

SCOPE OF WORK:

Promoting Safe Bicycle Travel Opportunities for Bicycle Tourism and Economic Development

RESPONSIBLE PARTIES AND COLLABORATIVE STRUCTURE:

The Tuolumne County Transportation Council (TCTC) will be the lead applicant and project manager for the grant. The TCTC is collaborating and partnering with four other RTPA's/MPO's and a statewide nonprofit, in creating an interregional bicycle tourism plan. The RTPA/MPO sub-applicants are: Calaveras Council of Governments (CCOG), San Joaquin Council of Governments (SJCOG), Stanislaus Council of Governments (StanCOG), and Alpine County Local Transportation Commission (ACLTC). Our other sub-applicant, the California Bicycle Coalition Education Fund (Cal Bike), California's state-level bicycle advocacy nonprofit, is a 501(c)(3) organization whose mission is to advocate for equitable, inclusive, and prosperous communities where bicycling helps to enable all Californians to lead healthy and joyful lives. Cal Bike's expertise on bicycling, bicycle tourism, and accessible, equitable bike planning make it an invaluable partner in this project. All six applicants will form a Steering Committee. A representative from Caltrans District 10 Rural Planning staff will be invited to participate and attend the Steering Committee. The Steering Committee members will review and provide valuable feedback and comments which would affect their respective jurisdictions and communities. In every aspect of the project, we will coordinate closely with Caltrans District 10, sharing resources and ensuring that this project avoids duplication of efforts.

OVERALL PROJECT OBJECTIVES:

- Create comprehensive plan for improving bicycle tourism opportunities in these five counties, focusing on scenic and rural state highways and local roads.
- Focus on improving and benefiting disadvantaged, low income Rural Communities and Small Cities and focus on the rural and scenic roads that connect communities.
- Identify opportunities for infrastructure improvements, such as shoulder widening, rumble strip installation, sight visibility improvements, and signage, to benefit all road users—including bicycle tourists as well as local residents.
- Promote bicycle tourism as a tool to improve local economic development in Alpine, Calaveras, San Joaquin, Stanislaus, and Tuolumne Counties.
- Increase bicycling and walking among residents of these five counties.
- Promote multimodal safety and expanded travel options for area residents.
- Reduce rates of injury and fatality from traffic collisions.
- Improve public health by increasing rates of active transportation, leading to lower rates of obesity and overweight as well as the diseases of inactivity (diabetes and cardiovascular disease).
- Reduce greenhouse gas (GHG) emissions through increased bicycling and walking and reduced VMT.
- Improve air quality and decrease pollution through increased bicycling and walking and reduced VMT.
- Create a more sustainable transportation system in these five counties by promoting bicycling and reducing VMT.

Project Area:

The project area study boundaries will be finalized by the Steering Committee at the beginning of this grant; check Task 3.1 for more details. The Boundaries will include: Alpine County, Calaveras County, San Joaquin County, Stanislaus County, and Tuolumne County.

RESPONSIBLE PARTIES:

The **Tuolumne County Transportation Council (TCTC)** will be responsible for administering the grant and managing the project on a day to day basis. The TCTC will be responsible for reviewing and commenting on all scope of work task items that pertain the Tuolumne County region as part of the Steering Committee.

The **California Bicycle Coalition Educational Fund (Cal Bike)** will be responsible for delivering select task project deliverables as outlined in this Scope of Work and Cal Bike's Project Timeline. An Executed Contract Agreement with the TCTC and the Cal Bike will be signed if the Grant Application is approved.

Stakeholders: Alpine County, Caltrans, Tuolumne County, City of Sonora, Tuolumne County Chamber of Commerce, Tuolumne County Transit Agency, Calaveras County, Tuolumne County Visitor's Bureau, Calaveras County, City of Angles Camp, Stanislaus County, City of Oakdale, City of Riverbank, City of Waterford, City of Hughson, City of Newman, City of Patterson, San Joaquin County, City of Ripon, City of Escalon, City of Lodi, City of Lathrop, Golden Chain Cyclists, Adventures Cycling, San Joaquin Bike Coalition, MotherLode Bicycle Coalition, Bike Lodi, Ciclistas del Valle Cycling Club.

TASK 3: PUBLIC PARTICIPATION

Each phase of this project will incorporate community outreach as an essential piece of understanding how to best meet the needs of residents, business owners, and other stakeholders.

Task 3.1 Targeted Community Outreach Plan

Cal Bike will create and implement a customized community engagement plan for each county, depending upon each county's demographics and each RTPA's past experience with community engagement around their transportation planning efforts.

