

**Mariposa County Local Transportation Commission**



**REQUEST FOR PROPOSALS**

**Town of Mariposa**  
*Transit Center Feasibility Study – Phase 1*

**March 24, 2015**

**Mariposa County Planning Department**  
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**Mariposa County LTC**

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**REQUEST FOR PROPOSALS**

Town of Mariposa Transit Center Feasibility Study – Phase I

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## **I. INTRODUCTION:**

The *Town of Mariposa Transit Center Feasibility Study - Phase I* is the first step toward integrating implementable solutions to achieve access to transit, parking availability, enhanced pedestrian and bicycle access and safety, Americans with Disabilities Act (ADA) compliance, connectivity and mobility within the central Historic District of the Town of Mariposa. The proposed project will

- Demonstrate the opportunity for improved mobility and access through improved parking facilities and multi-modal links;
- Maintain community character while developing effective transportation, circulation and parking improvements benefitting visitors and the local economy;
- Set the stage for Phase-Two funding for a study with the following parts:
  - Final Transit Center Site(s) Selection;
  - Way-finding (physical signage and transportation information);
  - Transit center design and aesthetics; and
  - Financial Plan.

The County of Mariposa LTC has not yet selected a consulting firm; therefore, minor changes to the scope of work may be necessary to integrate approaches recommended by the consultants or participating community members. Staff does not anticipate the cost of the project to exceed the grant request amount and required matching local funds.

### **A. Project Area Demographics**

Mariposa County is located in the central Sierra Nevada foothills. Surrounding counties include Merced on the west, Madera on the south, Tuolumne on the north, and Mono on the east. The wide variety of recreational opportunities available in Mariposa makes the county one of California's popular year-round vacation destinations. Mariposa County is home to Yosemite National Park, a primary tourist attraction. Tourism is the county's main industry and the area's largest employer; nearly four million people visit Yosemite National Park annually. Over one million visitors pass through Mariposa annually.

The county seat, the Town of Mariposa, is located in the center of the county. The area around the Town of Mariposa has the highest population density in the county, and many trips are made exclusively to and from this area. Key services and many other important origins and destinations in Mariposa County are concentrated in the Town of Mariposa. Key destinations include the only hospital in the county, several major employers, US Post Office, County schools, stores, the senior center, senior housing, and the majority of the county's social services. Thus, it is common for people seeking local medical, social, and educational services to travel to the Town of Mariposa.

SR140, through Catheys Valley, makes for an easy commute to and from the Town of Mariposa to UC/Merced and the Merced metropolitan area. A projected extension of the Highway 41 freeway from Children's Hospital, just north of the San Joaquin River, to Highway 145 in Madera County, reduces commute times from Mariposa town to north Fresno to less than one hour.

The Town of Mariposa is the de facto transit hub for the county. State Routes 49 and 140 converge at both the southeast and northwest ends of town and comprise a common facility through the center of Mariposa. SR140 is the only all-weather route into Yosemite National Park and is a critical asset for both tourists and the local economy.

The population was 2,173 at the 2010 census, up from 1,373 at the 2000 census 96.5% of the population live in households. In 2012, 12.4% of Mariposa County's residents lived below poverty, compared to 15% of State residents. Mariposa County median household income in 2012 was \$45,631, compared to the State median household income of \$58,328, thus, the County of Mariposa has an income level less than 78% of the State of CA. The per capita income for the Mariposa CDP was \$34,000, up from \$22,000 in 2,000. About 28.0% of families and 24.0% of the population were below the poverty line.

In 2012, Mariposa County experienced an unemployment rate of 9.8% compared to a State average of 8.3%. With seasonal employment targeted toward tourism, Mariposa County faces higher than average unemployment during non-tourism months (Nov. – April). A large percentage of employed Mariposa Residents, 28%, must find work outside of Mariposa County.

Tourist spending contributes over 60% of the retail and service jobs, the majority of which are located in the Town of Mariposa.

#### B. Anticipated Accomplishments, Final Deliverables, and Implementation

- 1) Accomplishments of the proposed project will include implementation of a public engagement program (Item C. below) and a selection and evaluation of a limited range of context-sensitive options for development accessible transit and parking facilities to serve residents and visitors to central Mariposa. Overall Project Objectives (Item D. below) represent the proposed activities, process and deliverables for the **Town of Mariposa Transit Center Feasibility Study**. The following are specific accomplishments:
  - a) Town Hall Meeting and Report;
  - b) Community Concerns Survey summary report;
  - c) Community Outreach and Public Participation: workbook (event schedules, methods and tools) and implementation of scheduled events;
  - d) Background and Issue Identification Report;
  - e) Issues and Options Report;
  - f) Sketch Plans; and
  - g) Development of *Phase -Two* Transit Center Planning Program.
- 2) The above specific accomplishments will involve the following key *deliverables*:

- a) Literature review and summary of relevant conclusions and recommendations including the 2008-2028 RTP; OWP (2012-14); Coordinated Transit and Human Services Transportation Plan (2008); Bicycle and Pedestrian Transportation Plan (2011) Bicycle Facilities Plan (2006); Mariposa Town Planning District Parking Lot Study (2002); Mariposa ADA Compliance Evaluation and Report (Caltrans - 2013), and Mariposa County Improvement Standards;
- b) Community workshops, tours and surveys including a summary report of community input;
- c) A parking, circulation and traffic assessment that includes parking demand, existing use and improvements, planning, access characteristics, engineer's report; describe roadway conditions, alignments, encroachments and easements, road and intersection geometrics, traffic volumes and distribution, levels of service;
- d) A transportation analysis that includes identification and analysis of deficiencies and opportunities to improve key elements of the transportation system including: transit and multi-modal staging, travel way improvements and connectivity; and
- e) An Issues and Options Report with Sketch Plans that will provide a synthesis of the Background and Issue Identification Report and community engagement to determine issues and evaluate and select a limited set of options for consideration, including a graphical representation of options.
- f) The above deliverables will set the stage for a implementation via programmatic integration of the following transportation planning programs:
  - 1) 2011 Bicycle and Pedestrian Transportation Plan;
  - 2) Safe Routes to School funding for sidewalks and crosswalks;
  - 3) ADA Compliance Evaluation and Report (Caltrans - 2013); and
  - 4) Transit Center Study - Phase Two.

### C. Public Participation

#### 1) Community Transportation Stakeholders

The Mariposa County LTC member whose Supervisorial district includes the Town of Mariposa will host an initial Town Hall meeting to present the community regarding the proposed project, receive feedback and discuss the overall scope and direction of the study. Thereafter, Mariposa County LTC LTC will establish an ad-hoc Mariposa Transportation Center Feasibility Study Advisory Committee to facilitate implementation of the proposed project. Advisory Committee members will represent a wide range of community stakeholders. These stakeholders are currently formally organized around transportation issues and concerns as follows:

- a) The Arts: The Mariposa County Arts Council provides input regarding opportunities for appropriate multi-modal access and support for events and festivals involving the arts.
- b) Economic Development: Mariposa Business Council, Mariposa Chamber of Commerce-Business Association, Yosemite-Mariposa County Tourism Bureau, and Mariposa County

Economic Development Corporation provide input regarding multi-modal access and mobility to support business retention and expansion through planning of access routes.

- c) **Historic Preservation:** The Mariposa Historic Sites and Records Preservation Commission provides input regarding the relationship between the project and contributing historical structures, places, routes, and landscapes within the Mariposa Historical District;
- d) **Under-represented Groups:** the Social Service Transportation Advisory Commission will help the project meet the access and transportation needs of the disabled, low income, minority communities identified in the adopted Mariposa County Coordinated Public Transit-Human Services Transportation Plan and Caltrans analysis of ADA concerns; and
- e) **Transportation/Mobility:** The Local Transportation Commission Technical Advisory Committee, Social Services Transportation Technical Advisory Committee, Mariposa Town Transportation and Parking Advisory Commission, and Crosswalks Committee will serve as the lead project advisors for local mobility, opportunity for mode shift, and access to transportation alternatives.

## 2) Outreach and Engagement Methods

Following consultant selection, the Advisory Committee will meet regularly to gauge progress, provide input, and to work with County staff and the consultant team to complete each of the public engagement tasks outlined in the Workbook. Advisory Committee members will work with the selected consultant and County staff to host walking, biking, and transit oriented planning activities. These activities will occur during each major phase of the project and consist of field surveys, flyers, posted notices and advertisements, message boards, workshops, and web access, and distributed materials, as follows:

- a) *Field and User Surveys:* The Advisory Committee will oversee the development and use of community and visitor-oriented survey tools to assess first-hand user experience and perceptions of the efficiency of mobility within the project area, parking availability, access, including ADA compliance, to transportation information and services. Inquiry methods will include surveys of visitors, transit users, and the elderly, disabled and under-represented populations. Inquiries will be made through the respective organizations that provide transportation services to these groups and through current Advisory Committee member relationships.
- b) *Community Workshops:* The Advisory Committee will oversee and facilitate the conduct of workshops designed to enable the project team and community participants to share information regarding current conditions, standards and regulations and needs affecting the location and design of transit facilities, related parking, and pedestrian and bicycle access. Tools used by the Committee will include maps, diagrams, video presentations, photographs, charts and other graphics to foster community dialogue and insight regarding available options, and to gather recommendations for facility and service improvements. During these activities the Advisory Committee will oversee and facilitate community input in recommending the “best fit” for sites, facilities and services to enhance inter-modal transit and transportation relationships, develop additional parking, and improve mobility within the project area.

- c) *Information and Participation via the Web:* A portal will be developed on the Mariposa County website to enable exchange of information with the public. The project team will collaborate with “Civic Plus”, a County-owned electronic community engagement module, to design a message board for use by project participants. This will ensure that participants with limited mobility have the opportunity to provide comment and to exchange information with other participants and the project team as the project progresses.
- d) *Under Represented Participants:* It is anticipated that some under-represented participants may not have access to private computers or be able to attend walking tours. Computer information stations/kiosks will be established at locations within or close - by the project area accessible to elderly and low income participants, together with instructions for entering comments and information. Such methods as virtual tours and buses will also be used to enable participation.
- e) Business cards will be prepared, frequently updated, and provided to central Mariposa businesses, the Chamber of Commerce and the Business Council and the Advisory Committee for distribution to the community. This will spread awareness more broadly and encourage participation at workshops, events, via the web, and computer stations.
- f) Finally, public participation will occur within informational and formal public hearings of the Mariposa County Planning Commission and the Board of Supervisors.

