

# **REQUEST FOR PROPOSALS**

*for preparation of*

**STATE ROUTE 128 CORRIDOR**

**VALLEY TRAIL FEASIBILITY STUDY**

**IN**

**MENDOCINO COUNTY**

**FOR:**

**MENDOCINO COUNCIL OF GOVERNMENTS**

**Phillip J. Dow, Executive Director  
Mendocino Council of Governments  
367 North State St., Suite 206  
Ukiah, CA 95482**

**May 24, 2013**

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# **I. BACKGROUND**

## **A. The Region**

The Region served by the Mendocino Council of Governments' transportation planning activities exists totally within the boundaries of Mendocino County. Mendocino County lies within the northern extension of California's Coastal Ranges. These mountains are characterized by a series of southeast to northwest trending ridges which are separated occasionally by narrow valleys. Although the relief is not particularly great except in the extreme eastern part of the county, the mountainous nature of the county tends to minimize ground transportation options. Transportation routes tend to be located within intermontane valleys. East-west travel is especially arduous, since parallel ridges must be traversed.

This project is located in the Anderson Valley area, along State Route 128 (a conventional, rural two-lane State highway). SR 128 also serves as the "Main Street" for several small towns along this corridor. It connects the Anderson Valley in Mendocino County to SR101 at Cloverdale (in Sonoma County); and connects the four small rural communities of Yorkville, Boonville, Philo and Navarro to each other and to SR 1. From the Sonoma County line to Boonville, SR 128 is mountainous and bordered almost exclusively by private property. From Boonville to SR 1, although still curvy, the highway is relatively level. The segment from Boonville to Navarro is bordered by private property with most of the local vineyards and wineries located in this area. From Navarro to SR 1, the highway is bordered by timber land owned by the Mendocino Redwoods Company and by State Park land.

## **B. Population**

2010 California Department of Finance population figures place Mendocino County population at 87,841. This includes an unincorporated population of 59,156, and an incorporated population of 28,685. Four cities share the incorporated population: Ukiah (16,075), Fort Bragg (7,273), Willits (4,888), and Point Arena (449).

The bulk of the population in Mendocino County is concentrated in a few areas of the county. Ukiah, Talmage, Calpella, and Redwood Valley make up the largest single population concentration. Fort Bragg and the coastal area southward to the Navarro River is another population center. Willits, the surrounding Little Lake Valley and Brooktrails subdivision comprise the only other large settlement area in the county. Much of the rest of Mendocino County is rural and undeveloped.

Although these SR 128 valley communities are small (*population estimated at less than 2,000*), the weekend population can be high on this busy route, with tourists traveling from the Bay area to the Mendocino coast.

**C. Organization and Management**

Transportation planning in Mendocino County is the responsibility of the Mendocino Council of Governments (MCOG), which is the designated Regional Transportation Planning Agency (RTPA).

MCOG is a Joint Powers Agency comprised of the County of Mendocino, and the cities of Fort Bragg, Point Arena, Ukiah, and Willits. The MCOG Board of Directors is comprised of two members of the County Board of Supervisors, one representative from each of the four cities, and one countywide representative appointed by the Board of Supervisors. With the addition of a representative of the Caltrans District 1 Director, the MCOG Board becomes the Policy Advisory Committee.

**D. Purpose**

The overall purpose of this transportation planning project is to study the feasibility of a multi-use non-motorized path along the SR 128 corridor through Anderson Valley from Cloverdale to the SR 128/SR 1 junction. The feasibility study will result in the development of a final plan that identifies technically feasible non-motorized alternatives to connect the valley communities to Sonoma County SR 1, and the Mendocino Coast.

**II. PROJECT DESCRIPTION**

MCOG intends to hire a consultant to conduct a feasibility study for the State Route 128 corridor that extends from the Sonoma/ Mendocino County line to the SR 128/SR 1 junction in Mendocino County (*a distance of approximately 51 miles*) to study the feasibility of a multi-use non-motorized path. The purpose of this study is to develop a final plan that provides implementable options leading to the eventual funding, planning, designing, and construction of a shared used valley trail, in prioritized segments.

The consultant will work closely with MCOG, Caltrans, and a technical advisory group (TAG) representing stakeholders. An extensive public outreach process (*including two community workshops and separate focus group meetings*) will be undertaken to gain community and stakeholder input on the proposed valley trail project. Caltrans' involvement in studying the feasibility of this proposed shared-use transportation facility along the State highway will be integral. For any proposed work affecting the State Highway System, Caltrans Planning, Traffic Operations, and Right of Way must be consulted prior to taking conceptual ideas to the public.

