



# REGIONAL TRANSPORTATION PLAN

## SUSTAINABLE COMMUNITIES STRATEGY

### Community-Based Outreach Mini-Grant Program

**Application Packet**

Deadline for submittal: January 26, 2017

DATE: January 5, 2017  
TO: Interested Parties  
FROM: Kim Anderson, Senior Regional Planner, San Joaquin Council of Governments  
SUBJECT: Community-Based Outreach Mini-Grant Program for the 2018 Regional Transportation Plan / Sustainable Communities Strategy

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## Overview

The Regional Transportation Plan / Sustainable Communities Strategy (RTP/SCS) is a long range transportation investment plan that is based on goals established by the region. The regional level plan covers all modes of transportation – pedestrian, bicycle, public transit, and automobiles. However, the plan must also coordinate transportation investments with regional land use and housing. Through scenario-based planning, decision-makers, stakeholders, and the general public weigh in on different combinations of transportation investments and land use patterns to determine a shared vision of the region's future.

In order to ensure broad input that is reflective of the region's diversity, the San Joaquin Council of Governments (SJCOC) seeks to expand its community outreach activities. The agency is seeking assistance from community-based organizations, faith-based organizations, youth-serving institutions, etc. to solicit ongoing public input into key activities associated with the preparation of the 2018 RTP/SCS.

SJCOC will provide mini-grants of up to \$3,000 each to organizations that will implement outreach activities resulting in public involvement and input from stakeholders regarding the 2018 RTP/SCS. The primary goals of this effort are to enhance the transportation planning process through:

1. Reaching out to residents of the San Joaquin County region to determine future transportation needs and identify the goals and strategies that will shape the 2018 RTP/SCS.
2. Increasing public engagement among historically underserved and underrepresented communities in the transportation planning process.
3. Obtaining direct input on the draft scenarios for the 2018 RTP/SCS.
4. Building meaningful relationships with and among community-based organizations and local groups invested in shaping the future of the San Joaquin County transportation system.

Activities led by grantees will be in coordination with public participation activities conducted by SJCOC and will be driven by the RTP/SCS development process. SJCOC will define a set of

topics and issues for which grantees will gather feedback from their communities. All data collected by grantees will be analyzed to further inform the development of the RTP/SCS.

Grantees will receive detailed orientation from SJCOG about the 2018 RTP/SCS. SJCOG will also provide essential information and materials in English to empower grantees in their community outreach efforts. Some vital materials provided by SJCOG may be translated into Spanish, however additional material or content may need to be translated into other languages by the mini-grant recipients. Some assistance with formatting documents to accommodate non-English translations may be provided by SJCOG staff.

### **Working Timeline**

Applicants interested in assisting SJCOG with public outreach/involvement activities to develop the 2018 RTP/SCS must review the attached background materials and respond with a letter of interest and completed application by **Thursday, January 26, 2017 at close of business (5:00 p.m.)**. Late applications will not be accepted.

Applicants who meet SJCOG's outreach needs will be contacted on or before Thursday, February 2, 2017. Mini-grant recipients will be announced by Thursday, February 9, 2017.

SJCOG Staff will work individually with mini-grant recipients to finalize scopes of work and discuss contract terms by Thursday, February 23, 2017. A mandatory orientation meeting will be held with all mini-grant recipients on **Thursday, March 2, 2017**. Community outreach activities should be implemented throughout the Spring and Summer of 2017. At its discretion, SJCOG may extend mini-grant recipient activities with one or more organizations to supplement public outreach activities through the later phases of the 2018 RTP/SCS planning process.

<b>Date*</b>	<b>Activity</b>
January 26, 2017	Mini-Grant Application Packets due to SJCOG by 5:00 p.m.
February 2, 2017	Applicants contacted by SJCOG
February 9, 2017	Mini-grant recipients announced
February 23, 2017	Finalize scopes of work and sign contracts
March 2, 2017	Mandatory Orientation Meeting for all mini-grantees
Spring/Summer 2017	Mini-grantees conduct community-based outreach activities

*\*Dates may be subject to change*

### **Scope of Work**

SJCOG will provide mini-grants up to \$3,000 each to organizations that will implement outreach activities resulting in public involvement and input from stakeholders regarding the 2018 RTP/SCS. The primary goals of this effort are to enhance the transportation planning process through:

1. Reaching out to residents of the San Joaquin County region to determine future transportation needs and identify the goals and strategies that will shape the 2018 RTP/SCS.
2. Increasing public engagement among historically underserved and underrepresented communities in the transportation planning process.
3. Obtaining direct input on the draft scenarios for the 2018 RTP/SCS.
4. Building meaningful relationships with and among community-based organizations and local groups invested in shaping the future of the San Joaquin County transportation system.

