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**Countywide Bicycle &  
Pedestrian Advisory Committee  
Special Meeting**

**AGENDA**

**Monday, May 22, 2006**

**2:00 p.m. – 3:00 pm**

Sonoma County Transportation Authority  
520 Mendocino Ave., Suite 240  
Santa Rosa, CA

- I. Consent Items – DISCUSSION/ACTION
  - A. Approval of minutes of May 9, 2006 meeting
- II. **Action Item – DISCUSSION/ACTION**
  - A. **Recommendation to SCTA Board RE: Application for TDA3 Funding for SCTA Countywide Bicycle/Pedestrian Master Plan and Issuance of Request for Proposal/Scope of Work**
- III. Adjourn/ACTION

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The next **CBPAC** meeting is June 27, 2006  
The next **SCTA** meeting is June 12, 2006

DISABLED ACCOMMODATION: If you have a disability that requires the agenda materials to be in an alternative format or that requires an interpreter or other person to assist you while attending this meeting, please contact the SCTA at least 72 hours prior to the meeting, to ensure arrangements for accommodation.

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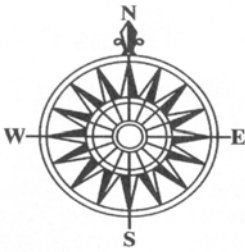
Staff: Lynne March 565-5373  
[lmarch@sctainfo.org](mailto:lmarch@sctainfo.org)

The entire agenda packet is available online at [www.sctainfo.org](http://www.sctainfo.org).

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Suzanne Wilford  
Executive Director

520 Mendocino Avenue  
Suite 240  
Santa Rosa, CA 95401  
PH: 707-565-5373  
FAX: 707-565-5370



**COUNTYWIDE BICYCLE & PEDESTRIAN ADVISORY COMMITTEE**

**NOTES OF SPECIAL MEETING**

**May 9, 2006**

2:00 p.m.

**ATTENDEES**

Nancy Adams	City of Santa Rosa
Gary Albright	City of Santa Rosa
Christine Culver	Sonoma County Bicycle Coalition
Michael Eunice	Citizen
Fabian Favila	City of Santa Rosa
Gary Helfrich	Sonoma County Permit & Resource Management Dept.
Beth Kastrup	Town of Windsor
Tom Maunder	Petaluma Bicycle & Pedestrian Advisory Committee
Steve Schmitz	Sonoma County Transit
Eydie Tacata	City of Rohnert Park

SCTA Staff present: Chris Barney, Nina Donofrio, Lynne March, Janet Spilman.

Introductions were made.

Lynne March of the Sonoma County Transportation Authority (SCTA) presented a revised draft of the Countywide Bicycle and Pedestrian Plan, incorporating previous comments by the Committee.

Janet Spilman of the SCTA reported that she had attended a meeting of the Metropolitan Transportation Commission (MTC) regarding the routine accommodations effort in progress, stating that she felt the SCTA and MTC, as well as other groups involved in this effort, are near to reaching an agreement. She stressed the importance of these kinds of planning efforts to show MTC and other agencies that the SCTA is developing a comprehensive plan for bicycles and pedestrians.

Ms. March addressed the outline of issues falling under the purview, or “umbrella,” of the Countywide Bicycle & Pedestrian Master Plan. Discussion followed regarding the format of a Countywide plan and what it would include.

Ms. March reviewed the components of the Master Plan. Part I would be an overview and summary of the planning project, Part II would include mutual objectives and policies, which can be added to by each jurisdiction, and Part III would be the Plans themselves, including the County and each jurisdiction. Ms. Spilman explained that this would not be a separate, stand alone plan, but would encompass all the County plans under a “binder” concept. It

would be an overview with information that is common to the entire County. Frank Favila of the City of Santa Rosa suggested drawing up an agreement on those issues that all jurisdictions have in common. He also noted that if all entities had the same type of software, they would share a mutual benefit. Steve Schmitz of Sonoma County Transit observed that he had envisioned the Countywide Plan as a separate document. Ms. Spilman concurred that many jurisdictions will have the same issues and features to their plans, and that many items can be optimized to coordinate efforts. Some examples of components that could be optimized include public outreach, connectivity, and technical background. Gary Helfrich of the Sonoma County Permit and Resources Management Department (PRMD) pointed out how features of maps (such as utilizing the same styles for bicycle lanes) should be consistent County-wide, for easier reading of maps. He recommended a common cartography for all maps, with the same legend. Chris Barney of the SCTA invited any feedback regarding mapping, and commented that the next step would be to approach each jurisdiction and use the same color scheme, symbology, legend, etc. Mr. Barney noted that staff can provide road data (accidents, speed limits, etc.) and act as a clearinghouse.

