

Chapter 5: IMPLEMENTING THE DOWNTOWN PLAN

This chapter describes the important next steps toward implementing and budgeting for the Downtown Design Plan improvements followed by a section presenting several possible funding sources for construction and maintenance of the improvements.

A. Recommended Actions for Resolving the Parking and Undergrounding Issues

In view of the fact that the community of Gualala would like to accomplish the streetscape improvements along Highway One sooner rather than later, this study recommends the following actions to resolve the parking and undergrounding issues that are threatening to delay implementation of the project in the short term, but to also resolve them for the greater community good in the greater downtown area in the long term.

1. Short Term Action

Some of the recommended short term actions outlined below require action by Mendocino County and the GMAC while others rely upon those private property owners who have parking problems to solve their own problem without requiring public expenditure. Relying exclusively upon public funds to make any and all improvements to parking facilities will definitely extend the amount of time it will take to implement the streetscape project in downtown Gualala.

Therefore, it is recommended that MCOG, Mendocino County, and the community of Gualala undertake the following short term actions:

- a. Have the MCOG Board accept the recommendations and the Streetscape Design Plan as presented in this document upon its completion.
- b. Ask Mendocino County to provide direction to the utility companies to complete their underground engineering work by working with this Streetscape Design Plan as soon as possible.
- c. Have Mendocino County consider allowing on-street parking parallel parking bays for those businesses that would otherwise have no parking, contingent upon the willingness of those property owners to dedicate the additional rights-of-way in order to accommodate the parallel parking bays as well as the planter strip and pedestrian sidewalk. Those agreements with property owners who are interested in this option should be secured as soon as possible to allow for the proper design of the undergrounding project and prior to beginning work on construction documents for the streetscape.
- d. Request the owner of the Surf Center property move forward with his redevelopment plans of the Surf Market site.
- e. Encourage a downtown consortium of property owners from the Chevron north on the east side of Highway 1 and Surf Center north on the west side of Highway 1 through Meza Grille and Cypress Village to purchase and construct

additional parking at an eligible site such as Forte Gualala or on Church Street. This may qualify for Coastal Conservancy funding for access to the new section of the Gualala Bluff Trail and parking.

- f. Encourage the owners of the Sundstrom Mall, the Gualala Hotel, and the Gualala Community Center to work together to optimize parking layouts through reciprocal access and parking agreements. This would require Mendocino County to provide the owner of the Gualala Hotel with the assurance that when he adds the additional 14 units to his hotel that he will be given a credit for the number of parking spaces required for that addition.
- g. Begin a dialogue with the Gualala Community Services District about expanding their powers and purpose to acquire, improve, manage, and maintain public parking lots in downtown Gualala.
- h. With consultant assistance explore the legal and financial feasibility of expanding powers of Gualala Community Services District to provide parking facilities and to maintain landscaping and lighting associated with the streetscape design plan.
- i. Apply for appropriate grants to assist in the funding of the preparation of design development and construction documents for the streetscape improvements in downtown Gualala. Once that funding can be obtained, proceed with the development of construction documents for the project.

If these short term actions could be taken within the next year or two, the streetscape improvements and the construction documents for it could be completed within that time frame either at the same time as the utility undergrounding work is done or shortly thereafter.

2. Long Term Actions

Should the property owners be unable to proceed with the Short Term Actions “d” and “e” to solve existing parking problems, and then the community should proceed with expanding the powers of the GCSD. Should the GMAC and the Community Services District determine that it is interested in and willing to consider the expansion of the powers of the district to provide, operate, and maintain parking facilities in downtown Gualala, take such action as necessary to place the matter on the ballot and to put any assessment district levy that might be necessary to provide those parking facilities on that same ballot. Once those powers can be expanded, the GCSD should proceed to prioritize which properties it would want to acquire and improve as future public parking facilities.

With respect to Forte Gualala, if the property owner is willing and with expanded powers, the GCSD might be able to apply for a Coastal Conservancy Grant to assist it in making improvements to a parking facility given its proximity to the Gualala Bluff Trail.

B. Phasing of Action Items

The next steps of action are provided in descending order of importance. However, some steps will need to be executed simultaneously and have been indicated as such:

Step 1: Acceptance of the CAP II Downtown Design Plan

The first step to implementing the Downtown Design Plan is to have the GMAC, MCOG, and the Mendocino County accept the plan. Once accepted, these groups and agencies will have a foundational document to utilize in applying for and obtaining grants to implement the Plan.

