



NAPA VALLEY TRANSPORTATION AUTHORITY Board Agenda Letter

TO: NVTA Board of Directors
FROM: Kate Miller, Executive Director
REPORT BY: Diana Meehan, Associate Planner
(707) 259-8327 / Email: dmeehan@nvta.ca.gov
SUBJECT: Approval of Project Work Order No. 4 to NVTA Agreement No. 15-29 with Toole Design Group LLC for Work Associated with the Napa Countywide Bicycle Plan Update

RECOMMENDATION

That the Napa Valley Transportation Authority (NVTA) Board authorize the Executive Director to execute Work Authorization No. 4 (Attachment 1) to NVTA Agreement No. 15-29 with Toole Design Group LLC for the Napa Countywide Bicycle Plan Update in the amount not to exceed \$230,000.

COMMITTEE RECOMMENDATION

None

EXECUTIVE SUMMARY

Countywide Bicycle Plans are typically updated every 5 years to keep current with local goals and policies for improvements to the bicycle network as well as updated requirements in bicycle funding programs.

The Napa Countywide Bicycle Plan was last updated in 2011. Since the last update, changes have occurred within bicycle funding programs, primarily with the development and adoption of the Active Transportation Program (ATP). ATP was created by Senate Bill 99 Chapter 359 in September 2013. ATP combined multiple funding programs, such as the Bicycle Transportation Account (BTA) and Safe Routes to Schools (SRTS) into a single program to streamline funding resources for active transportation. The primary goal is to promote programs and projects throughout the state that improve active transportation networks and improve safety.

The Countywide Bicycle Plan Update will bring the current plan into compliance with ATP program requirements and will align with state, regional and local goals for

increasing bicycle mode share through improvements to the bicycle network. The Bike Plan, when coupled with the recently completed Countywide Pedestrian Plan, will create a complete Active Transportation Plan that will be recognized by the state.

Project Work Order No.4 was issued on February 2, 2017 to nine (9) qualified firms under the terms of RFQ 2015-03 On-Call Planning Services for the Napa Countywide Bicycle Plan Update. Four proposals were received. After evaluation and negotiation of the proposal, staff recommends that Toole Design Group LLC be awarded a work order contract for this plan in an amount not to exceed \$230,000. This contract amount includes a contingency of 8% over the \$213,080 contract amount to cover any additional bicycle count locations that may be necessary once evaluations are made early in the planning process.

PROCEDURAL REQUIREMENTS

1. Staff Report
2. Public Comments
3. Motion, Second, Discussion and Vote

FISCAL IMPACT

Is there a Fiscal Impact? Yes \$230,000

Is it currently budgeted? Yes

Where is it budgeted? CMA Planning Funds, \$200,000; Annual Bicycle Counts, \$20,000; Active Transportation Outreach, \$10,000. Board approved the FY 2016-17 and 2017-18 Budgets at their June 15, 2016 meeting.

Future fiscal impact? No

Consequences if not approved? The Napa Countywide Bicycle Plan Update will not be completed

CEQA REQUIREMENTS

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

The last Countywide Bicycle Plan was completed in 2011 and adopted prior to changes in bicycle funding program requirements of the Active Transportation Program (ATP). Last year, the first Countywide Pedestrian Plan was completed and will combine with the updated Bicycle Plan to create an Active Transportation Plan that will provide

guidance to jurisdictions for improving the active transportation network in Napa County. A comprehensive active transportation network plan will provide the framework for achieving the Countywide Transportation Plan, Vision 2040 goal of a 10% bicycle mode share by 2040.

The first Statewide Bicycle and Pedestrian Plan, "Towards an Active California" (Caltrans) and the first Regional Bicycle Plan (Caltrans District 4) are both currently in progress. The statewide plan is a policy focused document that seeks to triple bicycling in the state by 2020. The Statewide plan is scheduled for adoption in spring this year. The District-4 plan is launching its first round of outreach in the region. The district plan will focus on projects within the region that help meet state, regional and local goals for improving the bicycling network.

The Napa Countywide Bicycle Plan Update will benefit from these two recent planning efforts and will help re-establish local program policies and goals with context sensitive solutions for improving bicycling in Napa County.

The project will be similar to previous countywide planning efforts with the process expected to take place over the next eighteen months beginning with a kick-off meeting during Bike Month in May.

The Toole Design Group, LLC will work closely with NVTA staff, jurisdiction staff and local stakeholders throughout the process and will include:

- Meetings with NVTA Technical Advisory, Active Transportation Advisory and Citizens Advisory Committees
- Public Outreach-Community meetings, workshops and presentations-Web-based comment tools
- Existing facility inventory
- Needs assessment-Data collection and forecasting, bicycle counts, mapping
- Best practices toolkit
- Draft Plan-Including screening criteria for project prioritization, outline of funding sources, screening criteria for project prioritization
- Guidelines to ensure consistency between City and Countywide plans
- Environmental Review
- Final Plans-Countywide and jurisdiction plans
- Plan submittals and presentations to each jurisdiction and NVTA Board

SUPPORTING DOCUMENTS

Attachment: (1) Project Work Order No. 04 Napa Countywide Bicycle Plan Update

PROJECT WORK ORDER NO. 04

PROJECT NAME: Napa Countywide Bicycle Plan Update

NVT A PROJECT MANAGER: Diana Meehan, Associate Planner

CONSULTANT DESIGNATED TEAM MEMBERS:

- TOOLE Design Group Staff – see EXHIBIT A, Section 3 – Project Personnel, Key Staff
- Subconsultants – Rincon, see EXHIBIT A, Section 3 – Project Personnel, Team Organization

SCOPE OF SERVICE: See Scope of Services/Proposal for Services dated *FEBRUARY 20, 2017 AND REVISION MARCH 29 & 30, 2017*, EXHIBIT A, and Fee Schedule attached as EXHIBIT B.

START DATE: *APRIL 24, 2017*

COMPLETION DATE: *JUNE 30, 2019*

NOT-TO-EXCEED AMOUNT FOR THIS PROJECT: \$213,080

CHARGE NUMBER FOR PAYMENT: *CMA/FHWA 8300 8301001 52310 830*
CMA_PLAN_PRGMS BIKE_PLAN FED 83005

TERMS AND CONDITIONS: This Project Work Order is issued and entered into as of the last date written below in accordance with the terms and conditions set forth in the “Master Agreement with (CONTRACTOR) dated *DECEMBER 31, 2016*, which terms are hereby incorporated and made part of this Project Work Order.

NVT A

By: _____
KATE MILLER, Executive Director

Date: _____

CONTRACTOR
Toole Design Group, LLC

By: _____
Signature (Print Name and Title of Authorized Person)

Date: _____

Tax ID: 05045429

Napa Countywide Bicycle Plan Update

Task Order No. 4

Pursuant to On-Call Planning Services RFQ 2015-03



Flickr: Dianne Lee

Proposal to the Napa Valley
Transportation Authority
February 22, 2017





February 20, 2017

Kate Miller, Executive Director
Diana Meehan, Associate Planner
Napa Valley Transportation Authority
625 Burnell Street
Napa, CA 94559

**RE: Napa Countywide Bicycle Plan Update
Task Proposal for On-Call Planning Services RFQ 2015-03**

Dear Ms. Miller, Ms. Meehan, and Members of the Evaluation Committee:

Toole Design Group, LLC (TDG), in collaboration with our partner **Rincon Consultants, Inc. (RC)**, is pleased to submit our proposal for the update of the Napa Countywide Bicycle Plan and specific plans for the Cities of American Canyon, Napa, St. Helena and Calistoga, the Town of Yountville, and the Napa County unincorporated area. We are very excited to bring our national expertise in bicycle facility planning and design in rural and urban areas. Our approach will position the Napa Valley Transportation Authority (NVTa) and local agencies for future funding and strategic implementation of your bicycle networks. We have assembled a team of skilled professionals uniquely qualified to achieve this task.

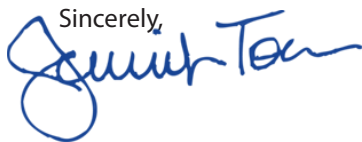
TDG is nationally recognized for our expertise in bicycle and pedestrian planning and design. The staff identified for the Napa County Bike Plan Update have experience working within Napa County, Northern California, and across the country on similar plans that are regional in scale with multiple jurisdictions and agencies, and involve a mix of rural, urban, and recreational areas. We understand the diverse audiences—elected officials, economic interests, transportation professionals, advocates, and the public. To ensure project success, our team includes experts in data analysis and visualization, policy, conditions assessment, safety enhancements, public outreach, innovative bicycle facility design, prioritization, funding and implementation. We approach bicycle facility planning and design with the understanding that bicycle transportation systems must operate in an existing multimodal transportation environment, and that recommendations must be practical, realistic, and offer benefits to all roadway users in order to be implemented.

Sean Co, our proposed Project Manager, has an outstanding record of successfully managing complex projects and delivering high quality products on time and within budget. Having worked in many communities throughout northern California, Sean brings a broad perspective and a deep understanding of the opportunities and challenges related to implementing quality bicycling facilities and understands how to prepare projects for different funding opportunities. **Brooke DuBose, AICP**, the Director of TDG's Berkeley office, will serve as Principal-in-Charge and provide Quality Assurance/Quality Control (QA/QC) oversight. She has a broad perspective and a deep understanding of the opportunities and challenges related to implementing quality bicycling facilities from working in hundreds of communities throughout California and will use this experience to provide the necessary expertise and resources to the project to ensure its success. Brooke has a keen understanding of the policy changes needed to improve safety and increase use, which she will bring to

our work in Napa County. **Stephen Svete, AICP, LEED® AP ND** and **Jonathan Berlin, MESM of RC** bring their experience from working on the California Environmental Quality Act (CEQA) documentation for the recently completed Napa Countywide Pedestrian Plan and CEQA analysis on dozens of other bicycle and pedestrian plans throughout California.

As a recognized Gold-Level Bicycle-Friendly Business by the League of American Bicyclists, TDG is proud of our reputation for being green: approximately 90% of our staff use transit, bicycle and/or walk to work on a regular basis. TDG is a Woman-Owned Business and is certified as a Disadvantaged Business Enterprise (DBE) in over 35 states, including the State of California (Certificate No. 38891), which allows us to guarantee this project will assist in meeting NVTa's DBE goal.

We are confident in the ability of our team to deliver the highest quality Countywide Bicycle Plan for Napa County, and will commit the necessary resources to perform the work on schedule and within budget. Our proposal represents a firm offer for a minimum of 90 days. If you have any questions, please contact our proposed Project Manager, Sean Co (contact information below). Thank you for your consideration of our team.

Sincerely,


Jennifer L. Toole, AICP, ASLA
President
301.927.1900 x103
jtoole@tooledesign.com

Contact information for
Sean Co, Project Manager
510.298.0740 x199
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1 SCHEDULE OF PERFORMANCE

Project Understanding

Napa County has made great investments in the transportation network over the past six years. The passage of Measure T in 2012 has set up a revenue stream for roadway maintenance beginning in 2018. The Napa Vine Trail Coalition has been successful in working towards the implementation of the multi-use Vine Trail that spans the County. The Napa Valley Transportation Authority (NVTa) recently received one of the largest Active Transportation Program awards in the Bay Area to advance completion of the Vine Trail by closing key gaps in the system.

The County's natural beauty and world class wineries help establish the region as a popular tourist attraction that brings in visitors and workers to the Napa Valley. Events such as the Tour of Napa and the Napa Tour de Cure attract thousands of recreational cyclists to the scenic roads that connect its communities.

With the ambitious but attainable goal of 10% bicycle mode share outlined in the Countywide Plan Vision 2040, the County will build upon the past investments to date and to develop a comprehensive Countywide Bicycle Plan that assesses the challenges and opportunities and recommends concrete strategies to implement improvements for an inter-jurisdictional bicycle network that is safe and convenient for people of all ages and skill levels. Having such a plan will

position Napa County and the six jurisdictions to make more strategic and cost-effective investments in the bicycle network and prepare the County to receive funding from the Active Transportation Program, Measure T, and One Bay Area Grant funds.

The Toole Design Group (TDG) Team understands and endorses these expectations for the Napa Countywide Bicycle Plan Update and proposes several key themes that will be fundamental to the success of this Plan:

The Plan should be bold but also realistic.

Plans must be imaginative and provide a clear and coherent vision. We have found that the most successful plans are those that identify and prioritize specific projects and programs for immediate implementation, and that build consensus among stakeholders to begin the implementation process upon completion.

The Plan must be integrated and balanced.

From the perspective of someone biking, jurisdictional boundaries are often irrelevant and seamless. Continuous routes are essential. Similarly, the bicycle network is not independent, and must be designed in the context of a multimodal transportation system and an evolving built environment for the rural areas



and denser urban areas in the cities. This Plan will build upon the 2011 Napa Countywide Bicycle Plan the recently completed 2016 Countywide Pedestrian Plan and the Countywide Plan Vision 2040.

The Plan should maximize contribution from stakeholders and residents.

The area is fortunate to have growing institutional and citizen support for bicycle improvements. The TDG Team has extensive experience coordinating among diverse stakeholders, providing multiple avenues for input (e.g. from traditional public meetings to interactive websites), and reaching out to individuals and groups not traditionally included in bicycle and pedestrian planning efforts (including reaching out to non-English speakers). To ensure network connectivity and program coordination, the Plan development process and recommendations will speak to all of the agencies and stakeholders responsible for building, promoting and maintaining the system.

The Plan must be detailed and implementable.

Many bicycle plans identify lines on a map but don't identify solutions that can be implemented in specific locations. This Plan will provide a level of detail that will allow quick and effective implementation for the six jurisdictions of American Canyon, Napa, St. Helena, Calistoga, the Town of Yountville and Napa County unincorporated. The Plan will include distinct plans for each jurisdiction that contain an inventory of the existing bicycle network and an implementation plan that identifies planned roadway and infrastructure improvements that can leverage existing funding to deliver complete street projects.

Project Approach

Our approach to delivering the Napa Countywide Bicycle Plan Update generally follows the scope of work and tasks outlined in the Request for Proposals (RFP). While each task is addressed in our approach, some numbering and terminology have been changed to track our proposed planning process. In addition, we have suggested some optional tasks that can strengthen the outcome of these Plans. These optional tasks are not reflected in our budget, but may be substituted for other tasks or additive.

Task 1: Kickoff and Project Management (Administrative Kickoff Meeting)

Task 1.1: Kickoff Meeting

The Toole Design Group (TDG) Team will coordinate, convene, and facilitate a kickoff meeting with Napa Valley Transportation Authority (NVTa) staff to review the project objectives, scope of work, and schedule for the Bicycle Plan update. The scope and schedule will include dates for deliverables, client review periods, and structured public and agency input, to ensure successful project completion within the designated time period. We will also discuss the public outreach (see Task 5 for more details), which will identify stakeholders, and key advisory groups that will be providing input on the Plan.

Task 1.2: Ongoing Project Management

While our Project Manager, Sean Co, will be available as needed by phone and email, we recommend scheduling coordination calls with NVTa staff every



Successful bike master plans address the needs of a wide spectrum of bicyclists

other week to review ongoing work and discuss upcoming tasks. In addition to regularly scheduled communication, TDG will provide monthly status reports that document the status of our team's work.

Early in the project, the TDG Team will review sample plan documents, such as the recently completed Countywide Pedestrian Plan, the Countywide Plan Vision 2040, and other city master plans and other multi-jurisdictional bicycle master plans, with NVTa staff and other key stakeholders to determine the general design and structure of the final Bike Plan documents. This early coordination ensures that the project builds towards a cohesive Active Transportation Plan once the Bike Plan is combined with the recently completed Pedestrian Plan.

Task 1 Deliverables:

- Agenda and summary notes from project kickoff meeting
- Revised scope of work and schedule following project kickoff meeting
- Monthly progress reports
- Summary notes from biweekly coordination calls, as needed

* **Task 2: Public Outreach** * SEE PAGE 59 (REV. 3/29/2017)

(Meetings, Workshops, Presentations, and Public Outreach)

Effective public outreach is the cornerstone of TDG's planning and design approach. Public involvement processes will be tailored to the needs of each individual project. TDG will craft a public outreach strategy that is tailored to the needs of NVTa, the local agencies, and general public. The outreach for the Napa Countywide Bike Plan will be a two-tiered approach with meetings with public agency staff and with members of the public. The key to the success of the Plan and the individual components will be the concurrence of local agency staff on proposed projects for the Bicycle System and the process to select and prioritize these projects. The second tier will involve members of the public and stakeholders including existing groups in Napa County.

Even well-publicized community meeting processes do not reach all stakeholders, particularly in a large

and diverse area like Napa County. The TDG Team has experience supplementing conventional public outreach efforts with user-friendly online interactive mapping, websites, social media venues, and surveys where people can provide detailed information about specific issues such as desired routes, challenging intersections or road segments, important destinations and other concerns. TDG has used this approach with tremendous success on past projects.



TDG provides extensive outreach in all geographic regions

At a minimum, TDG will:

1. Attend Technical Advisory Committee (TAC), Active Transportation Advisory Committee (ATAC) and Citizens Advisory Committee (CAC) meetings (six meetings) to plan for individual jurisdiction needs.
2. Meet with the City of Napa's Bicycle and Trails Advisory Committee (BTAC) and other city committees/commissions or stakeholder groups (Example: Napa Valley Vine Trail Bicycle Coalition, Napa Bike, etc.) (up to three meetings).
3. Hold up to three public meetings. Meeting No. 1 - Introduction meeting to gather public input; Meeting No. 2 - Charrette or table at event (TBD - Bike Fest or Earth Day); Meeting No.3 - Draft Plan presentation.
4. Create an online website/resource for public to map and submit ideas/comments.

TDG welcomes the opportunity to work with NVTa tailor for the project to assist in engaging as broad a cross section of stakeholders as possible and creating a meaningful process for all involved. The following tasks are the proposed components of such a plan:

Optional Task 2: Outreach Plan and Community-driven Communications

TDG recommends creating an Outreach Plan that will outline the timing, purposes, potential location, and audiences for all engagement efforts. This optional task will help organize the outreach efforts for internal and external stakeholders, provide transparency, and, hopefully, help staff create an inclusive outreach strategy that reaches a diverse group of stakeholders.

In order to maximize participation, we suggest developing a “resenders group” comprised of stakeholders such as Napa Bike, the Vine Trail Coalition, the Eagle Cycling Club, and the Napa County Office of Education who can re-broadcast event invites, announcements and links to their constituents. We have had broad success with this approach.



Public outreach at a farmers market

Task 2.1: Committee and Stakeholder Meetings

In our experience, it is helpful to clearly articulate the role of an advisory committee at the outset of a project. Due to the individual, jurisdiction specific plans, TDG will work with NVTa staff to form a Napa Bicycle Plan Technical Advisory Group (NBPTAC) for the purposes of development of the Plan. TDG can

provide sample language for the NBPTAC’s Statement of Purpose for this project, drawing from our work with similar groups on other projects.

The TDG Team will present the status of the Countywide Bicycle Plan to existing committees including TAC, ATAC, and CAC, at up to two meetings each. The team will prepare meeting materials (including agendas) and summary meeting notes.

In addition the team will meet with stakeholder groups such as the BTAC, the Napa Valley Vine Trail Coalition and Napa Bike. To be efficient with resources some of these groups will be invited to a joint meeting. TDG will prepare meeting materials and attend up to six meetings of this consolidated group.



TDG staff leading a workshop

Task 2.2: Workshops

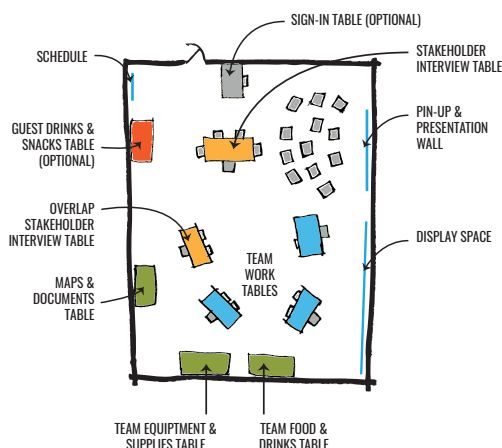
Public meetings are a central part of any Public Outreach Plan; however, TDG has a history of using creative strategies to make meetings both productive and fun. Sometimes, we accomplish this through the meeting format, such as incorporating a hands-on budgeting exercise to facilitate project prioritization. In other instances, we accomplish this by partnering with a compelling sponsor that can help promote and host meetings. For the Fort Collins, CO Bike Master Plan, the locally-based brewery, Fat Tire, was involved in promoting the meetings. Napa’s viticulture industry seems perfectly set up to combine elements of enjoying the local region with engaging the area’s residents and users with the bicycle issues at hand. A public outreach meeting at a local winery would be an engaging and fun meeting. These creative approaches

will help avert “meeting fatigue” among potential participants. With these goals in mind, we will work with NVTa and local agency staff to craft a creative approach that fits the character and needs of the Napa region. As an optional task, Spanish translation services can be provided for outreach materials and at meetings to insure inclusive participation.