## **II. RESPONSIBLE PARTIES:**

The Mariposa County Planning Department will facilitate and coordinate the study under the auspices of the Mariposa Local Transportation Commission (LTC) and will work directly with the Citizens Advisory Committee in this regard. The Advisory Committee will play a key role in guiding and facilitating the study at each step in the process including:

1. Consultant selection;
2. Host public outreach activities
3. Compilation of background information;
4. Examination of issues and options for addressing these issues;
5. Preparation of sketch plans; and
6. Recommendations for Phase Two transportation planning programs and funding for project development.

The Mariposa County Public Works Department will be responsible for grant financial administration and reporting. Other study partners will include Caltrans District 10, County staff, the Economic Development Corporation of Mariposa County, Yosemite/Mariposa County Tourism Bureau, and other community groups and stakeholders.



### III. Scope of Work/Services:

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

Task 1.1 *Kick-off meeting with District 10 Staff:* Staff to discuss invoicing, progress reports, grant procedures, establish/understand overall project expectations, goals, deliverables.

- **Responsible Party - County of Mariposa**

Task 1.2: *Resolution to form Advisory Committee:* The LTC adopt a resolution forming an Advisory Committee of community members representing tourism, transportation, business, historical organizations, and the general public and begin outreach to interested community groups, stakeholders, and agencies interested in participating on the Advisory Committee. The role of the Committee, including committee participation guidelines, will be determined in the resolution.

- **Responsible Party - County of Mariposa**

Task 1.3: *Appoint Advisory Committee:* Board of Supervisors appoint Advisory Committee members

- **Responsible Party - County of Mariposa**

Task 1.4: *Consultant Selection:* Staff to develop Request for Proposal (RFP) including Scope of Work (SOW) and Project Schedule; approve RFP, supporting documents; review responses and recommend consultant selection to Board of Supervisors. The Board of Supervisors will review the staff's recommendation, and authorize execution of a contract with preferred Project Consultant.

- **Responsible Party - County of Mariposa**

Task 1.5: *Prepare outline of a Community Outreach and Participation Workbook:*

The Workbook will serve as: 1) a communication tool to advertise to the community regarding the full range of public participation opportunities that will be available throughout the program; and 2) a tool for programming/planning public outreach and engagement for reference by the consultant, staff, and the Advisory Committee.

The Workbook will describe the objectives, and develop materials for, community participation including community workshops and charettes, walking tours, and focused group discussions and the objectives for each, from initial visioning to reaching consensus on particular elements of the Town of Mariposa Transportation Center Feasibility Study. Local events, such as those hosted by the Mariposa Business Council, Mariposa County Fairgrounds, and the Mariposa County Arts Council will be identified and incorporated into the program, as

appropriate.

Workbook materials: The program contained in the Workbook will develop public outreach plan and marketing *materials* such as:

- Concept for project blog site
- Community flyers
- Feedback Cards/Survey
- Outreach to non-English speaking communities
- Newspaper Advertisements

Particular attention will be given to development of methods and materials as outreach to traditionally under - represented groups, the disabled, low income and the elderly.

- **Responsible Party – Consultant and County of Mariposa**

Task 1.6: *Advisory Committee meeting #1:* Staff and the Committee will meet to 1) Discuss the project mission and Committee participation roles, procedures and requirements; 2) Advisory Committee review and approve community participation Workbook. The Advisory Committee will review with staff and the consultant including materials, methods, meeting locations, formats and schedules, and the format for public participation summary reports.

- **Responsible Party - Consultant**

Task 1.7: *Distribute Town Hall Meeting information:* Prepare and widely distribute information to the public via the County’s website, newspapers, flyers, and presentations at community meetings regarding the Town Hall Meeting.

- **Responsible Party - County of Mariposa**

Task 1.8: *Town Hall Meeting:* Introduce the program to the Mariposa Town community and stakeholders, discuss with the community the overall scope and direction of the study, and receive feedback regarding content and procedural concerns.

- **Responsible Party – Consultant**

<i>Task</i>	<b>Deliverable</b>
1.1	Kickoff Meeting with Caltrans D10 Staff
1.2	LTC resolution to form Advisory Committee
1.3	LTC appoint Advisory Committee members, assign roles
1.4	Consultant selection
1.5	Prepare Outline Community Participation Workbook
1.6	Advisory Committee orientation meeting; Committee approval of final community participation program
1.7	Town Hall Meeting Public Outreach

1.8	Town Hall Meeting
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**Task 2: Community Participation Programming**

**Task 2.1: Prepare a schedule for implementation of the public participation opportunities outlined in the adopted Community Participation Workbook:**

**Task 2.2: Advisory Committee Approval of Final Community Participation Workbook**

- **Responsible Party – Consultant, County of Mariposa**

<i>Task</i>	<b>Deliverable</b>
2.1	Staff and Consultant complete programming for public participation
2.2	Advisory Committee Approval of Final Community Participation Workbook

**Task 3: Community Participation, Background and Issue Identification Report**

**Task 3.1: Conduct Community Meetings:** Consultant and staff will conduct community workshops, focused group presentations, walking tours. At least one workshop will be hosted by the Advisory Committee to gather information and feedback regarding issues of concern to the community involving parking and mobility.