Step 2: Resolve the Design of the Downtown Gualala Utility Undergrounding Project

Direct the utility companies to design their undergrounding project to respect the Streetscape Design Plan contained in this document and to implement the undergrounding project as soon as possible.

Step 3: Private Property Owners Negotiations

As soon as the Downtown Design Plan has been accepted, negotiations should begin right away for public access and right-of-way acquisitions. As funding becomes available, Gualala should initiate the Parking Master Plan discussed in Chapter 4 under shared parking.

a. Parking Master Plan

Should the owner of the Surf Center property be unwilling or unable to solve the existing parking problem, and/or should the GMAC determine that it wants to pursue a more public solution to the parking issues, it will need to investigate the viability of expanding the powers of the Gualala Community Services District to address parking needs and prepare a parking master plan sooner rather than later. Some of the steps involved with this initiative include the following:

- 1) Have the GMAC facilitate an effort by the owners of the Sundstrom Mall, the Gualala Hotel, and the Gualala Community Center to improve the efficiency and joint use of their parking areas.
- 2) Have the GMAC begin a dialogue with GCSD to expand their powers and explore the feasibility and the steps necessary to do so.
- 3) If GMAC and GCSD are willing to move forward together to expand those powers, take such steps as necessary to expand those powers and provide funding for using them to acquire, improve, operate, and maintain public parking facilities in downtown Gualala.

b. Right-of-Way Acquisition Plan

The GMAC, again working closely with the Mendocino County Planning Department and the County Board of Supervisors, will need to develop a plan of action that identifies the exact limits of public improvements and targeted properties where public and private cooperation are necessary for street improvements, access driveways, and public walkways, and additional rights

of way for those properties that want to preserve on-street parallel parking bays.

c. Right-of-Way Agent

With this information on hand, utilizing the services of a professional right-of-way agent would probably be the most efficient negotiator between public and private entities, especially if there seem to be major conflicts. If the County is unwilling to incur the expense of a professional right-of-way agent, then it should look towards the members of the GMAC to facilitate these negotiations.

Step 4: Resolve a Funding Strategy

a. Determine Which Funds to Pursue

The GMAC, acting on behalf of the town of Gualala, in cooperation with the Mendocino County Planning Department and the County Board of Supervisors, should target funding streams for the capital improvements and maintenance of streetscape improvements. Earmarking funds today will establish a base of matching funds for grants in the near future.

b. Grant Administrator

The GMAC will need to appoint or hire a person or team to begin actively pursuing public grant monies or request MCOG to continue acting in that capacity to implement the project. The grant administrator will need to act on Gualala's behalf to oversee the application process and to make sure the terms of any grants awarded are fulfilled. The grant team will need to identify specific funding opportunities, coordinate specific grants with the appropriate portions of the project (e.g., bike lanes, walkways, coastal trail parking), and complete grant applications within the required time frame.

Step 5: Apply for Grants to Fund the Construction Documents for the Downtown Design Plan

The GMAC and/or the County of Mendocino should apply for grants from Mendocino Department of Transportation (MDOT), Caltrans, and the California Coastal Conservancy to fund preparation of design development and construction documents for the Streetscape Design Plan for Downtown Gualala. This includes the preparation of engineered road and streetscape improvement drawings and specifications in order to construct the new road improvements as delineated in the Downtown Design Plan. A phased approach is recommended that allows for staggered funding cycles and coordination with other public improvements projects, like the utility under-grounding effort.

Step 6: Environmental Review and Permitting (same time as Step 7)

Any publicly-funded project is required by law to comply with the terms of the California Environmental Quality Act (CEQA), another potentially lengthy process, before construction can begin. The GMAC should begin applying for permits and undergoing environmental review during the design and engineering phase as soon as a definite scope of improvements has been determined. This will allow a resiliency in both processes: the review will consider all of the potential impacts and designs will have potential to change based on review. Costs associated with environmental review vary based on the scope of work and permits required.

All new encroachments onto the State Highway will require an encroachment permit from Caltrans. More information on Encroachment Permits can be found at <http://www.dot.ca.gov/hq/traffops/developserv/permits/>. This includes applications for “design exceptions” to Caltrans standards for new lane widths.

