and the "SoCal" region in discussions about the United States becoming a collection of "mega regions." One trend he presented is the observation that transportation, land use, energy and water planning are now inseparable in America, and further integration of planning will challenge regions and organizations that have focused narrowly to this point.

Forum participants formed round table discussion groups based on city size, and identified challenges to implementation of the blueprint along with resources needed to realize the benefits of a regional approach to growth. Feedback from the groups will be incorporated over the next few months in the implementation strategy that is being coordinated by the Mintier Harnish Consulting firm under the direction of the San Joaquin Valley Regional Transportation Planning Agencies.

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

2. Blueprint Related Funding - Prop. 84 Update [TWEBSTER]

Summary: Blueprint and Sustainable Community Planning Grants:

Fresno COG staff continues to monitor the opportunities for funding to support the planning and implementation activities of SB 375 and sustainable community planning. While no single, comprehensive funding source has emerged to support these activities, a number of smaller, competitive funding opportunities are surfacing from varied funding sources: federal, state and private. And, while individually none of these is large enough to support the efforts of sustainable community planning in the region, cumulatively there is potential to substantially fill in the funding gaps/shortfall created though sustainable planning mandates in this time of economic downturn.

State:

Proposition 84 \$60 million available statewide

Federal:

TIGER II \$600 million available nationally

CCPG (HUD) \$75 million available nationally

CSC (EPA) \$10 million available nationally

Private:

Ford Foundation \$200 million worldwide

Fresno COG staff will continue to monitor sustainability funding sources as they develop.

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

IV. OTHER BUSINESS

A. Items from Staff

1. Brownfields Workshop – July 14 at Fresno COG 10 am -2 pm

B. Items from Members

JOINT Transportation Technical Committee / Policy Advisory Committee

The TTC and the PAC will meet as a joint Committee to consider scheduled public presentations brought before the Committees. This portion of the meeting is scheduled to begin at 10:00 a.m.

V. PRESENTATIONS

Policy Advisory Committee

The Policy Advisory Committee will consider all Transportation and Administrative Items on the Agenda

VI. PUBLIC PRESENTATIONS

This portion of the meeting is reserved for persons wishing to address the PAC on items within its jurisdiction but not on this agenda. **Note: Prior to action by the PAC on any item on this agenda, the public may comment on that item. Unscheduled comments may be limited to 3 minutes.**

VII. TRANSPORTATION CONSENT ITEMS

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VIII. TRANSPORTATION ACTION / DISCUSSION ITEMS

A. Subsequent Environmental Impact Report (SEIR), 2011 Regional Transportation Plan (RTP) - Resolution 2010-09 [THOMPSON]

Summary: The Regional Transportation Plan (RTP) consists of policy, action, climate change, financial, public participation, and environmental elements. The Subsequent Environmental Impact Report (SEIR) serves as the RTP's environmental element. Since certification of the previous RTP EIR in May 2007, new projects have been included in the 2011 RTP, the timing of those projects has changed, and other changes have occurred. As a result of these changes, rather than prepare a complete new EIR, Fresno COG was able to use the previous EIR and update/change sections to address RTP project changes, as well as greenhouse gas/global warming (Climate Change) and other changes. Consequently, consistent with California Environmental Quality Act (CEQA) regulations, a new programmatic Subsequent EIR for the RTP was developed. The SEIR evaluates and identifies strategies to avoid or mitigate potentially significant environmental effects of the Plan.

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C. Measure C Amendment #1 [VEENENDAAL]

Summary: As you are aware, the Fresno Works Expression of Interest for the California High-Speed Rail Heavy Maintenance Facility committed \$25 million in Measure C Funding to be used by the High-Speed Rail Authority for site acquisition, infrastructure, utilities and/or construction of a Fresno County facility. To accomplish redirection of funds from established Measure C subprograms, an amendment to the Measure C Expenditure Plan is required. The amendment process is a two step process that requires public noticing and formal public hearings on the Plan Amendment by both the Fresno COG and the Fresno County Transportation Authority.

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Program. These funds would be used to provide capital for a variety of uses associated with development of the High-Speed Rail Maintenance Facility.

Initiation of the 45-day public review and comment period commenced on July 9, 2010, and will conclude on August 22, 2010.

Action: Approve the enclosed Measure C Amendment #1, forwarding it to be reviewed and approved by the Fresno COG Policy Board.