An excerpt from the approved Caltrans' Community Based Transportation Planning (CBTP) grant application for this project is attached for reference (Attachment #1) to provide proposers with an overall summary of what is envisioned. **Proposers are strongly encouraged to address these grant details in their approach to the project.**

### III. SCOPE OF WORK

#### A. Tasks

##### **Task 1**            **Project Initiation**

##### Task 1.1        Project Kick-off Meeting

- Hold a kick-off meeting with Caltrans staff to discuss grant procedures and project expectations including invoicing (at least quarterly but not more frequently than monthly), quarterly reporting, and all other relevant project information. Provide a written meeting summary.

*Responsible Party: MCOG*

##### Task 1.2        RFP Preparation; Consultant Selection

- Prepare a Request for Proposals and Scope of Work, post on MCOG's website ([www.mendocinocog.org](http://www.mendocinocog.org)) and distribute to various consulting firms to obtain competitive bids for this project.
- Form a Consultant Selection Committee (expected to be comprised of representatives from MCOG, Caltrans, the Anderson Valley Community Services District, and Valley Trail Coalition) to review proposals and select a consultant.
- Prepare and execute a contract with the successful consultant.

*Responsible Party: MCOG*

##### Task 1.3        Coordination with Project Partners & Consultant

- Form a Technical Advisory Group (TAG) (expected to be comprised of representatives from MCOG, Caltrans, County of Mendocino, State Parks, Valley Trail Coalition, The Anderson Valley Community Services District, The Anderson Valley Land Trust, The Navarro River Center) to provide input during the preparation of the Valley Trail Plan.
- Hold a kick-off meeting in Boonville with the consultant and TAG to refine the scope of work and discuss the intent of the project.
- The consultant will meet with the TAG as needed, and will prepare agendas and minutes for TAG meetings. After the initial TAG kick-off meeting, it is anticipated that the TAG will meet quarterly in person in the project area (Boonville) throughout the duration of the project (5 total TAG meetings estimated).
- Monthly project management status meetings shall be held (via teleconference) with the Consultant, Caltrans, and MCOG staff. Consultant shall prepare agendas and meeting notes for status meetings.
- Consultant shall provide monthly invoices, accompanied by status reports.

*Responsible Party: MCOG, Consultant*

<b>Task</b>	<b>Deliverable</b>	<b>Responsible Party</b>
1.1	Kick-off Meeting Agenda & Meeting Notes	MCOG
1.2	Copy of Procurement Procedures & Signed Consultant Contract	MCOG
1.3	TAG Membership List; TAG Agendas & Meeting Notes; Status Meeting Agendas & Meeting Notes; Consultant Invoices & Status Reports	MCOG, Consultant

**Task 2 Identify Existing Conditions**

Task 2.1 Research Data/Assess Existing Conditions

- Gather and review existing data (Caltrans right of way, County of Mendocino right of way, State Park ownership, private ownership, environmental conditions, cultural and historic sites, and corridor characteristics, including safety/collision data and traffic volumes), and assess existing conditions of possible trail corridors.
- Research applicable safety, Americans with Disabilities Act (ADA), and legal requirements and standards for on and off-highway trails projects.
- Consult with Caltrans and County of Mendocino regarding State and County standards, regulations or requirements for new facility development.

*Responsible Party: Consultant*

Task 2.2 Project Mapping/GIS Database

- Map land ownerships and rights of way and create comprehensive GIS data base for project. Include information on environmental conditions, cultural and historic sites on project maps.
- Mapping will include an aerial photo base layer, parcel data, known environmentally sensitive areas, topography, other existing mapping from cooperating agencies and organizations, and existing and potential routes.

*Responsible Party: Consultant*

Task 2.3 Identify Trail Segments & Options

- Identify potential multi-use non-motorized trail route options and segments; consider wheelchair and ADA (Americans with Disabilities Act) access; viewpoints; safety, and connectivity of bicycle and pedestrian network in relation to circulation. Identify preliminary trail segments around which to organize outreach efforts.

*Responsible Party: Consultant*

<b>Task</b>	<b>Deliverable</b>	<b>Responsible Party</b>
2.1	Technical Memoranda	Consultant
2.2	Project Mapping, GIS Database	Consultant
2.3	Technical Memorandum	Consultant

**Task 3 Public Outreach**

Task 3.1 Develop Stakeholder List/Prepare Outreach Materials/Conduct Public Outreach

- Develop list of stakeholders for advertisement of two community workshops and three on-site focus group meetings
- Prepare outreach materials, including an initial mailing introducing the project and announcing the initial public meeting to all postal and post office boxes along the proposed trail route.
- Outreach to agency partners, and public and private landowners.
- Outreach to community and neighborhood groups. Provide at least one focus group meeting in Spanish; or, optionally, provide a Spanish translator at each of the public meetings. Focus group meetings shall be held prior to the first community workshop.