Step 7: Prepare the Streetscape Design Construction Document Package

Upon obtaining grant funding, proceed with hiring an engineering and landscape architecture firm, and producing engineered construction drawings and specifications for the Downtown Streetscape Design Plan. The right of way survey is completed, which will allow public/private negotiations to go forward (establishing ownership and feasibility). The Mendocino County Planning Department will process permits. The construction documents will need to be reviewed by Caltrans and MDOT.

Step 8: Further Studies and Actions

a. Transit Strategy Plan

The GMAC will need to review the Management/Institutional Alternatives in Chapter 8 and the Transit Development Plan in Chapter 9 of the *Redwood Coast Community Transit Plan* to develop a strategy for Transit improvements. The bus stops and the proposed Transit Plaza are particularly important to address, so that locations, allowances, easements and components may be incorporated into future improvement plans. Cooperation with MTA, Action Network, the Redwood Coast Community Transportation Coalition, and MCOG would be a vital component of this effort, which would build on the considerable foundation laid in earlier studies by the Redwood Coast Community Transportation Coalition.

Step 9: Establish a Maintenance Plan (same time as Step 3)

Before construction begins a plan for the maintenance of the public improvements should be established. It should include landscaping, lighting and walkway maintenance. The GMAC will need to examine the alternative methods available and decide on the most affordable and feasible one for Gualala.

a. Caltrans Maintenance Agreement may apply to crosswalks and travel lanes.

b. Expand Powers of Gualala Community Service District

c. Private Business Improvement District

c. Assessment of Benefits

Step 10: Streetscape Construction

Once construction documents are completed and approved and construction funding is in place the construction documents will be put out to bid and installation of public improvements can begin. Part of this process will require a construction manager to oversee the phasing of installations and coordinate the improvements with Caltrans, MDOT, and AT&T and PGE’s undergrounding project.

C. Budgeting for Implementation of the Streetscape Design Plan

This section of the report attempts to provide a planning level, order of magnitude budget to implement the Streetscape Design Plan. It provides certain assumptions associated with capital improvements and maintenance of these improvements and provides quantities and unit costs based on information contemporary with the time frame in which this report has been completed.

The reader must understand that this order-of-magnitude budget does not include costs associated with the following:

- The costs of acquiring additional rights-of-way.
- The costs of undergrounding utilities in downtown Gualala.
- The costs of expanding the powers of the GCSD or for the formation of any assessments associated with the expansion of these powers.
- The costs associated with acquiring the properties in the downtown and to improve them as parking facilities.
- The costs associated with constructing any new on-street parallel parking bays on certain properties desiring these improvements.
- The costs associated with any private improvements that may be made to improve their parking facilities, their landscaping, or other such improvements that fall outside of the public right-of-way.

With these understandings, the budget for implementing the Streetscape Design Plan is outlined below.

1. Budgeting Assumptions

a. Capital Cost Assumptions

A breakdown of unit costs for infrastructure improvements identified in the Downtown Design Plan is presented in Tables 5-1 and 5-2 below. Costs were developed by researching the latest unit costs experienced by local jurisdictions on the North Coast in 2008, and were cross referenced by reviewing the National Cooperative Highway Research Program's *Guidelines for Analysis of Investments in Bicycle Facilities*¹.

It is important to note that in recent years, actual costs have risen significantly as the cost of construction materials has climbed, and the costs below are intended to be planning level estimates. They are unit costs for construction and do not include contingencies, design, administrative costs, right-of-way acquisition, or inflation factors. Furthermore, unit costs may vary considerably depending on the size of the job and the location. For example, the unit cost of striping only 1,000 linear ft can easily cost two to three times that of a 15,000 foot project. The same 'economy of scale' can be applied to sign installation and signal modification projects. Pavement widening costs also vary considerably depending on the terrain and other variables, such as presence of utility poles, monuments, and drainage issues.