D. Blueprint Update [STECK]

1. Blueprint Executive Forum on June 25th

Summary: The Great Valley Center assisted the Valley RTPAs to convene a second Blueprint Executive Forum on June 25th in Fresno. David Hosley, President of the Great Valley Center, provided a report on the event. Eighty local elected officials and managers of transportation planning organizations in the San Joaquin Valley gathered in Fresno on June 25th to be briefed on the implementation of the San Joaquin Valley Blueprint adopted in 2009 as a framework for growth in the Valley as its population doubles over the next 40 years.

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

2. Prop. 84 Update [TWEBSTER]

Summary: Blueprint and Sustainable Community Planning Grants:

Fresno COG staff continues to monitor the opportunities for funding to support the planning and implementation activities of SB 375 and sustainable community planning. While no single, comprehensive funding source has emerged to support these activities, a number of smaller, competitive funding opportunities are surfacing from varied funding sources: federal, state and private. And, while individually none of these is large enough to support the efforts of sustainable community planning in the region, cumulatively there is potential to substantially fill in the funding gaps/shortfall created through sustainable planning mandates in this time of economic downturn.

State:

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TIGER II \$600 million available nationally

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Private:

Ford Foundation \$200 million worldwide

Fresno COG staff will continue to monitor sustainability funding sources as they develop.

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

IX. ADMINISTRATIVE 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. San Joaquin Valley MPOs I-PLACE³S Pilot Project Contract [BITNER]

Summary: Approve entering into contracts with the Sacramento Area Council of Governments (SACOG)/U.C. Davis and with EcoInteractive for development of the San Joaquin Valley MPOs I-PLACE³S Pilot Project.

I-PLACE³S is a GIS-based software tool that facilitates scenario planning to formulate integrated land use and transportation plans. It provides a web-based platform from which to communicate ideas, store data, and analyze potential outcomes for alternative growth.

For this project, the team of SACOG and UC Davis, along with EcoInteractive (a private firm that currently provides computer services for I-PLACE³S), will partner to form a technical support team that will work with staff of the eight SJ Valley MPOs to: conduct training, identify and help load available GIS data into I-PLACE³S and provide technical support to develop a "current conditions" dataset for use with I-PLACE³S software.

The Fresno COG is the lead agency for the San Joaquin Valley in this project. Funding for this project is through a Caltrans Special Studies Program Grant in the amount of \$350,000. The project grant requires that contracts be entered into with the SACOG-UC Davis team and with EcoInteractive.

Action: Staff recommends authorizing the Executive Director to enter into contracts for land use conversion, training and support with SACOG/UC Davis for \$175,000 and with EcoInteractive for computer services and support for \$175,000.

B. Website Consultant Selection/Contract [VEENENDAAL]

Summary: The current Fresno COG website is no longer able to adequately meet the needs of agency staff and the public. The software is out of date, and the company that developed it is no longer in business. Our content management system is quirky, and we do not have the ability to organize and format information effectively. Nor are we able to load audio or video files as needed. Therefore, staff released a \$35,000 RFP for Website Design and Construction on April 29, 2010, circulating it to over 60 design firms statewide, and posting it to international website design portals for review by agencies across the globe.

Ten proposals were received by staff. Four of the proposing companies were interviewed, and Jeffrey Scott Agency (JSA) was selected for the project. JSA is a local company that is familiar with Fresno COG's needs and purpose. They developed and executed public outreach campaigns for the Measure C Extension process in 2005-2006, the Blueprint Public Outreach campaign in 2008, and the currently hold a contract for public outreach and website development with the Fresno County Transportation Authority for the implementation of the Measure C program.

The new website would address all of the problems listed above. Work on a new logo and new website would begin July 30, 2010 upon Policy Board approval of the contract. JSA has set October 22, 2010 as the "go live" date for the new website.

Action: Authorize a \$35,000 contract with Jeffrey Scott Agency for redevelopment of the Fresno COG website

C. Monthly Legislative Update [GARZA]

Summary: The enclosed report includes current bills in the 2010 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, Melissa Garza, if you have any questions.

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

D. Strategy Research Institute Report [BOREN]

Summary: Gary Manross, SRI will provide a verbal report to the Policy Board this month on his consulting activities for the COG during the month. A copy of the report is included in the meeting package.

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

E. California Consulting LLC Report [BOREN]

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. The report that was distributed at last month's Policy Board meeting is included in the meeting package.