To kickoff the public outreach process, the team will conduct an introductory meeting which will introduce the public to the plan development process and to solicit early input from the public.

We recommend a week-long charrette at the start of the project, which would include a series of three workshops around the County to inform residents, business owners, and other stakeholders about the goals of the NVTa Bicycle Plan, provide an overview on some of the tools and designs that support active transportation and to ask participants to provide input through a variety of techniques. We find that clustering these types of activities builds excitement for the project and will work with NVTa and others to ensure these are well publicized and subsequently well attended. If possible, bicycle audits or tours will be scheduled to take place in the early evening as part of the workshops.

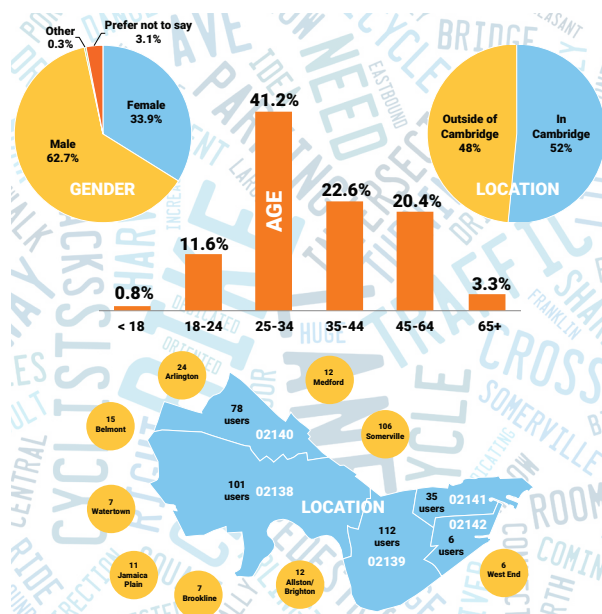
The TDG Team will integrate all the input received from the public input process and integrate the public and agency staff comments into the draft Plan. This draft will be presented at a public meeting and allow feedback prior to the adoption of the final Plan.



Typical charrette studio

Task 2.3: Web-based Tools

We Understand that NVTa is interested in cost-effective strategies for maximizing public input, we propose to use a variety of engaging web-based tools that will engage people that will not attend the public meetings. These tools will also allow residents in more remote areas of the County to participate without traveling distances for in-person events. Strategies include online polls, a visual preference survey, and WikiMap, our web-based interactive mapping tool that allows users to draw and write comments. The TDG Team will use photos and videos from different parts of Napa County to help stakeholders understand existing conditions and solicit input on facility preferences. Workshop materials and presentations can also be shared “virtually”.



TDG created visual representations of comments from a WikiMap

The TDG Team will create a web map that allows visitors to view proposed bicycle network changes. Bicycle data available on the web map could include:

- Existing networks
- Planned projects
- Volume data
- Performance measures

This online map known as the WikiMap can be set up to allow NVTa and other jurisdiction’s staff

to both collect crowd sourced data on facilities and gaps and receive feedback from the public to improve bicycling in Napa County. If desired, we will set up a phone meeting between NVTa staff and Sacramento Area Council of Governments staff to discuss the Sacramento Region's CycleSac smartphone application that allows users to track their biking activity and report problems along their route. Based on this meeting, the TDG Team will develop recommended next steps for NVTa to implement their own crowd-sourced data collection system. We encourage you to explore one of our existing WikiMaps at wikimapping.com/wikimap/Hennepin-County-Bicycle-Plan (this map is closed for public comment, but provides an example of the types of comments collected by a WikiMap).

In addition to the WikiMap, we can assist NVTa staff in developing "dashboard" graphics that NVTa can host and update on an ongoing basis to track key active transportation metrics.

Task 2 Deliverables:

- Committee and stakeholder meetings (six)
- Public meeting, charrette, draft plan presentation
- Meeting materials, agendas, attendance lists, and meeting summaries
- Online map survey tool (WikiMap) creation and administration

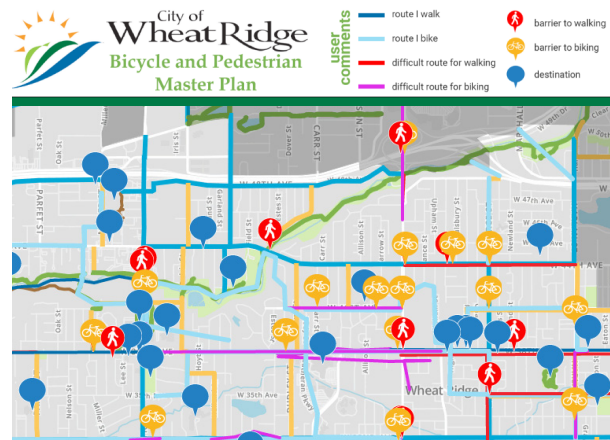
Optional Task 2 Deliverables:

- Outreach Plan
- Spanish translation services for materials and events

Task 3: Policy and Infrastructure Environmental Scan

(Project Initiation/Evaluating Existing Conditions)

The purpose of Task 2 is to understand and compile information from local-, county-, regional-, and state-wide sources that could be applicable to an update of the NVTa Bicycle Plan. This will involve a substantial review and analysis of existing plans, policies, data sources, and focus data collection in areas with known challenges.



Example of an online interactive map created by TDG

Task 3.1: Existing Bicycle Plans, Policies and Programs Review and Inventory

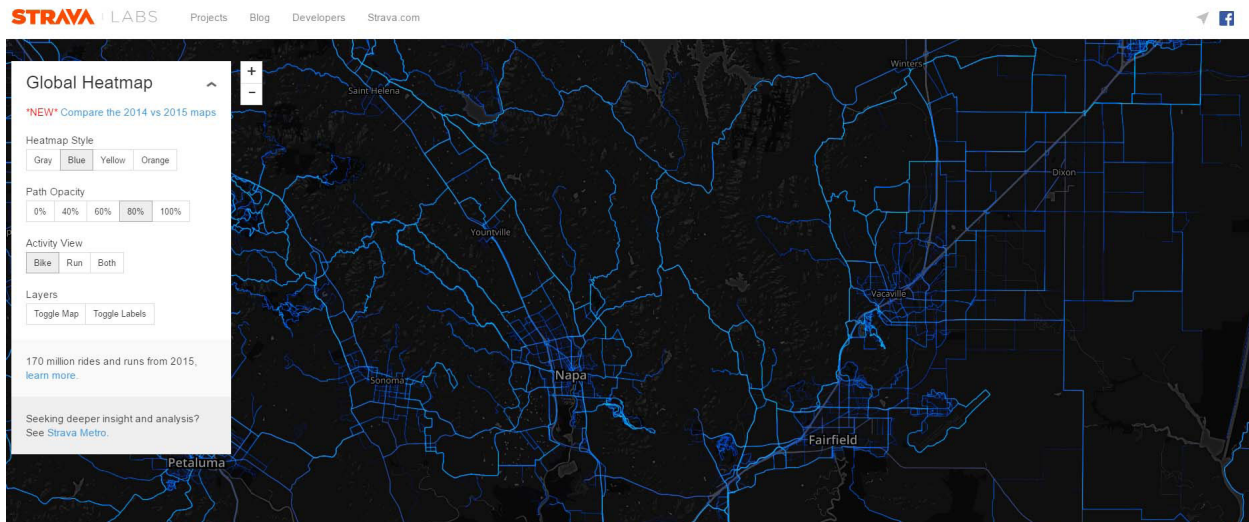
Through our work on active transportation projects across the U.S., TDG has both led the development of, and compiled a great deal of information on, plans, policies, and programs that support increased bicycling. As part of our discovery phase, our team will review existing plans, policies and programs in Napa County as a means to develop an informed understanding of the relevant policies and issues that need to be considered and addressed in the Plan. At a minimum, TDG will review and assess the following:

- 2016 Countywide Pedestrian Plan
- 2011 NVTa Countywide Plan
- Current general plans, such as the Countywide Transportation Plan, specific plans, circulation elements, and existing bicycle plans
- Bicycle programs, including school programs, local clubs, government programs, safe routes to transit, safe routes for seniors, and school-based programs (especially Safe Routes to School)

We will categorize and assess these efforts in relation to national best practices, and, more specifically, their adequacy relative to regional plans and state/federal funding opportunities such as the Active Transportation Program and Complete Streets Act.

Task 3.2: Existing Facilities Inventory

The TDG Team will obtain and create an inventory of bicycle and roadway data available at the local and countywide level within Napa County including data from Caltrans, NVTa, and local jurisdictions. Data that



Strava Heatmap for Napa County

will be sought for the inventory includes:

- Bikeway and facility classification data
- Multi-use paths and trails
- Planned, un-built segments (with description of “in existing plans,” “funded,” “under construction,” etc.)
- Bicycle parking
- Planned bicycle improvements
- Street centerlines and number of lanes
- Bike counts*
- Bicycle usage using Strava data
- Traffic volumes
- Posted speed limits
- Roadway shoulder widths
- Existing and future land use
- Parks, open space, and other recreational facilities
- School locations
- Transit routes and stops
- Activity centers and other destinations
- Major tourist destination

* TDG understands that NVTA would like to include bicycle counts as a measure of baseline activity in the county. TDG proposes to use data on general activity from Strava (see graphic above), a bicycling activity tracking app. In Napa County, there are over 16,000 app users, who have logged over 62,000 trips by bike (around 11,500 trips were identified as commute trips). While this data does not capture all trips, it does provide a cost-effective picture of peak bicycling periods and highly traveled routes. This data coupled with U.S. Census data will provide a picture of existing bicycle use and help to assess future demand.

TDG is currently working with MTC to develop a regional framework to collect bicycle and pedestrian data along with a methodology for site selection, coverage area and data storage. We feel it is in NVTA’s best interest to wait until this regional guidance is developed (anticipated in late 2017) before collecting data so that Napa County can work to develop a long term strategy for bicycle and pedestrian data collection.

This data will be used in creating an inventory and maps of the bicycle network that describe the Level of Traffic Stress/Comfort Level (LTS/CL). All data will be integrated with the Metropolitan Transportation Commission (MTC) BikeMapper GIS system, which will be used as an regional repository for planned and existing bicycle projects. A GIS database will be delivered to NVTA with source, date, and attributes; and associated with an updating procedure to assist NVTA staff in the future.

Over the course of numerous active transportation plans, TDG has pioneered a method of evaluating the LTS/CL that a bicycle network provides to users. Using data that is proven to influence a rider’s comfort, TDG’s Bicycle LTS analysis will allow the NVTA to understand how comfortable a bike facility (e.g. trail, bike lane, shared route, etc.) is for a typical, less experienced bicyclist. Factors used in the analysis include vehicle speeds and volumes, and the type of separation between bicyclists and vehicles. While

standard LTS methodologies are designed for urban/suburban roadways, TDG has refined suitability tools to more accurately reflect bicyclists' experiences on rural roadways. TDG has conducted LTS analysis for communities and regions throughout the country, including the Charlotte, NC region, Eugene, OR, Fort Collins, CO, Minneapolis, MN, the Tulsa, OK region, and many others. We can develop LTS maps that can be used at public meetings and which will inform the gap analysis and recommendations developed in subsequent tasks.

In addition, we will obtain the most recent five years of bicycle and vehicular crash data for Napa County from the UC Berkeley Transportation Injury Mapping System. This crash data will be supplemented with any reported bicycle property damage only crashes from the Statewide Integrated Traffic Records System (SWITRS) maintained by the California Highway Patrol. This data will be georeferenced to allow for easy mapping of bicycle and pedestrians crashes in the region and to assist in safety performance evaluation.

Task 3.3: Re-establish the Goals and Objectives of the Napa Countywide Bicycle Plan

Using the knowledge obtained through the review of applicable plans, policies, programs, and facilities analysis, TDG staff will propose an update to the existing goals and objectives of the Napa Countywide Bicycle Plan. These updates will be provided with rationale for why the change was proposed, a reference to the document or data that influenced the recommendation, and any foreseeable unintended consequences.

Task 3 Deliverables:

- Existing conditions report
- GIS multi-layer files of all currently planned facilities keyed to Napa County and Cities' base maps
- Comfort Level/Level of Traffic Stress maps, integrated with MTC GIS system as available
- Crash data analysis
- Procedure manual for NVT staff providing direction on updating the GIC system and CL/LTS map
- Redefined goals and objectives

How comfortable is your route?

Bicyclists have varying levels of tolerance for traffic stress created by volume, speed, and proximity of adjacent traffic. Their tolerance may vary by time of day or trip purpose. A person's tolerance is likely to change over time and with bicycling experience. The Cambridge Bicycle Level of Comfort analysis is based on the Dutch concept of increased separation from traffic as volume and speed increase along with the provision of safe crossings of major roadways.

This analysis was customized for the experience of average bicyclists in Cambridge. It is intended to inform the bicycle network plan as a general baseline of roadway comfort and may not reflect the experience of every individual bicyclist. While bicyclists' comfort may vary with time of day, BLC ratings reflect a 'worst case scenario' due to characteristics of a typically permanent nature. Pavement quality and heavy vehicle routes were not factors in this analysis due to their temporary nature.



Bicycle Level of Stress board TDG created for the Cambridge, MA Bike Plan

*

Task 4: Needs Assessment

Napa County has a unique mix of small town, rural, and open-space environments, combined with a vibrant tourist economy that will undoubtedly continue to grow into the future. This makes a complete needs assessment an integral part of creating a bike plan.

Task 4.1: Data Collection and Forecasting

TDG will create an accurate needs assessment that will expertly combine data from existing sources such as U.S. Census data, the California Household Travel Survey and the Visit Napa Visitor Profile to obtain information to estimate existing and future resident, employee, and tourist use. Baseline bicycling activity and the collision analysis collected in Task 3 will also be used to inform current and projected bicycling. This knowledge will inform a report outlining current use and projected future demand for bicycle programs.

Bicycle demand forecasting has become increasingly relevant over the last few years as communities look to quantify expected outcomes when public funds are invested in new on- and off-road facilities. In response to this growing interest, our proposed Principal-in-Charge, Brooke DuBose AICP, co-authored the FHWA white paper “Bicycle and Pedestrian Forecasting Tools: State of the Practice” (2015), and summarized the state of the practice for bicycle forecasting tools. The TDG demand forecasting model builds on these tools. This includes the creation of heat maps to identify the potential biking and walking trips by geographic area, and will be used to estimate demand for specific facilities. Once demand is determined, the number of motor vehicle replacement trips is calculated which in turn allows us to determine potential reduction in emissions, thereby improving air quality. Our methodologies are designed to be meaningful, transparent and reproducible with outcomes that can be graphically presented for easy interpretation by residents, business owners, and decision-makers.

Optional Task 4: Bike Audits

The TDG Team regularly conducts bicycle audits as part of its active transportation planning. These public-facing meetings typically include a cross-sector of

community members and its local government staff, with an eye on creating a single common experience in understanding existing conditions. Bicycle audits are not only intended to identify solutions, but to begin the conversation about safe, comfortable and accessible active transportation conditions, often inspiring an ‘a-ha’ moment for participants. The post-audit debrief by group is used to gather information from participants and begin to form the narrative about existing conditions and desired improvements. During the debrief the team will begin to identify specific infrastructure, operational, and programmatic changes to address the identified concerns.

Task 4 Deliverables:

- Report on current use and project future demand for bicycle facilities

Optional Task 4 Deliverables:

- Summary of bike audits



TDG staff leading a bike audit

Task 5: Best Practices

(Standards)

Having a thorough catalog of best practices is a useful starting place for NVTA staff and local agency staff when considering what sorts of bicycle improvements may assist the County in reaching bike mode split goals. TDG’s experience developing bike master plans for cities across the country, as well as conducting best practices research, will be instrumental in creating a solid best practices toolkit.

*SEE PAGE 60 (REV. 3/30/17)

* **Task 5.1: Best Practices Toolkit**

Through our extensive work on active transportation projects, TDG has compiled a rich collection of best practices, case studies and emerging trends that we will tailor and package for the NVTa and cities/towns covered by the Bike Plan. This Toolkit will include a list of treatments that are accepted by the Federal Highway Administration (FHWA) and the status of treatments for experimental use by Caltrans and allowed in the California Manual of Uniform Traffic Control Devices (CAMUTCD). Should an agency wish to experiment with a treatment, the TDG Team will provide guidance to navigate the Caltrans and the California Traffic Control Devices Committee (CTCDC) approval process. We have used this Toolkit for the Santa Clara County Valley Transportation Authority (VTA), Shasta Regional Transportation Agency (SRTA), the Los Angeles Department of Transportation and the City of Cupertino. Topics will include:

- Using Complete Streets design criteria, policies and practices
- Innovative design practices at crossings and other high-conflict areas and mixing zones
- Urban/rural variations in bicycle infrastructure

In addition, TDG proposes the additional topics in order to have a well-rounded suite of best practices to inform decisions:

- Innovative design guidance for rural and recreational areas
- Developing an 8-80, low-stress bikeway network
- Vision Zero strategies for regional and rural areas
- Best practices for creating a regional active transportation plan (how to be grant-competitive, performance metrics, prioritization)
- Bicycle and pedestrian safety analysis and countermeasures
- Maintenance programs and policies
- Leveraging active tourism for economic development
- Data collection programs

Optional Task 5: Mobile Tour

TDG would also be interested in leading a mobile tour for stakeholders to showcase applications of innovative facilities. We can, if desired, host NVTa staff, city council

members, of others for a full day to meet with local agency staff and tour locations that highlight best practices and emerging trends in active transportation.

Task 5 Deliverable:

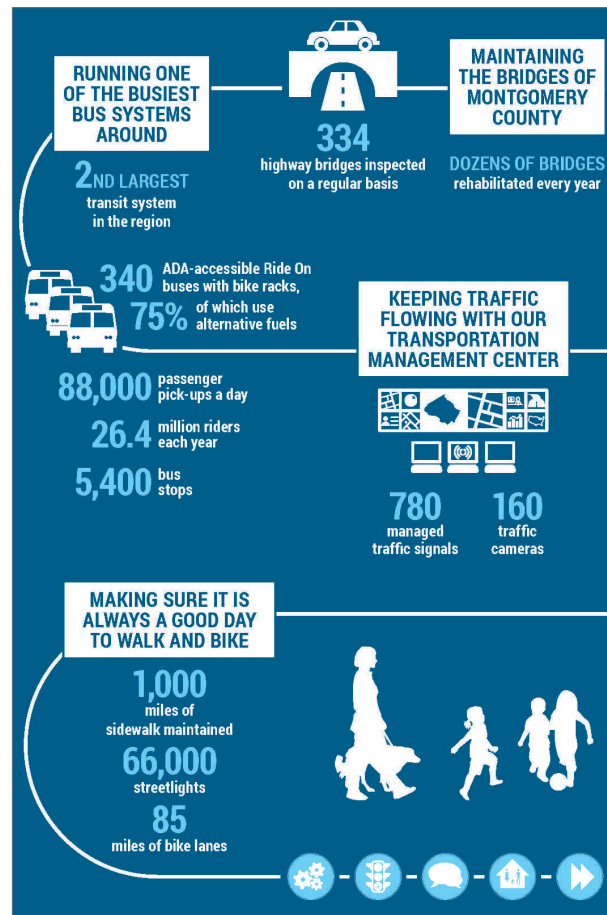
- Best practices toolkit

Optional Task 5 Deliverable:

- Mobile tour summary

Task 6: Napa Countywide Bicycle Plan

TDG will develop a draft and final Countywide Bicycle Plan, which will assemble key findings and steps from prior tasks into a succinct, user-friendly report. TDG recommends that the report adapt the general style and formatting from the recently completed Pedestrian Plan in order to maintain consistency. The Bicycle Plan update will include individual plans for the six cities/town and the unincorporated county.