¹ Transportation Research Board, National Cooperative Highway Research Program's *Guidelines for Analysis of Investments in Bicycle Facilities*, 2006

| TABLE 5-1 Construction Cost Assumptions for Pedestrian Improvements | | |
|--|-------------|--------------------|
| Capital Project | Unit | Cost |
| Pedestrian Infrastructure | | |
| Concrete Sidewalk | Square Foot | \$10.00 |
| GraniteCrete Natural Path | Linear Foot | 50.00 |
| Curb and Gutter | Linear Foot | \$37.00 |
| Pedestrian Ramp | Each | \$4,000 - \$7,000 |
| 12" White Thermoplastic Striping | Linear Foot | \$6.00 |
| In Street Pedestrian Crossing Signs | Each | \$375 |
| 5-foot A/C Pedestrian Pathway | Linear Foot | \$50.00 |
| Street Lights | Each | \$2,000 - \$4,000 |
| Traffic Signal | Each | \$250,000 |
| Pedestrian Flasher (overhead) | Each | \$50,000 |
| Radar Speed Feedback Sign | Each | \$16,000 |
| Traffic Calming Devices | Each | \$2,000 - \$60,000 |
| <i>Note: The above unit costs are for construction. These planning level estimates do not include contingencies, design, administrative, right-of-way acquisition costs, or inflation factors.</i> | | |

| TABLE 5-2 Construction Cost Assumptions for Bikeway Improvements | | |
|--|------|---------------------|
| Capital Project | Unit | Cost |
| Class I: Multi Use Trail | | |
| Construct Multi-Use Pathway | Mile | \$550,000 |
| Pathway Rehabilitation | Mile | \$125,000 |
| Trail Entry Improvements (may include bollards, signs, minor paving, & concrete driveway apron) | Each | \$2,000 - \$6,000 |
| At Grade Roadway Crossing (Varied range of improvements) | Each | \$10,000 - \$90,000 |
| Trail Bridge (Prefabricated steel bridge 10 - 12 ft wide by 100 ft long) | Each | \$200,000 |

| | | |
|--|-------------------|---------------------|
| Class II: Bike Lanes | | |
| Install Signs, Striping, & Stencils | Mile | \$30,000 |
| Reconfigure Roadway Striping, add Bike Lanes | Mile | \$75,000 - \$90,000 |
| Install Loop Detectors | Each Intersection | \$2,500 - \$5,000 |
| Intersection Striping (bike lane pockets, combined turn lanes, advanced stop bar/pocket) | Each Intersection | \$2,000 - \$6,000 |
| Class III: Bike Route | | |
| Install Signing (Up to 10 signs per mile) | Mile | \$2,500 |
| Shoulder/Roadway Widening (One side, 6 foot) | Mile | \$325,000 |
| Shared Roadway Markings / Pavement Legends | Each | \$175 - \$300 |
| <i>Note: The above unit costs are for construction. These planning level estimates do not include contingencies, design, administrative, right-of-way acquisition costs, or inflation factors.</i> | | |
| <i>** Costs are highly variable depending upon conditions</i> | | |

b. Maintenance Assumptions

Systems maintenance needs include cleaning, asphalt resurfacing, striping maintenance, sign replacement, pavement repairs, drainage work, refuse removal, graffiti removal, and landscape maintenance. While some maintenance needs such as re-striping or re-surfacing can be placed on a schedule of every one to five years, other needs such as fixing potholes, addressing signal detection sensitivity, and trimming overgrown vegetation require immediate attention. Table 5-3 below provides a recommended timetable for regular maintenance activities associated with the downtown streetscape improvements and Table 5-4 provides annual maintenance costs per mile for differing bicycle path installations.

| TABLE 5-3 Systems Maintenance | |
|--|---|
| Maintenance Item | Schedule / Frequency |
| Pavement / pathway sweeping | Monthly - annually as needed |
| Signal detection sensitivity | Bi-annually - or as needed on a request basis |
| Trash disposal | Weekly - as needed |
| Graffiti removal | As needed |
| Potholes | As needed - on a request basis |
| Sign replacement/repair | 1 to 3 years - as needed |

| | |
|--|--|
| Pavement marking replacement | 1 to 3 years - as needed |
| Pavement sealing | Every 5 years - as needed |
| Lighting (replacement/repair) | Annually - or as needed on a request basis |
| Clean drainage system | Annually - or as needed on a request basis |
| Maintain furniture, bus stops, railings | Annually - or as needed on a request basis |
| Fountain/restroom cleaning/repair | Weekly - monthly as needed |
| Bridge/ Underpass inspection | Annually |
| Maintain emergency telephones, CCTV | 1 year |
| Replenish shoulder material | Annually |
| Landscape Maintenance | |
| Tree, Shrub, & grass trimming/fertilization | 5 months- 1 year |
| Maintain irrigation lines/replace sprinklers | 1 year |
| Irrigate/water plants | Weekly - monthly as needed |
| Shoulder and grass mowing | Seasonally as needed |
| Vegetation maintenance | Annually - or as needed on a request basis |
| Weed control | Monthly - as needed |