Eydie Tacata of the City of Rohnert Park noted that they do not have an overlay of where transit lines and where bicycle paths are. She said the City of Rohnert Park is interested in the Bicycle Transportation Account (BTA). Mr. Barney responded that staff is working on getting all transit lines mapped out. Ultimately, if a jurisdiction needed it, a map could be produced that would include transit lines and stops, as well as bicycle routes, and bicycle parking.

Discussion returned to the Scope of Work. Mr. Schmitz said that his vision was that all jurisdictions would be eligible for BTA funds, then coordinate efforts so that all plans are updated at generally the same time. He recommended inclusion of pedestrian issues, at least at a policy level, and include accident feedback and ridership data, using volunteer efforts to do this aspect of it. He felt the need to address these issues now before proceeding.

Ms. Tacata concurred with Mr. Schmitz that these issues need to be addressed, and said it had been discussed by the Bicycle Advisory Committee for Rohnert Park. Mr. Schmitz reported that staff is working with PRMD for the first time to get policies for the General Plan that could be included in their bicycle plan.

Mr. Schmitz confirmed with Mr. Michael Eunice that the referenced Scope of Work would create a County-wide document, and would not just include Santa Rosa alone.

Tom Maunder of the Petaluma Bicycle and Pedestrian Committee reported that the City of Petaluma has been taking pedestrian and bicycle counts for the past two years, and that their plan includes many pedestrian projects.

Discussed ensued regarding the importance of including pedestrian issues in the Plan, and how to quantify the amount of funding to be spent on pedestrian issues for each plan. Ms. Christine Culver of the Sonoma County Bicycle Coalition asked whether, if the City of Santa Rosa wanted to create a pedestrian master plan, and they have funding and still want to be included in this Plan, they could use their funding to have the same consultant put this component as a part of their bicycle plan. Mr. Helfrich supported this idea, adding that if different jurisdictions want to add enhancements at their own cost, this should be

accommodated. Nancy Adams of the City of Santa Rosa asked whether anyone has ever asked consultants about what this might cost. Ms. Spilman responded with the example of Marin County, which had a proposal of \$115 million. Discussion ensued comparing the Marin County plan to the Sonoma County plan, noting the differences and similarities in each. Mr. Favila noted that at this point Santa Rosa is still small enough to be able to have the bicycle and the pedestrian plans combined. Ms. Spilman expressed the need for feedback, and to get an indication of the Committees' commitment to the Plan and proposal; she explained that this is an effort on the part of the SCTA to provide a comprehensive package for the jurisdictions at a good price. She recommended further discussion of details as to what can and cannot be done. She noted that this would save money through public outreach, including a series of workshops and meetings; and that there are many common elements shared by all the jurisdictions' bicycle plans. Mr. Schmitz added that this also means only one team is dealing with all the jurisdictions vs. having a different consultant for each jurisdiction.

Discussion continued regarding the possibility of splitting the Santa Rosa plan into two plans; one for bicycle and one for pedestrian. This would allow Santa Rosa to still contribute to the bicycle plan and to have their own comprehensive pedestrian plan. \$65,000 would be budgeted for their bicycle plan, which would be included in the Scope of Work, to noting that the City of Santa Rosa is to be provided guidelines. Mr. Maunder reported that the City of Petaluma has already written their pedestrian plan.

Discussion also ensued regarding whether the Plan should include a discussion of financial constraints/implementation challenges. The consensus was that this would not be desirable. Mr. Schmitz indicated to Mr. Favila that guidelines could be provided to the City of Santa Rosa, and that they could still participate with the group as it moves forward with funding contributions. Ms. Spilman noted that it is the MTC's wish to see the plan as a Countywide effort, inclusive of all jurisdictions.

The group then resumed considering the revisions to the RFP. Issues addressed under Task #3 of the RFP include the extent to which ADA access should be considered, public outreach (to address environmental justice – reaching all demographic groups), and accident or incident data.