*Responsible Party: Consultant*

Task 3.2 Community Workshops

- Plan, organize, publicize, rent meeting facility, and provide light refreshments to facilitate first community workshop.
- Prepare community workshop plan for review and approval by Caltrans and MCOG. Consultant may propose “charrette” or other format for community workshops.
- Hold first community workshop to explain the trail planning process, present potential trail improvement options, and solicit community input.
- Plan, organize, and publicize, rent meeting facility, and provide light refreshments to facilitate second community workshop.
- Hold second community workshop to solicit community feedback on Draft Plan.
- Provide a Spanish translator at both community workshops.

*Responsible Party: Consultant*

<b>Task</b>	<b>Deliverable</b>	<b>Responsible Party</b>
3.1	List of stakeholders, outreach materials, flyers, posters, news releases, etc.	Consultant
3.2	Community Workshop Plan, Agendas & Detailed Workshop Summary; Workshop Attendance Sheets; PowerPoint Presentations; Refreshments, Meeting Facility Rental	Consultant

**Task 4      Develop Draft Feasibility Plan**

Task 4.1      Identify Candidate Projects

- Develop criteria to prioritize individual trail segments.
- Develop prioritized, short-range candidate list of individual trail segments for short term implementation.
- Develop long range candidate list of individual trail segments for future implementation.

*Responsible Party: Consultant*

Task 4.2      Prepare Cost Estimates

- Develop basic preliminary (conceptual) cost estimates for recommended short-range improvements, including design, environmental analysis, permitting, ROW acquisition (if required), and construction.
- Provide planning level cost estimates (for environmental analysis, design, permitting, Right-of-Way, and construction) for long-range trail segments.

*Responsible Party: Consultant*

Task 4.3      Prepare Draft Feasibility Plan

- Compile and analyze data and opportunities for multi-use non-motorized trail improvements. Summarize predominant concerns and issues as well as preferred alternatives.
- Prepare draft feasibility plan to address concerns and issues, through illustration of preferred pathway locations and dimensions; design and materials recommendations; and landscape features. Identify how the draft concept and plan can best meet community goals to improve and promote safe multi-use trails and circulation. Consider connectivity of bicycle and pedestrian network in relation to circulation. Identify existing or needed improvements to county roads and city streets to provide access to non-motorized corridors. Prepare narrative report that documents the design process, summarizes issues and detailed alternative solutions and describes and supports conclusions. Identify preferred alignment(s) and recommend trail treatments/surface.
- Include Short Range and Long Range Candidate Project Lists in draft plan.
- Include Short Range and Long Range Cost Estimates in draft plan.
- Include Funding Strategy in draft plan; include potential funding sources and recommend funding strategy.

*Responsible Party: Consultant*

Task 4.4      Present Draft Feasibility Plan

- Present draft feasibility plan to TAG and stakeholders, for feedback.
- Present draft feasibility plan to public at second community workshop, for feedback.

*Responsible Party: Consultant*

<b>Task</b>	<b>Deliverable</b>	<b>Responsible Party</b>
4.1	List of Candidate Projects	Consultant
4.2	Cost Estimates	Consultant
4.3	Draft Feasibility Plan – 10 copies, plus digital copy	Consultant
4.4	TAG Agenda & Meeting Notes; Community Workshop Agenda & Meeting Notes	Consultant

**Task 5 Final Feasibility Plan Preparations**

**Task 5.1 Prepare Final Feasibility Plan**

- Prepare Final Plan based on TAG and community input.

*Responsible Party: Consultant*

**Task 5.2 Present Final Feasibility Plan**

- Present Final Plan at a public meeting of MCOG, for acceptance.
- Make any needed revisions to Final Plan, based on MCOG direction.
- Deliver Final Plan to MCOG.

*Responsible Party: Consultant*

<b>Task</b>	<b>Deliverable</b>	<b>Responsible Party</b>
5.1	Final Feasibility Plan – 25 copies, plus digital copy	Consultant
5.2	PowerPoint Presentation; MCOG Meeting Notes	Consultant

**Task 6 Project Administration**

**Task 6.1 Quarterly Reports**

- MCOG will act as project manager, and will monitor ongoing progress of project and provide required quarterly reports to Caltrans. MCOG will oversee contractual agreements with Caltrans and the consultant, and will coordinate and participate with the TAG.

*Responsible Party: MCOG*

**Task 6.2 Fiscal Administration**

- MCOG will act as fiscal manager for project, including providing invoicing and ensuring proper documentation of expenditures and timely use of grant funds.

*Responsible Party: MCOG*

<b>Task</b>	<b>Deliverable</b>	<b>Responsible Party</b>
6.1	Quarterly Reports	MCOG
6.2	Invoice Packages	MCOG

**B. Deliverables**

The Consultant will be responsible for the “Deliverables” listed under each specific task above.

