

September 15, 2010

NOTICE
Call for Projects
Council of Fresno County Governments 2011 “One Voice”

Dear Interested Stakeholders,

Over the past several years, the Fresno COG has embarked upon an annual “One Voice” lobbying visit to Washington D.C. The purpose of the trip is to seek federal funding for projects of regional significance within Fresno County. To this end, a contingent of elected officials, public administrators and regional stakeholders from the public and private sectors travel to Washington D.C. for a week long visit. The goal of this “One Voice” delegation is to meet with our congressional and federal departmental representatives and advocate for the projects that have been identified and prioritized through a COG selection process. We also address policy issues and may seek regulatory reform. Ideally, the trip results in the Fresno region garnering federal earmarked funds that it might not receive otherwise. To date, we have been successful in acquiring over \$13 million toward funding the projects that the “One Voice” delegation has promoted.

Our representatives in Washington have welcomed our efforts and have responded positively. We have been encouraged to continue the effort, as our presence helps our representatives to prioritize and shepherd much needed regional projects through the federal budget process. With that encouragement in mind, we are in the midst of launching our 9th annual “One Voice” endeavor. The trip is planned for February 26-March 3, 2011.

With input from our Washington, D.C. lobbyist, a task force, comprised of participants from earlier “One Voice” trips, has developed project selection criteria. These criteria require that:

- Projects be of regional significance – advancing the goals of the region
- Projects be limited to transportation and infrastructure (*physical infrastructure/capital improvements*) or be social/economic initiatives that have regional impact and economic development focus
- Regional projects be limited in number and in dollar amount requested
(*Local projects can be submitted separately and will be presented according to a predetermined format*)
- Priority may be given to those projects on the 2010 “One Voice” list that meet the criteria and that have received partial funding. (These projects must be resubmitted by the project proponent.)
- Projects should be shelf ready
- Project proponent(s) must be part of “One Voice” delegation back to Washington D.C.

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

- Projects should be collaborative in nature (i.e. more than one agency involved)
- Projects should cover a large service area, have potential to have a meaningful impact on the region, have support of decision makers, have quality leadership, fall within the community agenda and meet a "highest and best use" standard

We are now ready to solicit projects for the 2011 trip. This letter is intended to serve as a call for projects. The process entails COG's contacting a large number of public agencies and regional stakeholders, allowing them 3 weeks to determine if they have regionally significant projects they would like to submit, convening the task force to select and prioritize projects and gaining COG Policy Board approval of the priority project list. These efforts will culminate with the "One Voice" trip to Washington D.C in February.

Enclosed is a Project Application form that you will need if you have a project you would like to see considered for the regional priority list. This package is also available on our website at www.fresnocog.org.

The deadline for submittal of project application forms is 5:00 PM on Friday, November 19, 2010.

Forms should be submitted to:

Council of Fresno County Governments
2035 Tulare Street, Suite 201
Fresno, CA 93721
Attention: Barbara Steck

Thanks in advance for your interest in this important process. If you should have any questions regarding "One Voice", please feel free to contact me or Barbara Steck at 559-233-4148, Extension 202.

Sincerely,



TONY BOREN, Executive Director
Council of Fresno County Governments

Enclosures: Application
Sample project format
Simon & Company Recommendations

2011 "One Voice" - Project Application

Please answer the questions below in as much as detail as possible.

Organization making request: _____

Division: _____

Address: _____

Contact person(s) in organization _____

Phone number(s): _____

Email: _____

Project Name: _____

Project location: _____

Amount being requested (please include future years, if applicable; e.g.: "\$50,000 for FY 2005, \$250,000/3 years"; "\$100,000 for FY 1999; ongoing program"):

Prior federal funding history (e.g.: "\$0 in FY 1998; \$100,000 in FY 1997, last year authorized"):

Did you make a similar request last year for FY 2011, through 2010 "One Voice" or on your own (if yes, please note project name and amount) _____

Sources and amounts of matching funds (state, county and local contributions): _____

Possible funding sources: _____

Please identify the Congressional and Senate district(s) in which the project lies: _____

Current status of project for which request is made: _____

Individual(s) from your organization must participate in the 2011 One Voice trip to Washington, D.C.(please provide names of possible delegates): _____

PLEASE ATTACH AS MANY OF THE FOLLOWING ITEMS AS APPLY TO YOUR PROJECT:
ATTACH NARRATIVE AND 3 PHOTOS – SEE SAMPLE

Project Description, including purpose and need _____

Background/Justification for this request (budget projections, reports, brochures, letters of support, etc.) _____

Which representatives, departments, or organizations in Washington, D.C. would be most interested in this project? _____

What other organizations, in California, Washington DC, or nationally, might be expected to support this request? _____

What other organizations, in California, Washington DC, or nationally, might be expected to oppose this request? _____

How is the Project related to economic development? _____

SAMPLE PROJECT

GOLDEN STATE CORRIDOR

PHASED TRANSPORTATION IMPROVEMENTS

PROJECT NEED: To facilitate revitalization and job creation by upgrading transportation infrastructure along Golden State Blvd. Golden State is a regional industrial and commercial corridor that parallels Freeway 99 and links three neighboring cities (Fowler, Selma, and Kingsburg) with the Fresno Metro Area.

The proposed infrastructure improvements will create a dynamic economic synergy in an underutilized and under invested area with outdated and deteriorating infrastructure. This investment exemplifies smart growth by stimulating attraction of new jobs in infill areas near major transportation corridors and the Cities' population centers, reducing vehicle travel and emissions.