- A minimum of three (3) *focus group meetings* will be conducted with targeted audiences, such as the Mariposa County Historic Sites and Records Preservation Commission, Mariposa County Social Services Transportation Advisory Council (SSTAC), Mariposa County Business Association, Mariposa Crosswalks Committee, and others.
- A minimum of two (2) *community workshops* will be held to engage community members using a variety of activities to capture individual and small group input aided by such tools as worksheets, electronic polling devices, Post-It-Notes, maps, and pens. Community workshops will include a concentrated process, such as a walking tour followed by a charette process, enabling community immersion into the project and the project team to gain important knowledge of the Mariposa Town context, generate critical interest in the project within the community, and draft options for key components of the Transit Center Feasibility Study. Workshops and tours will help identify:
  - Problem intersections and street segments
  - Transit and transportation stops
  - Parking locations
  - Areas and structures contributing to the Historical District
  - Vacant properties

- Pedestrian and bicycle pathways, and key destinations referenced in the Mariposa County LTC Bicycle and Pedestrian Master Plan.
- Opportunity sites for parking facility, transit staging and multi-modal connection improvements

These tours will provide an opportunity for stakeholder group members and the public to point out some of the inconvenient and hazardous street characteristics, as well as provide a forum for ideas for improving Mariposa for all modes of transportation.

Walking tour participants will be given worksheets and encouraged to make notes and answer questions along the way. These notes will be assembled, summarized and re-distributed to participants during the discussion and review portions of the planning process.

To accommodate those that cannot attend the walking tours due to disability (central Mariposa has been developed on a steep terraced hillside and many of the streets are not complete with pedestrian improvements and obstacles to pedestrian use are frequently present) alternative means of participation in the tour will be provided. Alternatives may include small buses, or a one-hour “virtual tour” hosted by the Advisory Committee and facilitated by the Consultant in a meeting room, using photographs and short video clips taken during one of the walking tours. This will enable discussions about mobility issues and suggestions for improvement. A facilitator will record notes on a flip chart during the group discussion.

- The County will create an engaging *blog - style website* early in the planning process to disseminate information, facilitate discussion on project questions, provide repository of information accessible to the public, and enable posting and retrieval of comments.

- **Responsible Party – Consultant, County of Mariposa**

Task 3.2: *Prepare Background and Issue Identification Report:* Consultant to provide and present a written *Draft Background and Issue Identification Report* to the Advisory Committee for acceptance. The report will consist of Research, data collection, and organization of project information which may include, but not limited to, a community profile, analysis of relevant studies, reports, and plans, relevant planning area physical, economic and traffic characteristics, institutional relationships and any other relevant documentation, information or requirements. In addition to the community profile, the Background and Issue Identification Report will be organized into working papers addressing specific key elements of the project such as:

1. Circulation, including character and conditions of roadways and related facilities, connectivity and parking;
2. Way-Finding: transportation information resources and signage;
3. Community design: character, aesthetics and streetscapes; and
4. Current financing for transportation and parking improvements

5. The results of community workshops and tours in sufficient detail to enable the Advisory Committee to provide direction to the consultant regarding key issues for evaluation in the plan document.
6. Reference to any revisions to the *Community Outreach and Public Participation Workbook* deemed necessary by the Advisory Committee at the conclusion of the this phase of the project.

- **Responsible Party - Consultant**

Task 3.3: *Review Draft Background and Issues Identification Report:* Workshop with Advisory Committee: the Advisory Committee will review and evaluate the Background and Issue Identification Report and direct the Consultant to incorporate any additional information.

- **Responsible Party - County of Mariposa**

Task 3.4: *Advisory Committee meeting #2:* Consultant to prepare Final Background and Issue Identification Report for review and acceptance by the Advisory Committee.

- **Responsible Party - Consultant**

<b>Task</b>	<b>Deliverable</b>
3.1	Conduct workshops, tours, focused group presentations; summary report
3.2	Draft Background and Issue Identification Report: Advisory Committee Review and comment on report; written summary of community participation.
3.3	Workshop with Advisory Committee
3.4	Final Background and Issue Identification Report presented to, and accepted by, Advisory Committee

**Task 4: Transit Center Feasibility Study - Issues and Options**

Based on information from the Background and Issue Identification Report, community workshops, focus group meetings, and walking tours, the most desirable options for development of a transit center will be determined. The steps will be taken in this regard:

- **Responsible Party - Consultant**

4.1: *Issues and Options Preliminary Report (not including sketch plans):* The Consultant will assemble and organize options according to key topical elements of the Background Issue Identification Report. The Consultant will rank all options according to accessibility, compatibility with community character, and relative connectivity (Pedestrian and Bicycle Circulation Plan). The Advisory Committee will synthesize three (3) of the most robust options capable of addressing issues involving mobility and connectivity. These options will each:

- Facilitate access to central Mariposa;

- Include centrally located transit staging;
- Incorporate bicycle and pedestrian amenities; and
- Enable design compatible with the historical character and rural scale of the area.

- **Responsible Party - Consultant**

4.2: *Issues and Options Community Workshop:* The Consultants and staff will test Options and Sketch Plans for acceptability to the community during Community Workshops, Planning Commission, and Board of Supervisor’s meetings. The Consultant will host up to two community workshops to identify a wide range of options to address issues identified during public workshops and in the Report.

4.3: *Advisory Committee Meeting #3:* The Advisory Committee will meet with the Consultant to review and discuss three (3) options, *not including Sketch Plans*. The Committee will direct the Consultant regarding preferred options and direct the Consultant to proceed with Sketch Plans accordingly.

- **Responsible Party—Consultant**

4.4: *Sketch Plans:* Sketch Plans will be prepared depicting spatial relationships and overarching design considerations for each of the three potential options for transit center location. Sketch Plans will include text, statistics, and illustrations of prototypical potential transit facilities and generalized depiction of linked existing and planned pedestrian and bicycle pathways.