Activities led by grantees will be in coordination with public participation activities conducted by SJCOG and will be driven by the RTP/SCS development process. At minimum, the applicant scope of work must include the following components:

- Organize, promote, host, and facilitate a community workshop or meeting with community members, featuring SJCOG as a presenter;
- Gather participant information and input received; and
- Submit a summary of community-based outreach activities and key findings. SJCOG will provide reporting guidelines.

SJCOG highly encourages applicants who represent and serve communities of color, low income communities, immigrant/refugee communities, and/or limited English proficient (LEP) communities in the San Joaquin County region. If selected, mini-grantees who serve LEP communities will be encouraged to translate essential outreach materials in order to enhance meaningful participation.

Each mini-grantee will then gather and submit all participant information and input received to SJCOG electronically and via a reproducible hard copy by the established deadline. SJCOG will provide reporting guidelines.

Because community outreach will be driven by the RTP/SCS development process, details will be forthcoming on topics and issues for which grantees will be conducting public outreach and gathering community input. The topics will most likely include strategies for coordinating land use and transportation investment, reducing greenhouse gas emissions, and improving regional air quality.

SJCOG staff will provide support and technical assistance to mini-grantees throughout the project period, which may include the following:

- Regular updates about the progress of the 2018 RTP/SCS planning process;
- Essential materials for outreach such as factsheets, flyers, etc.;
- Assistance with graphics, as well as some printing; and
- Support with fielding questions from community members regarding the transportation planning process.

## **SJCOG Mini-Grantee Selection Criteria**

The mini-grants will be awarded based upon the following criteria:

1. Completeness of application packet.
2. Outreach goals and strategy.
3. The community demographics and geographic area in which the applicant provides services. Importantly SJCOG seeks to reach a variety of non-traditional participants.
4. The number of people who regularly engage in applicant activities (e.g. organization membership; attendance numbers at events/meetings/workshops; survey participation rates; etc.)
5. History of success and/or experience reaching out to the people/community discussed in the proposal (e.g. established contacts and relationships within local community).
6. Amount of funding requested (up to \$3,000) and justification.

***SJCOG reserves the right to award the number of mini-grants deemed appropriate at funding levels warranted by each applicant's individual outreach strategy.***

## **SB 375 & Sustainable Communities Strategy Background Information**

A Sustainable Communities Strategy (SCS) is a plan for integrating transportation, land use and housing policies for achieving lower greenhouse gas emissions per person. That's the short version, the detailed explanation is provided below.

### **Legislative Background: Where did the “SCS” come from?**

The SCS is derived from Senate Bill 375 (SB 375), the Sustainable Communities and Climate Protection Act of 2008. The goal of SB 375 is to reduce greenhouse gas (GHG) emissions from passenger vehicles and light trucks. GHGs, such as carbon dioxide, come from the burning of fossil fuels for electricity, heat, and transportation. GHGs contribute to the greenhouse effect, or a rise in average surface temperature, as well as air pollution. Cars are the largest source of GHG emissions statewide. Assembly Bill 32 (AB 32) set goals for the reduction of statewide GHG emissions. The California Air Resources Board (CARB) is charged with establishing GHG emission reduction targets for regions throughout the state, including the San Joaquin Valley. In 2010, CARB established these targets, and the 2014 RTP/SCS met the required reductions. As of December 2016, these targets are under review and the anticipation is the 2018 RTP/SCS will be required to meet updated targets in San Joaquin County.