A total of **10 copies** of the Draft Plan and **25 copies** of the Final Plan shall be provided to the Mendocino Council of Governments. In addition, an electronic copy of the Draft and Final Plans shall be provided on a CD (in “Word” format) to the Mendocino Council of Governments.

**IV. PROPOSAL REQUIREMENTS**

**A. Content**

Each technical proposal shall contain as a minimum:

1. Identification of Prospective Contractor

The proposal shall include the name of the firm submitting the proposal, its mailing address, telephone number, e-mail address, and the name of an individual to contact if further information is desired.

2. Management

The prospective contractor shall designate by name the project manager to be assigned to this project. The selected contractor shall not cause the substitution of the project manager without prior written approval of the Mendocino Council of Governments.

3. Personnel

The prospective contractor shall describe the qualifications of all professional personnel to be employed, including a summary of similar work or studies performed, a resume' for each professional, a statement indicating how many hours (estimated) each professional will be assigned to the contract and what tasks each professional will perform. The contractor shall not cause members of the project team to be substituted without prior written approval of the Mendocino Council of Governments.

4. References

The prospective contractor shall provide names, addresses and telephone numbers for at least three clients for whom the prospective contractor has performed work similar to that proposed in this request. A summary statement for each assignment shall be provided.

5. Subcontractors

If subcontractors are to be used, the prospective contractor must submit a description of each person or firm and the work to be done by each subcontractor. The cost of the subcontract work is to be itemized in the cost proposal. Consultant mark-up on sub-consultant costs is not allowed under this grant program.

6. Methodology

The prospective contractor shall describe the overall approach to the project, specific techniques that will be used, and specific administrative and operations management expertise that will be employed.

**Note:** Proposers' responses to the required tasks outlined in this RFP must be specifically numbered the same as in this RFP. If the responsible party for a certain task (i.e. Tasks 1.1, 1.2 & 6) is not the consultant, then that should be noted to maintain the required numbering. If additional tasks are proposed, they should be numbered as sub-tasks under the appropriate existing task. *(The reason for this task numbering requirement is that staff has found, when invoicing Caltrans grant projects, problems are minimized when the invoiced tasks match the task numbers in the approved grant.)*

7. Schedule of Tasks

The proposal shall contain a detailed schedule identifying major tasks to be undertaken to conduct the work and timeframe for each task. The schedule shall also identify all meetings, progress reports, deliverables, and the estimated staffing and hours to accomplish each task and deliverable.

8. Budget

The prospective contractor shall prepare a detailed budget, by task, for the work to be performed. The budget shall itemize all items that will be charged to the project. Do not include consultant funding in tasks where consultant is not listed as a responsible party (i.e. Task 1.1, 1.2, and 6).

Costs shall be shown to reflect fully-weighted hourly billing rates for all personnel; however, the methodology for calculating the fully weighted rates must be shown (e.g. overhead rate, fringe, etc.). Consultant mark-up on direct costs is not allowed under this grant program. Reimbursement for travel-related direct costs (hotels, meals, etc.) is limited to approved State rates which may be found on the Caltrans website:

([http://www.dot.ca.gov/hq/asc/travel/ap\\_b/bu1.htm](http://www.dot.ca.gov/hq/asc/travel/ap_b/bu1.htm)). When invoicing, receipts are required for all direct costs, other than fully-weighted personnel costs.

If subcontractors are to be used, the breakdown of subcontract costs shall follow the same format as that for the prime contractor. Consultant mark-up on sub-consultant costs is not allowed under this grant program.

9. Signature

The proposal shall be transmitted with a cover letter that must be signed by an official authorized to bind the proposer contractually and shall contain a statement to the effect that the proposal is a firm offer for a 90-day period. The letter accompanying the technical proposal shall also provide the following: name, title, address, telephone number, and e-mail address of individuals with the authority to negotiate a contract and bind the consultant to the terms of the contract.

## V. **CONTRACTOR AWARD**

### A. **Proposal Review**

Each proposal will be reviewed to determine if it meets the proposal requirements contained in Section IV. Failure to meet the requirements for the Request for Proposals will be cause for rejection of the proposal.

The Mendocino Council of Governments may reject any proposal if it is conditional, incomplete, or contains irregularities. The Mendocino Council of Governments may waive an immaterial deviation in a proposal. Waiver of an immaterial deviation shall in no way modify the Request for Proposals documents or excuse the proposer from full compliance with the contract requirements if the proposer is awarded the contract.