TDG creates compelling, graphically rich plans

BICYCLE TOURISM



PIKES PEAK AREA, INCLUDING COLORADO SPRINGS

Bicycle tourism adds

\$23
MILLION
per year

Up to
270%
return on
investment



**“Bicycling is one of the
most cost-effective
transportation investments
the region can make.”**

TDG created infographic boards for the Lower Rio Grande Valley, TX active transportation and tourism strategy

As an optional task, TDG could develop a web-based Plan organized by theme or chapter content for quick reference, and can be downloaded as needed.

The administrative draft plan will be presented for review and comment by, at minimum, NVTa staff and the TAC, with others reviewing per NVTa recommendations. The final draft will incorporate comments from NVTa staff and other stakeholders. Our budget assumes one round of revisions to the draft plan, and one round of revisions to the final plan document. For clarity, the schedule on page 14 refers to the administrative draft plan as Task 6.1, the final draft as Task 6.2, and the final plan as Task 6.3.

The document will include the following pieces:

- Objectives and policies to be adopted by cities/ county to support the bicycle system

- Identification of significant bicycle destinations and origins, identify proposed connection corridors within and to areas outside Napa County
- Evaluation of current status and future opportunities and challenges to the development of workable corridors and connected bicycle network
- Rough cost estimates for construction of the proposed system segments, including costs and examples for iterative projects
- Criteria for location and types of bicycle parking
- Relationship between the Napa County Bicycle Plan and relevant regional plans
- Programs needed to upgrade and maintain the bicycle system
- Jurisdiction-specific inventories of the current bicycle network, schedules for improvements, and opportunities for efficiencies (stormwater upgrades, paving, etc.)
- Promotional/educational plan to increase bicycle mode share to 10% of all short trips countywide
- Public outreach summary infographics
- Outline to increase and promote bicycle tourism trips
- Elements of a system-wide safety plan and concepts of Vision Zero policies and plans

In addition to the Plan, TDG will provide supporting data and documents for NVTa's use internally, as part of a communication strategy, and to implement the promotional/educational plan:

- GIS layers of system components with CL index. These layers will include the source data, expected updates to the data, and procedure for maintaining the data. These layers will be jurisdiction specific and will allow updates by each city.
- “Pull-out” map identifying project location. These maps will be part of the Plan, but will also be a key communication tool after the Plan is adopted. TDG will work with NVTa staff to ensure that these maps meet the needs of a variety of audiences and can be updated as projects are completed, making this map a “living document.”

Task 6 Deliverables:

- Bicycle Plan for Napa County
- GIS layers of system components including comfort level index
- New user-friendly bicycle maps showing current and in-development segments countywide and localizes scales for the cities/towns and unincorporated areas
- List of potential city/county objectives and policies to support the implementation of the Plan
- “Pull-out” map identifying project locations

Optional Task 6 Deliverable:

- Web-based plan

Task 7: Implementation Plan

(Planning Process, Prioritization/Screening Criteria, and Financial Plan)

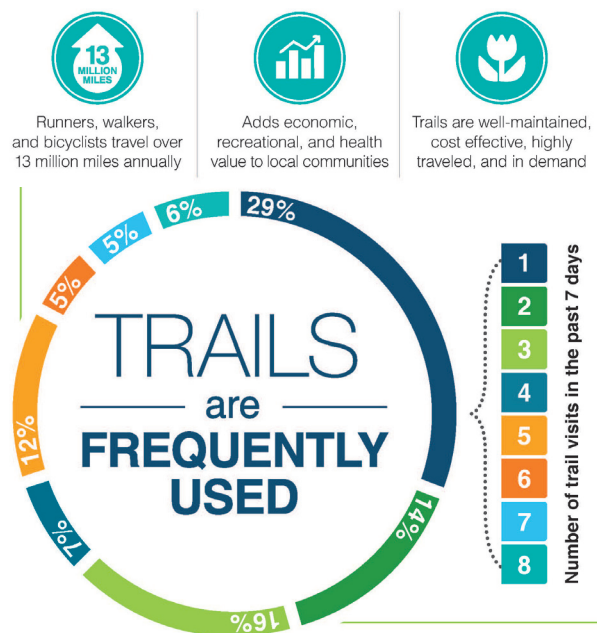
In addition to the Plan Update, TDG will provide an Implementation Plan, which will assist and direct County and cities/towns in planning, prioritizing, and funding the bike network developed in the Plan update. These components will be essential in maintaining consistency and knowledge between jurisdictions, and also reducing the learning curve, impacts of staff turnover and updated countywide policies. The Implementation Plan will be an essential part in moving Napa County's bicycle network into the future.

Task 7.1: Outline of Funding Sources

Funding is often the top identified challenge in building and maintaining a bicycle network. TDG will create a simple and understandable summary of applicable funding sources that are available to Napa County and the cities/towns covered by the Plan. This outline will include the types of funds, restrictions of the funds, the timeline for receiving funds, and information on how to be alerted of the application process. Fund sources specific to funding bicycle projects such as the Active Transportation Program and TDA-3 will be included but fund sources that provide opportunities to take advantage of complete street funding such as Measure T, One Bay Area Grant (OBAG) will also be discussed.

Task 7.2: Develop Screening Criteria and Prioritize Projects

TDG has unparalleled experience with the prioritization of bicycle projects. We have used a data-driven process to help dozens of communities identify projects that have the greatest potential benefit, and recently authored the leading national research on this topic (the NCHRP 803 ActiveTrans Priority Tool Guidebook). This national report presents a step-by-step methodology for prioritizing active transportation projects and includes a programmed spreadsheet that helps automate the process. We will use the Plan performance measures to help identify and weight prioritization criteria, and will run a data-driven prioritization process to rank projects. This tool will also allow us to easily look at the top regional projects as well as the top ranked projects for each jurisdiction.



Economic impact graphic developed by TDG

That said, TDG's experience will be used in the context of Napa County and its associated cities/town to create criteria that are unique to the users, environment, and cultural aspects of bicycling in the area. Input from staff and advisory groups will help determine what criteria and variables are included, and how they are weighted based on their relative importance to the community. This approach

helps stakeholders have a starting plan that has been nationally accepted, while valuing their local knowledge. Possible criteria include safety, demand, availability/applicability of funding sources (e.g., “Measure T equivalent funds”), connectivity, equity, and reduction in VMT or greenhouse gas emissions.

TDG Team will work with NVTa and local agency staff to prioritize projects in the bike network into 5-year bands over the next 25 years. The prioritized project list will be attributed with jurisdiction and implementing agency information, so that the data may easily be grouped by geography or implementing agency. For near- and short-term projects, we will recommend specific potential funding sources.

Task 7.3: Create Guidelines to Ensure Consistency Between City and Countywide Plans

Napa County and its jurisdictions have a unique relationship of being directly impacted by each other but also having individual issues, development goals, and governmental structures. As such, there may be challenges in ensuring consistency between city and countywide plans and policies as they get updated independently, potentially without the knowledge or input of other agencies. TDG will create an outline of county, city, and town plans, their relationship to the Bike Plan, and guidelines to be followed when updating plans to guarantee consistency (or acknowledge inconsistencies) as plans evolve.

Optional Task 7: Cost Calculator

TDG has extensive experience completing detailed and accurate cost estimates for dozens of projects through plan, specification, and estimate (PS&E). As an optional task, we will complete full cost estimates for projects prioritized for the first five years of Plan implementation or a number to be as defined in the final scope. Using our Cost Calculator, we will also develop planning level cost estimates for all other projects recommended in the Plan. Our Cost Calculator is a flexible, Excel-based tool that uses historical numbers to calculate costs. Whenever possible, we like to use local data such as the cost

per lineal foot for putting down paint stripes. We will also provide NVTa with our Cost Calculator for future use, which will allow County staff to update the costs over time and inform future capital budget planning.

Task 7 Deliverables:

- Report detailing funding sources for construction and maintenance of the proposed system
- Countywide list of projects with cost estimates for key projects in each jurisdiction
- Outline of a project approval process

Optional Task 7 Deliverable:

- Project Cost Calculator

Task 8: Plan Adoption

As TDG’s final task, we look forward to initiating and formalizing all necessary documents to ensure that the plan is adopted and meets local and state requirements.

***SEE PAGE 60 (REV. 3/29/17)**

*** Task 8.1: CEQA – Initial Study Mitigated Negative Declaration**

Rincon Consultants, Inc. (RC) will lead the preparation of an Initial Study-Mitigated Negative Declaration (IS-MND) for the Plan. Due to the programmatic nature of the Plan, the IS-MND will be tailored specifically to analyze all aspects of the Plan at a broad level. The environmental analysis will identify and focus on the subset of bicycle projects listed in the Plan that would involve physical ground disturbance, such as Class I bikeways in natural open space, riparian corridors, and outside of existing paved rights-of-way. Because these projects may need additional environmental analysis once their final design, location, and specific features are determined, the IS-MND will be written with the goal of streamlining future California Environmental Quality Act (CEQA) review. Where warranted, the IS-MND will establish prescriptive performance-based mitigation measures that future projects can utilize to ensure impacts are minimized to the extent feasible.

Each of the issues included in the Initial Study form (Appendix G of the CEQA Guidelines) will be addressed and analyzed at a level of detail that leads to a definitive conclusion relative to significance.

The following paragraphs provide a summary of our approach to key environmental issue areas.

- **Aesthetics** – The Countywide Bicycle Plan may result in visual changes to the character of Napa County through the future implementation of various listed projects. The RC team will identify projects that may result in visual impacts and analyze as appropriate. The visual impact analysis will develop mitigation measures if needed, which may include general requirements for lighting, signage, landscaping, or feature placement.
- **Air Quality** – Because the Plan is a programmatic document and intended to encourage bicycle transportation, operational air quality impacts will be addressed qualitatively. Construction of certain projects under the Plan may result in temporary construction-related emissions. These emissions will be analyzed qualitatively and mitigation measures will be applied as warranted, consistent with recommendations of the Bay Area Air Quality Management District.
- **Biological Resources** – The Plan may include projects that could affect biological resources such as wetlands, riparian corridors, and mature trees. Impacts to biological resources will be identified and clear, performance-based mitigation measure will be prescribed as appropriate, which may include agency consultation, biological surveys, and mitigation replacement ratios for impacts to trees or biological/wetland resources.
- **Cultural Resources** – Ground disturbance and development of staging areas during the future construction of projects listed in the Plan could result in impacts to cultural or historic resources. Relying on existing information and general principles of resource sensitivity, impacts to cultural resources will be analyzed and mitigation measures will be prescribed as appropriate.
- **Greenhouse Gas Emissions** – Because it is intended to encourage bicycle transportation, the Plan would be expected to reduce greenhouse gas emissions. Operational and construction emissions will be analyzed qualitatively and mitigation measures will

be prescribed as appropriate and/or cross-referenced with mitigation measures in the air quality analysis.

- **Transportation and Circulation** – Because the Plan is intended to improve bicycle circulation, no adverse transportation system impacts are anticipated. In general, the Plan would be expected to decrease traffic congestion, increase bicycle mode share, and improve mobility conditions. Other than traffic impact information provided by TDG, if available, impacts will be qualitatively evaluated and if necessary, mitigation measures suggested by TDG will be applied.

Task 8.2: Plan Submittals and Presentations

TDG will prepare the documents necessary for the Bike Plan Update to be compliant with the following:

- CEQA
- Napa, American Canyon, Calistoga, Town of Yountville and St. Helena City Councils, and Napa County Board of Supervisors
- NVTB Board of Directors
- MTC
- Caltrans (this will include combined approval with the Pedestrian Plan as an official Countywide Active Transportation Plan)

TDG has extensive experience assisting staff with materials and presenting to elected and appointed decision-makers. We will work closely with NVTB and local jurisdiction staff to ensure each presentation and suite of preparatory materials are appropriate, applicable, and clear for each audience.

Task 8 Deliverables:

- Administrative draft initial study/mitigated negative declaration
- Public draft initial study/mitigated negative declaration
- Mitigation monitoring and reporting program
- Notification and submittals to cities, towns, and county
- Notification to MTC and Caltrans

Project Schedule

The Toole Design Group (TDG) Team is committed to meeting or exceeding the Napa Valley Transportation Authority's (NVTa) expectations for this project in a timely manner, and will commit our staff and resources throughout this project.

The table below demonstrates TDG's proposed timeline for completion of the Napa Countywide Bicycle Plan Update.

Tasks	Month (After Receiving Notice to Proceed)													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1: Kickoff and Project Management														
1.1: Kickoff Meeting														
1.2: Ongoing Project Management														
2: Public Outreach														
Optional 2: Outreach Plan														
2.1: TAC, ATAC, CAC, BTAC , other Stakeholder Meetings														
2.2: Workshops														
2.3: Web-based Tools														
3: Policy and Infrastructure Environmental Scan														
3.1: Plan, Policy and Programs Review/Inventory														
3.2: Existing Facilities Inventory														
3.3: Re-establish Goals														
4: Needs Assessment														
4.1: Data Collection and Forecasting														
Optional 4: Walk and Bike Audits														
5: Best Practices														
5.1: Best Practices Toolkit														
Optional 5: Mobile Tour														
6: Napa Countywide Bicycle Plan														
6.1: Administrative Draft Plan														
6.2: Final Draft Plan														
6.3: Final Plan														
7: Implementation Plan														
7.1: Outline of Funding Sources														
7.2: Develop Screening Criteria and Prioritize Projects														
7.3: Create Guidelines to Ensure Consistency														
Optional 7: Cost Calculator														
8: Plan Adoption														
8.1: CEQA														
8.2: Plan Submittals and Presentations														

◆ Deliverable



Bicycle Plan Fort Collins

Schedule

PUBLIC INVOLVEMENT

What will the Plan include?

- 1. Visioning
- 2. Planning
- 3. Implementation

2 COST PROPOSAL

Cost Proposal

The Toole Design Group (TDG) Team has developed a detailed budget estimate for the project, which we feel will allow the Napa Valley Transportation Authority (NVTa) to accomplish the goals for this effort. In the Project Approach we also describe some additional, optional tasks for NVTa's consideration, these are not included in the cost proposal.

REVISION 03/30/2017		Toole Design Group							Rincon					Task Hourly Subtotals	Task Fee Subtotals
		Principal In Charge	Project Manager	Senior Planner	Project Planner	Project Planner/GIS	Engineer	Senior Advisor	Principal	Senior Associate	Associate	GIS/CADD Specialist	Clerical/Admin		
		Brooke DuBose	Sean Co	Darren Flusche	Sara Schooley	Jessica Zdeb, AICP	Asley Haire, PE	Tom Huber	Name	Associate Name	Name	Name	Name		
		\$201.63	\$184.52	\$135.76	\$104.85	\$104.85	\$136.50	\$190.36	\$215.00	\$135.00	\$110.00	\$100.00	\$75.00		
Project Tasks															
1 KICKOFF MEETING AND PROJECT MANAGEMENT															
1.1	Kickoff Meeting	6	8											14	\$2,686
1.2	Ongoing Project Management	8	32		4									44	\$7,937
Subtotal Hours		14	40	0	4	0	0	0	0	0	0	0	0	58	
Subtotal Cost		\$2,822.82	\$7,380.80	\$0.00	\$419.40	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	NA	\$10,623.02
2 PUBLIC OUTREACH															
2.1	TAC, ATAC, CAC (6)	4	72		60									136	\$20,383
2.2	Workshops (3)	24	33		42	50								149	\$20,574
2.3	Web-Based Tools	2	16			60								78	\$9,647
Subtotal Hours		30	121	0	102	110	0	0	0	0	0	0	0	363	
Subtotal Cost		\$6,048.90	\$22,326.92	\$0.00	\$10,694.70	\$11,533.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	NA	\$50,604.02
3 POLICY AND INFRASTRUCTURE ENVIRONMENTAL SCAN															
3.1	Plan, Policy and Programs Review and Inventory		2	8	20									30	\$3,552
3.2	Existing Facilities Inventory	4	30			100	6							140	\$17,646
3.3	Re-establish Goals	2	14	8	4									28	\$4,492
Subtotal Hours		6	46	16	24	100	6	0	0	0	0	0	0	198	
Subtotal Cost		\$1,209.78	\$8,487.92	\$2,172.16	\$2,516.40	\$10,485.00	\$819.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	NA	\$25,690.26
4 NEEDS ASSESSMENT															
4.1	Data Collection and Forecasting	8	6			72		6						92	\$11,412
	Bicycle Data Collection Strategy		8		20	15								43	\$5,146
	Collect Bicycle Data		4		60									64	\$7,029
Subtotal Hours		8	18	0	80	87	0	6	0	0	0	0	0	92	
Subtotal Cost		\$1,613.04	\$3,321.36	\$0.00	\$8,388.00	\$9,121.95	\$0.00	\$1,142.16	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	NA	\$11,411.52
5 BEST PRACTICES															
5.1	Best Practices Toolkit	2	4	4		16	2	2						30	\$4,016
Subtotal Hours		2	4	4	0	16	2	2	0	0	0	0	0	30	
Subtotal Cost		\$403.26	\$738.08	\$543.04	\$0.00	\$1,677.60	\$273.00	\$380.72	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	NA	\$4,015.70
6 NAPA COUNTYWIDE BICYCLE PLAN															
6.1	Administrative Draft Plan	6	32	16	100	50		6						210	\$26,156
6.2	Final Draft Plan	4	20	8	60	20								112	\$13,971
6.3	Final Plan	4	16		30	8								58	\$7,743
Subtotal Hours		14	68	24	190	78	0	6	0	0	0	0	0	380	
Subtotal Cost		\$2,822.82	\$12,547.36	\$3,258.24	\$19,921.50	\$8,178.30	\$0.00	\$1,142.16	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	NA	\$47,870.38
7 IMPLEMENTATION PLAN															
7.1	Outline of Funding Sources	2	8	4										14	\$2,422
7.2	Develop Screening Criteria and Prioritize Projects	2	4	8		16								30	\$3,905
7.3	Create Design Guidelines	2	6			8	24	4						44	\$6,387
7.4	Cost Calculator (Optional - not included in total)													0	\$0
Subtotal Hours		6	18	12	0	24	24	4	0	0	0	0	0	88	
Subtotal Cost		\$1,209.78	\$3,321.36	\$1,629.12	\$0.00	\$2,516.40	\$3,276.00	\$761.44	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	NA	\$12,714
8 PLAN ADOPTION															
8.1	Plan Submittals and Presentations	4	30											34	\$6,342
8.2	CEQA Analysis	2	4	0	0	0	0	0	17	36	99	14	7	179	\$22,471
Subtotal Hours		6	34	0	0	0	0	0	17	36	99	14	7	213	
Subtotal Cost		\$1,209.78	\$6,273.68	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,655.00	\$4,860.00	\$10,890.00	\$1,400.00	\$525.00	NA	\$28,813
Total Hours		86	349	56	400	415	32	18	17	36	99	14	7	1,529	
Total Dollars		\$17,340	\$64,397	\$7,603	\$41,940	\$43,513	\$4,368	\$3,426	\$3,655	\$4,860	\$10,890	\$1,400	\$525	NA	\$203,917
Bicycle Counts		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	NA	\$14,125

TDG TOTAL LABOR	\$ 182,587
TDG DIRECTS	\$ 8,490
RINCON TOTAL	\$ 21,330
RINCON DIRECTS	\$ 673
TOTAL	\$ 213,080
TOTAL LESS COUNTS	\$ 198,955

DIRECT NON-SALARY COST ESTIMATE
(Includes only items that are not included in overhead)

REPRODUCTION

Draft Report					
8.5 x 11 Copies (Black and White)					
	<u>0</u>	Pages X	<u>0</u>	Copies	<u>\$0.35</u> per Copy
					\$0
8.5 x 11 Copies (Color)					
	<u>0</u>	Pages X	<u>0</u>	Copies	<u>\$1.00</u> per Copy
					\$0
Final Report					
8.5 x 11 Copies (Black and White)					
	<u>0</u>	Pages X	<u>0</u>	Copies	<u>\$0.35</u> per Copy
					\$0
8.5 x 11 Copies (Color)					
	<u>80</u>	Pages X	<u>20</u>	Copies	<u>\$1.00</u> per Page
					\$1,600
Duplex photocopies are charged at 1.50% of single sided printing.					
25% Plans					
	<u>30</u>	plan sheets / set			
	<u>30</u>	cross sections sheets / set			
	<u>0</u>	Color plan sets @	\$30.00	/ sheet =	\$0
	<u>0</u>	Color cross section sets	\$30.00	/ sheet =	\$0
				Subtotal	\$0
50% Plans					
	<u>85</u>	plan sheets / set			
	<u>30</u>	cross sections sheets / set			
	<u>0</u>	Color plan sets @	\$30.00	/ sheet =	\$0
	<u>0</u>	Color cross section sets	\$30.00	/ sheet =	\$0
				Subtotal	\$0
60% Plans					
	<u>110</u>	plan sheets / set			
	<u>30</u>	cross sections sheets / set			
	<u>0</u>	Color plan sets @	\$30.00	/ sheet =	\$0
	<u>0</u>	Color cross section sets	\$30.00	/ sheet =	\$0
				Subtotal	\$0
90% Plans					
	<u>120</u>	plan sheets / set			
	<u>30</u>	cross sections sheets / set			
	<u>0</u>	Color plan sets @	\$30.00	/ sheet =	\$0
	<u>0</u>	Color cross section sets	\$30.00	/ sheet =	\$0
				Subtotal	\$0
100% Plans					
	<u>120</u>	plan sheets / set			
	<u>30</u>	cross sections sheets / set			
	<u>0</u>	Color plan sets @	\$30.00	/ sheet =	\$0
	<u>0</u>	Color cross section sets	\$30.00	/ sheet =	\$0
				Subtotal	\$0

OTHER REPRODUCTION

Display Boards					
	<u>0</u>	Display Boards (Plot, Mount)		<u>\$260</u>	per Board
8.5 x 11 Copies (Black and White)					
	<u>0</u>	Copies X		<u>\$0.35</u>	per Copy
8.5 x 11 Copies (Color)					
		Copies		<u>\$1.00</u>	per Copy
34"x44" Color Plots					
	<u>6</u>	Plots		<u>\$65.00</u>	per Plot
					<u>\$390</u>
					\$1,990

POSTAGE

Express Postage					
Small Packages					
		Packages / Month X			Months X
					per Package
Large Packages					
		Packages / Month X			Months X
					per Package
					<u>\$0</u>
					\$0

TRAVEL

Plane Fare					
	<u>4</u>	Trips X		<u>\$300</u>	per Trip
Rental Car					
	<u>15</u>	Rental Car Days		<u>\$100</u>	per Day
Transit Trip					
	<u>0</u>	Trips / Month X			per Trip
Parking					
	<u>0</u>	Trips X		<u>\$20</u>	per Trip
Travel					
					miles X \$0.500 /mile =
Lodging					
	<u>15</u>	Hotel Nights		<u>\$150.00</u>	per night
Travel Meals					
	<u>16</u>	Trips X	<u>0</u>	Person X	<u>\$75.00</u> per Trip
					(Inc. break, lunch, and dinner)
					<u>\$1,200.00</u>
					\$6,150
Interactive Online Map					\$350

Counts					
Bicycle Counter rental set-up fee					\$750
Bicycle Counter rental	\$200	6 quantity	\$	1,200.00	\$1,200
Total Bicycle Count equipment					\$1,950
				TOTAL	\$8,490

Duplex printing is charged at 1.50% of single sided printing.