### **What are the components of the SCS?**

The SCS is a plan for demonstrating land use and transportation measures that will meet the region's GHG emission reduction targets. The main components of the SCS are as follows:

1. Identify the general location of uses, residential densities, and building intensities within the region;
2. Identify areas within the region sufficient to house all the population of the region, including all economic segments of the population, over the course of the planning period of the Regional Transportation Plan (RTP);
3. Identify areas within the region sufficient to house an eight-year projection of the regional housing needs for the region;
4. Identify a transportation network to service the transportation needs of the region;
5. Gather and consider the best practically available scientific information regarding resource areas and farmland in the region;
6. Consider the state's housing goals; the provision of safe and decent housing for all segments of the population, particularly for low to moderate income households;
7. Set forth a forecasted development pattern for the region, which, when integrated with the transportation network and other transportation measures and policies, will reduce GHG emissions from passenger vehicles consistent with ARB target reductions;
8. And, allow the regional transportation plan to comply with federal laws inclusive of the Clean Air Act.

# Community-Based Outreach Mini-Grant Program

## **Application Instructions**

Please complete and submit the following materials to SJCOG:

1. Application Form
2. Proposed Budget Worksheet
3. Supporting Materials

**Submit application materials via e-mail, mail, or hand delivery by 5pm, January 26, 2017 to:**

Christine Corrales  
Assistant Regional Planner  
SJCOG  
555 E. Weber Avenue  
Stockton, CA 95202  
[corrales@sjcog.org](mailto:corrales@sjcog.org)

For additional information on SJCOG's role in developing the RTP/SCS for San Joaquin County, please visit [www.sjcog.org](http://www.sjcog.org). If you have questions or need assistance with the application, please contact Christine Corrales at [corrales@sjcog.org](mailto:corrales@sjcog.org), or by phone at 209.235.0128.

# Community-Based Outreach Mini-Grant Program

## APPLICATION FORM

Organization/Agency: \_\_\_\_\_

Address: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Organization/Agency Website and/or Facebook Page (not required): \_\_\_\_\_

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*(Please make responses as concise as possible; applications will not be judged on length of response. Attach a separate sheet with the following questions and your answers.)*

1. Please list and describe the outreach activities that your organization proposes to carry out in order to facilitate community-based outreach and public involvement on the 2018 Regional Transportation Plan / Sustainable Communities Strategy (RTP/SCS). You may attach a detailed outreach strategy.

Note: Proposed costs for all activities described in response to this question must be included on the project budget worksheet.

2. List staff members or other individuals who will be implementing the Community-Based Outreach Mini-Grant Program.
3. Please describe the specific demographics of the community you will be working with and the geographic area your program would reach. If possible, please include ZIP codes. What stakeholders would your program reach from specific communities who traditionally may not have been involved in regional transportation planning processes (i.e. seniors, youth, low-income, communities of color, immigrant/refugee, limited English proficiency, etc.)?
4. How many people do you commit to reach while implementing your public outreach strategy? (Validate your numbers—i.e. submit recent event registration numbers or a list of contacts with your application)
5. Describe any similar types of projects that your organization has undertaken.
6. How much funding (up to \$3,000) do you wish to apply for? What is your justification for the amount?

# Community-Based Outreach Mini-Grant Program

## PROPOSED PROJECT BUDGET WORKSHEET

Name of Agency/Organization: \_\_\_\_\_

<b>A. Proposed Operational Expense Breakdown:</b> Includes costs associated with telephone and postage expenses directly related to the project, use of in-house copier and external printing and copying jobs, etc. Overhead can be no more than 15 percent of contract total.			
<b>TOTAL PART A. PROPOSED OPERATIONAL EXPENSES</b>			\$
<b>B. Proposed Staff Costs:</b> Includes staff who will work on the project and their costs with hourly rates required to complete the project.			
<b>Staff Member</b>	<b>Hourly Rate</b>	<b>Hours</b>	
<b>TOTAL PART B. PROPOSED STAFF COSTS</b>			\$
<b>C. Other Proposed Direct Cost Breakdown:</b> May include refreshments, signage, and other appropriate meeting and promotion expenses.			
<b>TOTAL PART C. OTHER PROPOSED DIRECT COSTS</b>			\$
<b>TOTAL AMOUNT REQUESTED</b>			\$