### B. **Proposal Evaluation**

An evaluation committee will evaluate those proposals that meet the proposal requirements, and will determine whether interviews will be needed. MCOG reserves the right to select a consultant based solely on written proposals. Evaluation will be based on proposer's understanding of work scope requirements (including knowledge of local conditions), responsiveness and comprehensiveness of the RFP response, qualifications of individuals or firm, successful experience and performance with similar projects, and proposal contents and methodology. Scoring will be as follows:

Responsiveness & Comprehensiveness of Proposal	(10 points maximum)
Qualifications of Individual or Firm	(20 points maximum)
Experience/Performance	(35 points maximum)
<u>Proposal Contents &amp; Methodology</u>	<u>(35 points maximum)</u>
Total Points Possible	(100 points maximum)

**C. Contract Award**

A contract will be negotiated with the individual or firm determined in the proposal evaluation process to be best suited to perform this project. If a contract cannot be negotiated with the individual or firm submitting the highest rated proposal which is in the best interests of the Mendocino Council of Governments, then staff will terminate negotiations with that firm and commence the negotiation process with the firm submitting the second highest rated proposal. The contract will include all State and/or Federal requirements that “flow down” from the Caltrans grant.

**D. Funding**

Funding for this project is provided through State and Local funding in MCOG’s 2012/13 Overall Work Program (*Work Element 19*). A total of **\$135,000** is expected to be available for the consultant’s portion of the project.

**VI. GENERAL INFORMATION**

**A. Proposal Submittal**

Proposals must be received by no later than **3:00 p.m. on Friday, June 21, 2013.** Five (5) copies of the proposal shall be furnished. Proposals may be either mailed or hand delivered to:

Phillip J. Dow, Executive Director  
Mendocino Council of Governments  
367 North State Street, Suite 206  
Ukiah, CA 95482

**B. Late Submittals**

A proposal is late if received at any time after **3:00 p.m. on Friday, June 21, 2013.** Postmarks will not suffice. Proposals received after the specified time will not be considered and will be returned to the proposer.

**C. Modification or Withdrawal of Proposals**

Any proposal received prior to the date and time specified above for receipt of proposals may be withdrawn or modified by written request of the proposer. To be considered, however, any modified proposal must be received by the date and time specified above.

**D. Schedule**

The tentative schedule of activities related to this Request for Proposals is as follows:

<u>Activity</u>	<u>Date</u>
RFP Mail-out	May 24, 2013
<b>Proposal Submittal Deadline</b>	<b>June 21, 2013 - 3:00 p.m.</b>
Review/Ranking of Proposals	June 24 – July 5, 2013
Interviews (if needed)	July 8-12, 2013
Contractor Selection & Contract Award	July 15, 2013
Project Starting Date - Notice to Proceed	July 16, 2013
Final Report Due	June 30, 2014
Presentation to MCOG	June, 2014

**E. Property Rights**

Proposals received within the prescribed deadline become the property of the Mendocino Council of Governments and all rights to the contents therein become those of the Council.

**F. Amendments to Request for Proposals**

The Mendocino Council of Governments reserves the right to amend the Request for Proposals by addendum prior to the final date of proposal submission.

**G. Funding**

Funding for this project is provided through State and Local funding In MCOG’s FY 2012/13 Transportation Planning Work Program (Work Element 19). A total of **\$135,000** is expected to be available for the consultant portion of this project.

**H. Non-commitment of the Mendocino Council of Governments**

This Request for Proposals does not commit the Mendocino Council of Governments to award a contract, to pay any costs incurred in the preparation of a proposal to this request, or to procure or contract for services or supplies. The Mendocino Council of Governments reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified individual or firm, or to modify or cancel in part or in its entirety the Request for Proposals if it is in the best interest of the Council to do so.

**I. Public Domain**

All products used or developed in the execution of any contract resulting from this request will remain in the public domain at the completion of the contract.

**J. Questions**

Questions regarding this Request for Proposals will be received by e-mail, FAX, telephone, or in writing. Written questions should include the individual's name, the name of the firm, address, telephone number, and e-mail address.

Questions should be directed to:

Loretta Ellard, Assistant Executive Director  
Project Manager  
Mendocino Council of Governments  
367 North State Street, Suite 206  
Ukiah, CA 95482  
Telephone (707)463-1859; FAX (707)463-2212  
E-mail: ellardl@dow-associates.com

**K. Affirmative Action**

Prospective contractors should be aware that the Equal Employment Opportunity Requirement of Executive Order 11246, as amended by Executive Order 11275, Title VII of the Civil Rights Act of 1964, the California Fair Employment Practices Act and other federal and state laws pertaining to equal employment opportunity are applicable to any contract awarded by the Council of Governments.

**L. MCOG Acknowledgment**

The following acknowledgment of participation must appear on the cover or title page of the Final Report for this study: "The preparation of this report was programmed through the Mendocino Council of Governments' FY 2012/13 Transportation Planning Work Program and funded with State (Community Based Transportation Planning Grant) and Local Transportation Funds."