Discussion then took place regarding bicycle counts, their purpose, the methodology used to get meaningful data, and establishing identifiable, measurable goals.

Under Task #5, Funding Issues, discussion involved the prioritizing of projects by programming criteria, and availability of funding. Other discussion included methodology for inventory of roads and trails.

Further discussion took place regarding whether cost-benefit performance standards or measurements should be included in the plan, and oversight and management of projects; for example, the condition of Park and Ride facilities', and signage. It was determined that it would be beneficial for a consultant to work with this County-wide Committee, and for them to have a list of priorities of prior projects.

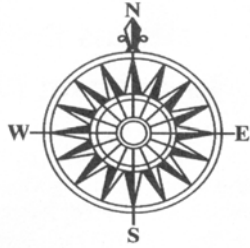
With regard to environmental review, it was observed that this is being incorporated into the General Plan, and could be done internally to a large extent. This would result in getting a better proposal.

The next meeting was scheduled for May 22 at 2:00 p.m. to finalize discussion about the planning proposal.

There being no further business, the meeting was adjourned at 4:00 p.m.

Respectfully submitted,

Nina Donofrio



## Staff Report

**To:** Countywide Bicycle and Pedestrian Advisory Committee (BPAC)

**From:** Lynne March

**Re:** Recommendation to SCTA Board pertaining to TDA3 funding of *SCTA Countywide Bicycle & Pedestrian Master Plan* and issuance of the RFP/SOW for consultant services

**Date:** May 22, 2006

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### Issue:

A recommendation from CBPAC to the SCTA Board is requested regarding:

- Application for Transportation Development Act (TDA) Article 3 funds to prepare the *SCTA Countywide Bicycle & Pedestrian Master Plan* (details below).
- Issuance of the Request for Proposal (RFP)/Scope of Work (SOW) for a consultant contract to prepare the plan (please see below)

### Background:

A statewide ¼ cent sales tax funds TDA, which is distributed primarily for transit operations. Approximately 2% of TDA funds are set aside as TDA Article 3 for bicycle and pedestrian projects---including bicycle lanes, pedestrian paths, and planning and marketing efforts. The SCTA approves TDA expenditure programs and tracks projects, while the Metropolitan Transportation Commission (MTC) administers the funds.

There continues to be interest on the part of residents, as well as city and county decision makers and staffs, in expanding opportunities for non-motorized transportation, not only for bicyclists but also for pedestrians.

### Countywide Bicycle Pedestrian Planning

The Countywide Bicycle & Pedestrian Advisory Committee (CBPAC) is comprised of representation across all relevant jurisdictions, allowing coordinated planning efforts across the county.

The CBPAC is responsible, with SCTA staff, for updates to the *SCTA Countywide Bicycle Plan* (last updated in 2003). The major components of that plan were maps of existing and proposed bike facilities, a list of proposed projects, an overview of bicycling conditions, a vision statement and listing of common goals and objectives.

SCTA staff has identified a need for a more comprehensive planning effort embracing both bicycle and pedestrian modes, based on countywide outreach and coordination.

Bicycle Plans are also becoming more complicated as fund sources require the inclusion of increasingly technical information. The Bicycle Transportation Account (BTA), a funding program administered by Caltrans, requires technical performance measures that not many jurisdictions have the time or resources to include.

### **SCTA Proposal**

SCTA staff is recommending that CBPAC oversee a consultant contract that would provide a *SCTA Countywide Bicycle and Pedestrian Master Plan*, which will fold into the *Comprehensive Transportation Plan*.

The envisioned master plan is to be comprised of three parts (please see "Umbrella" chart below):

1. An introductory section detailing project purposes; regional/county setting and planning context; methodologies used including inter-jurisdictional coordination and an outreach strategy involving all participating jurisdictions; a countywide "vision;" and mutual goals and objectives.
2. As a resource, a non-prescriptive "Menu" of discussions about issues pertinent to bicycle and pedestrian modes, and relevant data of value to jurisdictions.
3. An updated, or new, Bicycle and Pedestrian Plan for each participating jurisdiction, based on interface with staffs and established city/county bicycle and/or pedestrian advisory groups, and community outreach throughout the County. SCTA would acquire the capability to produce individual maps for all jurisdictions, as well as updates and custom maps, with consistency of data structure and cartographic standards and standardized configuration; establishing a countywide data repository and utilizing countywide GIS. Such maps will offer user friendliness across jurisdictions.