A side-by-side summary of the distinguishing characteristics of the Sketch Plans will be prepared relative to key Elements in the Background and Issue Identification Report.

The Consultant will prepare a final Sketch Plans Report for Advisory Committee review, approval and recommendation to the Planning Commission and Board of Supervisors.

- **Responsible Party - Consultant**

4.5 The Advisory Committee will prepare a recommendation to the Planning Commission and the Board of Supervisors review regarding a preferred Option.

4.6: *Planning Commission and LTC/Board of Supervisors meeting(s):* A Planning Commission and LTC meeting(s) will be held to review, accept or modify the recommendation of the Advisory Committee regarding a preferred option.

- **Responsible Party - Consultant**

<b>Task</b>	<b>Deliverable</b>
4.2	Issues and Options Preliminary Report
4.1	Community Workshop to identify the range of options to address issues previously identified
4.3	Report on Community Workshops regarding Issues and Options;

	Advisory Committee select limited options (3)
4.4	Transit Center Sketch Plans Report (graphics, written descriptions)
4.5	Advisory Committee Meeting(s)
4.6	Final Report re preferred Transit Center Option to Planning Commission and LTC

**Task 5: Phase Two Programming (Phase One Implementation)**

5.1 *Complete Phase Two Program Report*

The Advisory Committee will also prepare recommendation to the LTC and Board of Supervisors regarding the Scope of Work for a subsequent Phase Two funded through State Transportation Planning Grant programs. Phase Two program will complete the Town of Mariposa Transportation Center Study. Any necessary modifications to the appropriate year OWP will be reviewed and accomplished, as appropriate. *Note: A decision to proceed with Phase Two Transportation Planning Grant applications may be made at any time during Phase One.*

5.2 Meetings with LTC or Board of Supervisors as appropriate; modify OWP as needed.

Information from the Community Workshops, Background and Issue Identification Report and the Final Issues and Options Report (Phase One) will be used to create an integrated plan for review by the LTC with the following components:

- a) **Transit:** A final evaluation of the findings presented in Phase One will be performed to determine: a) feasible links between modes of travel and b) the need for any operational improvements to establish a centralized multi-modal hub in association with parking facility improvements.

Context sensitive design solutions that improve transportation access, amenities and visibility within the project area will include integration of parking and transit facilities with pedestrian and bicycle routes and other visitor amenities (way finding information and signage and restrooms), bus stop improvements and ADA compliance measures.

- b) **Parking:** The Parking Facility Improvement and Management Study will contain the following components:

- A final evaluation of the findings presented in Phase One;
- Parking facility alternative sites selection and description (selection of one of three preferred options identified in Phase One)
- Parking District Expansion
- Parking facility design standards (spaces and structures)
- Financial Analysis and Feasibility Plan

- c) **Financing mechanisms** for construction, operation, and maintenance of a parking facility will be investigated and analyzed. Such financing mechanisms may include, but not be limited to, agency funds, bonds, State & Federal grants, in-lieu fees paid by benefiting

developers, parking benefit area fee program, business improvement district (BID), user fees, event ticketing surcharges, voluntary preferential parking permit arrangements etc.

- d) Pedestrians and Bicycles:** Upon selection of a preferred option from the set of three options identified in Phase One, key bicycle and pedestrian corridors and facilities needed to provide for effective and efficient connectivity and integration among all modes of transportation will be identified. As part of this task, the consultant will work with the project team to determine the relative feasibility of implementing complete streets and intersections that address the needs of pedestrians, bicyclists, transit services, and automobiles, while providing safe and efficient access and mobility for all users within the study area.

The access needs of people with disabilities and the requirements under the Americans with Disabilities Act will also be carefully examined in the development of the design standards. The Consultant will integrate ADA standards and proposed designs, in order to enhance mobility and eliminate obstacles for people with disabilities and the elderly, into the planning and implementation plan Study. The Consultant will ensure that consideration is given to access paths of travel planned to, from, and within the project study area.

- e) Way-Finding Study:** The Way-Finding component will involve both signage and information to enable residents and visitors to Mariposa to have ready access to up-to-date information regarding transportation resources (routes, schedules, alternative modes and mode shift opportunities and information that may affect mode choices, such as road closures, and weather).

The Way-Finding component also involves installation of signs, pavement and sidewalk markings and location maps at key locations such as: plazas, street and multi-purpose pathway nodes, nearby parking or multi-modal facilities.

Way-Finding signs may be used to:

- Identify places to obtain transportation information and visitor services such as restrooms, parks and a visitor center;
- The location and routes to important public safety or social services;
- Key destinations referenced in the Pedestrian and Bicycle Master Plan;
- Streets and areas containing sites of historical or cultural interest; and
- Reduce congestion and improve circulation by directing vehicle traffic to parking and multi-modal facilities

The Way-Finding scheme reinforces the community's commitment to travel as an important and desirable activity, tourism, its rich history, and adds emphasis to the historical and scenic nature of the SR 140/49 corridor.

Using feedback garnered from the local community and business owners during the community workshops (Phase One), the consultant will create a series of graphics that



illustrate the conceptual design of public directional signs, entry signs and gateways, kiosks, etc. If desired, a draft logo for use on Way-Finding material may be developed and presented to the Advisory Committee. If accepted, the logo will be incorporated into the design of the Way-Finding program to strengthen the Downtown identity. A map identifying the preferred locations for these signs in the downtown will also be prepared.