**Fiscal Year 2012-13  
TRANSPORTATION PLANNING GRANT  
APPLICATION**

**2. Project Description (Do not exceed the space provided.) (20 points)**

A. Briefly summarize project. (10 points)

B. Briefly describe the project area. (10 points)

2A. This project will (through a thorough public outreach process) study the feasibility of a multi-use non-motorized path along the State Route 128 corridor through Anderson Valley from Cloverdale to the SR 128/SR 1 junction. The feasibility study will result in a Final Plan that identifies technically feasible non-motorized alternatives to connect valley communities to Sonoma Co., SR 1 and the Mendocino coast. The Final Plan will prioritize trail segments for future implementation.

2B. State Route 128 is a conventional, rural two-lane State highway. It also serves as the "Main Street" for several small towns along the SR 128 corridor, and local residents often must access it for transportation purposes. Walking and bicycling opportunities are limited and unsafe, due to the narrow shoulder width which varies throughout the project area. Public transportation services are severely limited, with only one round trip through the valley each day, and a senior center van.

SR 128 connects the Anderson Valley in Mendocino County to SR 101 at Cloverdale (in Sonoma County); and connects the four small rural communities of Yorkville, Boonville, Philo and Navarro to each other and to SR 1. From the Sonoma County line to Boonville, SR 128 is mountainous and bordered almost exclusively by private property. From Boonville to SR 1, although still curvy, the highway is relatively level. The segment from Boonville to Navarro is bordered by private property with most of the local vineyards and wineries located in this area. From Navarro to SR 1, the highway is bordered by timber land owned by the Mendocino Redwoods Company and by State Park land.

The area is rural, mountainous, and isolated from larger urban centers. Over the past several decades, as logging and sheep ranching have declined, the economy has become increasingly dependent on wineries and tourism. Demographics have changed over the same time period from relatively well paid employment in the logging industry to lower paid employment in vineyards and tourism industry. 2010 census data gives a countywide population figure of 87,841. Although these valley communities are small (*population estimated at less than 2,000*), the weekend population can be high on this busy route, with tourists traveling from the Bay area to the Mendocino coast.

According to the 2010 Mendocino County Community Health Status Report "*Using DOF estimates for 2010, 68.9% of the population were White, 20.6% were Hispanic and 6.3% were Native American*". The percentage of Hispanic residents in the Anderson Valley region may be higher than the countywide percentage, due to the agriculture industry in the subject area. There are no Native American Tribes in the project area, with the closest Tribes being in Ukiah (inland), and near Point Arena (on the coast). Per the same 2010 report, "*in Mendocino County, the percent of families living below the Self-Sufficiency Standard is 35.2%....*" Further "*of Mendocino County householders living below the Self-sufficiency Standard, 66% were Latinos...*". The "Self Sufficiency Standard" for California is calculated for each county using the cost of basic expenses including housing, food, health care, transportation and other costs, and represents a decent standard of living for each county.

Because of the small size of the community, lack of growth and limited government funding, the valley has suffered from the lack of public investment, including non-motorized facilities.

**Fiscal Year 2012-13**  
**TRANSPORTATION PLANNING GRANT**  
**APPLICATION**

**3. Project Justification (Do not exceed the space provided.) (20 points)**

- A. Describe the problems or deficiencies the project is attempting to address. (10 points)  
B. Describe how the project will address the identified problems or deficiencies. (10 points)

**3A.** SR 128 (which serves as "Main Street" for several small towns in project area) is unsafe for non-motorized vehicles and pedestrians. It is hilly and curvy, and often has little or no shoulder. Many drivers are unfamiliar with the area and drive fast, endangering walkers and cyclists. Many residents live away from town centers and must drive to work, school, or shop, due to lack of safe non-motorized facilities. Low income families often have only one vehicle, which is used for work commute, leaving the rest of the family with no transportation, dependent on others, and isolated. Public transportation services are severely limited. Senior citizens walk along SR 128 between the senior center and town, and often have difficulty navigating roads without sidewalks or pathways. These challenges also face persons with disabilities. A safe, accessible, shared-use, walkable and bike-able trail is needed to improve mobility and accessibility options and enhance public safety.

**3B.** A consultant will be hired (through a competitive bidding process) to conduct a comprehensive public outreach and planning process to study feasible alternatives for a non-motorized transportation route along SR 128. The feasibility study will result in a Final Plan that will contain realistic solutions, practical design alternatives, and conceptual plans, which will be used as the next logical step to seek funding through Federal, State or local sources to design, permit, and construct the identified trail. Ultimately, residents and visitors will be able to utilize the Valley Trail as a safe, non-motorized transportation facility to walk and bicycle in this rural community that abuts the State highway. This project will benefit the general population, the transit dependent, senior citizens, persons with disabilities, families with children who commute to school, and tourists. Local statistics indicate that many children visiting the Health Center are overweight; thus, having a safe place to walk and bike in the community will benefit the overall general health of the community. A multi-use non-motorized path along the SR 128 corridor will also support the local economy by bringing more eco-tourism to the valley, benefitting local businesses and providing new employment opportunities.