SCTA staff used the Transportation Authority of Marin (TAM) RFP/SOW as a starting point. An array of bicycle and/or pedestrian plans was then reviewed for subject matter content. The CBPAC considered a series of questions based on those reviews to consider what should, or should not, be included in the SCTA product. The "Final Draft of the RFP/SOW" was refined as the result of discussions during three meetings of the CBPAC, as well as written comments received. A target schedule and listing of TDA3 contributions by entity for this planning and mapping project are listed below.

Today's CBPAC meeting, the fourth focusing on this topic, is designed to conclude with a recommendation to be presented to the SCTA Board on June 12.

### **06/07 TDA 3 Funding Information:**

Current funding available to spend is over \$1.1 million  
Interest and adjustments from MTC total over \$145,000  
The CBPAC has received only two TDA3 applications totaling \$298,934  
Revenue has increased from last year by 11%  
05/06 actuals exceeded the fund estimate  
Substantial carryover balance

In short, there is more TDA Article 3 funding available this year than we had anticipated. These factors create a unique opportunity to produce plans for the SCTA and each jurisdiction that would involve mapping, public outreach and technical performance information.

### TDA3 Funding

1. Consultant costs - up to \$180,000
  - Collection of available data and published materials
  - Outreach to individual Bicycle/Pedestrian Advisory Committees and public
  - Development of pedestrian elements
  - Technical performance standards
  - Assistance with development of the database
  - Production of documents
  - Presentation of plan
2. SCTA GIS services – up to \$20,000
  - Printer Plotter, equipment and supplies, GIS software licensing

### Staff Recommendation

The Countywide Bicycle and Pedestrian Advisory Committee (CBPAC) to recommend SCTA Board approval of the Request for Proposal (RFP)/Scope of Work(SOW) for the preparation of the *SCTA Countywide Bicycle and Pedestrian Master Plan* and application for the associated Transit Development Act (TDA) Part 3 funding in the amount of \$200,000 for the plan preparation.

**TARGET SCHEDULE FOR:  
SCTA COUNTYWIDE BICYCLE AND PEDESTRIAN MASTER PLAN**

	ACTION	2006 DATE
1	CBPAC RECOMMENDS APPROVAL of RFP/SCOPE OF WORK to SCTA BOARD	MAY 22
2	STAFF REQUESTS SCTA APPROVAL for \$200,000 TDA3	JUNE 12
3	RFP ADVERTISED	JUNE 13-14
4	PROPOSALS DUE	JULY 18
5	SELECTION PROCESS & INTERVIEWS by REVIEW COMMITTEE	JULY 19- thru AUGUST
6	STAFF REQUESTS SCTA AWARD of CONTRACT	SEPT 11
7	AWARD CONTRACT	SEPT 12
8	COMMENCE WORK	MID-SEPT

**CONTRIBUTIONS FOR PLANNING & MAPPING**

	ENTITY By POPULATION	CONTRIBUTION
1	Santa Rosa	\$65,324
2	County	\$63,834
3	Petaluma	\$23,674
4	Rohnert Park	\$17,743
5	Windsor	\$10,649
6	Healdsburg	\$4,895
7	Sonoma	\$4,111
8	Cloverdale	\$3,445
9	Sebastopol	\$3,258
10	Cotati	\$3,067

**FINAL DRAFT**

**Sonoma County Transportation Authority  
REQUEST FOR PROPOSALS**

**SCTA COUNTYWIDE BICYCLE and PEDESTRIAN MASTER PLAN  
Sonoma County**

**A. Introduction**

The Sonoma County Transportation Authority (SCTA) requests proposals from consultant planning and engineering teams for the preparation of a countywide bicycle and pedestrian plan for Sonoma County and updates to the bicycle and pedestrian plans for each participating jurisdiction in the County of Sonoma (or if there is no existing plan, a new plan). Proposals must be submitted by 3:00 p.m. on **XXXXX**. This Request for Proposals describes the elements requested for inclusion in the proposal. Information is provided about the component plans, processes to be used, expected contract deliverables, and information that is expected in the proposals.