**TABLE 5-4
Bicycle Path Maintenance Cost Assumptions**

| Facility Classification | Estimated Annual Cost Per Mile | Notes |
|-------------------------|--------------------------------|--|
| Class I | \$9,500 | Assumes maintenance associated with Class I trails, trail amenities, and landscaping |
| Class II | \$2,000 | Assumes regular/periodic lane sweeping, sign and stripe/stencil maintenance, signal detection, and minor surface repairs |
| Class III | \$1,000 | Assumes sweeping and minor surface repairs |
| Sidewalks | \$2,500 | Assumes landscape/vegetation maintenance and surface repairs |

2. Budgeting for Capital Costs

Based on the above budgeting assumptions for capital costs, Appendix C provides an overall budget estimate for those costs in implementing the Streetscape Design Plan for downtown Gualala.

D. Funding the Downtown Improvement Program

In implementing the Gualala CAP Phase II Downtown Design Plan, it will be essential to develop long term funding strategies to design, construct, and maintain the improvements envisioned in this Plan.

The primary purpose of this section is to identify and briefly describe potential funding sources and financing vehicles for the public costs associated with the Improvement Program recommended by the Gualala CAP Phase II Plan. Much of the information presented below is based in part on discussions with representatives of the County, Caltrans and MCOG.

1. The Process Overview

Keeping track of potential funding sources is a full time job. Many cities retain a full time staff person for this function. There are literally thousands of potential sources. There are also hundreds of publications and web sites that have information on these sources, and each source has different requirements for the activity, matching funds, application procedures, qualifying criteria and so forth.

Many of these funding programs are undergoing constant changes in their rules and guidelines. In some cases this means that even the participating lenders are not familiar with the current rules and must be guided through the process. It will require an ongoing effort to seek out and apply for various grants and loans as implementation proceeds.

There are several important points to be kept in mind with regard to all of these funding sources:

- Except where indicated, most of these sources can be used for implementation and construction activities.
- Many sources require that a specific number of jobs be created at certain levels of funding and many funding sources are specifically aimed at existing businesses.
- Some sources may require a matching contribution from the recipient or from the private sector.
- All of these programs are very competitive and generally receive between 5 and 10 applications per grant award.

2. Who Applies for Funding

Applications for most grant programs would need to be submitted by the County, MCOG or a non-profit corporation. Applications that demonstrate a partnership between agencies are viewed favorably. Utilizing any of the financing vehicles for local funding would require working through the County to set up the financing vehicle, particularly for long-term maintenance. In most cases additional planning

would be required to establish assessment district boundaries or conduct a nexus analysis to impose fees to cover ongoing maintenance expenses.

Table 5.5 presents a summary of the salient characteristics of each funding source and the agencies administering these funds.