This project strongly supports all six of the State Transportation Planning Goals, as follows:

Improve Mobility and Accessibility - by expanding and enhancing modal choice by providing a safe and accessible non-motorized facility to walk and bicycle. Preserve the Transportation System - by efficiently utilizing the existing State highway for non-motorized transportation. Support the Economy - by offering non-motorized travel options to tourists who visit the area and spend money at local wineries and businesses. Enhance Public Safety and Security - by providing a safe, non-motorized facility that will increase the safety of individuals who use this rural roadway to bicycle or walk for work, school, or recreation. Reflect Community Values - by conducting a thorough public outreach process to gain the community's input and reflect the community vision for this non-motorized transportation facility. Enhance the Environment - by reducing greenhouse gas emissions by providing non-motorized transportation options, and thus benefitting air quality in the valley. According to a 2005 survey cited in the *2010 Community Health Status Report*, Mendocino County earned only 8 out of 100 points for walkability. This project supports the region's Blueprint planning efforts which specifically identified the need for bicycle and pedestrian facilities in the Anderson Valley, and supports Complete Streets principles and Livable Community and Sustainability Concepts by making the community more walkable and safe. This trail, when implemented, would greatly improve and enhance the region's mobility options. This project is also listed as a proposed bikeway in MCOG's Regional Bikeway Plan.

This project will address the above stated needs by providing a comprehensive Final Plan with technically feasible recommendations that can be used to advance identified projects closer toward implementation.

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**4. Public Participation (Do not exceed the space provided.) (20 points)**

- A. Identify the project stakeholders (e.g. low-income and minority communities, Native American Tribal governments, other underrepresented groups, community-based organizations, and businesses affected by the project). **(10 points)**
- B. Describe the outreach methods that will be used to reach the public and the project stakeholders with an emphasis on engaging traditionally underrepresented communities. **(10 points)**

**4A. Project stakeholders** are comprised of a varied mix of individuals and groups within the Anderson Valley, as well as governmental and agency partners. Participation by a broad group of interests will ensure that the Valley Trail Feasibility Study (and resultant Final Plan) will promote community identity and result in realistic recommendations that are technically feasible, and can be supported by the community as a whole.

Stakeholders include: *Cycked - a group of Anderson Valley residents organized to promote a bike path along SR 128. This local group (with the support of the Anderson Valley Community Services District) requested that MCOG apply for this feasibility grant, and will be a key partner to help facilitate this project.*

Local, regional, and state governmental agency and technical input will be solicited through the involvement of a Technical Advisory Group (TAG). The TAG is expected to include representatives from Mendocino Council of Governments (MCOG); the Anderson Valley CSD/Cycked; Caltrans; County of Mendocino Dept. of Transportation, and Dept. of Planning & Building Services; and Mendocino County Air Quality Management District. Other stakeholders include:

Anderson Valley Community Services District  
Anderson Valley Unified School District  
Anderson Valley Health Center  
Family Resource Center  
Anderson Valley Senior Center; Senior Elderhome;  
Anderson Valley Grange; Farmer's Market  
School Students, Agricultural Works, Local Residents, Tourists  
Property Owners, Landlords, Tenants  
Senior Citizens, Persons with Physical Disabilities, Low Income Residents  
Members of the Minority Hispanic community  
Anderson Valley Chamber of Commerce; Winegrowers Association; Anderson Valley Wine Tour  
Anderson Valley Brewing Company; Anderson Valley Advertiser  
Hendy Woods Community; Anderson Valley Land Trust; Navarro River Resource Center  
Mendocino County Fairgrounds  
California Dept. of Parks and Recreation  
County of Sonoma, Department of Transportation  
Sonoma County Transportation Authority (SCTA)  
Sonoma County Trails Council (SCTC)

*Note: There are no Native American Tribes in the project area*

**4b** - See next page

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**If necessary, use this page to continue response for Question #4 (Public Participation).**

**4b.** Two public community workshops (as well as several small focus group meetings) will be held to solicit public participation and community input on the community's vision for the Valley Trail. The initial workshop will be to explain the purpose of the Valley Trail study, and the second workshop will be to review the draft plan. Workshops will be advertised to stakeholder groups and the general public consistent with outreach methods described in MCOG's adopted Public Participation Plan, including newspaper notices, radio announcements, e-mail, English and Spanish flyers/posters, and information posted on MCOG's website. In order to maximize public input, opportunities (such as surveys, mail-in postcards, e-mail contacts, etc.) will be provided to encourage public comment. Efforts will be made to schedule meetings at convenient times and locations to accommodate the public. (Cycked has already reached out to the community with posters; public meetings; at the Farmers Market and other community events and fund raising events.)