In house Printing

		Size	Finish	Single Side	Duplex /paper
		8.5X11	BW	0.35	0.53
		8.5X11	Color	1.00	1.50
		11X17	BW	0.65	0.98
		11X17	Color	2.00	3.00
		18X24	BW	1.50	
		18X24	Color	15.00	
		24X36	BW	3.00	
		24X36	Color	30.00	
		36X48	BW	5.00	
		36X48	Color	65.00	
odd Sizes	Per Square	BW	0.55		
odd Sizes	Per Square	Color	5.12		

REVISION 03/30/2017

DIRECT NON-SALARY COST ESTIMATE
(Includes only items that are not included in overhead)

REPRODUCTION

Draft Report					
8.5 x 11 Copies (Black and White)					
	<u>0</u>	Pages X	<u>0</u>	Copies	<u>\$0.10</u> per Copy
					\$0
8.5 x 11 Copies (Color)					
	<u>0</u>	Pages X	<u>0</u>	Copies	<u>\$2.50</u> per Copy
					\$0
Final Report					
8.5 x 11 Copies (Black and White)					
	<u>0</u>	Pages X	<u>0</u>	Copies	<u>\$0.10</u> per Copy
					\$0
8.5 x 11 Copies (Color)					
		Pages X	<u>0</u>	Copies	<u>\$0.60</u> per Copy
					\$673
25% Plans					
		<u>30</u>	plan sheets / set		
		<u>30</u>	cross sections sheets / set		
	<u>0</u>	plan sets @	\$1.20	/ sheet =	\$0
	<u>0</u>	cross section sets @	\$1.20	/ sheet =	\$0
				Subtotal	\$0
50% Plans					
		<u>85</u>	plan sheets / set		
		<u>30</u>	cross sections sheets / set		
	<u>0</u>	plan sets @	\$1.20	/ sheet =	\$0
	<u>0</u>	cross section sets @	\$1.20	/ sheet =	\$0
				Subtotal	\$0
60% Plans					
		<u>110</u>	plan sheets / set		
		<u>30</u>	cross sections sheets / set		
	<u>0</u>	plan sets @	\$1.20	/ sheet =	\$0
	<u>0</u>	cross section sets @	\$1.20	/ sheet =	\$0
				Subtotal	\$0
90% Plans					
		<u>120</u>	plan sheets / set		
		<u>30</u>	cross sections sheets / set		
	<u>0</u>	plan sets @	\$1.20	/ sheet =	\$0
	<u>0</u>	cross section sets @	\$1.20	/ sheet =	\$0
				Subtotal	\$0
100% Plans					
		<u>120</u>	plan sheets / set		
		<u>30</u>	cross sections sheets / set		
	<u>0</u>	plan sets @	\$1.20	/ sheet =	\$0
	<u>0</u>	cross section sets @	1.2	/ sheet =	\$0
				Subtotal	\$0

OTHER REPRODUCTION

Display Boards						
	_____o_____	Display Boards (Plot, Mount)			<u>\$260</u>	per Board
						\$0
8.5 x 11 Copies (Black and White)						
	_____	Copies X	_____		<u>\$0.10</u>	per Copy
						\$0
8.5 x 11 Copies (Color)						
	_____	Copies	_____		<u>\$2.50</u>	per Copy
						\$0
34"x44" Color Plots						
	_____	Plots	_____		<u>\$50.00</u>	per Plot
						\$0
						<u>\$673</u>
POSTAGE						
Express Postage						
Small Packages						
	_____	Packages / Month X	_____	Months X	_____	per Package
						\$0
Large Packages						
	_____	Packages / Month X	_____	Months X	_____	per Package
						\$0
TRAVEL						
Plane Fare						
	_____	Trips X	_____		_____	per Trip
						\$0
Rental Car						
	_____	Trips	_____		_____	per Trip
						\$0
Transit Trip						
	_____	Trips / Month X	_____	Months X	_____	per Trip
						\$0
Parking						
	_____	Trips X	_____	Months X	_____	per Trip
						\$0
Travel						
	_____		_____		_____	miles X \$0.565 /mile =
Lodging						
	_____	Trips X	_____	Person X	_____	per Person
Travel Meals						
	_____	Trips X	_____	Person X	_____	per Trip
						\$0
TOTAL						\$673



3 PROJECT PERSONNEL

Key Staff

We have selected a team of highly experienced planners, engineers, and outreach specialists for this project. Resumes of key staff are in the Appendix.



Brooke DuBose, AICP will serve as Principal-in-Charge. Brooke the Regional Office Director for Toole Design Group's (TDG) California office.

She brings project management experience in active transportation policy, planning and engineering projects. Having contributed to over 20 bicycle, pedestrian and Safe Routes to School master plans on both the city and countywide level, Brooke has a thorough understanding of how to develop effective plans that reflect local priorities and are implementable. Brooke serves on the Board of Directors for the Association of Pedestrian and Bicycle Professionals, and previously served on the Board of Directors for the San Francisco Bicycle Coalition.



Sean Co will serve as Project Manager. Sean brings two decades of transportation planning experience in California and beyond. He is fully aware of bicycle planning and policy

issues throughout California through his experience serving on the Caltrans Bicycle Advisory Committee and is well-versed in funding sources through his time at the Metropolitan Transportation Commission in the Bay Area. Sean brings extensive project management experience from successfully working on multi-jurisdictional projects for SMART, SACOG, Caltrain and AC Transit. In 2015, the Association of Pedestrian and Bicycle Professionals named Sean the Public Sector Professional of the Year.



Tom Huber will serve as a Senior Advisor. Prior to joining TDG, he was the Bicycle and Pedestrian Coordinator for Wisconsin Department of

Transportation (WisDOT) for 20 years. At WisDOT, Tom was responsible for writing the statewide bicycle plan and co-writing the award-winning state pedestrian plan. Tom was also responsible for producing the State's bicycle and pedestrian planning guidelines and managed the development of WisDOT's bicycle and pedestrian design manuals. He established the first set of courses to train planners and engineers, creating a knowledge base and culture within the department that supports bicycling and walking. Tom is one of the founding members of the Association of Pedestrian and Bicycle Professionals and received the Association's Lifetime Achievement Award in 2011.

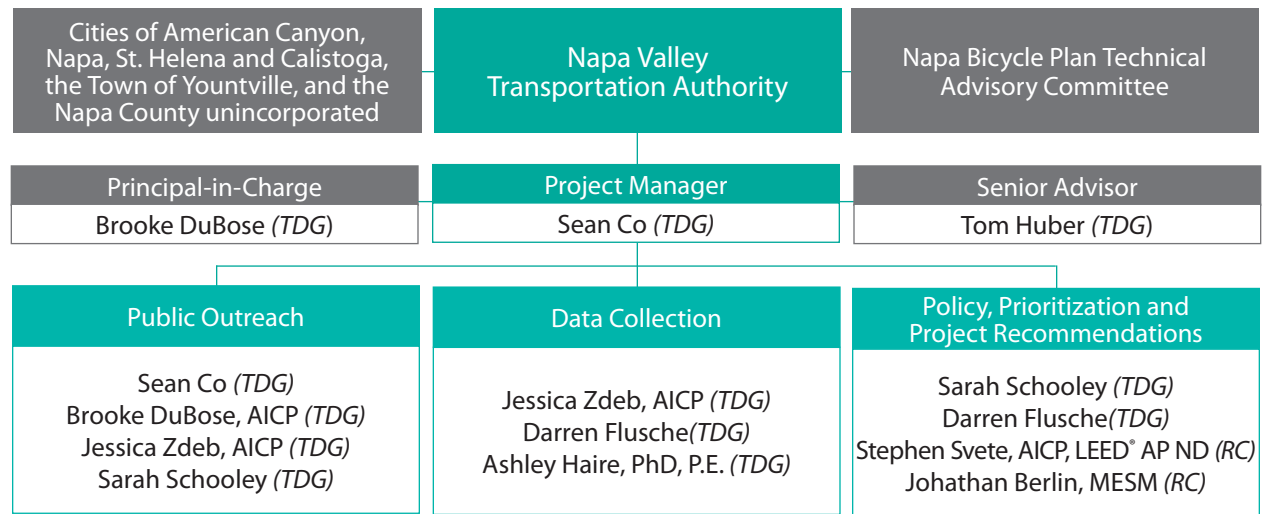


Stephen Svete, AICP, LEED® AP ND is a Principal at Rincon Consultants, Inc. He has more than 30 years of experience in CEQA and NEPA document preparation, urban planning, open space, and project

management for both public agencies and private consulting firms. He is an expert in the areas of environmental document preparation involving active transportation planning. Most recently, Steve oversaw preparation of the award-winning Monterey Bay Sanctuary Scenic Trail project for the Santa Cruz County Regional Transportation Commission. His experience also includes the Open Space, Trail, and Greenway Planning Study for the Pleasant Valley Recreation and Park District (2013 American Planning Association Award Winner); and the Tulare Santa Fe Bike Path/Multi-Purpose Trail Connection EIR.

Team Organization

The organizational chart below illustrates our proposed approach to staffing the various elements of the Napa Countywide Bicycle Plan Update.



TDG | Toole Design Group, LLC
RC | Rincon Consultants, Inc.



A APPENDIX

Team Introduction

Toole Design Group (TDG) has a national reputation for our work in the field of active transportation safety and access, and a great deal of experience working on bicycle issues in contexts similar to the rural context of the Napa Countywide Bicycle Plan update. We are the nation's leading planning, engineering and landscape architecture firm specializing in pedestrian and bicycle transportation. The TDG Team brings direct project experience and staff expertise to address all aspects of bicycle infrastructure planning and design.

TDG has managed numerous transportation master planning and concept development projects that vary from corridor, trail, and neighborhood to city, regional, and statewide areas. TDG understands the unique challenges inherent to multijurisdictional projects like the Countywide Bicycle Plan and the six jurisdictions in the County. We understand that the Napa Valley is comprised of multiple contexts - ranging from downtown areas in Napa, St. Helena, Calistoga to the cities and towns that line the vineyards and residential areas. We bring proven strategies for balancing the diverse needs for engagement, conditions assessment, and development of recommendations.

The team's past work includes planning studies, facility design, trail master planning studies, project prioritization, traffic calming analysis and concept development, bicycle and pedestrian level of service assessments, multimodal street classification, safety, grant application guidance, and collection and evaluation of bicycle and pedestrian data. Our experience and technical competence in the following core areas enables us deliver high quality bicycle plans for Napa County.

Intra- and Interregional Bicycle Facility Standards and Coordination

TDG staff includes transportation design engineers that have experience developing construction documents for a range of project types from interstates and complex interchanges, to suburban and rural streets. As a firm, TDG's experience includes complex streetscapes and Complete Streets designs, rural bike routes, on-road bicycle facilities, roundabouts, intersection safety improvements, and off-road trails. As authors of the AASHTO Bike Guide, we are very familiar with proven, accepted treatments and draw on this technical expertise to ensure the feasibility and safety of recommendations.





Bicycle Data Collection

The TDG Team brings specific relevant expertise in data collection, and program development. We developed NCHRP 797 *Guidebook on Pedestrian and Bicycle Volume Data Collection* which provides best practice recommendations for establishing and maintaining bike/ped count programs. TDG has also helped public agencies such as Colorado DOT and Delaware DOT establish their own count programs and is in the process of helping MTC develop a regional count strategy. Furthermore, TDG has helped MPOs evaluate and improve their project delivery process with an emphasis on streamlining efforts and getting project funded and built. Lastly, we were key partners in developing FHWA's Transportation Alternatives Program Performance Management Guidebook which provides best practice recommendations for monitoring and improving Active Transportation program delivery.

Over the firm's history, TDG has assessed bicycle conditions on over 10,000 miles of roadway in a variety of contexts. We are intimately familiar with a variety of evaluation tools including the Bicycle Level of Service and Bicycle Level of Traffic Stress. We have developed strategies to tailor these primarily urban-

oriented tools to rural contexts like those found in much of Napa County. We are national leaders in bicyclist safety, and are leading several Vision Zero initiatives around the country - developing systemic approaches to increasing safety and comfort, which in turn can lead to increased mode share.

Project Needs and Priorities by Jurisdiction for Incorporation into the Napa Countywide Bicycle Plan Update

The TDG Team has extensive experience working with quantitative and qualitative data to prioritize projects. We will rank the recommended bicycle facility improvements using a method that combines public and agency stakeholder input, the expertise of our team members, and a weighted prioritization method.

Project Prioritization Methodology and Data Collection

All of our active transportation plans include a strong prioritization and implementation component, and our firm has assisted local governments nationwide in implementing bicycle master plans. This task is of great importance given limited resources and multiple worthy needs. TDG has deep experience in this arena and developed a transparent and objective prioritization tool through NCHRP 803—a study on pedestrian and bicycle prioritization best practices in the U.S. Almost all of our plans include a list of “Early Action” projects that are realistic for the agencies to implement within three years after the plan is adopted. Because of our extensive experience in bicycle transportation planning, TDG has developed numerous strategies to streamline the data collection process. We also recognize that agencies may not have every data set that would be ideal for a particular analysis, and have developed proxies to allow us to conduct the analysis with reasonable accuracy in a cost-effective manner.

Facility Design and Design Guidelines

TDG staff include transportation design engineers that have experience developing construction documents for a range of project types from interstates and complex interchanges, to urban and suburban streets to trails and rural roadways. As a firm, TDG's experience includes complex streetscapes and Complete Streets designs, rural bike routes, on-road bicycle facilities, intersection safety improvements, and off-road trails.

We are excited to team with **Rincon Consultants, Inc.**, a multi-disciplinary planning, environmental sciences, and engineering consulting firm. Founded in 1994, Rincon has grown to over 180 professionals located in 10 California offices (Oakland, Monterey, Sacramento, San Luis Obispo, Santa Barbara, Ventura, Los Angeles, Redlands, Carlsbad, and Fresno). A core business area for Rincon is planning and environmental review for bicycle trails and facilities and their firm has provided environmental consulting services for these types of projects for over 23 years. Rincon has developed a reputation for successfully completing the environmental analysis for a number of bicycle and pedestrian plans and have in-house expertise on SB 743 implementation. They are familiar with the types of environmental and neighborhood concerns that often arise around proposed bicycle infrastructure, and strive to address these issues early in the process to help the public and decision makers understand the environmental and compatibility impacts.

Rincon has successfully completed the environmental analysis for a number of Caltrans-compliant pedestrian and bicycle master plans, pathways and trails, community recreational facilities, and regional transportation plans. For several alternative transportation projects, they have conducted comprehensive environmental review for each phase, beginning with constraints analysis at an early stage of project design, through the CEQA/NEPA process, including resource agency permitting and hazardous materials assessment and coordination that inform final design, and following project approval, through construction monitoring and inspection.

Resumes for Key Staff

We have assembled a team that is specifically tailored to meet the needs of this project. The resumes on the following pages demonstrate the expertise of our qualified project staff.



Brooke DuBose, AICP

Principal-in-Charge

Toole Design Group, LLC

Brooke DuBose is the Regional Office Director for TDG's California office. Having contributed to over 20 bicycle, pedestrian and Safe Routes to School master plans on both the city- and county-wide level, Brooke has a thorough understanding of how to develop effective plans that reflect local priorities and are implementable. Most recently, Brooke led comprehensive site planning services for the expansion of Bay Area Bike Share, which will deploy over 7,000 bikes across Berkeley, Emeryville, Oakland, San Jose and San Francisco. Brooke serves on the Board of Directors for the Association of Pedestrian and Bicycle Professionals, and previously served on the Board of Directors for the San Francisco Bicycle Coalition.

Selected Project Experience

- **San Ramon Bicycle Master Plan**, San Ramon, CA
As Project Manager, Brooke is leading the development of the City of San Ramon's first Bicycle Master Plan. Brooke is focusing on recommendations that create a safe, continuous network of facilities that serve all residents, enhance bicycle use as a viable transportation alternative, close gaps in the system, serve key destinations, reinforce bike safety education programs, and provide sufficient and conveniently-located bike facilities.
- **City of Cupertino Bikeway Design**, Cupertino, CA
Brooke is working with the City of Cupertino to implement a number of innovative bikeway facilities identified in the City's recently adopted Bicycle Master Plan. The first project under this on-call contract is the development of alternative concepts for separated bicycle lanes and protected intersections on six miles of Stevens Creek Boulevard. Brooke's role includes oversight of the data collection, traffic analysis, design review and crafting a public input strategy for projects to be implemented immediately.
- **GoShasta and Redding Active Transportation Plans**, Shasta County and City of Redding, CA
Brooke is leading a multidisciplinary consultant team to develop the GoShasta Regional and Redding Active Transportation Plans. Brooke is developing a strategic approach to enhancing active transportation in the Shasta Region that catalyzes local interest in biking and walking, generates a list of potential projects, and results in a plan that enables the region to compete for state and federal funding to build these projects. Brooke is particularly focused on design and funding strategies for the area's rural context.
- **Contra Costa Countywide Bicycle and Pedestrian Plan**, Contra Costa County, CA
Prior to joining TDG, Brooke served as the lead project planner for this effort to expand the County's pedestrian and bicycle transportation networks. Brooke subsequently developed an Implementation Program as well as a countywide Safe Routes to School Master Plan.