| Table 5-5 KEY CHARACTERISTICS OF POTENTIAL FUNDING SOURCES for Gualala Downtown Streetscape Design Plan | | | |
|--|------------------------------|----------------------|---------------------|
| Agency/Program | Focus on Bike/Ped | Maximum Grant | Next Round |
| A. MCOG Programs | | | |
| State Transportation Improvement Program (STIP) | | varies | cyclical (Dec 2009) |
| Regional Surface Transportation Program Funds (RSTP)-special projects | | \$100,000 total | annual |
| Transportation Enhancement Program (TE)-Regional | X | \$2 m total | 2010 |
| Transportation Development Act (TDA)-bike funds | X | \$50,000 | annual |
| B. Mendocino County | | | |
| Surface Transportation Program [STP d(1)] | | \$600 m total | annual |
| Prop 42 1B | | | |
| C. Caltrans Programs | | | |
| State Highway Operations and Protection Plan (SHOPP) | | fully committed | cyclical |
| Transportation Enhancement Program (TE)-Inter-Regional | X | none stated | 2008 |
| Safe Routes to School (Highway2S) | X | \$1 m | annual |
| Bicycle Transportation Account (BTA) | X | \$1.25 m | annual (Dec 2008) |
| Environmental Enhancement & Mitigations Program (EEM) | | \$350,000 | annual (Dec 2008) |
| Federal Exchange and State Match Programs | | \$100,000 | annual |
| D. State Treasurer Programs | | | |
| Sustainable Communities Grant and Loan Program (SCGL) | | \$350,000 | annual |
| E. Coastal Trail and Planning Grants | | | |
| Grants-for Coastal Trail | X | none stated | ongoing |
| F. State Housing and Community Development Programs | | | |
| Community Development Block Grants (CDBG)-Economic Development | | \$500,000 | ongoing |
| G. Federal Programs | | | |
| USDA-Rural Business Enterprise Grants (RBEG) | | \$200,000 | annual |
| Highway Safety Improvement Program (HSIP) | | \$900,000 m | annual |
| Safe Routes to School Program (HighwayTS) | X | \$1 m | annual |
| Community-Based Transportation Planning and Environmental Justice: Context Sensitive Planning Grants | | \$300,000 | Annual or 2 years |

| | | | |
|---|--|--------|-------------------|
| Recreational Trails Program (RTP) | | | Annual (Oct 2009) |
| H. Private Funding Programs | | | |
| Foundations | | varies | ongoing |
| Corporate Sponsors/Fundraising | | | |
| I. Pacific Gas & Electric Company Programs | | | |
| Undergrounding | | | |
| J. Local Financing Vehicles | | | |
| Development Impact Fees (DIF) | | | |
| Benefit Assessments | | | |
| Private Business Improvement District (PBID) | | | |
| Mello-Roos Community Facilities Act | | | |
| Gualala Community Service District | | | |

3. The Programs

a. MCOG Programs

1) STIP Funds

STIP – Bicycle & Pedestrian 5% Program. In 1998, MCOG adopted a modal split funding formula which dedicated 5% of the region’s State Transportation Improvement Program (STIP) funding to bicycle and pedestrian projects. A total of \$391,000 was awarded to local agencies for bicycle and pedestrian projects in the 2000 Regional Transportation Improvement Program (RTIP) through a local, competitive process. In the 2002 STIP, bicycle and pedestrian projects received \$1,262,000 in funding, which included funding reserved from the 2000 STIP Augmentation. Unfortunately, no new funding was made available to the region in the 2004 or 2006 STIP cycles. The modal split will be reconsidered by MCOG when sufficient STIP funding is once again available to the region. Future cycles of the Bicycle & Pedestrian 5% Program represent an outstanding opportunity to implement improvements identified in the Plan.

2) RSTP Funds

Most shares are passed through to the County and cities on a formula basis. MCOG retains up to \$100,000 per year for partnering on important regional projects.

3) Transportation Development Act (TDA) Article 3 Funds

Transportation Development Act (TDA) Article 3 funds are generated from State gasoline sales taxes and are returned to the source counties from which they originate to fund transportation projects. Article 3 funds provide a 2 percent set aside of the County TDA funds for bicycle and pedestrian projects. Eligible projects include right-of-way acquisition;

planning, design and engineering; support programs; and construction of bicycle and pedestrian infrastructure, including retrofitting to meet ADA requirements, and related facilities. MCOG awards approximately \$50,000 per year from TDA funds to bike and pedestrian projects. These funds can be used as matching fund requirements for state and federal grants.

Administering Agency: MCOG
Project Type: Construction, Planning, Maintenance, Education Programs
Eligible Projects: Bicycle, Pedestrian
Application Deadline: Varies, Contact MCOG
Web Link:

b. Mendocino Country

1) STP d(1) Prop 42 1B

Prop 1B – The Governor’s budget proposes to appropriate \$4.7 billion of new funding for local roads and high-priority projects. Impact to Mendocino County is approximately \$2.6 million from 2007-08 deferred funding expected to be received sometime in the next few months. There is no additional funding proposed for 2008-09.