Each county's outreach plan will include some combination of the following tactics:

- Public workshops
- Website with online survey
- Social media paid and viral distribution of online survey
- Contract with community organizations such as bike clubs, Catholic Charities, and advocacy organizations to distribute survey through their email lists
- One-on-one and small group stakeholder meetings with bike advocacy groups, chambers of commerce, community groups, business proprietors, property owners, local policymakers, bike shops and clubs, and visitors bureaus
- Reach out at public events such as cultural festivals, open streets events, sporting events, church events
- **Responsible Party: Cal Bike**

Task 3.2 Create Outreach Materials

Cal Bike will create flyers, posters, social media assets, and a website with an online survey.

- **Responsible Party: Cal Bike**

Task 3.3 Community Outreach Workshops and Stakeholder Meetings

Cal Bike will rely on the plans created in Task 3.1, our community engagement process will gather input from diverse constituencies on their priorities in the following phases of the project:

- **Identify Priority Routes:** Our outreach will inform which routes we focus on for the entirety of the project.
- **Identify Priority Improvements:** Once we have identified priority routes, and created a map and draft analysis, we will seek input on which potential improvements are highest priorities.
- **Bicycle Tourism Regional Assets:** We will meet with representatives of visitors' bureaus in each county to identify recreational, historical, culinary, and other attractions that would be useful in promoting the region to bicyclists, and will gather input from the community to gather input on how best to market the region to tourists.
- **Responsible Party: Cal Bike**

Task	Deliverable
3.1	<i>Community outreach plans for each county (5).</i>
3.2	<i>Flyers, posters, social media assets, surveys, website.</i>
3.3	<i>Stakeholder meetings, public workshops, agendas and meeting notes; results of public participation</i>

TASK 5. BICYCLE TOURISM PROMOTION

We will identify strategies for promoting bicycle tourism by conducting outreach with bicycle tourism stakeholders, surveying best practices for bicycle tourism promotion, and creating educational materials for local stakeholders to better encourage tourism and promote safe road use and responsible road-sharing.

Task 5.1 Survey Best Practices for Bicycle Tourism Promotion

The California Bicycle Coalition Education Fund (Cal Bike) will produce this project deliverable by surveying existing literature on best practices of what's been done in California, including along Highways and in other Caltrans Districts, by local governments and businesses that will support economically beneficial bicycle tourism.

- **Responsible Party: Cal Bike**

Task 5.2 Quantify Value of Bicycle Tourism to the Region (Not Part of this Scope of Work)

Task 5.3 Analyze Impediments to Bicycle Tourism

The California Bicycle Coalition Education Fund (Cal Bike) will produce this project deliverable by analyzing each of the local region and see if any impediments to promoting bicycle tourism exist if so create a set of recommendations on changes and solutions to improve bicycle tourism.

- **Responsible Party: Cal Bike**

Task 5.4 Rumble Strip and Bicycle Signage Guidance

The California Bicycle Coalition Education Fund (Cal Bike) will produce this project deliverable by creating a general guidance to rumble strip application and bicycle signage to ensure maximal safety for bicyclists and motorists.

- **Responsible Party: Cal Bike**

Task 5.5 Promote Value of Tourism

The California Bicycle Coalition Education Fund (Cal Bike) will produce this project deliverable while collaborating with the TCTC and the Steering Committee. This Draft Report will promote the value of tourism to businesses and residents in the region, creating and distributing a Bicycle Tourism Toolkit and Draft Bicycle Tourism Report (Chapter 6 in Task 6.2) with educational materials and a website highlighting how local businesses and governments can take advantage of bicycle tourism to generate revenue and support the local economy.

- **Responsible Party: Cal Bike**

Task	Deliverable
5.1	<i>Report on bicycle tourism best practices and case studies</i>
5.2	<i>(Not Part of this scope of work)</i>
5.3	<i>Report of Bicycle tourism impediments and solutions</i>
5.4	<i>Rumble Strip & Bicycle Signage Guidance Report</i>
5.5	<i>Bicycle Tourism Toolkits, brochures, website, Draft & Final Report on Bicycle Tourism</i>

TASK 7: IMPLEMENTATION

Task 7.1 Next Steps: SHOPP/SB 1 funding options workshop and Technical Assistance

Cal Bike will provide a workshop and technical assistance to local agency staff in all five counties on funding and implementing active transportation infrastructure. We will cover creating competitive Active Transportation Program grants, working with District 10 on using SHOPP funds for Complete Streets, as well as considering other potential sources of funding. Match funding sources to specific projects. Provide technical assistance on grant applications.

- **Responsible Party: Cal Bike**

Task	Deliverable
7.1	<i>Workshop Agenda, Technical Assistance materials, meeting notes</i>