



SACOG Board of Directors

Item #05-10-14
Consent

October 13, 2005

Valley Vision Memorandum of Understanding

Issue: Whether to authorize a Memorandum of Understanding (MOU) with Valley Vision for public involvement recruitment services for the public education and involvement phase of the Metropolitan Transportation Plan (MTP) for 2030.

Recommendation: Because there was no quorum, the Administration Committee did not take an official vote, but it was the consensus of those attending that they recommend that the SACOG Board of Directors authorize the SACOG Executive Director to sign an MOU with Valley Vision based on the attached scope of work and including SACOG reimbursement for Valley Vision's hard costs up to \$180,000 from funds already budget for MTP outreach and Valley Vision in-kind services valued at \$130,000.

Committee Action/Discussion: The next update to the Metropolitan Transportation Plan for 2030 contains a large public involvement and education phase including a total of 16 subarea Blueprint-type workshops within the SACOG region. SACOG staff wants to build upon the previous partnership shared with Valley Vision during the update to the MTP 2025, and most recently the public outreach of the Blueprint Project, in which Valley Vision was key to the recruitment of approximately 5,000 participants within the region.

Effective transportation decisions cannot fully meet community needs without the active participation of well-informed, empowered individuals, community groups, and other nongovernmental organizations such as businesses and academic institutions. As a result, Valley Vision would employ multiple strategies to engage those groups, and target minority, low-income, seniors, disabled and other socio-economic groups, who have historically been left out of the transportation planning process, but are directly affected by the MTP.

The MOU will provide that SACOG will reimburse Valley Vision for hard costs including extra staffing and subcontractor expenses and that Valley Vision staff will provide in-kind services including an average of 60 hours per month of their senior staff time, assistance with media relations, and use of the Valley Vision Board, civic network and database. Once we have a clearer understanding of the budget impacts of federal reauthorization and pending grant applications, staff expects to propose an MOU amendment to provide for additional subcontractor expenses.

Approved by:

Mike McKeever
Executive Director

MM:LB:ts

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**SCOPE OF WORK FOR MOU WITH VALLEY VISION AND SACOG FOR PUBLIC
OUTREACH RECRUITMENT SERVICES FOR
THE METROPOLITAN TRANSPORTATION PLAN FOR 2030**

Purpose: Valley Vision would partner with the SACOG to ensure the following:

- Participation in all 2006 outreach activities with the goal of engaging at least 5,000 participants.
- Significant effort to attract Blueprint workshop attendees to return to the MTP public involvement process will be made with clear communication in outreach efforts of the relationship between land use and transportation planning and air quality in the greater Sacramento region.
- Outreach activities will include specific activities to reach beyond the “usual participants” in community planning to reflect underrepresented citizen groups including social equity groups such as seniors, disabled, ethnically diverse, etc. Valley Vision and SACOG staff will be available to visit groups at their regularly scheduled meetings or coordinate unique opportunities for presentations during the fall 2005/winter/spring 2006
- Outreach to the environmental and business community, including the Environmental Council of Sacramento, Cleaner Air Partnership, American Lung Association and local chambers of commerce, including the Sacramento Metropolitan Chamber of Commerce, to ensure their transportation visions are considered in the planning process.
- El Dorado County residents will be a specific target audience for additional participation and public education specific to the Blueprint Project and relationship to MTP given their absence in previous Blueprint workshops.
- Special workshops for target audiences will be arranged and managed. Valley Vision will work with SACOG staff to identify additional interest groups beyond the subarea regional workshops being planned by SACOG staff for the spring. Specifically, Valley Vision will seek to identify ethnic groups and non-English speaking groups for which more tailored workshop presentations with native speakers would be particularly beneficial. SACOG will provide visual presentations and printed materials in appropriate languages to support Valley Vision and subcontractors in presentations.
- All necessary subcontractors will be hired and meet contract requirements. Subcontractors will be selected to reflect the ethnic make up and regional mix of interest groups. Subcontractors will be compensated on a scale commensurate with level of involvement.

- All workshop logistics will be managed by SACOG staff. RSVPs will be maintained by Valley Vision including database updates on participants and their profile information.
- Valley Vision will coordinate all special accommodations needed for disabled or non-English speaking participants, and invoice SACOG for reimbursements
- Valley Vision staff will meet semi-monthly with SACOG staff for clear communication of upcoming event preparations and definition of responsibilities, tasks and deadlines.
- Valley Vision personnel will staff all workshops, handling registration and general information inquiries and attendee transportation issues.
- All project activities will leverage the Valley Vision resources and be conducted in a inclusive and professional manner

Partnership: Valley Vision would provide in-kind value to the MTP process in return for being recognized as a partner in the project. Valley Vision in-kind contribution includes the following:

- An average of 60 - 70 hours a month (value: \$7,500- \$8,750 per month) of senior-level staff time (Karen Baker, Susan Frazier, Bill Mueller).
- Assistance with media relations as needed.
- Participation in strategic planning sessions.
- Utilization of the Valley Vision Board, civic network, brand name, and database.
- Ability to leverage Valley Vision events to advance MTP goals (list of upcoming events needed).

Compensation: Valley Vision will be compensated by SACOG for the following:

- Extra staffing required to accomplish the stated objectives.
- Out-of-pocket costs associated with outreach, including subcontractor expense.
- A small administrative fee to cover costs associated with contract administration of subcontractors and contract employees.

Work Plan: A month-by-month detailed work plan outlining scope of work to be provided by Valley Vision upon execution of MOU to go along with associated costs projections for each month. Significant deviations from this general scope of work will result in additional billing, with agreement in writing prior to additional work.