Administering Agency: Mendocino County
Project Type: Road Construction
Eligible Projects:
Application Deadline:
Web Link:

2) County Transportation Funds

County Transportation Funds must be used on county roads. Currently there are more projects identified than they can fund. However, if the Gualala projects for Center Street upgrades and community road extensions can demonstrate benefits to the County, these funds could be considered.

Administering Agency: Mendocino County
Project Type:
Eligible Projects:
Application Deadline:
Web Link:

c. Caltrans Programs

1) State Highway Operations and Protection Plan (SHOPP)

The State Highway Operations Protection Program (SHOPP) is a multi-year program of capital projects whose purpose is to preserve and protect the State Highway System. Funding is

comprised of state and federal gas taxes. SHOPP funds capital improvements related to maintenance, safety, and rehabilitation of state highways and bridges. Just over \$1 billion is allocated to SHOPP annually. Funding is based on need, so there are no set distributions by county or Caltrans district. There are no matching requirements for this program. Projects include rehabilitation, landscaping, traffic management systems, rest areas, auxiliary lanes, and safety improvements. Caltrans Projects are “applied” for by each Caltrans District. Each project must have a completed Project Study Report (PHighway) to be considered for funding. Projects are developed in the fall of every odd numbered year.

Administering Agency: Caltrans
Project Type: Construction, Rehabilitation, Maintenance
Eligible Projects: Bicycle and Pedestrian
Application Deadline: Fall of odd numbered years
Web Link:
<http://www.dot.ca.gov/hq/transprog/shopp.htm>

2) Transportation Enhancement (TE) Program

TE is a Federal funding source that provides for transportation-related capital improvement projects that enhance quality-of-life, in or around transportation facilities. TE projects must fall within twelve specific categories, including the provision of facilities for pedestrians and bicycles, the provision of safety and educational activities for pedestrians and bicyclists, and preservation of abandoned railway corridors (including the conversion and use thereof for pedestrian or bicycle trails). The TE program is authorized by the Federal government in 6-year cycles under the federal surface transportation bill.

Administering Agency: Caltrans / MCOG
Project Type: Construction
Eligible Projects: Varies
Application Deadline: Varies
Web Link:
<http://www.dot.ca.gov/hq/TransEnhAct/TransEnact.htm>

Regional TE

These funds are awarded by MCOG. The entire recent round of funding has been awarded. The next round of funding is not expected until 2010.

Inter-regional TE

These funds are awarded by Caltrans for projects on State highways. This is a reimbursable capital-improvement program. Projects must comply with federal environmental requirements and other federal regulations, including those for considering disadvantaged business enterprises in consultant selection and for

paying prevailing wages during construction. Transportation Enhancement activities must have a direct relationship – by function, proximity or impact – to the surface transportation system. Activities must be over and above normal projects, including mitigation.

- 3) Caltrans Sidewalks Program
Caltrans District 1 has a current policy to pay half of the cost of sidewalks along State highways.

- 4) Caltrans-Safe Routes to School (Highway2S)

Established in 1999. Caltrans, in consultation with the California Highway Patrol (CHP), makes grants available to local governmental agencies under the program based upon the results of a statewide competition. The goals of the program are to reduce injuries and fatalities to school children and to encourage increased walking and bicycling among students. The program achieves these goals by constructing facilities that enhance the safety for pedestrians and bicyclists. By enhancing the safety of the pathways, trails, sidewalks, and crossings, the likelihood of attracting and encouraging additional students to walk and bike increases. Funds awarded annually. Applications solicited in October. Caltrans staff indicates this is an unlikely source of funds because there is no school in Gualala.

Administering Agency: Caltrans
Project Type: Construction & Non-Infrastructure
Eligible Projects: Bicycle and Pedestrian
Application Deadline: Varies by cycle
Web Link:
<http://www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm>

- 5) Caltrans-Bicycle Transportation Account-BTA

The Bicycle Transportation Account (BTA) is an annual statewide discretionary program that is available through the Caltrans Bicycle Facilities Unit for funding bicycle projects. The BTA provides state funds for city and county projects that improve safety and convenience for bicycle commuters. To be eligible for Bicycle Transportation Account (BTA) funds, a city or county must prepare and adopt a Bicycle Transportation Plan (BTP) that addresses items a – k in Streets and Highways Code Section 891.2. MCOG prepares the Regional Bikeway Plan for Mendocino County and all four cities. BTP adoption establishes eligibility for five consecutive BTA funding cycles. Funding is available through a statewide competition. \$7.2 million was available for FY 2009/10. Applications for 2009/10 BTA funds are due to Caltrans Districts by December 1, 2008.