Professional Highlights

- Years of Experience: 13
- Toole Design Group: 2016-Present
- Fehr & Peers: 2008-2016
- Transportation Alternatives: 2006-2007
- Project for Public Spaces: 2004

Education/Certification

- Masters of Urban and Regional Planning, Hunter College, City University of New York: 2006
- Bachelor of Arts, Sociology, Vassar College: 1998
- American Institute of Certified Planners

Awards

- APA California Northern Chapter, Focused Issue – Award of Excellence, Emeryville Bicycle and Pedestrian Master Plan: 2013
- TRB Outstanding Paper Award, "Achieving Vision Zero: A Data-Driven Investment Strategy for Eliminating Pedestrian Fatalities on a Citywide Level": 2015
- APA Northern California Project of Merit, "SFMTA's WalkFirst Capital Projects Prioritization Outreach and Program": 2014



Sean Co

Project Manager

Toole Design Group, LLC

Sean Co brings two decades of transportation planning experience in California and beyond. He is fully aware of bicycle planning and policy issues throughout California through his experience serving on the Caltrans Bicycle Advisory Committee and is well-versed in funding sources through his time at the Metropolitan Transportation Commission in the Bay Area. Sean brings extensive project management experience from successfully working on multi-jurisdictional projects for SMART, SACOG, Caltrain and AC Transit. In 2015, the Association of Pedestrian and Bicycle Professionals named Sean the Public Sector Professional of the Year.

Selected Project Experience

- **GoShasta and Redding Active Transportation Plans,** Shasta County and City of Redding, CA
Sean is leading the funding and implementation strategy for high priority projects for the first Active Transportation Plan for Shasta County and the City of Redding in Northern California. The development of a bicycle and pedestrian network in this rural part of California is critical to mobility, safety and economic development for the communities.
- **City of Cupertino Bikeway Design,** Cupertino, CA
Sean is leading TDG's efforts to provide the City of Cupertino the latest design guidance from Caltrans on innovative bicycle treatments. The City is undertaking efforts to transform some of their major arterials into roadways that include low-stress infrastructure such as separated bikeways. These facilities will use the latest design guidance and will be among the first of its kind in Santa Clara County.
- **Santa Clara Countywide Bike Plan,** Santa Clara County, CA
Sean provided technical expertise and provided the best state and national practices for design and implementation of projects in the bike plan for the Valley Transportation Authority (VTA) in Santa Clara County. TDG also conducted bike audits on select corridors in Santa Clara County to highlight existing conditions and visions for the future.
- **Regional Bicycle Plan for the San Francisco Bay Area,** San Francisco Bay Area, CA
Prior to joining TDG, Sean served as Project Manager for the bicycle plan project for the San Francisco Bay Area. His activities included development and data collection of the regional bikeways, policy recommendations and funding estimates of over \$1 billion in capital projects. This plan established the Regional Bikeway Network which involved the coordination of 9 counties, 101 cities and various transit agencies in the region. The policy outlined in the plan and bicycle facilities cost estimates would inform the long-range Regional Transportation Plan.

Professional Highlights

- Years of Experience: 20
- Toole Design Group: 2015-Present
- Metropolitan Transportation Commission: 2004-2015
- Santa Cruz County Regional Transportation Commission: 2001-2004
- Transportation Agency for Monterey County: 2001
- University of California, Davis, Institute of Transportation Studies: 1998-2000

Education/Certification

- Master of Science, Transportation Technology and Policy, University of California, Davis, 2000
- Bachelor of Arts, Environmental Studies, University of California, Santa Cruz, 1995

Awards

- APBP Public Sector Professional of the Year: 2015

Appointments/Affiliations

- Association of Pedestrian and Bicycle Professionals
- American Public Health Association



Thomas P. Huber

Senior Advisor

Toole Design Group, LLC

Tom Huber is a senior planner with TDG. Prior to joining TDG, he was the Bicycle and Pedestrian Coordinator for Wisconsin Department of Transportation (WisDOT) for 20 years. At WisDOT, Tom was responsible for writing the statewide bicycle plan and co-writing the award-winning state pedestrian plan. Tom was also responsible for producing the State's bicycle and pedestrian planning guidelines and managed the development of WisDOT's bicycle and pedestrian design manuals. He established the first set of courses to train planners and engineers, creating a knowledge base and culture within the department that supports bicycling and walking. Tom has served on a dozen state and national research projects.

Selected Project Experience

- **2017 AASHTO Guide for the Development of Bicycle Facilities**
Tom is the prime author of a new chapter in the AASHTO Guide for Bicycle Facilities on rural roadways and bikeways. Rural roadways are by far the most common roadway type in the U.S. and are known for their broad range of characteristics and types - from small farm roads to major four-lane highways. This presents both a challenge and an opportunity for a national guide such as this. The chapter will provide direction on the planning and design of roadway features that benefit bicyclists such as paved shoulders, bicyclist wayfinding, and paths.
- **Wisconsin Regional and County Bicycle Plans**
Of Wisconsin's 72 counties, nearly half have a separate bicycle plan or are covered by regional bicycle plans. Tom helped guide their development as the Department's key resource person which included being part of advisory committees in Southeast Wisconsin (six counties in the Milwaukee area) and Northeast Wisconsin (six counties in the Green Bay area). Coordination was essential since the development of these plans used recommendations from the state bicycle plan. As the new county and regional plans made their own recommendations on routes, the state bicycle plan was updated. Tom managed and co-wrote the development of a guide for creating plans for counties. The report "Rural Bicycle Planning Guidelines" is one of the only rural guides in the country and contains the only level of service model intended solely for rural areas.
- **Portage County Bicycle and Pedestrian Plan**, Portage County, WI
The Portage County Bicycle and Pedestrian Plan includes three plans - a plan for the Stevens Point Urban Area (50,000 population), a plan for the rural areas of the County, and a Safe Routes to School (SRTS) plan for all schools in the County. Tom was the Project Manager for this ambitious effort in central Wisconsin. A main component of all three plans is a network element which consists of making a series recommendations on bikeways and pedestrian facilities. With this project, Tom put to use his vast experience of Wisconsin's bicycle and pedestrian planning tools.

Professional Highlights

- Years of Experience: 25
- Toole Design Group: 2011-Present
- Wisconsin Department of Transportation: 1991-2011
- West Central Wisconsin Regional Planning Commission: 1982-1989
- Ayres Associates: 1980-1982
- City of Eau Claire: 1978-1980
- West Central Wisconsin Regional Planning Commission: 1977-1978

Education/ Certification

- Master of Arts, Public Administration in Urban and Regional Planning, University of Wisconsin, Madison, WI: 1986
- Bachelor of Science, Geography and Economics, University of Wisconsin, Whitewater, WI: 1976

Awards

- APBP Lifetime Achievement Award: 2011

Appointments

- Founding Member - Association of Bicycle and Pedestrian Professionals
- AASHTO Non-motor Technical Committee Member
- NCHRP - Various Panels
- Wisconsin State Trails Council Member



Darren Flusche

Senior Planner

Toole Design Group, LLC

Darren Flusche has worked with advocates, transportation agency staff, and elected officials in more than 40 cities in 26 states on transportation planning and policy issues. At TDG, Darren has worked on federal research projects, national design guidance, practitioner surveys, and active tourism strategies, as well as many local and statewide bicycle and pedestrian plans. Darren is an expert on federal transportation funding and has written and presented extensively on policy issues affecting active transportation. Prior to joining TDG, Darren served as Policy Director at the League of American Bicyclists, where he led the Advocacy Advance Program and consulted on the Bicycle Friendly America Program. In 2013, the Association of Pedestrian and Bicycle Professionals named Darren the Nonprofit Sector Professional of the Year.

Selected Project Experience

- **Lower Rio Grande Valley Active Transportation and Active Tourism Plan**, Lower Rio Grande Valley, TX
As Project Manager, Darren is developing an Active Tourism Plan for the Lower Rio Grande Valley in conjunction with the concurrent Active Transportation Plan. The Active Tourism Plan provides specific strategies for attracting adventure tourists and using extensive existing conditions analysis, economic impacts research, and case studies to support and illustrate the recommendations. As part of the planning process, Darren has conducted several site visits, stakeholder meetings, and interviews with local tourism professionals.
- **Tulsa Regional Bicycle and Pedestrian Master Plan**, Tulsa, OK
Darren serves as senior planner for this regional pedestrian and bicycle master plan for the Indian Nations Council of Governments which includes Tulsa, OK and 10 surrounding communities. Darren conducted Quality Assurance/Quality Control for this plan, reviewing and editing all of the chapters. The Tulsa Regional Bicycle and Pedestrian Master Plan provides strategic vision and a roadmap for facility development for the entire region.
- **2017 AASHTO Guide for Development of Bicycle Facilities**
Darren is Deputy Project Manager for the update to the AASHTO *Guide for the Development of Bicycle Facilities*. Darren is engaging stakeholders, coordinating the research team, and helping to identify and evaluate new and existing types of bicycle facilities for the 2017 Guide. The AASHTO Guide is the definitive source for designers of bicycle facilities. The 2017 Guide will likely include facilities not included in earlier editions.
- **Trails Master Plan for Prince George's County**, Prince George's County MD
Darren is a senior planner on this project. He is drafting a fact sheet for the Prince George's County Trail Master Plan, which highlights the need for the plan, the demand for trails, and the economic and societal benefits of comprehensive trail networks.

Professional Highlights

- Years of Experience: 10
- Toole Design Group: 2015-Present
- League of American Bicyclists: 2009-2015
- Independent Research and Evaluation Consultant: 2007-2009
- New York City Department of Education: 2007-2008
- Research Center for Leadership in Action: 2007

Education/Certification

- Master of Public Administration, Public Policy Analysis, New York University: 2008
- Bachelor of Arts, History, Syracuse University: 2001

Awards

- Association of Pedestrian and Bicycle Professionals Non-profit Professional of the Year: 2013
- The Robert F. Wagner Public Service Scholarship: 2007-2008



Jessica Zdeb, AICP

Transportation Planner

Toole Design Group, LLC

Jessica Zdeb is a transportation planner with a Master's of City Planning degree with studies focused on land use and transportation. Jessica has helped lead numerous bicycle plans, including the cutting-edge Fort Collins, CO Bike Master Plan and others. She has particular experience with data-driven assessment of streets to develop bicycle networks that serve all types of riders. This includes application of Level of Traffic Stress analysis in multiple communities to discover critical network gaps and short-term, big-impact project opportunities. She brings creativity, clear communication, field observation skills, and her experience as a daily bicyclist to all of her projects.

Selected Project Experience

- **Tulsa Regional Bicycle and Pedestrian Master Plan, Tulsa, OK**
Jessica served as the Deputy Project Manager for this regional pedestrian and bicycle master plan. She led the development of a regional network of bicycle facility recommendations and supported the development of pedestrian concept designs in urban and suburban focus areas. Additionally, she adapted and applied the ActiveTrans Priority Tool from NCHRP 803 to an iterative, data-driven prioritization process for all regional project recommendations. Jessica guided stakeholder input and crafted outreach materials for the planning process.
- **Harrisonburg-Rockingham MPO Bicycle and Pedestrian Plan, Rockingham County, VA**
Jessica assisted the Harrisonburg-Rockingham Metropolitan Planning Organization (MPO) and Rockingham County in developing a bicycle and pedestrian master plan to make Rockingham County a more livable place for residents and the many outdoors-focused tourists drawn to the region. She oversaw an online input map to gather resident input about existing bicycle and pedestrian conditions, performed field work, organized stakeholder meetings, and reviewed project recommendations.
- **Arvada Bicycle Master Plan, Arvada, CO**
Jessica helped lead development of the bike network for this master plan of a Denver area suburb. She assessed the street network for bicyclist comfort using Level of Traffic Stress analysis. This input, combined with assessment of existing conditions and a routing analysis enabled her to identify a study network that could lead to near-term projects that improve bike connectivity.
- **Fort Collins Bicycle Master Plan, Fort Collins, CO**
Jessica played a significant role in developing the bike plan for Fort Collins. She used crash data analysis, on-bike fieldwork, level of stress analysis, public input and assessment of existing infrastructure to develop a short-term bicycle network and long-term vision. The prioritized projects in the short-term network lay out a five-year plan to create a low-stress network that builds upon existing trails and local streets to connect important destinations.

Professional Highlights

- Years of Experience: 5
- Toole Design Group: 2012-Present

Education/Certification

- Master of City Planning, University of California, Berkeley, 2012
- Bachelor of Arts, American History, Harvard University, 2004
- American Institute of Certified Planners



Sara Schooley

Project Planner

Toole Design Group, LLC

Sara Schooley is a project planner, focusing on bicycle and pedestrian master planning, community outreach, and engaging communities of color and those with disabilities. Prior to joining Toole Design Group, Sara worked for the City of Portland Bureau of Transportation where she led the successful efforts of revising the City's disabled parking program, created a program to allow community groups to build trails in unimproved rights-of-ways, and served as the lead health equity contributor to the City's Transportation System Plan. Prior to working for the City, Sara was the project manager for an evaluation of the City of Eugene's first Bus Rapid Transit Line and conducted research on the how families choose their children's transportation means and routes to school.

Selected Project Experience

- **Regional Planning for the 21st Century**
Sara served as the staff researcher of the Oregon Chapter of the American Planning Association. She took a comprehensive look at regional planning in Oregon and proposed a new framework to improve regional planning statewide. Sara organized and facilitated interviews and stakeholder focus groups throughout the State.
- **Community-Initiated Neighborhood Trails Process, Portland, OR**
Sara led an inter- and intra-bureau process to allow community groups to improve City properties to trail standards in order to increase pedestrian connectivity while also limiting costs to the City. This process engaged private property owners, public land-owning bureaus within the City, trails advocates, ADA interests, and developers in understanding the potential and limitations of community-driven efforts to improve the pedestrian network in areas where sidewalks are not feasible in the near future.
- **City of Portland Safe Routes to School Policy, Portland, OR**
Sara led the creation of the City of Portland's first Safe Routes to School (SRTS) Policy, which was instrumental in pushing the state and national conversation towards incorporating health and equity into SRTS policy and prioritization criteria. Sara facilitated a wide variety of stakeholders from the City's advisory group, along with the Multnomah County Health Department, the Immigrant and Refugee Community Organization, and El Programa Hispano, among others.
- **City of Eugene Bus Rapid Transit Evaluation, Eugene, OR**
Sara led a project team in developing of a framework for evaluating the City of Eugene's Bus Rapid Transit (BRT) system. The framework was founded in the Federal Transit Administration (FTA) guidelines and feedback from facilitated work sessions with planners, policy makers, community members, the business community, and staff from Lane Transit District (LTD). This framework was used to help LTD staff better communicate, choose, and plan for future BRT Lines.

Professional Highlights

- Years of Experience: 10
- Toole Design Group: 2017-Present
- City of Portland: 2011-2017
- Oregon Public Health Institute: 2010
- American Planning Association: 2010
- Multnomah County Health Department: 2010
- Community Planning Workshop, University of Oregon) 2007-2009

Education/Certification

- Bachelor of Science and Engineering, Michigan Technological University: 2003
- Master of Community and Regional Planning, University of Oregon: 2009

Awards

- Eno Transportation Foundation Scholar: 2009



Ashley Haire, PhD, P.E.

Project Engineer

Toole Design Group, LLC

Ashley Haire has experience in transportation engineering and planning with a focus on multimodal accessibility and bicycle mobility. She has extensive experience designing a wide variety of bikeway types on city streets, including the design of separated bike lanes. Her ability to comprehensively address transportation needs has led to successful management of a variety of project types, from major street reconstruction projects to local multimodal mobility studies. In her past position as Bicycle Engineer with the City of Dallas, Ashley designed over 50 miles of bicycle facilities and directly coordinated with a variety of internal and external stakeholders to make the City more bike-friendly.

Selected Project Experience

- **2017 AASHTO Guide for Development of Bicycle Facilities**
Ashley is writing design guidance for Chapters 8 (Bicycle Boulevards) and 9 (On-street Bicycle Facilities Retrofits) for the 2017 Bike Guide update. In the previous phase of this project, she reviewed survey data from a practitioner survey of the current Guide, wrote the Interim Report summary of these survey findings, and wrote the Executive Summary for the literature review portion of the Interim Report.
- **Technical Assistance for Protected Bike Lanes, Los Angeles, CA**
Ashley is Deputy Project Manager for this project, which augments existing staff resources and builds staff capacity at the Los Angeles Department of Transportation (LADOT). Ashley is helping train LADOT staff on state of the practice designs for separated bike lanes, and led TDG's development of 30% plans for two demonstration corridors in downtown Los Angeles. She helped lead a week-long design charrette to guide LADOT staff through several design decisions for the demonstration corridors. Phase 1 of the design will create separation using temporary materials, such as flex stakes, and Phase 2 will implement curb separation.
- **Arapahoe County Bicycle and Pedestrian Master Plan, Littleton, CO**
Ashley is Project Manager for TDG's role on this project. She advised the County on bicycle and pedestrian level of service and evaluation tools and co-led a training workshop to guide Arapahoe County staff in implementing best practices for bicycle and pedestrian facility design. Ashley is overseeing the development of a comprehensive Design Guide which will provide guidance in the planning and design of safe bicycle, pedestrian, and trail facilities.
- **Arvada Bicycle Master Plan, Arvada, CO**
Ashley is Deputy Project Manager for this project, which will develop a Bicycle Master Plan for the City of Arvada. The Plan will be focused on creating a connected, low-stress network of bicycle routes throughout the city. Ashley is assisting with project oversight and leads the existing conditions assessment, level of traffic stress analysis, policy/program evaluation, and plan development.

Professional Highlights

- Years of Experience: 17
- Toole Design Group: 2015-Present
- City of Dallas: 2014-2015
- Texas Department of Transportation: 2012-2014
- Department of Civil & Environmental Engineering, Portland State University and Oregon Transportation Research and Education Consortium: 2009-2011
- University of Texas: 2004-2009
- University of Arizona: 2002-2004
- TransCore, ITS: 2001-2002
- Johnson-Brittain & Associates (now HDR): 2000-2001
- Teaching Assistant, Elementary Surveying, University of Arizona: 1998-2000

Education/Certification

- Doctor of Philosophy, Civil Engineering, University of Texas at Austin: 2009
- Master of Science, Civil Engineering, University of Arizona: 2004
- Bachelor of Science, Civil Engineering, University of Arizona: 2000
- Professional Engineer: CA, TX, CO



Stephen Svete, AICP, LEED® AP ND

CEQA and NEPA Lead

Rincon Consultants, Inc.

Stephen Svete has more than 30 years of experience in CEQA and NEPA document preparation, urban planning, open space, and project management for both public agencies and private consulting firms. He is an expert in the areas of environmental document preparation involving active transportation planning. Most recently, Steve oversaw preparation of the award-winning Monterey Bay Sanctuary Scenic Trail project for the Santa Cruz County Regional Transportation Commission. His experience also includes the Open Space, Trail, and Greenway Planning Study for the Pleasant Valley Recreation and Park District (2013 American Planning Association Award Winner); and the Tulare Santa Fe Bike Path/Multi-Purpose Trail Connection EIR.

Selected Project Experience

- **Marina Bicycle and Pedestrian Master Plan Update**, Marina, CA
Stephen oversaw Rincon's efforts to prepare the City of Marina Pedestrian and Bicycle Master Plan. The Plan is intended to provide guidelines for pedestrian and bicycle facility improvements, position the City for grants to finance improvements, and play a role in the City's work to reduce greenhouse gas emissions. Rincon assisted the City of Marina in preparing amendments to the City's General Plan and Municipal Code to ensure consistency with the Plan and further promote development of pedestrian and bicycle facilities.
- **Ojai Bicycle and Pedestrian Master Plan**, Ventura County, CA
The City of Ojai's Bicycle and Pedestrian Master Plan is a comprehensive policy document directing the ongoing development of the bicycle and pedestrian system of the City of Ojai and the Ojai Valley. Stephen developed the recommendations for the pedestrian components to the plan, and developed a series of options for sensitively retro-fitting Ojai's leafy neighborhood streets to make them more pedestrian safe and friendly.
- **Monterey Bay Sanctuary Scenic Trail Network EIR**, Santa Cruz County, CA
Stephen was the Principal-in-Charge of Rincon's role working as part of a team to prepare Alignment Analysis, Preliminary Design and Environmental Compliance documents for development of the Monterey Bay Sanctuary Scenic Trail Network. Specifically, Rincon prepared an EIR to satisfy the CEQA component of the project, and assisted with the community involvement task of the project, involving attendance at a series of public workshops aimed at informing the community about the benefits of the trail network.
- **Chorro Valley Trail Study**, San Luis Obispo, CA
Stephen served as the Principal-in-Charge and provided outreach support for the SLOCOG Chorro Valley Trail Study. The study provides guidelines for the trail's design and operation and charts a course for phasing, funding, and implementation of the approved trail, including financial feasibility and segment prioritization.