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

F. San Joaquin Valley Regional Policy Council (RPC) Report [STECK]

Summary: The SJV Regional Policy Council, which is comprised of two elected official from each of the eight Valley Regional Transportation Planning Agencies' Boards, was formed in 2006. The mission of the RPC is:

- o to provide guidance on common interregional policy issues;
- o to represent the San Joaquin Valley at public forums that require a common voice; and
- o to provide direction and guidance to the Regional Planning Agencies Executive Directors Committee (COG Directors) on activities that are to be carried out jointly.

The RPC is staffed by the Valley COG Directors and meets on a quarterly basis. Last month, the Directors hired consultant Michael Sigala to coordinate the activities and communication. Staff will be providing an update to the Fresno COG Policy Board on a quarterly basis. The agenda and minutes for the June 25th RPC meeting are included in your packet. A full report will be provided to the COG Policy Board at their July 29th meeting.

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

G. Regional Clearinghouse [SOBRADO]

Project	Applicant
Rural Development Housing Preservation Grant	County of Fresno
Waste and Water Disposal Loan and Grant Program	Riverdale Public Utility District
Waste and Water Disposal Loan and Grant Program - Well No. 6 Improvements	Riverdale Public Utility District

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

County of Fresno is applying for a Rural Development Housing Preservation Grant in the amount of \$200,000 for Owner-Occupied Housing Rehabilitation Project in rural Fresno County.

Riverdale Public Utility District is applying for a Water and Waste Disposal Loan and Grant in the amount of \$4,960,000 for the upgrade and expansion of the Riverdale Public Utility District Wastewater Treatment Facility.

Riverdale Public Utility District is applying for a Water and Waste Disposal Loan and Grant in the amount of \$1,680,000 for improvements to Well No. 6.

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.

X. ADMINISTRATIVE ACTION / DISCUSSION ITEMS**A. Proposal To Change The Fresno COG Agency Name And Logo [VEENENDAAL]**

Summary: Staff proposes a formal name change of the agency from Council of Fresno County Governments (COFCG) to Fresno Council of Governments (FCOG). Over the years staff has become aware of difficulties our current name presents in establishing us as a separate, regional agency. People often assume we are the County of Fresno because of the word county in our name, and because of the county outline shape in our logo. Our current logo is difficult to reproduce via copier, and we are difficult to find in the phone book or other listings because we are formally listed under C for

Council instead of the name our colleagues have informally adopted for us—Fresno COG. Additionally, the name change allows us to be consistent with the moniker of the majority of other RTPAs/MPOs throughout the state (i.e. San Diego (SANDAG), Southern California Association of Governments (SCAG), Sacramento (SACOG) etc.)

The timing for a name and logo change is ideal due to the following factors:

- Our website is beginning the process of redevelopment and the company we are hiring for the project, (Jeffrey Scott Agency) has agreed to redesign our logo as a part of the website development contract—therefore, not increasing the cost to have it done separately.
- Many of our staff have new titles and need new business cards, so there will be no additional cost for changing the appearance of the cards when printing.
- We are very low on agency stationery and envelopes—again, there will be no additional cost for changing the appearance of the cards when printing.

Staff was advised by legal counsel that in order to change the legal name of the Council of Fresno County Governments we must amend the agency's Joint Powers Agreement. In terms of administrative efficiency, it would make sense for COG staff to process a two part JPA amendment, one part which deals with our name change and another part that deals with the CalVans JPA amendment as discussed in Item B.

Action: Approve the staff request to change the agency's name from Council of Fresno County Governments to Fresno Council of Governments, forwarding the request to the Fresno COG Policy Board for final approval once JPA amendment approval has been obtained from our COG member agencies.

B. Amendment to Fresno COG's Joint Powers Agreement [VEENENDAAL]

Summary: At their June 2010 meeting the Fresno COG Policy Board approved the CalVans Joint Powers Agreement (JPA) language, with the understanding that Fresno COG's JPA must also be amended to grant Fresno COG the authority from its member agencies to participate in CalVans.

Fresno COG staff has also proposed an agency name change from Council of Fresno County Governments to Fresno Council of Governments. The JPA must be amended with this new name in order to make the change official.

The amended JPA language will be emailed and handed out for review and comment. Once Fresno COG's committees have reviewed and approved the language, COG staff will submit the JPA amendment to each member agency's board or council for their approval.

Action: Recommend approval of the Joint Powers Amendment language, releasing it to be reviewed by each Fresno COG member agency board.

XI. OTHER BUSINESS

A. Items from Staff

1. Brownfields Workshop – July 14 at Fresno COG 10 am -2 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**