PROJECT DESCRIPTION: The Golden State Corridor Economic Development Project is an initial phase of a long-term revitalization effort to upgrade transportation infrastructure and improve mobility along the Corridor. Preliminary environmental work and design has been initiated by the partners using Measure C local transportation sales tax funds.

The project comprises construction of high-priority intersection improvements and a class I connecting trail along the Golden State corridor to improve safety and mobility for commercial users and local residents. Improvements variously include roadway rehabilitation, traffic signals, channelization and auxiliary lanes, railroad grade crossing protection, bike lane delineation, trail and pedestrian facilities, and landscape and hardscape features. The locations are:

- South Avenue, Temperance Avenue, and Valley Drive intersections with Golden State Blvd. (Fowler)
- Dockery Avenue and Dinuba Avenue intersections with Golden State Blvd. and new public road connection at Highland/Dockery (Selma)
- Kamm/Bethel Avenues and Stroud Avenue Intersections with Golden State Blvd. and Simpson Avenue improvements (Kingsburg)
- 1 mile of class I trail (County and/or City)

The Golden State Corridor is an area specifically planned for industrial and commercial development within the contiguous spheres of influence of the cities of Fowler, Selma, and Kingsburg. It has excellent access to State Route 99 and the Union Pacific Railroad. The three cities have made a concerted effort to develop a comprehensive proposal to build on the natural logistic advantages of the corridor. Additional funding for Golden State has been secured as a Regional Measure C Tier 1 project. Each of the cities will construct staged improvements within their jurisdiction as funds allow, and each activity will provide independent utility.

RECIPIENT:

Council of Fresno County Governments, on behalf of the cities of Fowler, Kingsburg, and Selma, and Fresno County.

CONTACT:

Tony Boren, Deputy Director, Council of Fresno County Governments
(559) 233-4148 or email: tboren@fresnocog.org

SIMON AND COMPANY

INCORPORATED

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MEMORANDUM

TO: Tony Boren
Marla Day
Barbara Steck

FROM: Len Simon

SUBJECT: 2010 Fresno COG “One Voice”: *Observations and Recommendations*

DATE: May 5, 2010

Thank you again for the opportunity to work with the 2010 Fresno COG “One Voice” delegation. I feel compelled to invoke Dickens by saying “*It was the best of times, it was the worst of times*”. In other words, I thought our run-up to the “One Voice” from the fall planning period right up until the days before was the best of the efforts we’ve undertaken over the years, while the cancellation because of Washington’s record-breaking week long snow emergency made it the worst, because it really was a great agenda!

However, even from calamity there is always something to learn so I’m please to make some observations and recommendations based on the total experience:

- (1) A Later Date. As we’ve discussed, prudence suggests that we plan the 2011 “One Voice” a bit later in the year. I’m pleased that the COG has moved in that direction focusing on the last week in February. I predict excellent weather.
- (2) A New Congress. The additional 2-3 weeks will also give us time to work with a new Congress elected this November which may be significantly different that the one we have dealt with in the last two years;
- (3) New Delegation Member. Specifically, with the retirement of Rep. Radanovich, we know for sure that there will be a new member of the Fresno area delegation. Consequently, additional time to work with him and his staff, whoever he is, to orient him to “One Voice”, will be quite helpful.
- (4) Mix of Congress and the Administration. The agenda for 2010 “One Voice”, outside of our own delegation, concentrated very strongly on the Obama Administration and its major new initiatives. In 2011, as the Administration heads into its third year, we recommend that the agenda reflect a mixture of the executive branch agencies and the White House.
- (5) Policy and Grants. Earmarks continue to be contentious. With Reps. Nunes and Radanovich choosing not to do earmarks this year – along with the entire House Republican Caucus - there was a major chunk of the COG agenda which we could not practically discuss with them. We don’t know yet if the Caucus position will be extended next year. But to be on the safe side, our agenda should be equally divided between *projects, grants and policy*.
- (6) New Initiatives. The Obama Administration has been prolific in recent weeks in the roll-out of new initiatives – Sustainable Communities, Livable Communities, Challenge Grants, Promise

Neighborhoods TIGER II, and Smart Growth among the most prominent. We recommend that COG do an inventory in the fall of which of its members and participants are seeking funding under these programs to help steer the agenda for February.

- (7) Economic Recovery. If the past is prologue, there will still be lots of interest in February on how each of the individual communities is doing regarding economic recovery. We recommend that COG undertake to help participants organize an “Economic Recovery Profile” focusing on core statistics on how their communities are doing and what they have received to date under the Recovery Act.
- (8) Briefing Book. I was impressed as to how streamlined and compact the COG Briefing Book was in 2010 in comparison to previous years. I think that approach is a good one and should be continued for 2011.
- (9) The Year of Projects. 2011 could be the “perfect storm” year for projects, with congress considering bills for transportation, water resources and appropriations each with its own call for projects and separate criteria and considerations for inclusion. “One Voice” will need to be judicious and careful in the selection and promotion of these projects.
- (10) Presentations. We recommend that the COG provide its “Briefing Book” to Congressional staff and others on a CD or flash stick in addition to hard copy so that it is easier for the congressional staff to utilize them in for subsequent purposes.

We hope that you find this information helpful as you begin to think about “One Voice” 2011. Please let us know if you have any questions or if we may be of further assistance.

We look forward to talking with you soon.