Professional Highlights

- Years of Experience: 12
- Rincon Consultants, Inc.: 1994-Present
- Fugro West, Inc.: 1988- 994
- Envicom Corporation: 1986-1988
- Urban Innovations Group: 1985-1986
- Alhambra Redevelopment Agency: 1984-1985

Education/Certification

- Master of Arts, Architecture and Urban Planning, University of California, Los Angeles Graduate School of Architecture and Urban Planning
- Bachelor of Arts, Geography, University of California, Riverside
- Associate (DEUG), Université Paul Valéry, Montpellier, France
- American Institute of Certified Planners
- Senior Project Management, American Management Association
- LEED Accredited Professional, Neighborhood Development

Appointments/Affiliations

- Founding Trustee, Ventura Hillsides Conservancy
- Member, California State University Channel Islands Campus Planning Committee



Jonathan Berlin, MESM

Associate Environmental Planner

Rincon Consultants, Inc.

Jonathan Berlin is an environmental planner who specializes in trails, open space, and park planning. He has managed and served as a lead analyst on a wide variety of active transportation projects, including the Napa Countywide Pedestrian Plan IS-MND, San Benito River Parkway and Regional Park EIR, and the Chorro Valley Trail Study in San Luis Obispo County. In 2014, Jonathan wrote an article for the American Planning Association titled "Around the Bay in 500 Miles: Regional and Local Planning for the San Francisco Bay Trail" that was awarded the Silver Pen in recognition of writing quality. He has presented on trail planning at several professional conferences in California.

Selected Project Experience

- **Napa Countywide Pedestrian Plan**, Napa County, CA
Jonathan assisted with preparation of the CEQA documentation for the Napa Countywide Pedestrian Plan. The work program included preparing a programmatic Initial Study-Mitigated Negative Declaration for the proposed Plan.
- **Chorro Valley Trail Study**, San Luis Obispo, CA
Jonathan worked as the Project Manager for the SLOCOG Chorro Valley Trail Study. The Trail Study inventories existing environmental and traffic conditions in the corridor; analyzes opportunities and constraints for potential trail alignments; provides guidelines for the trail's design and operation; and charts a course for phasing, funding, and implementation of the approved trail, including financial feasibility and segment prioritization. Jonathan also assisted with the large public outreach program for the project.
- **Santa Rosa Valley Trail Master Plan**, Ventura County, CA
The Rincon team worked for the County of Ventura to prepare an assessment report examining development of a comprehensive Santa Rosa Valley Trail Master Plan. The goal of the Trail Master Plan is to recognize a formal system of multi-use trails that could be incorporated into the County's General Plan. Jonathan was the lead analyst for the environmental portions of the plan and for community outreach.
- **South Branch Arroyo Conejo Multi-Use Pathway Plan**, Ventura County, CA
Jonathan was the Project Manager for the Environmental Analysis portions of the project assessing the feasibility of building a trail for bicyclists and pedestrians through an approximately 1.5-mile corridor between Highway 101 and Borchard Community Park in Newbury Park, CA. The environmental analysis included an existing conditions report, biological and cultural resources studies, and regulatory permitting.

Professional Highlights

- Years of Experience: 12
- Rincon Consultants, Inc.: 2012-Present
- University of California, Santa Barbara: 2011 to 2012
- U.S. Environmental Protection Agency: 2011

Education/Certification

- Master of Environmental Science and Management (MESM) with emphases in Conservation Planning as well as Economics and Politics of the Environment, Bren School of Environmental Science and Management, University of California, Santa Barbara
- Bachelor of Arts, Journalism, University of Maryland, College Park

Appointments/Affiliations

- Member, Bike East Bay
- Member, American Planning Association

Relevant Project Experience

The Toole Design Group (TDG) Team has had the privilege to be part of many projects that have direct, relevant application to the Napa Countywide Bicycle Plan Update. In the pages that follow we have included an overview of some of our most relevant projects.

GoShasta and Redding Active Transportation Plans

Shasta County and City of Redding, CA

Toole Design Group, LLC



Toole Design Group (TDG) is developing a strategic approach to enhancing active transportation in the Shasta Region that catalyzes local interest in biking and walking, generates a list of potential projects, and results in a plan that enables the region to compete for state and federal funding to build these projects. Ultimately, the plans will help eliminate barriers to bicycle and pedestrian travel, support connectivity, and encourage the community to use non-motorized transportation facilities.

The Plan will address design and funding strategies for the area's rural and small town context, and as a separate, yet related effort, will develop specific recommendations for the City of Redding. A large focus of the Redding Plan will be on upgrading existing bike lanes to all ages and abilities facilities and identifying key corridors that connect the City's activity centers and major destinations such as the Sacramento River Trail.

Client

City of Redding

Chuck Auckland, P.E., Assistant Director of Public Works

777 Cypress Avenue, First Floor

Redding, CA 96001

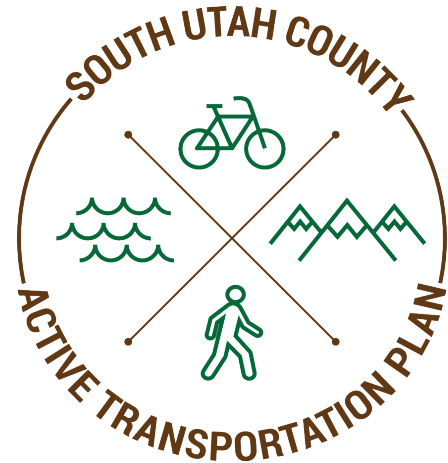
530.225.4170

caukland@cityofredding.org

South Utah County Active Transportation Plan

South Utah County, UT

Toole Design Group, LLC



This regional bicycle and pedestrian plan in south Utah County focuses on regional bicycle connections between the suburban and rural communities between Springville and Santaquin, UT. As the prime consultant on this project, **Toole Design Group (TDG)** is leading all aspects of the project – from coordination with the eight member communities, to data collection and analysis, to public engagement, to Plan development.

The South Utah County Active Transportation Plan outlines a vision and roadmap to link existing trails and bikeways throughout the region to create a regional bicycle network. Included in the plan are community overviews, narratives about key pedestrian issues, and recommendations to improve walking and biking at a City level. Once complete, the Plan is intended to help city leadership, community advocates, and other decision-makers prioritize infrastructure to improve walking and biking within their communities.

The TDG Team is working closely with leaders from cities within the study area and with the public to develop this Plan. Public engagement includes an online interactive map, a project website, flyers, one open house. A special all-project management team bike ride and eight walking workshops with community leaders to discuss draft recommendations were also crucial to the Plan's development.

TDG hosted three day-long Active Transportation Workshops with each city within the project area. These two-hour walking workshops brought members of the project team, city leadership, and community advocates together to experience existing challenges related to walking and biking and review potential improvements within a small focus area. The Workshops were integral to refining locally-specific recommendations.

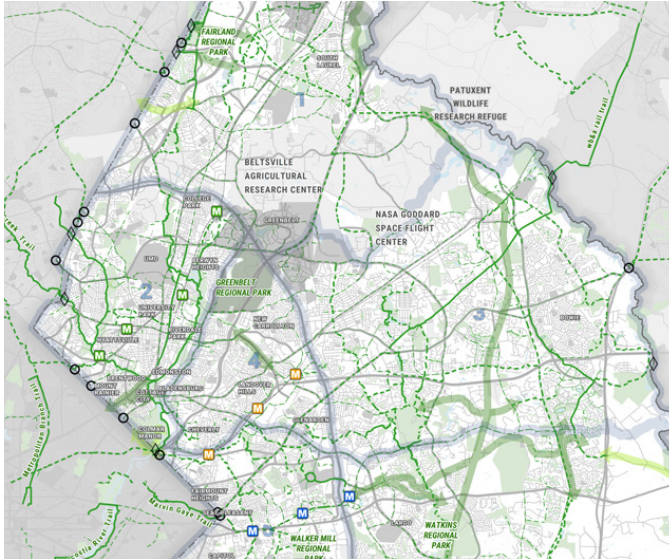
Client

Mountainland Association of Governments
Jim Price, AICP, PTP, Active Transportation
Project Manager
586 East 800 North
Orem, UT 84097
801.229.3848
jprice@mountainland.org

Trails Master Plan for Prince George's County

Prince George's County, MD

Toole Design Group, LLC



Toole Design Group (TDG) is leading a trails master plan for Prince George's County, MD. This ambitious project involves identifying more than 250 miles of new trails across the County, inventory of nearly 100 miles of existing trails, and development of policy, program and funding recommendations. TDG is using an innovative GPS-enabled video approach to streamline the data collection process and allow easy retrieval of field information. TDG is also using

a dynamic, multifaceted community engagement strategy that includes facilitated trail tours, stakeholder workshops, social media, and interactive mapping in addition to conventional methods. Key recommendations will address connectivity to neighboring communities, policy for construction and maintenance of trails outside of County parks, and guidelines for trail design and maintenance.

Client

Maryland National Capital Park and Planning
Commission - Prince George's County
Eileen Nivera, Planner-Coordinator
6600 Kenilworth Avenue
Riverdale, MD 20737
301.699.2522
eileen.nivera@pgparks.com

Adirondack Park Economic Development and Priority Project Implementation

Hamilton County, NY

Toole Design Group, LLC



Toole Design Group (TDG) is working to develop a comprehensive recreation strategy to help sustain the economy of communities throughout Adirondack Park, the largest park and the largest state-level protected area in the contiguous United States. The project involves work with the New York Department of State, the Department of Environmental Conservation, The Adirondack Partnership and the numerous communities that reside in the park.

TDG's work includes the development of a recreation-based economic strategy, identification of priority projects and directed services to implement the identified priority projects. Through a series of focus groups combined with a summary of findings from research on recreation, tourism, and transportation, TDG will assist in developing an economic profile that will contribute to the larger economic development strategy. The final phase of work will include specific projects and assessments for the recreation, trail, bike and pedestrian projects included in the plan.

Client

*New York Department of State
Office of Planning and Development
Andrew Labruzzo, Project Manager
One Commerce Place , Suite 1010
Albany, NY 12231-0001
518.474.6000
andrew.labruzzo@dos.ny.gov*

Lower Rio Grande Valley Active Transportation and Tourism Plan

Brownsville, TX

Toole Design Group, LLC

THE ACTIVE PLAN



The Active Transportation and Active Tourism plan for the Lower Rio Grande Valley identified opportunities to develop a regional network of bicycle and pedestrian facilities that will draw tourism and accompanying economic development to the region. The **Toole Design Group (TDG)** Team engaged with nearly a dozen municipal partners, local tourism leaders, and important destinations in the region to develop a plan that built on existing strengths and support community needs.

TDG led the development of the tourism strategy, which leverages the proposed active transportation network and existing facilities, to create a regional, collaborative, tourism promotion program. TDG analyzed existing marketing efforts, researched best practices, and created detailed case studies of successful active tourism efforts from across the country and Mexico.



The Active Tourism Plan provides the groundwork for a comprehensive and collaborative strategy using elements of Trail Towns, Bicycle Friendly Businesses, branded routes, and investment in local businesses to cultivate a vibrant active tourism economy. The plan includes an infographic illustrating the demonstrated economic impacts of active tourism in locations across the U.S.

Client

City of Brownsville

Ramiro Gonzalez, Assistant Director of Planning

1034 E. Levee Street

Brownsville, TX 78520

956.548.6182

ramiro.gonzalez@cob.us

Portage County Bicycle and Pedestrian Plan

Portage County, WI

Toole Design Group, LLC



Toole Design Group (TDG) developed bicycle and pedestrian plans for both Portage County and the Stevens Point Urban Area (population 50,000). Each plan assessed existing conditions for bicycling and walking and provided a comprehensive set of recommendations to improve bicycling and walking in the County. According to the U.S. Census Bureau, the Stevens Point Urban Area has one of the highest combined walking and bicycling commute rates in Wisconsin. The County has taken a leadership role to build upon those rates and is poised to do so with a comprehensive bicycle and pedestrian plan prepared by TDG.

By splitting the plans into two, TDG focused on making appropriate rural, urban, and village recommendations based on the different environments and the varying set of potential implementers that are present in each of these areas.

Because the work for each area was performed simultaneously, recommendations for one area flowed seamlessly into the other area. In addition to the attention on urban and rural areas, there is a substantial Safe Routes to School (SRTS) component in the plan. SRTS focuses on assessing bicycling and walking conditions in close proximity to schools and making recommendations for improving bicycling and walking conditions in those areas and on school grounds.

TDG services included a set of bicycle facility design guidelines based on state and national guides and standards. There were a total of three advisory committees, six village boards, several county committees and one city council who helped with the development of the plans.

"Thank you for TDG's presentation last night, and for all the work that they have put into making this Plan doc a great success... I know I speak for all in saying it was a great pleasure working with TDG and specifically getting to become acquainted with them personally."

- Jeff Schuler, Director of Portage County Planning, Zoning, and Land Conservation

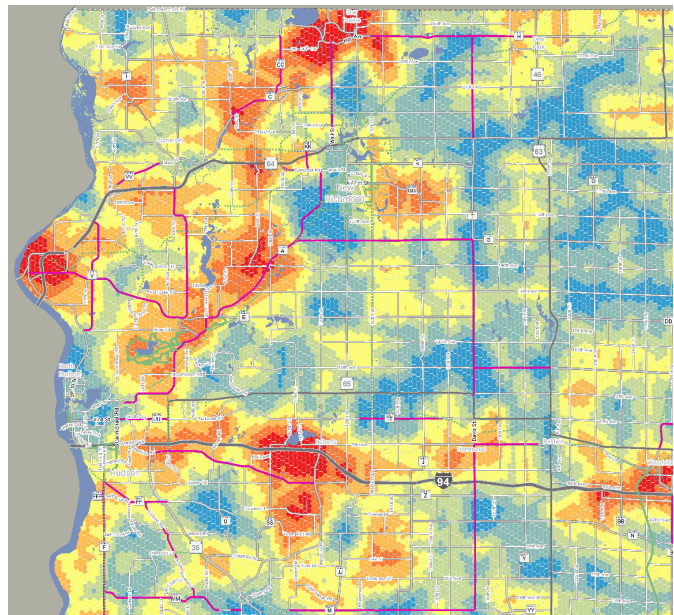
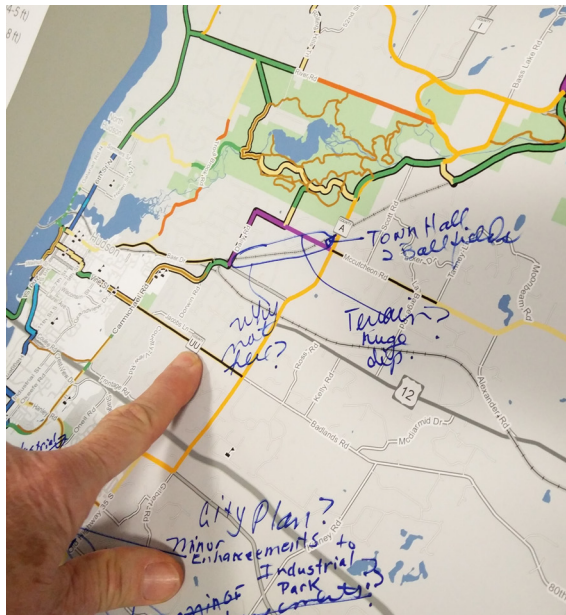
Client

Portage County Planning and Zoning Department
Sarah Wallace, County Planner
1462 Strongs Avenue
Stevens Point, WI 54481
715.346.1334
wallaces@co.portage.wi.us

St. Croix County Comprehensive Bicycle and Pedestrian Facilities Plan

St. Croix County, WI

Toole Design Group, LLC



Toole Design Group (TDG) is developing a Comprehensive Bicycle and Pedestrian Facilities Plan for this growing county in Wisconsin that borders the Minneapolis/Saint Paul metropolitan area. The purpose of this project is to build upon the opportunities and excitement generated by two new path crossings of the St. Croix River, connecting the county to the Twin Cities. The plan recommends a primary network of low-stress bikeways and trails that connect individual communities with each other and with surrounding counties, allowing people of varying skill levels and abilities to bike for transportation and recreation purposes. In addition, improvements to numerous rural roadways are recommended to better serve the large avid road cycling community and support the cycling-related element of the county's tourism strategy.

This plan will align the on-road bikeway and trail planning efforts of the County Highway Department; the County Parks Division; and individual cities, villages, and towns. This planning process will also be used to identify priority bicycle and pedestrian investments for upcoming years, impactful policy changes and supporting programmatic actions.

Individual elements of TDG's work include a traffic stress analysis; a demand analysis for "interested but concerned" bicyclists; a demand analysis for tourists and avid road cyclists; a robust stakeholder engagement process; detailed network recommendations; and a comprehensive implementation manual that contains cost estimates, funding strategies, and design guidelines. Furthermore, TDG developed detailed policy recommendations and is assisting the county with a scalable Complete Streets policy for the county and municipalities within the County.

Client

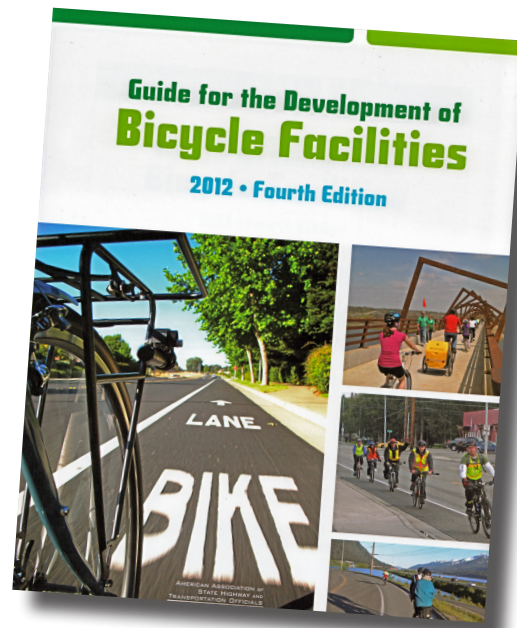
St. Croix County Community Development
Brett Budrow, Planning/Land Information Administrator
1101 Carmichael Road
Hudson, WI 54016
715.386.4678
brett.budrow@co.st.-croix.wi.us

AASHTO Guide for the Development of Bicycle Facilities

Toole Design Group, LLC

The 2017 Update of the AASHTO *Guide for the Development of Bicycle Facilities* provides up-to-date information on accommodating bicycle travel in most riding environments. It presents sound guidelines for facilities that meet the needs of bicyclists and other highway users. Sufficient flexibility is permitted to encourage designs that are sensitive to local context and incorporate the needs of bicyclists, pedestrians, and motorists. This project included consultation with transportation professionals throughout the U.S. to ensure the Guide reflects current and accepted planning and design practices, and comprehensive review of bicycle-related research that has been done in the past decade.

Toole Design Group (TDG) is managing a team of leading subject matter experts throughout the project. TDG is working with six subject matter expert subconsultants on both the research and preparation phases. During the research phase, TDG conducted a thorough literature review, a guide user survey, an AASHTO committee member survey, and stakeholder interviews to evaluate the appropriate changes and updates to make to the Guide. The team will complete three rounds of drafts and revisions and usher the final draft through the AASHTO balloting process.



By the end of 2017, the project is expected to result in a fully updated AASHTO *Guide for the Development of Bicycle Facilities*. The updated Guide will include several new chapters, addressing new facility types and providing detailed information on topics such as traffic signals, operations, and rural roadways. The new chapters will also include significant amounts of new content and graphics and illustrations to convey updated design concepts.