- e) **Community Preservation and Aesthetics Study:** The study will provide conceptual project - specific, contextually relevant schematics for the design of the transit center (s), parking facilities, pedestrian walkways, parking facilities, integrated pedestrian and bicycle facilities, information kiosks and staging areas to accommodate mode shifts. Emphasis will be placed on ensuring that appropriate pedestrian amenities, including signage, and aesthetically pleasing streetscape improvements will ensure a high degree of integration and accessibility.
- f) **Finance and Implementation Plan:** The project team will identify the steps necessary to finance and implement the proposed Town of Mariposa Transportation Center Feasibility Study projects, including planning, studies, design, permitting, environmental, right-of-way acquisition, and construction. The implementation steps will be identified on a project-by-project basis as well as in an overall phase-by-phase summary. To the extent feasible, projects will be matched to potential funding sources or implementation methods. The primary source program for federal funding of transportation is MAP-21, or Moving Ahead for Progress in the 21<sup>st</sup> Century. The MAP-21 authorization provides funding opportunities for various types of transportation elements such as bicycle facilities, recreational trails, safe routes to school, road improvements, and ADA access. These sources will be described in the section, including:
- Capital improvement programs projects
  - Specific public and private improvements programmed into current and future development projects
  - Regional, state and federal grants, such as:
    - Moving Ahead for Progress in the 21<sup>st</sup> Century (MAP-21)
    - Congestion Management and Air Quality Improvement Program (CMAQ)
    - Match Exchange Surface Transportation Program (STP)
    - National Scenic Byways Program (SBP)
    - Regional Surface Transportation Program (RSTP)
    - Transportation Enhancement Activities (TEA)
    - Transportation Development Act (TDA) funds
    - Caltrans Bicycle Transportation Account
    - Safe Routes to Schools

The Finance and Implementation Plan to be developed will also identify potential promotional activities and programs targeted at marketing Mariposa as a “*transportation destination*” capable of providing visitor-oriented services, facilities, recreation and commercial opportunities. This marketing will be closely linked with the rich historic, cultural, and scenic resources of Mariposa County. The strategies and tactics contained within this marketing plan will be comprehensive, including priorities for promotional activities, events, commerce-building tactics, marketing collateral, and communication networks. The recommendations will identify specific implementation measures, key responsibilities among the stakeholders, organizations and the public sector in general, and identify whether the project or activity is

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near-, medium-, or long-term.

Any necessary modifications to the appropriate year OWP will be considered by the LTC and completed, as appropriate to support Phase II programming.

- **Responsible Party – *County of Mariposa, Consultant***

<b>Task 5</b>	<b>Deliverable</b>
5.1	Complete Phase Two Program Report
5.2	Meetings with LTC, Board of Supervisors as appropriate; modify OWP as needed

**Task 6: Grant Administration**

Task 6.1 *Grant Administration:* Administration of the grant will be handled by County staff including invoicing, contracting, progress reporting, accounting, and provision of quarterly reports as required by Caltrans. The project will be led by County staff. Oversight will be the responsibilities of the Committees appointed by the County.

- **Responsible Party - *County of Mariposa***

Task 6.2: *Quarterly reports:* Quarterly reports will be submitted by County staff to Caltrans

- **Responsible Party - *County of Mariposa***

<b>Task</b>	<b>Deliverable</b>
6.1	Contracts, accounts, payables received, invoices, supporting cost documentation
6.2	Quarterly reports submitted to Caltrans

**IV. CONTACT PERSON**

Brian Foucht, Deputy Director  
Mariposa County Planning Department  
**5100 BULLION STREET • POST OFFICE BOX 2039**  
**MARIPOSA, CALIFORNIA 95338-2039**  
209 . 966 . 5151 • FAX 209 . 742 . 5024  
bfoucht@mariposacounty.org

**V. PROJECT TIMETABLE**

April 30, 2015 .....Closing Date for Receipt of Proposals  
May 14, 2015 .....Conduct interviews, if required  
June 23, 2015 .....Contract Award

Proposals must be **received** no later than **4:00 pm on April 30, 2015** at the Mariposa County Planning Department

**Mariposa County Planning Department**  
**5100 BULLION STREET • POST OFFICE BOX 2039**  
**MARIPOSA, CALIFORNIA 95338-2039**

Proposals must be submitted in a sealed envelope that is clearly marked **“Town of Mariposa Transit Center Feasibility Study - Phase I**. If mail delivery is used, the proposer should mail the proposal early enough to provide for arrival by this deadline. Proposer uses mail or courier service at his/her own risk. Mariposa County LTC will not be liable or responsible for any late delivery of proposals. **Postmarks will not be accepted.** Until award of the contract, the proposals shall be held in confidence and shall not be available for public review. Upon award of a contract to the successful proposer, all proposals shall be public records. No proposal shall be returned after the date and time set for opening thereof.

By submitting a proposal, the proposer certifies that his or her name or firm’s name, as well as that of proposer subcontractors, does not appear on the Comptroller General’s list of ineligible contractors for federally assisted projects.

## VI. GENERAL CONDITIONS

### A. Limitations

This Request for Proposal (RFP) does not commit MARIPOSA COUNTY LTC to award a contract, to pay any costs incurred in the preparation of the proposal in response to this request, or to procure or contract for services or supplies. MARIPOSA COUNTY LTC may:

- a) Reject any and all proposals or waive any irregularity or information in any proposal or in the RFP procedure;
- b) Determine the suitability of the materials and/or services to be rendered;
- c) Withdraw this RFP at any time without prior notice; and
- d) Modify the RFP schedule described above.