**B. Background**

Sonoma County is recognized as one of the most attractive areas to live in the country. One aspect that makes an area livable is having places where people of all ages feel comfortable walking and bicycling. The County of Sonoma and seven of the nine cities and towns in Sonoma County currently have bicycle master plans in place that encourage bicycle use. Most of these entities do not have stand-alone pedestrian plans, however, pedestrian planning information can be found in various other documents of each jurisdiction.

SCTA is seeking consultant services for a multi-year contract to update local agency plans (unincorporated county and incorporated cities/towns), and create a countywide master plan integrating all of the plans (please see attached chart).

SCTA will take the lead role in this process as contract administrator. SCTA's Countywide Bicycle and Pedestrian Advisory Committee (CBPAC) will provide overall project guidance. Where they exist, BPACs of the participating jurisdictions will also provide guidance for the relative jurisdiction's bicycle and pedestrian planning. The schedule of plan updates will begin with the *Sonoma County Bikeways Plan* (April 1997, Sonoma County's unincorporated area bicycle master plan) and the *City of Santa Rosa Update of the Bicycle and Pedestrian Master Plan* (August 2001). The consultant is to recommend a sequencing of local plan updates for the other participating agencies. This RFP's resultant plan is to include approval by SCTA, the local agencies, and Caltrans.

One purpose of the planning effort is to establish eligibility for funding from the Bicycle Transportation Fund (BTA), administered by Caltrans. The staging of plan preparation is to consider this need.

Below are listed the latest plan adoption dates and planned revision dates for the County and Sonoma County's cities/towns.

Entity	Last Adoption	Planned Update
County of Sonoma	1997	2007
Cloverdale	1993	2006
Cotati		To be determined
Healdsburg	2004	2006
Petaluma	2000	2006
Rohnert Park	2000	2006
Santa Rosa	2001	2006
Sebastopol	1995	2006
Sonoma		2006
Windsor	2002	2006

This RFP's countywide update effort will be an opportunity for local agencies to obtain an updated plan. The consultant will refine, expand, and build upon existing plans to guide the development of new plans.

### C. Proposal Requirements

Please provide one unbound proposal, plus five copies, to the SCTA office no later than 3:00 p.m. on ~~XXXXXXXX~~ The proposal should not exceed 30 written pages (excluding cover letter, proposal cover, table of contents and supplemental information, such as firm brochures and resumes). Printing is to be on single-sided, 8-1/2" X 11" pages, using a minimum font size of 10.

Proposals shall be organized using the following format:

- 1) **Cover Letter:** Identify the prime consultant and describe any subcontract arrangements. Please identify the person who is authorized to negotiate for the team, and indicate that the proposal represents a firm binding offer for 90 days.
- 2) **Project Understanding and Approach:** Describe your understanding of the need for the updating of the bicycle and pedestrian master plans of Sonoma County, and describe your approach to meeting the task objectives outlined in this request for proposals.
- 3) **Study Team:** Describe your team organization, including the qualifications of the prime consultant and any subconsultants included on the team. Please provide evidence of your experience in each of the areas identified in this proposal. Provide references with emphasis on those relating to bicycle and pedestrian education and engineering efforts provided by your firm.
- 4) **Key Staff:** Identify all key team members, including relevant experience. Include a statement that key team members will not be removed or reassigned without prior approval of SCTA.

- 5) **Work Plan:** Provide a proposed work plan for preparing the countywide bicycle and pedestrian plan, including updating Sonoma County's bicycle plans with inclusion of both bicycle and pedestrian modes.
- 6) **Project Schedule:** Please identify project phasing schedules, major project milestones and key dates in the project schedule.
- 7) **Project Budget:** Please provide a project budget, showing the budget for each task, as outlined in this RFP. Include level of effort for each staff person and billing rates for each person. Identify overhead rates and all other applicable charges to program. Fixed costs will be separately identified and tallied.
- 8) **References:** Provide at least three references (names and current phone numbers) from relevant recent work (previous three years) for key project staff members designated for the project. Include a brief description of the projects associated with the reference, and the role of the respective team member.
- 9) **Professional Services Contract:** Please indicate your willingness to accept the terms and conditions in the SCTA Contract (Attachment 1) or list those to which you take exception, and, as appropriate, provide proposed alternate wording. It is not SCTA's intention to make substantial changes to the standard SCTA Contract.