Client

National Academies of Sciences, Engineering, and Medicine
William Rogers, Senior Program Officer
500 Fifth Street NW
Washington, DC 20001
202.334.1621
wrogers@nas.edu

Will County 2040 Transportation Plan

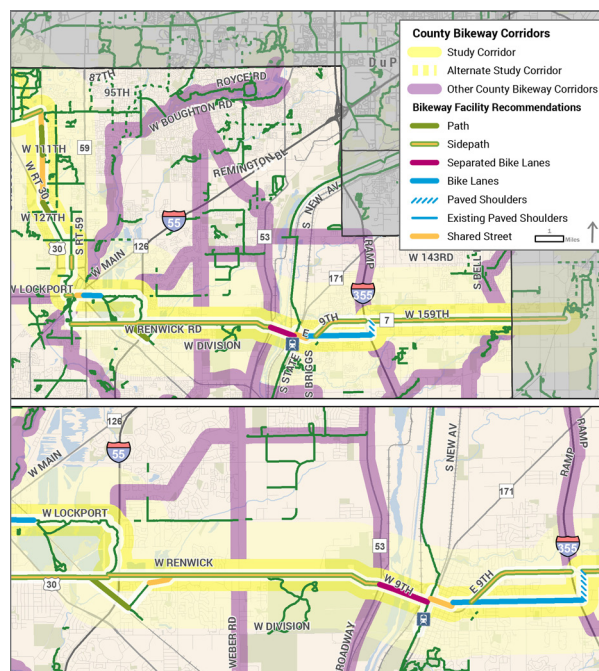
Will County, IL

Toole Design Group, LLC

Taking a major step toward multimodalism and inter-agency coordination, the Will County Department of Transportation and the Forest Preserve District of Will County joined forces to produce the County's first comprehensive multi-jurisdictional bikeway plan. Although it is a stand-alone document, the bikeway plan also serves as the non-motorized element of the County's Long-Range Transportation Plan. **Toole Design Group (TDG)** was an integral part of the consultant team and was tasked with leading the development of the analysis and recommendations for bikeway infrastructure and strategies.

The plan includes an analysis of existing deficiencies and bicycle system gaps, connectivity to transit and bikeway and path connections to surrounding counties. TDG identified 15 cross-county corridors with an emphasis on the use of lower-stress streets and highways. This process entailed defining criteria for corridor selection to determine the routes that provide the highest level of transportation and recreation value for the county. For five high-priority corridors, TDG performed a feasibility study, selected appropriate bikeway facility types, estimated planning-level costs and developed implementation strategies.

Due to the multi-agency nature of this project, it was important that the plan's analysis and recommendations equally consider transportation, recreation, and quality of life implications. Integration with the Forest Preserve's lands and trails in order to improve access while minimizing impact was a key consideration when determining trail alignments. Bikeway opportunities along municipal, county and state roadways were identified as links to connect cross-county trails to destinations and to serve localized bicycle mobility needs. This approach ensured that the bikeway recommendations contributed to the plan's goals of enhancing quality of life while increasing multimodal mobility.

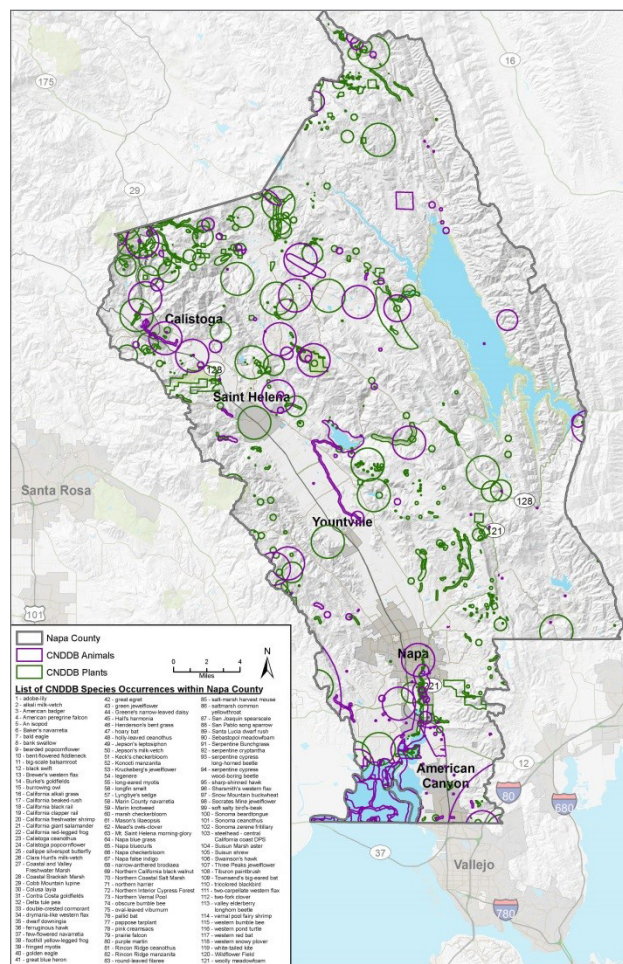


Napa Countywide Pedestrian Plan

Napa County, CA

Rincon Consultants, Inc.

Rincon Consultants, Inc. recently prepared CEQA documentation for the Napa Countywide Pedestrian Plan. The Pedestrian Plan covers all cities and unincorporated areas in Napa County. Rincon prepared a programmatic Initial Study-Mitigated Negative Declaration to evaluate future projects listed in the Plan that would involve physical changes to the environment, such as new bridges, overpasses, Class I pathways through riparian areas and open space, roadway extensions, and streetscape improvements. Where these projects would have potential impacts, Rincon established clear, performance-based mitigation measures for local jurisdictions to apply. These measures will minimize potential environmental impacts when individual projects listed in the Plan are proposed and constructed.



Client

Napa Valley Transportation Authority
Danielle Schmitz, Planning Manager
625 Burnell Street
Napa, California 94559
707.259.5968
dschmitz@nvta.ca.gov

Monterey Bay Sanctuary Scenic Trail Network Master Plan

Santa Cruz County, CA

Rincon Consultants, Inc.



Rincon Consultants, Inc.

completed an Environmental Impact Report for the Monterey Bay Sanctuary Scenic Trail (MBSST) Network Master Plan in Santa Cruz County. The MBSST Network is a 50-mile bicycle and pedestrian pathway along the coast of Santa Cruz County, from the San Mateo County line in the north to the Monterey County line at Pajaro. The system's "spine"

will be within a 32-mile Santa Cruz Branch rail right-of-way, adjacent to the train tracks. The project will serve transportation, recreation, health, eco-tourism, coastal access, economic vitality, and educational and interpretive purposes. In addition to the EIR, Rincon also prepared important constraints analysis components, and was integral to the community involvement component of the project, where they participated in a series of community workshops aimed at informing the community about the benefits of the trail network.

Project Awards:

- Association of Environmental Professionals, Outstanding Planning Document, 2015
- America Planning Association California Chapter, Northern Section, Award of Excellence, Transportation Planning, 2014
- California Trails and Greenways Conference, Award of Merit, 2014

"You [Rincon] do an outstanding job and as I said before, it's a pleasure working with your firm."

- Cory Caletti, SCCRTC Senior Transportation Planner

Client

Santa Cruz County Regional Transportation Commission
Cory Caletti, Senior Transportation Planner
1523 Pacific Avenue
Santa Cruz, CA 95060
831.460.3201
ccaletti@sccrtc.org



2120 University Avenue, Suite 427
Berkeley, CA 94704
510.298.0740 f 301.927.2800
www.tooledesign.com

Napa Countywide Bicycle Plan Update Proposal: Requested Changes to the Scope of Work

March 29, 2017

Task 2 Public Outreach

The Toole Design Group (TDG) team will attend six (6) meetings of the Technical Advisory Committee (TAC), Active Transportation Advisory Committee (ATAC) and Citizens Advisory Committee (CAC) to plan for individual jurisdiction needs.

In addition, the team will hold three (3) public meetings to gather public input through a charrette style meeting or more traditional public outreach event. TDG will work with NVTA staff to develop the specific meeting format that best fits the needs of the project.

Task 4 Needs Assessment

Optional Task - Bicycle Counts

As an optional task, TDG will review available bicycle count data and develop a relative estimate of current bicycling activity that will be incorporated into the existing conditions report. Sources may include counters on the Napa Vine Trail, and data collected from the individual jurisdictions and MTC.

TDG will then develop a long-term strategy for bicycle data collection that will help NVTA meet its goals related to measure baseline data, and provide before and after counts for grant applications such as the Active Transportation Program (ATP). TDG will define geographic areas within the county that represent various bicyclist activity and land uses into “factor groups” which can be used to calibrate temporary, short duration counters into monthly and annual totals. TDG will install temporary counters that will collect bicyclist data 24 hours a day over a period of two weeks. These short duration counters will be placed in the factor groups to collect baseline data and to determine the locations of permanent counters. This will enable NVPTA to systematically collect counts on an ongoing basis to develop a reasonable picture of bicycle activity throughout Napa County.

The process to implement the long-term count program will include the following steps:

1. Identify candidate locations that represent weekday, weekend, commute and recreational bicycling activity. These locations will be developed into factor groups that will be used to calibrate continuous, temporary short duration counters that collect data 24 hours a day and identify locations for permanent counters.
2. Collect data with temporary, short duration counters within these factor groups to determine usage patterns and the optimal location of permanent counters. TDG will rent three bi-directional bicycle hose counters for 10 locations. TDG staff will install the counters and train NVPTA staff to install and retrieve the data.

TDG will analyze the data from the short duration counters and recommend locations for permanent count locations within each factor group. These permanent counters can be purchased by NVPTA when more funds become available.

Deliverables

- Bicycle Data Collection Strategy
- Bicycle Data at 10 locations

Task 5.1 Best Practices Toolkit

TDG will provide a general Toolkit that provides the best practices in bicycle treatments and design for topics covered by the Bike Plan. We will draw on similar Toolkits TDG developed for the Valley Transportation Authority (VTA) and Los Angeles Department of Transportation as well as national best practices including TDG's work on the update of the AASHTO Bicycle Guide and MassDOT Separated Bike Lane Guide.

Task 8.2 CEQA Analysis

No printing production or associated costs are included in this task.

Kulick, Renee

From: Sean Co <sco@tooledesign.com>
Sent: Thursday, March 30, 2017 3:59 PM
To: Meehan, Diana
Cc: Schmitz, Danielle; Kulick, Renee; Esqueda, Alberto
Subject: RE: Bike Plan Update Proposal-Follow up
Attachments: NVTA Revised Budget.xls

Diana,

I have attached the revised budget to remove the BTAC and stakeholder meeting from the description. Here are the other clarifications you requested:

Task 4 – We will keep this as an optional task. NVTA may contract directly with a data collection firm. TDG will analyze that data for use in Task 4. It is preferred that the data come from continuous monitoring for 24-hours a day for a minimum of a 2 week period. This monitoring will note the direction of travel for bicyclists and be located at locations that will be determined by TDG, NVTA and local agencies. The data will be provided in a summarized and raw format for analysis.

Let me know if you have any questions and I look forward to hearing from you.

Thanks,

Sean Co
Senior Planner

[Toole Design Group](#)
p 510.298.0740 x 199

From: Meehan, Diana [mailto:dmeehan@nvta.ca.gov]
Sent: Thursday, March 30, 2017 12:02 PM
To: Sean Co <sco@tooledesign.com>
Cc: Schmitz, Danielle <dschmitz@nvta.ca.gov>; Kulick, Renee <rkulick@nvta.ca.gov>; Esqueda, Alberto <aesqueda@nvta.ca.gov>
Subject: RE: Bike Plan Update Proposal-Follow up
Importance: High

Sean,

We have reviewed the updated proposal and it looks good. We do need a few clarifications prior to making our final decision.

Changes to the scope of work:

Task 2 Public Outreach

- 2.1-Still lists BTAC and Stakeholder meetings –Updated scope does reflect a total of 3 public workshops and 6 committee meetings (TAC, ATAC, CAC)-please remove BTAC and Stakeholder meetings from the line item

Task 4 Needs Assessment

- 4.1 Data Collection and Forecasting-\$11,412
- 4.2 Optional Task-\$5146-Bicycle Data Collection Strategy
- 4.3 Optional Task-\$7,029-Collect Counts

We want to use the most cost effective and reliable method for collecting the data to help determine our current needs and to develop a long-term data collection strategy that aligns with the framework you're currently developing with MTC. In your proposal, you suggested we wait until the MTC framework is complete to collect data. We will forego the additional cost for the strategy option and wait for the development of that framework but do want to perform counts.

We have concern 10 locations may not be adequate. We do have some funding set aside for counts, but want to be certain we cover locations throughout the county that provide the needed data for evaluation and forecasting. If we were to contract separately for counts using video collection methods, would your team be able to include the data? If yes, what if any cost would be associated with this?

Task 5 changes are adequate for our needs.

Task 8.2 CEQA Analysis

Please clarify that an electronic copy will be provided and that all clearinghouse distribution is included.

Finally, please provide additional information regarding escalation of rates. In Attachment F of the on-call contract, labor rates for classification Planner II, Planner I and GIS Technician are between \$69-76, rates listed in your proposal for similar classifications, are escalated 30%-\$104. Since there are not salary ranges listed in these classifications, can you provide additional information on staff listed?

I will be in a meeting until 2pm today and available after that if you have any questions.

We look forward to your response and finalizing our selection.

Sincerely,

Diana C. Meehan
Associate Planner/Active Transportation Coordinator



625 Burnell Street Napa, CA 94559

T: 707-259-8327

F: [707-259-8638](tel:707-259-8638)

E: dmeehan@nvta.ca.gov

From: Sean Co [<mailto:sco@tooledesign.com>]

Sent: Wednesday, March 29, 2017 11:27 AM

To: Meehan, Diana

Cc: Schmitz, Danielle; Kulick, Renee

Subject: RE: Bike Plan Update Proposal-Follow up

Diana,

Please see the revised budget at under \$200k. The cost of the bicycle data collection is included in addition to the budget. We have also attached a list of the changes in the scope as a result of the budget change.

Regarding the differences in the staff costs. In the on-call in Attachment F – Labor Rate Schedule Form we submitted staff and classification rather than classes of personnel.

“Please submit the required information and identify it as ATTACHMENT F. Provide the labor rate schedules for the prime contractor and all subcontractors proposed to perform the work under this RFQ. The schedule should include the name, classification and rate except where a classification is listed as a group with a rate range.”

I was the only person from the on-call listed in the current proposal and we have escalated my rate from the rate in the on-call sheet.

Please acknowledge receipt of this and if you have any questions feel free to ask.

Thanks and we look forward to hearing from you!

Sean Co

Senior Planner

[Toole Design Group](#)

p 510.298.0740 x 199

From: Meehan, Diana [<mailto:dmeehan@nvta.ca.gov>]

Sent: Friday, March 24, 2017 5:13 PM

To: Sean Co <sco@tooledesign.com>

Cc: Schmitz, Danielle <dschmitz@nvta.ca.gov>; Kulick, Renee <rkulick@nvta.ca.gov>

Subject: Bike Plan Update Proposal-Follow up

Hi Sean,

Thanks for taking the time to meet with us by phone today. I wanted to follow up with a recap of the call:

Cost efficiencies/potential savings:

- Environmental-Current cost is \$32,182
 - Similar environmental was done for the Ped Plan last year for \$21,161-If additional environmental analysis is required, it seems reasonable and likely for this to take place when the recommended projects within the plan are ready for construction.

We are looking for some cost savings here since Rincon already has the template for this area.

- Public Outreach
 - It isn't necessary to create an additional stakeholder group, those groups already participate in our committee meetings-Reduction of six (6) proposed meetings
 - Keep six (6) ATAC/TAC/CAC meetings

- Keep three public workshops & a charrette meeting or some variety of these.

Weeklong recommended charrette is not necessary, however we are looking for value in the outreach process with overall quality over of quantity.

- Best Practices Toolkit
 - We assume there are already high-level standards and best practices in place for a quality general toolkit
 - The toolkit does not need to be specifically tailored for Napa Jurisdictions and would be better received if less prescriptive

We are looking for a toolkit that can be a “go to” for each jurisdiction that has a variety of best practices treatments that would be useful in the Napa County environment –Small Urban/Rural

Review cost rates-Many of the rates are listed quite a bit higher than the contract rates from August 2015. We find escalation of 3% to be reasonable. In some instances, rates are shown at as much as 30% higher (Planner I/II rates)

Finally, list any additional cost along with details of the methodology for bike counts other than the proposed use of Strava with ACS data.

We are looking for your best and final offer for this proposal. If I have left anything out from our discussion, please respond to this email.

Please let me know if you have any questions or need clarification on any of the items we discussed.

Sincerely,

Diana C. Meehan
Associate Planner/Active Transportation Coordinator



625 Burnell Street Napa, CA 94559

T: 707-259-8327

F: [707-259-8638](tel:707-259-8638)

E: dmeehan@nvta.ca.gov

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REQUEST FOR TASK PROPOSAL

Pursuant to On-Call Planning Services

RFQ 2015-03

for the

NAPA COUNTYWIDE BICYCLE PLAN UPDATE

As an on-call planning firm selected under the provisions of RFQ 2015-03, you are being asked to prepare a budget, schedule, and proposal for the NAPA COUNTYWIDE BICYCLE PLAN UPDATE - Task Order No. 4. The scope of work for this task order is attached hereto as EXHIBIT A. Selection will be based on cost, schedule of performance, and expertise. You are invited to prepare a proposal to perform this work. Your proposal must include:

- (1) A detailed schedule of performance.
- (2) A not-to-exceed cost proposal.
- (3) A listing of assigned project personnel.

This work may or may not be funded with federal funds. All contract documents will contain applicable mandated federal contract provisions and be issued pursuant to the terms and conditions of RFQ 2015-03 and the professional services agreement executed pursuant thereto. The DBE goal for RFQ 2015-03 was established at 1%.

The NVRTA project manager assigned to this task is Diana Meehan, Associate Planner, at (707) 259-8327 or by e-mail dmeehan@nvta.ca.gov.

All inquiries regarding this task proposal are to be directed to Ms. Renée Y. Kulick, Contract Administration, at 707-259-8780 or by e-mail rkulick@nvta.ca.gov. NVRTA, in its sole discretion, reserves the right to:

1. Reject any or all proposal submittals.
2. Issue one (1) or more subsequent Requests for Task Proposal.
3. Open proposals at its convenience.
4. Remedy technical errors in the solicitation/selection process.
5. Approve or disapprove the use of particular sub-proposers.
6. Negotiate with any, all, or none of the proposers responding.
7. Award a contract to one (1) or more proposers.
8. Waive informalities and irregularities in any proposal.

Proposer shall submit one (1) original proposal and one (1) copy on digital media (USB Flash drive/CD) (two (2) in total).

Proposals are due to NVRTA not later than February 22, 2016, 2:00 PM (local).

We look forward to receiving your proposal.

Sincerely,

Kate Miller
Executive Director

EXHIBIT A

SCOPE OF WORK

NAPA COUNTYWIDE BICYCLE PLAN UPDATE

I. INTRODUCTION

Napa Valley Transportation Authority (NVTa) is seeking qualified consultants to update the Napa Countywide Bicycle Plan (2011). The plan update will create a detailed and comprehensive document aligned with Active Transportation Program (ATP) requirements and current best practices and standards for bicycle facility design.

The current plan is presented in two parts:

1. The Countywide overview which describes elements common to all six (6) Napa jurisdictions:

- a. Vision and Goals
- b. Background and Partners
- c. Objectives and Policies
- d. Existing Conditions
- e. The Recommended Bicycle System
- f. Implementation

2. Six (6) jurisdiction-specific planning documents, one (1) each for the Cities of American Canyon, Napa, St. Helena and Calistoga, one (1) for the Town of Yountville and one (1) for Napa County unincorporated.

The plan update will maintain the two-part format, similar to the recently completed Countywide Pedestrian Plan (2016). Both the Pedestrian Plan and the Bicycle Plan will serve as Napa County's Active Transportation Plan and guide improvements to the active transportation network by increasing access and connectivity throughout Napa County.

Expected project completion is by December 31, 2018, or sooner, upon award of the project work order.

II. WORK PLAN

Task Descriptions

Task 1 Administrative Kick-off Meeting

Consultant shall coordinate the initial meeting, introduce its project team members, and discuss the final scope and timeline with NVTa staff.

Deliverables: *Provide a meeting summary with an updated project timeline and schedule.*

Task 2 Project Initiation/Evaluate Existing Conditions

Consultant shall initiate and evaluate existing conditions with the:

1. Review of existing bicycle plans in Napa County, including NVRTA Countywide Plan, and plans produced by Napa County, and Cities/Town; analyze adequacy of existing plans especially relative to regional plans and state/federal funding opportunities including requirements of the Active Transportation Program, and Complete Streets Act of 2008.
2. In particular review all current General Plans, Specific Plans, Circulation Elements, and existing bicycle plans.
3. Inventory existing facilities and programs.
 - a. Status of existing bicycle facilities, paths, and trails-using Level of Traffic Stress (LTS) or Comfort Level (CL) for all on street facilities by
 - (1) Location
 - (2) Condition
 - (3) Create GIS
 - (4) Create CL or LTS network map.
 - b. Inventory bicycle programs, including school programs, local clubs, government programs, safe routes to transit, senior citizens, and school-based programs (especially "Safe Routes to School").
4. Re-establish the goals and objectives of the Napa Countywide Bicycle Plan.