### B. Award

MARIPOSA COUNTY LTC may ask RFP finalists to make oral presentations. Finalists may be required to participate in negotiations and submit technical, or other revisions of their proposals resulting from negotiations. MARIPOSA COUNTY LTC also reserves the right to award the contract without discussion or interviews, based upon the initial proposals. Selection will be based solely upon demonstrated competence and professional qualifications necessary for the satisfactory performance of the services required.

### C. RFP Addendum

Any changes to the RFP requirements will be made by written addenda by MARIPOSA COUNTY LTC and shall be considered part of the RFP. Upon issuance, such addenda shall be incorporated in the RFP documents, and shall prevail over inconsistent provisions of earlier issued documentation.

### D. Special Note Regarding Task 5

Mariposa County Planning has submitted a complete application, including a scope of work and budget for “Town of Mariposa Transit Center Feasibility Study – Phase II” under the Caltrans 2015-16 Sustainable Transportation Planning Grant program (see Task 5). Caltrans District 10 has encouraged this application and recommended that it be funded; however, Caltrans ultimately determined that further progress should be made toward completion of Phase I prior to funding for Phase II. Mariposa County has been encouraged to submit this same application for consideration during the 2016-17 grant round. A complete copy of this application will be made available to the successful proposer and the availability of this completed application should be a consideration in proposal budgets.

D. Verbal Agreement or Conversation

No prior, current, or post award verbal conversations or agreement(s) with any officer, agent, or employee of MARIPOSA COUNTY LTC shall affect or modify any terms or obligations of the RFP, or any contract resulting from this RFP.

E. Pre-contractual Expense

MARIPOSA COUNTY LTC shall not be liable for any pre-contractual expenses incurred by any proposer or selected contractor.

F. Signature

The proposal shall provide the following information: name, title, address, and telephone number of the individual with authority to bind the company and also who may be contacted during the period of proposal evaluation. The proposal shall be signed by an official authorized to bind the consultant(s) and shall contain a statement to the effect that the proposal is a firm offer for at least a ninety (90) day period.

G. Term

The term of the contract will be from the date of execution of the contract to project completion. The project shall be completed prior to June 30, 2017, or as agreed upon by the proposer and the Mariposa County Planning Director .

H. Fiscal Out Clause

The Agreement may be terminated at the end of any fiscal year, June 30, without further liability other than payment incurred during such fiscal year, should funds not be appropriated by MARIPOSA COUNTY LTC to continue services for which the agreement was intended.

I. Insurance

The successful firm shall provide evidence of Professional Errors and Omissions Insurance and general commercial liability insurance in amounts not less than \$1,000,000 per occurrence. Insurance shall name the Mariposa County LTC as an additional insured.

J. Contract Arrangements

The proposer is expected to execute a contract similar to MARIPOSA COUNTY LTC 's Professional Services Agreement, which meets the requirements of MAP-21.

- 1) Disadvantaged Business Enterprise (DBE) Policy: It is the policy of the U.S. Department of Transportation that minority- and women-owned business enterprises (hereby referred to as DBE's) as defined in 49 CFR Part 26, shall have the maximum opportunity to participate in the performance of contracts financed in whole or in part with Federal funds. DBE certified consultants are encouraged to submit proposals. MARIPOSA COUNTY LTC will not exclude any person from participation in, deny

any person the benefits of, or otherwise discriminate against anyone in connection with the award and performance of any contract covered by 49 CFR, Part 26 on the basis of race, color, sex, or national origin.

- 2) DBE Obligation: The recipient or its contractor agrees to ensure that DBE's have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part with Federal funds provided under this agreement. In this regard, all recipients or contractors shall take all necessary and reasonable steps in accordance with 49 CFR Part 26 to ensure that DBE's have the maximum opportunity to compete for and perform contracts. A discussion of the consultant(s) program for use of DBE's in the performance of this work, including the following:
  - a) The names and addresses of DBE firms that will participate;
  - b) The description of the work each named firm will perform; and
  - c) The dollar amount of participation by each DBE firm.
- 3) Equal Employment Opportunity: In connection with the performance of the contract, the contractor shall not discriminate against any employee or applicant for employment because of race, color, age, creed, sex, or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. Each proposal, to be considered responsive, must include a copy of the consultant(s) affirmative action policy (applicable for firms with 50 or more employees); and
- 4) Title VI of the Civil Rights Act of 1964: The contractor agrees to comply with all the requirements imposed by Title VI of the Civil Rights Act of 1964 (49 USC 2000d) and the regulations of the U.S. Department of Transportation issued thereunder in 49 CFR Part 21.
- 5) Conflict of Interest: Firms submitting proposals in response to this RFP must disclose to MARIPOSA COUNTY LTC any actual, apparent, or potential conflicts of interest that may exist relative to the services to be provided under Agreement for consulting services to be awarded pursuant to this RFP. If this firm has no conflict of interest, a statement to that effect shall be included in the proposal.

## **VII. PROPOSAL CONTENT AND ORGANIZATION**

Proposals should be limited to specific discussion of the elements outlined in this RFP. The intent of this RFP is to encourage responses which meet the stated requirements and which propose the best methods to accomplish the work. The organization of the proposal should follow:

### **A. Transmittal Letter**

The transmittal letter should include the name, title, address, phone number, and original signature of an individual with authority to negotiate on behalf of and to contractually bind the consultant(s) firm, and who may be contacted during the period of proposal evaluation.