#### **D. Proposal Submittal Procedure**

The proposal shall be submitted in accordance with the following requirements:

- 1) The proposal shall be transmitted with a cover letter as described above.
- 2) The proposal shall be addressed to:  

Sonoma County Transportation Authority  
520 Mendocino Avenue, #240  
Santa Rosa, CA 95401  
Attention: Janet Spilman
- 3) The proposal must be received at the above address no later than 3:00 p.m. on **XXXXXX**. Late proposals will not be accepted.
- 4) SCTA will notify proposers of its selection, or selection for interview, on or after Wednesday, **XXXXXX**.
- 5) Questions pertaining to this RFP, the Scope of Work, or the proposal should be directed to Janet Spilman at:

Sonoma County Transportation Authority  
520 Mendocino Avenue, #240  
Santa Rosa, CA 95401  
Telephone: 707-565-5373

E-mail: [jspilman@sctainfo.org](mailto:jspilman@sctainfo.org)

## **E. Consultant Team Qualifications**

The proposal must demonstrate the consultant teams' qualifications as follows:

- 1) The administrative capacity to manage public funds and to meet all reporting and auditing requirements associated with SCTA.
- 2) Experience in developing bicycle and pedestrian master plans, including knowledge of successful programs outside of Sonoma County that may have features applicable to this project.
- 3) Experience working with public advocacy groups and organizations.
- 4) Engineering and planning expertise and experience in working with public agencies and professional staff, and county/city staff (e.g., engineers, planners, and landscape architects) to develop conceptual recommendations for bicycle and pedestrian facilities and enhancements, funding options, and implementation measures.
- 5) Familiarity with ADA issues and provisions relative to bicycle and pedestrian modes; and Caltrans design standards.
- 6) Experience in gathering and compiling information on facility usage, such as bicycle ridership and pedestrian counts.
- 7) The ability to produce high-quality graphic materials, including updated information on the bicycle and pedestrian master plans to agencies' websites.
- 8) The ability to coordinate effectively with the involved agencies and stakeholder groups, as well as having knowledge of the relevant processes and requirements related to nonmotorized funding.

## **F. Proposal Evaluation and Award Procedure**

An evaluation panel will utilize criteria to evaluate all proposals and develop a ranking of the most qualified consultants. The evaluation panel may include representatives from SCTA, CBPAC, local jurisdictions and/or other agencies. Members of the panel will not be revealed prior to the interviews. The firms/teams *may* be invited to an interview to be scheduled after **XXXXXX**. The Project Manager and key team members are expected to attend the interview.

Once the top firm/team has been determined, staff will start contract negotiations with that firm/team. If contract negotiations are not successful, the remaining firm/teams may be asked to negotiate a contract. The SCTA Board is required to approve the negotiated contract, although work may be initiated with a Notice to Proceed (NTP).

## **Solicitation Disclaimer**

SCTA reserves the right to reject any and all responses to this RFP. All responses to this RFP become the property of SCTA upon submission. The costs of preparing a proposal, and participating in an interview, are at the sole expense of the proposer.

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## Scope of Work

The following scope of work provides an outline of services that are expected to be offered as part of the development of the county-wide plan. The contract period will be multi-year (up to three years).

### Task 1.0 Strategy

The consultant will meet initially with SCTA's Countywide Bicycle and Pedestrian Advisory Committee (CBPAC) members and staff; then with individual county and city bicycle and pedestrian advisory committees to determine how the individual plans currently serve the respective areas and to establish a process and sequence for updating the plans, or where applicable, development of a new plan. The advisory groups shall include local bicycle and pedestrian advocates, and city and/or county staff. Stakeholders are to be provided with opportunities to provide input to the consultant both at the meetings and in writing following the meetings. SCTA staff will assist in providing copies of existing relevant plans and contact lists for the jurisdictions.

**Deliverable:** Scheduling of meetings and documentation of the meetings, findings, and verbal and written comments. Recommendation regarding scheduling of updates.