Deliverables:

1. *Existing conditions report, containing analysis of existing plans including inventory and description of bicycle infrastructure and current conditions including CL/LTS description.*
2. *Provide GIS multi-layer file of all current and currently planned facilities keyed to Napa County and Cities' base maps, including attributes describing status of un-built segments (in existing plans, funded, under construction etc.) condition and associated image files.*
3. *Create CL/LTS map(s) and integrate with MTC GIS system if available.*
4. *Procedure manual for NVRTA to update of GIS system and CL/LTS map.*

5. *Redefined goals and objectives.*

Task 3 Needs Assessment

Consultant shall develop a needs assessment to capture:

1. Resident, employee and tourist use.
2. Criteria for route selection and evaluation (CL/LTS model) – incorporating new technologies.
3. Collision/Incident data.
4. Bicycle Counts
5. Multimodal level of service guidance.

Deliverable: *Provide a report outlining current use and projected future demand for bicycle facilities.*

Task 4 Standards

Consultant shall incorporate current standards that will:

1. Identify best practices for all bicycle facilities, using Complete Streets design criteria, including innovative design practices at crossings and other high-conflict areas and mixing zones; and
2. Describe urban/rural variation.

Deliverable: *Best Practices Toolkit*

Task 5 Meetings, Workshops, Presentations, and Public Outreach

Consultant shall:

1. Attend Technical Advisory Committee (TAC), Active Transportation Advisory Committee (ATAC) and Citizens Advisory Committee (CAC) meetings (six (6) meetings) to plan for individual jurisdiction needs.
2. Meet with the City of Napa's Bicycle and Trails Advisory Committee (BTAC) and other city committees/commission or stakeholder groups (*Example:* Napa Valley Vine Trail, Napa County Bicycle Coalition, etc.) (up to three (3) meetings).
3. Hold up to three (3) public meetings. Meeting No. 1 - Introduction meeting to gather public input; Meeting No. 2 - Charrette or table at event (TBD - Bike Fest or Earth Day); Meeting No.3 - Draft Plan presentation.

4. Create an online website/resource for public to map and submit ideas/comments.

Deliverables:

1. *Provide agendas, attendance lists, and summary of meeting minutes.*
2. *Create and administer an online-map survey tool.*

Task 6 Napa Countywide Bicycle Plan

Consultant shall develop the Napa Countywide Bicycle Plan incorporating the plans for the County of Napa, and all its jurisdictional cities. The Plan shall be provided in administrative draft and final draft to include a complete round of edits for both draft documents. The document shall:

1. Identify significant bicycle destinations and origins, identify proposed corridors of connection (both in Napa County and to adjacent counties) and evaluate current status and future opportunities / challenges to the development of workable corridors and connected bicycle network (information from city/county staff).
2. Provide rough cost estimates for construction of proposed system segments including costs and examples for iterative projects.
3. Describe criteria for location and nature of proposed support facilities (parking/lockers/ showers at major employment centers etc.).
4. Describe relationships with relevant regional plans, such as the Napa Valley Vine Trail, Bay Trail, Bay Area Ridge Trail, District 4 Bicycle Plan, including links to Solano and Sonoma Counties – what are *their* recommendations for linking?
5. Describe necessary program(s) to upgrade and maintain the system.
6. Working separately and distinctly with each jurisdiction to identify a complete inventory of the bicycle network and identify known schedules where jurisdictions may have to make various upgrades because of planned street and road improvements or other infrastructure improvements (storm water upgrades, utilities etc.) For smaller jurisdictions, this may involve some site visitations and manual inventory methods.
7. Propose objectives and key policies in support of the system to be adopted by cities/county.
8. Meet with ATAC and TAC and CAC to review plan(s).
9. Design a promotional/educational plan to increase bicycle mode share to 10% of all short trips countywide.

10. Describe system wide safety plan-Including Vision Zero concepts

Deliverables:

1. *Bicycle Plan for Napa County should include:*

- *Comprehensive plan update for the Napa Countywide Bicycle Plan including individual plans for the five (5) cities/town and the unincorporated county.*
- *Connections indicated between all Napa communities and to key destinations in adjacent counties such as but not limited to: Fairfield, Sonoma, and Vallejo.*
- *Major countywide north-south spine multi-use trail (Napa Valley Vine Trail) connecting segments of the unincorporated county and the five (5) cities/town from Calistoga to the City of American Canyon.*
- *Reference to existing plans in other Napa County jurisdictions.*
- *Graphics, images and maps.*
- *Admin draft with one round of edits and public draft with one round of edits before final draft.*

2. *GIS layers of system components including comfort level index.*

3. *New user-friendly bicycle map including all currently built or in-active-development system segments in two (2) scales:*

- a) *Countywide; and*
- b) *Detailed segments for five (5) cities/town and unincorporated areas.*

4. *List of potential city/county objectives and policies that will support the implementation of the plan.*

5. *"Pull-out" Map identifying project locations*

Task 7 Planning Process, Prioritization/Screening Criteria and Financial Plan

1. **Outline of available fund sources to finance construction of proposed system segments and system maintenance including "Measure-T equivalent" funds**

2. **Develop screening criteria for prioritization of projects**

3. **Prioritization of projects - Optimize the plan to take advantage of available funding sources including "Measure T equivalent" funds**

4. **Create a template with guidelines for updating city bicycle plans to remain consistent with the countywide plan**

Deliverables:

1. *Provide a report describing funding sources available for construction of proposed segments of the system and for maintenance of the system as a whole.*
2. *Provide a countywide list of projects with rough cost estimates for key projects in each jurisdiction*
3. *Provide an outline of project approval process*

Task 8 Plan Adoption

Consultant shall initiate and formalize all necessary documents needed for formal approvals and assist NVTa in the adoption by Councils providing/with the

1. CEQA analysis;
2. Napa, American Canyon, Calistoga, Town of Yountville and St. Helena City Councils and Napa County Board of Supervisors;
3. NVTa Board of Directors;
4. MTC – amendment; and the
5. Caltrans - Approval of plan combined with Countywide Pedestrian Plan as an official Countywide Active Transportation Plan (CATP) for purposes of Active Transportation Program funding.

Deliverables:

1. *Draft staff reports and council resolutions as necessary.*
2. *Present plan to:*
 - a. *NVTa Board of Directors*
 - b. *Napa City Council*
 - c. *American Canyon City Council*
 - d. *St. Helena City Council*
 - e. *Calistoga City Council*
 - f. *Town of Yountville Council*
3. *CEQA analysis document.*
4. *Prepare draft application to Caltrans for approval of the plan as a CATP.*

REVISION 03/30/2017

		Toole Design Group							Rincon					Task Hourly Subtotals	Task Fee Subtotals
		Principal In Charge	Project Manager	Senior Planner	Project Planner	Project Planner/GIS	Engineer	Senior Advisor	Principal	Senior Associate	Associate	GIS/CADD Specialist	Clerical/Admin		
		Brooke DuBose	Sean Co	Darren Flusche	Sara Schooley	Jessica Zdeb, AICP	Asley Haire, PE	Tom Huber	Name	Name	Name	Name	Name		
		\$201.63	\$184.52	\$135.76	\$104.85	\$104.85	\$136.50	\$190.36	\$215.00	\$135.00	\$110.00	\$100.00	\$75.00		
Project Tasks															
1 KICKOFF MEETING AND PROJECT MANAGEMENT															
1.1	Kickoff Meeting	6	8											14	\$2,686
1.2	Ongoing Project Management	8	32		4									44	\$7,937
Subtotal Hours		14	40	0	4	0	0	0	0	0	0	0	0	58	
Subtotal Cost		\$2,822.82	\$7,380.80	\$0.00	\$419.40	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	NA	\$10,623.02
2 PUBLIC OUTREACH															
2.1	TAC, ATAC, CAC (6)	4	72		60									136	\$20,383
2.2	Workshops (3)	24	33		42	50								149	\$20,574
2.3	Web-Based Tools	2	16			60								78	\$9,647
Subtotal Hours		30	121	0	102	110	0	0	0	0	0	0	0	363	
Subtotal Cost		\$6,048.90	\$22,326.92	\$0.00	\$10,694.70	\$11,533.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	NA	\$50,604.02
3 POLICY AND INFRASTRUCTURE ENVIRONMENTAL SCAN															
3.1	Plan, Policy and Programs Review and Inventory		2	8	20									30	\$3,552
3.2	Existing Facilities Inventory	4	30			100	6							140	\$17,646
3.3	Re-establish Goals	2	14	8	4									28	\$4,492
Subtotal Hours		6	46	16	24	100	6	0	0	0	0	0	0	198	
Subtotal Cost		\$1,209.78	\$8,487.92	\$2,172.16	\$2,516.40	\$10,485.00	\$819.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	NA	\$25,690.26
4 NEEDS ASSESSMENT															
4.1	Data Collection and Forecasting	8	6			72		6						92	\$11,412
	Bicycle Data Collection Strategy		8		20	15								43	\$5,146
	Collect Bicycle Data		4		60									64	\$7,029
Subtotal Hours		8	18	0	80	87	0	6	0	0	0	0	0	92	
Subtotal Cost		\$1,613.04	\$3,321.36	\$0.00	\$8,388.00	\$9,121.95	\$0.00	\$1,142.16	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	NA	\$11,411.52
5 BEST PRACTICES															
5.1	Best Practices Toolkit	2	4	4		16	2	2						30	\$4,016
Subtotal Hours		2	4	4	0	16	2	2	0	0	0	0	0	30	
Subtotal Cost		\$403.26	\$738.08	\$543.04	\$0.00	\$1,677.60	\$273.00	\$380.72	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	NA	\$4,015.70
6 NAPA COUNTYWIDE BICYCLE PLAN															
6.1	Administrative Draft Plan	6	32	16	100	50		6						210	\$26,156
6.2	Final Draft Plan	4	20	8	60	20								112	\$13,971
6.3	Final Plan	4	16		30	8								58	\$7,743
Subtotal Hours		14	68	24	190	78	0	6	0	0	0	0	0	380	
Subtotal Cost		\$2,822.82	\$12,547.36	\$3,258.24	\$19,921.50	\$8,178.30	\$0.00	\$1,142.16	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	NA	\$47,870.38
7 IMPLEMENTATION PLAN															
7.1	Outline of Funding Sources	2	8	4										14	\$2,422
7.2	Develop Screening Criteria and Prioritize Projects	2	4	8		16								30	\$3,905
7.3	Create Design Guidelines	2	6			8	24	4						44	\$6,387
7.4	Cost Calculator (Optional - not included in total)													0	\$0
Subtotal Hours		6	18	12	0	24	24	4	0	0	0	0	0	88	
Subtotal Cost		\$1,209.78	\$3,321.36	\$1,629.12	\$0.00	\$2,516.40	\$3,276.00	\$761.44	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	NA	\$12,714
8 PLAN ADOPTION															
8.1	Plan Submittals and Presentations	4	30											34	\$6,342
8.2	CEQA Analysis	2	4	0	0	0	0	0	17	36	99	14	7	179	\$22,471
Subtotal Hours		6	34	0	0	0	0	0	17	36	99	14	7	213	
Subtotal Cost		\$1,209.78	\$6,273.68	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,655.00	\$4,860.00	\$10,890.00	\$1,400.00	\$525.00	NA	\$28,813
Total Hours		86	349	56	400	415	32	18	17	36	99	14	7	1,529	
Total Dollars		\$17,340	\$64,397	\$7,603	\$41,940	\$43,513	\$4,368	\$3,426	\$3,655	\$4,860	\$10,890	\$1,400	\$525	NA	\$203,917
Bicycle Counts		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	NA	\$14,125

TDG TOTAL LABOR	\$ 182,587
TDG DIRECTS	\$ 8,490
RINCON TOTAL	\$ 21,330
RINCON DIRECTS	\$ 673
TOTAL	\$ 213,080
TOTAL LESS COUNTS	\$ 198,955

DIRECT NON-SALARY COST ESTIMATE
(Includes only items that are not included in overhead)

REPRODUCTION

Draft Report					
8.5 x 11 Copies (Black and White)					
	<u>0</u>	Pages X	<u>0</u>	Copies	<u>\$0.35</u> per Copy
					\$0
8.5 x 11 Copies (Color)					
	<u>0</u>	Pages X	<u>0</u>	Copies	<u>\$1.00</u> per Copy
					\$0
Final Report					
8.5 x 11 Copies (Black and White)					
	<u>0</u>	Pages X	<u>0</u>	Copies	<u>\$0.35</u> per Copy
					\$0
8.5 x 11 Copies (Color)					
	<u>80</u>	Pages X	<u>20</u>	Copies	<u>\$1.00</u> per Page
					\$1,600
Duplex photocopies are charged at 1.50% of single sided printing.					
25% Plans					
	<u>30</u>	plan sheets / set			
	<u>30</u>	cross sections sheets / set			
	<u>0</u>	Color plan sets @	\$30.00	/ sheet =	\$0
	<u>0</u>	Color cross section sets	\$30.00	/ sheet =	\$0
				Subtotal	\$0
50% Plans					
	<u>85</u>	plan sheets / set			
	<u>30</u>	cross sections sheets / set			
	<u>0</u>	Color plan sets @	\$30.00	/ sheet =	\$0
	<u>0</u>	Color cross section sets	\$30.00	/ sheet =	\$0
				Subtotal	\$0
60% Plans					
	<u>110</u>	plan sheets / set			
	<u>30</u>	cross sections sheets / set			
	<u>0</u>	Color plan sets @	\$30.00	/ sheet =	\$0
	<u>0</u>	Color cross section sets	\$30.00	/ sheet =	\$0
				Subtotal	\$0
90% Plans					
	<u>120</u>	plan sheets / set			
	<u>30</u>	cross sections sheets / set			
	<u>0</u>	Color plan sets @	\$30.00	/ sheet =	\$0
	<u>0</u>	Color cross section sets	\$30.00	/ sheet =	\$0
				Subtotal	\$0
100% Plans					
	<u>120</u>	plan sheets / set			
	<u>30</u>	cross sections sheets / set			
	<u>0</u>	Color plan sets @	\$30.00	/ sheet =	\$0
	<u>0</u>	Color cross section sets	\$30.00	/ sheet =	\$0
				Subtotal	\$0

OTHER REPRODUCTION

Display Boards					
	<u>0</u>	Display Boards (Plot, Mount)		<u>\$260</u>	per Board
8.5 x 11 Copies (Black and White)					
	<u>0</u>	Copies X		<u>\$0.35</u>	per Copy
8.5 x 11 Copies (Color)					
		Copies		<u>\$1.00</u>	per Copy
34"x44" Color Plots					
	<u>6</u>	Plots		<u>\$65.00</u>	per Plot
					<u>\$390</u>
					\$1,990

POSTAGE

Express Postage					
Small Packages					
		Packages / Month X			
			Months X		per Package
					\$0
Large Packages					
		Packages / Month X			
			Months X		per Package
					<u>\$0</u>
					\$0

TRAVEL

Plane Fare					
	<u>4</u>	Trips X		<u>\$300</u>	per Trip
					\$1,200
Rental Car					
	<u>15</u>	Rental Car Days		<u>\$100</u>	per Day
					\$1,500
Transit Trip					
	<u>0</u>	Trips / Month X			per Trip
					\$0
Parking					
	<u>0</u>	Trips X		<u>\$20</u>	per Trip
					\$0
Travel					
					miles X \$0.500 /mile =
					\$0
Lodging					
	<u>15</u>	Hotel Nights		<u>\$150.00</u>	per night
					\$2,250.00
Travel Meals					
	<u>16</u>	Trips X	<u>0</u>	Person X	<u>\$75.00</u> per Trip (Inc. break, lunch, and dinner)
					<u>\$1,200.00</u>
					\$6,150
Interactive Online Map					\$350

Counts					
Bicycle Counter rental set-up fee					\$750
Bicycle Counter rental	\$200	6 quantity	\$	1,200.00	\$1,200
Total Bicycle Count equipment					\$1,950
				TOTAL	\$8,490

Duplex printing is charged at 1.50% of single sided printing.

In house Printing

		Size	Finish	Single Side	Duplex /paper
		8.5X11	BW	0.35	0.53
		8.5X11	Color	1.00	1.50
		11X17	BW	0.65	0.98
		11X17	Color	2.00	3.00
		18X24	BW	1.50	
		18X24	Color	15.00	
		24X36	BW	3.00	
		24X36	Color	30.00	
		36X48	BW	5.00	
		36X48	Color	65.00	
odd Sizes	Per Square	BW	0.55		
odd Sizes	Per Square	Color	5.12		

REVISION 03/30/2017

DIRECT NON-SALARY COST ESTIMATE
(Includes only items that are not included in overhead)

REPRODUCTION

Draft Report						
8.5 x 11 Copies (Black and White)						
	<u>0</u>	Pages X	<u>0</u>	Copies	<u>\$0.10</u> per Copy	\$0
8.5 x 11 Copies (Color)						
	<u>0</u>	Pages X	<u>0</u>	Copies	<u>\$2.50</u> per Copy	\$0
Final Report						
8.5 x 11 Copies (Black and White)						
	<u>0</u>	Pages X	<u>0</u>	Copies	<u>\$0.10</u> per Copy	\$0
8.5 x 11 Copies (Color)						
		Pages X	<u>0</u>	Copies	<u>\$0.60</u> per Copy	\$673
25% Plans						
		<u>30</u>	plan sheets / set			
		<u>30</u>	cross sections sheets / set			
	<u>0</u>	plan sets @	\$1.20	/ sheet =	\$0	
	<u>0</u>	cross section sets @	\$1.20	/ sheet =	<u>\$0</u>	
				Subtotal	<u>→</u>	\$0
50% Plans						
		<u>85</u>	plan sheets / set			
		<u>30</u>	cross sections sheets / set			
	<u>0</u>	plan sets @	\$1.20	/ sheet =	\$0	
	<u>0</u>	cross section sets @	\$1.20	/ sheet =	<u>\$0</u>	
				Subtotal	<u>→</u>	\$0
60% Plans						
		<u>110</u>	plan sheets / set			
		<u>30</u>	cross sections sheets / set			
	<u>0</u>	plan sets @	\$1.20	/ sheet =	\$0	
	<u>0</u>	cross section sets @	\$1.20	/ sheet =	<u>\$0</u>	
				Subtotal	<u>→</u>	\$0
90% Plans						
		<u>120</u>	plan sheets / set			
		<u>30</u>	cross sections sheets / set			
	<u>0</u>	plan sets @	\$1.20	/ sheet =	\$0	
	<u>0</u>	cross section sets @	\$1.20	/ sheet =	<u>\$0</u>	
				Subtotal	<u>→</u>	\$0
100% Plans						
		<u>120</u>	plan sheets / set			
		<u>30</u>	cross sections sheets / set			
	<u>0</u>	plan sets @	\$1.20	/ sheet =	\$0	
	<u>0</u>	cross section sets @	1.2	/ sheet =	<u>\$0</u>	
				Subtotal	<u>→</u>	\$0

OTHER REPRODUCTION

Display Boards						
	_____o_____	Display Boards (Plot, Mount)		_____	per Board	\$0
8.5 x 11 Copies (Black and White)	_____	Copies X	_____	_____	per Copy	\$0
8.5 x 11 Copies (Color)	_____	Copies	_____	_____	per Copy	\$0
34"x44" Color Plots	_____	Plots	_____	_____	per Plot	\$0
						<u>\$673</u>
POSTAGE						
Express Postage						
Small Packages						
	_____	Packages / Month X	_____	Months X	_____per Package	\$0
Large Packages						
	_____	Packages / Month X	_____	Months X	_____per Package	<u>\$0</u>
TRAVEL						
Plane Fare						
	_____	Trips X	_____		_____per Trip	\$0
Rental Car						
	_____	Trips	_____		_____per Trip	\$0
Transit Trip						
	_____	Trips / Month X	_____	Months X	_____per Trip	\$0
Parking						
	_____	Trips X	_____	Months X	_____per Trip	\$0
Travel						
	_____		_____		_____miles X \$0.565 /mile =	
Lodging						
	_____	Trips X	_____	Person X	_____per Person	
Travel Meals						
	_____	Trips X	_____	Person X	_____per Trip	<u>\$0</u>
TOTAL						\$673