In order to reach second home owners and others who may be isolated from local media, materials will be mailed to all Post Office boxes in Navarro, Philo, Boonville, and Yorkville and mail boxes along the proposed trail route. This mailing (which will include information in Spanish) will include an introduction to the project, a request for input, and an invitation to the initial community meeting.

Focus group meetings will be held with potential agency partners such as Caltrans, Counties of Sonoma and Mendocino, and State Parks; and with local businesses (e.g. Mendocino Redwoods Company; the Anderson Valley Winegrowers' Association; Chamber of Commerce). The Technical Advisory Group (TAG) will meet regularly throughout the project to provide technical input.

Extra efforts will be made to reach out to the traditionally under-represented Hispanic and low income communities through the school district, health clinic and Catholic Church -- organizations that are already known and trusted in those communities. Spanish interpretation opportunities will be provided. Focus group meetings will be designed to provide information about the project and hear concerns of neighborhood groups, private individuals, the agricultural community and landowners; will be held in venues close to where the groups live and work; and will form an important part of the outreach to generally under-represented communities. There are no Native American Tribal Governments in the project area.

The well-advertised second community public meeting will be held to present the draft plan and solicit public feedback. The draft plan will be made available both electronically and in hard copy, for easy access by the public. It will be posted on MCOG's website ([www.mendocinocog.org](http://www.mendocinocog.org)) and hard copies will be made available for review at convenient community locations.

The Final Plan will be presented at a public meeting of the Mendocino Council of Governments. For those unable to attend in person, MCOG's meetings are televised for later viewing on public access TV Channels 3, 64, and 65, and are available for viewing at <http://mendocinoaccess.org/>. Notice of this public meeting will be provided in various outreach methods as listed above.

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**5. Project Implementation (Do not exceed the space provided.) (20 points)**

- A. List the project's anticipated accomplishments and final deliverables. (10 points)
- B. Explain how the completed project and its deliverables will be applied, or carried forward, to the next stage/phase. (10 points)

**5A. Anticipated accomplishments:** An extensive community and stakeholder outreach process will be undertaken to conduct the Valley Trail Feasibility Study, to ensure that Final Plan meets community needs, supports the community's identify, and has broad stakeholder support necessary for successful implementation. The ultimate result of the feasibility study (and Final Plan) will be the construction of a valley trail along the SR 128 corridor that supports Complete Streets and Livable Communities Concepts; provides a safe, shared used, non-motorized facility; implements a project in the Regional Bikeway Plan; improves mobility and accessibility; and enhances public safety for these rural communities that about the busy State Highway.

The feasibility study will result in a Final Plan that will include recommendations that are realistic, implementable, and technically feasible. It will:

- address existing conditions, and identify concerns and issues
- include an analysis of opportunities and constraints for multi-use non-motorized trail improvements
- illustrate preferred pathway locations and dimensions
- provide conceptual design and material recommendations
- encompass landscape features
- identify preferred alignments and recommend trail treatments/surface.
- identify a project that can best meet community goals to improve and promote safe multi-use trails and circulation, with prioritized segments for implementation
- provide conceptual cost estimates
- identify potential funding mechanisms and sources
- include a narrative report that documents the public outreach process, design process, alternative solutions, and describes and supports conclusions

The proposed multi-use trail will be divided into sections based on several factors, including geography; community need; landowner support; ease of construction; and a cost-benefit analysis. These factors will to be used to prioritize sections for implementation and construction.

**Final Deliverables include:** Kick-off Meeting Agenda & Meeting Notes; Request for Proposals & Distribution List; Executed Consultant Contract; Technical Advisory Group List, Meeting Notes and Agendas; Technical Memoranda, Project Mapping, GIS Database, Public Outreach Materials; Community workshop agendas & workshop notes, attendance sheets, Powerpoint presentations, workshop refreshments, and meeting facility rental; list of candidate projects; cost estimates; draft and final feasibility plans, MCOG meeting notes; quarterly reports and invoices.

**5B.** The Final Plan will be distributed to project partners, and will be used to advance the Valley Trail project through to the next steps. MCOG, Caltrans, the County of Mendocino, and local agencies will be able to utilize the Final Plan to seek federal, state, regional or local funding (*for design; environmental analysis and permitting; construction of improvements, and on-going maintenance of the facility*) for implementation of priority segments. It will also be used to inform decision makers with pertinent information on future highway/streets/roads projects that may have an effect on the Valley Trail.