### Task 2.0 Review Existing Bicycle Master Plans and Pedestrian Plans

The consultant will review existing bicycle and pedestrian plans to document current and on-going programs and projects. The consultant will also: review policies related to the bicycle and pedestrian modes, relevant maps, databases and performance standards; assess bicycle, and where applicable pedestrian, route continuity between jurisdictions; and make recommendations including route alterations, gap closures, signage and mapping. The update will include a review of adjacent city and county plans to insure connectivity and consider MTC's *Regional Bicycle Plan*, *Bay Trail Plan* and Bay Area Ridge Trail. SCTA will be working simultaneously, and on an ongoing basis, with each jurisdiction to update and maintain the various associated maps.

**Deliverable:** Prepare a Working Paper summarizing the contents of the plans, addressing connectivity, and providing recommendations for updates, changes and additions.

### Task 3.0 Inventory of Facilities, Programs, and Existing Conditions

The consultant will undertake an update to the inventory of existing and proposed bicycle and pedestrian facilities and programs within the plan area, inclusive of data required in State BTA Guidelines. The consultant will contact each entity to fill in data gaps and other information on projects that have been recently completed, are under construction, or are proposed for the future. This information is to comply with BTA requirements and be for ongoing use by local agencies. Project/program descriptions, prioritization, and costs, are to be included as desired in the individual plans. In a few cases unpaved multi-use bicycle and pedestrian pathways/trails should be included in these plans.

The inventory of existing conditions is to include incident data. The inventory of existing conditions should note geographical, infrastructure, social, and institutional barriers. Coordination with American with Disabilities Act (ADA) compliance is to be noted briefly relative only to bicycle/pedestrian issues.

**Deliverable:** Updated database files. Project/program information shall be provided in Microsoft Access that can be easily updated and maintained. Incident data is to be compiled by jurisdiction and presented in a document. A Working Paper on relevant barriers and ADA compliance.

#### **Task 4.0 Transportation Data Collection Recommendations**

The consultant will make recommendations regarding where select bicycle and pedestrian counts would be valuable for planning and/or funding purposes. MTC standards for data collection should be included. Differentiation of commute and recreation purposes is to be considered.

**Deliverable:** Recommendations for data collection, explaining the locations and circumstances where counts might provide the highest benefit and why. Recommendations regarding the advisability of methodologies should be included.

#### **Task 5.0: Meetings, Workshops, and Presentations**

Public workshops, presentations and meetings will be critical in the update process in order to receive input, as well as to inform citizens, staff, stakeholders, and agencies about plan updates and the overall countywide product. Individual meetings with municipalities and the County are expected to be held along with public workshops in various parts of the County. The consultant's proposal should indicate an estimated number of meetings and provide an "Outreach Strategy" that addresses local and regional bicycle and pedestrian needs.

**Deliverable:** Delivery of an effective, inclusive "Outreach Strategy," with documentation of meetings, stakeholders, comments, and key findings.

#### **Task 6.0: Funding/Implementation Issues**

The consultant will work with the County and each municipality to develop materials and required data to meet the intent of Bicycle Transportation Account (BTA) requirements, including Streets and Highways Code Section 891.2, and any other pertaining funding-related requirements. The consultant will also provide information about relevant funding sources and the applicability of those sources to project/program types. A discussion regarding financial constraints and implementation challenges should be included. Issues related to environmental clearance, construction, retrofitting and ongoing operational and maintenance (O&M) expenses are to be included.

**Deliverable:** Updated database files for each city and the County to address BTA requirements. Compiled fund sources, discussion of applicability, and examples by funding type. A Working Paper on financial constraints and implementation challenges, including a consideration of issues related to environmental clearance, construction, retrofitting infrastructure and O&M costs.

### **Task 7.0: Benefits and Fostering of Nonmotorized Modes**

The consultant is to develop a discussion of the benefits of the choice of nonmotorized travel modes for individuals and the greater society. Suggested topics include, but should expand from, individual health and aesthetic benefits and household cost saving; community pollution and traffic congestion reductions, reduced parking requirements, and availability of mode choice; and more global benefits such as participation in climate stabilization and reduced petroleum dependence.

The consultant should develop a discussion regarding how, in general, land use and design can foster bicycling and pedestrian mode choice. Potential topics could include “walkability” and “bikeability” factors; orientation and distances to desired destinations, including jobs, housing, shopping, recreation, public uses, transit/rail; density of development; and community and transportation system design.