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Only one transmittal letter need be prepared to accompany all copies of the technical and cost proposals.

B. Table of Contents

A listing of the major sections in the proposal and the associated page numbers.

C. Introduction

In this section, the proposer should demonstrate an adequate understanding of the role and relationships of MARIPOSA COUNTY LTC and an awareness of issues specific to the Town of Mariposa Transit Center Feasibility Study.

D. Technical Proposal Technical approach should include:

- 1) A brief description of the consultant(s) firm, including the year the firm was established, type of organization of firm (partnership, corporation, etc.), and any variation in size over the last five years, along with a statement of the firm's qualifications for performing the subject consulting services;
  - 2) A brief description of the firm's experience with similar projects;
  - 3) A thorough explanation of the consultant's proposed course of action. References should be made to the RFP requirements and the consultant's plans for meeting those requirements; and
  - 4) An itemized description of the proposed project schedule and the end products to be produced.
    - a) Project Management: Proposals must include an explanation of the project management system and practices to be used to assure that the proposed services are completed timely and that the quality of the products will meet MARIPOSA COUNTY LTC's requirements.
    - b) Consultant Staff: Proposals must describe the qualifications and experience of each professional who will participate in the project, including a resume for each member of the project team. A project manager must be designated, and an organizational chart showing the manager and all project staff proposed who will provide services must be included.
    - c) Time and Services Proposal: The Proposal must indicate the anticipated total efforts, expressed in percentages of person-hours to be provided by each professional and each member of the supporting professional staff. Specific responsibilities of the lead consultant and other key personnel should be detailed. Do not include any cost information with the time and services proposal.
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- d) Consultant Qualifications and References: Proposals must include references for similar projects, including client contact names, addresses, phone numbers, descriptions of the type of work performed, approximate dates on which the work was completed, and professional staff who performed the work. Joint proposals should be accompanied by qualifications and references for each participant and subcontractor.

E. Number of Copies

The proposer must provide five (5) bound copies, one (1) unbound original (suitable for reproduction) and readily accessible electronic versions formatted as a PDF and also in WORD/EXCEL. Send electronic submittals to Brian Foucht at: [bfoucht@mariposacounty.org](mailto:bfoucht@mariposacounty.org).

F. Submittal Schedule

All proposals shall be **received** no later than **4:00 pm on April 30, 2015** at the Mariposa County Planning Department **5100 Bullion Street BULLION STREET; POST OFFICE BOX 2039 MARIPOSA, CALIFORNIA 95338-2039**

G. Submittal and Disposition of Proposals

- a) All proposals shall be submitted in a sealed envelope that is clearly marked “Town of Mariposa Transit Center Feasibility Study.” Late proposals will not be accepted.
- b) All proposals, whether selected or rejected, shall become the property of the Mariposa County Local Transportation Commission.
- c) All proposals received prior to the date and time specified above for receipt may be withdrawn or modified by written request of the proposer. Modifications must be received in writing, and in the same type of media and number of copies as the original proposal, prior to the date and time specified for receipt of proposals.
- d) Proposals will be reviewed by the Transit Center Feasibility Study Citizens Advisory Committee, a duly constituted advisory committee that has been established by the LTC. Evaluation and review of the proposal and award of a contract will be a part of the public record for this project.

**IX. PROPOSAL EVALUATION AND SELECTION**

A proposal review panel made up of members of the Town of Mariposa Transit Center Feasibility Study Citizens Advisory Committee (CAC) will evaluate the proposals. Proposers may be telephoned and asked for further information, if necessary, and may be requested to appear for oral interviews. Previous clients will also be called. The panel will make recommendations to the MARIPOSA COUNTY LTC on the basis of the proposal, oral interview, and references. MARIPOSA COUNTY LTC may select a consultant based solely on written proposals and not convene oral interviews.



Upon receipt of the proposals, a technical evaluation will be performed. Each of the major sections of the proposal will be reviewed and evaluated with criteria designed to help judge the quality of the proposal. Evaluation criteria will include such considerations as:

- Understanding the purpose and requirements of the Town of Mariposa Transit Center Feasibility Study.
- Familiarity with the project area and the type of issues and problems associated with the project.
- Ability to meet the project's goals and objectives;
- Approach to be followed and the tasks to be performed, including detailed steps, resources required, and proposed project schedule;
- Qualifications, specific experience, and technical competence of the personnel to be assigned to this contract.
- There will be no preference during the review of proposals for either a single firm or teams comprised of two or more firms.

Following the qualification-based ranking, negotiations shall be conducted with the most qualified proposer. MARIPOSA COUNTY LTC will negotiate with the next most qualified proposer until a contract can be awarded.

**X. COST PROPOSAL and PAYMENT SCHEDULE**

The consultant budget for this project is \$100,000.00. (In addition to this grant amount, the County's contribution (cash match) is in the form of staff time equivalent to \$12,956.00). The itemized cost proposal shall describe both the hourly rate and number of hours for principal(s) and employees to be assigned to this contract, by task, and a summary of any other related costs that are to be billed directly and a total "not-to-exceed" amount for this proposal.

Fees shall be billed on a monthly basis. Ten percent (10%) of the total contract amount will be withheld until successful completion of the contract. All invoices will be mailed to the Mariposa County Planning Department PO Box 2039, Mariposa, CA **95338-2039**

**END**