**Deliverable:** A Working Paper, inclusive of the above subject areas.

### **Task 8.0: Produce Approved Updated Bicycle and Pedestrian Plan Documents**

The consultant will prepare the final updated bicycle and pedestrian master plan documents both in hard copy and electronic versions (printing-friendly, high print quality suitable for print, CD and web-based formats). Draft reports will be provided for approval by local governing bodies and SCTA. The consultant should expect to attend such governing body meetings as requested.

**Deliverables:** The final product will be: A countywide SCTA master plan, incorporating updated or new bicycle and pedestrian master plans for each participating municipality and the county of Sonoma. The final “Master Plan” will be comprised of three components (Please see “Umbrella” chart below):

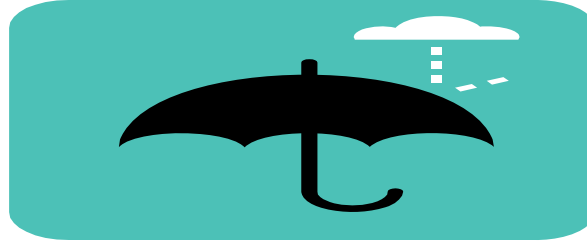
- 1) An introductory section providing a summary and an overview of the purposes, setting/context of the planning, and methodologies used. This section will also articulate the countywide “Vision” and list the mutual “Mission, Goals, and Objectives,” as well as providing a condensed listing of projects/programs, derived from the individual plans.
- 2) A “Menu of Discussions” to be used as resources and/or for incorporation, in whole or in part, into the individual plans.
- 3) An individual plan for all the participating jurisdictions. Lists of projects and programs are to be included, with descriptions, implementation priority and cost estimation assigned by the local jurisdiction. Each plan will also include goals, objectives, and policies ---which may include some which are not mutual to all (Please see attached chart that provides further details about plan components).

### **Task 9.0 Project Management and Oversight**

The selected consultant will be expected to provide appropriate and experienced staff to work with SCTA, CBPAC, other agencies in the County, and other stakeholder groups in managing this project. The consultant is to be familiar with Metropolitan Transportation Commission (MTC), Caltrans Local Assistance, and Bay Area Air Quality Management District (BAAQMD) approval processes and California Environmental Quality Act (CEQA) compliance requirements related to bicycle and

pedestrian funding, and provide expertise in appropriate management and accountability for the update projects.

**Deliverable:** On-going, and as needed, support related to project management, oversight and development. Professional-level final products delivered on schedule, which are the result of collaborative planning.



## UNDER THE UMBRELLA of THE “SCTA COUNTYWIDE BICYCLE & PEDESTRIAN MASTER PLAN”

### PART I: “BIG PICTURE”

- SUMMARY of Project
- Countywide VISION, Mission, Goals, Objectives
- CONDENSED Project/Program List

#### Introduction:

- Purposes of Master Plan:
  - Having an “ALL-in-ONE” Resource
  - FUNDING Eligibility
  - Planning & Mapping COORDINATION
  - Folds into CTP
- Regional /County SETTING & CONTEXT
- Methodology Used:
  - Coordination & Phasing
  - OUTREACH Strategy for all JURISDICTIONS

### PART II: “MENU”

#### General Discussions:

- Planning CONTEXT (Why there is interest in Bicycling & Walking)
- VALUE & BENEFITS of Nonmotorized Modes
- FOSTERING Greater Non-motorized Use (General principles---not requirements)
- “4 Es” : Engineering, Education, Encouragement & Enforcement
- BARRIERS & OPPORTUNITIES
- DATA Recommendations
- Incidents & SAFETY
- FUNDING Sources, Potentials, Applicability, & Constraints
- FACILITY issues: Construction, Retrofits & O&M
- Other Issues (e.g., geographical, institutional, social)

### PART III: “PLANS”\*

#### INDIVIDUAL Bicycle/Pedestrian Plan for COUNTY & each CITY:

Each with own Mission, Goals, Objectives, Policies

#### INDIVIDUAL MAPS for all JURISDICTIONS

Capability for UPDATES  
& CUSTOM MAPS

#### Countywide DATA REPOSITORY

Countywide GIS DATA

#### Consistent DATA STRUCTURE & CARTOGRAPHIC STANDARDS

STANDARDIZED  
CONFIGURATION

#### USER-FRIENDLY MAPS

Across jurisdictions