Administering Agency: Caltrans

Project Type: Construction
Eligible Projects: Commuter Bicycle Projects
Application Deadline: December
Web Link:
<http://www.dot.ca.gov/hq/LocalPrograms/bta/btawebPage.htm>

6) Caltrans Transportation Planning Grants

Caltrans Transportation Planning Grants are intended to promote strong and healthy communities, economic growth, and protection of our environment. These planning grants (Environmental Justice: Context-Sensitive Planning, Community-Based Transportation Planning, Partnership Planning, and Transit Planning) support closer placement of jobs and housing, efficient movement of goods, community involvement in planning, safe and convenient pedestrian and bicycle mobility and access, smart or strategic land use, and commute alternatives.

Administering Agency: Caltrans
Project Type: Planning
Eligible Projects: Bicycle, Pedestrian, Transit
Application Deadline: January
Web Link:
<http://www.dot.ca.gov/hq/tpp/grants.html>

7) Highway Safety Improvement Program

Section 1401 of the Safe, Accountable, and Flexible Efficient Transportation Equity Act - Legacy for Users (SAFETEA-LU) amended Section 148 of Title 23 to create a new, core Highway Safety Improvement Program. This new Highway Safety Improvement Program (HSIP) replaces the Hazard Elimination Safety Program, (23 U.S.C §152). This new stand-alone program reflects increased importance and emphasis on highway safety initiatives. Funds can be used for safety improvement projects on any public road or publicly owned bicycle or pedestrian pathway or trail. A safety improvement project corrects or improves a hazardous roadway condition, or proactively addresses highway safety problems. The States that adopt and implement a strategic highway safety plan are provided additional flexibility to use Highway Safety Improvement Program (HSIP) funds for public awareness, education, and enforcement activities otherwise not eligible if they are consistent with a strategic State highway safety plan and comprehensive safety planning process.

Administering Agency: Caltrans
Project Type: Construction
Eligible Projects: Bicycle and Pedestrian
Application Deadline: February
Web Link:
<http://www.dot.ca.gov/hq/LocalPrograms/hsip.htm>

8) Caltrans Environmental Enhancement and Mitigation Fund Program

Caltrans has established a state fund (\$10 million statewide) called the Environmental and Mitigation Fund to fund beautification improvements to roadsides to mitigate the effects of transportation projects. Typical grants range from \$200,000 to \$250,000. Up to 25% local matching is usually required. Preliminary discussions indicate that these funds are not likely to apply to the Gualala project.

Administering Agency: CA Resources Agency
Project Type: Construction
Eligible Projects: Bicycle and Pedestrian Improvements
Application Deadline: November
Web Link: <http://resources.ca.gov/eem/>

c. State Treasurer Program

1) Sustainable Communities Grant and Loan Program (SCGL)

This program is sponsored by the State Treasurer's Office in their role as the California Pollution Control financing authority. The grants are intended to encourage sustainable development which includes infill development, proximity to transportation, and promotion of economic development in low income areas, support alternative transportation and so forth. The funds can be used for planning or implementation. The maximum grant amount is \$350,000. Total annual amount statewide is \$2.5 million. Counties and cities are eligible. Counties can submit one application per round. Application solicitation is currently awaiting funding authorization but is expected by the end of the year.

d. Coastal Trail and Planning Grants

1) California State Coastal Conservancy

The California State Coastal Conservancy manages several programs that provide grant funds for coastal trails, access, and habitat restoration projects. The funding cycle for these programs is open and on-going throughout the year. Funds are available to local governments as well as non-profits. The Conservancy has provided significant funds for study and implementation of public access to our coast, rivers, and streams and for resource conservation in Mendocino County. In Gualala the shoulder of State Highway 1 is considered to be part of the Coastal Trail. The Conservancy may also provide grant funding to assist in the planning and design of the Downtown Streetscape Design Plan and the Circulation and Parking Plan for Downtown Gualala.

Administering Agency: CA Coastal Conservancy

Project Type: Construction, Planning
Eligible Projects: Trails, Habitat Restoration
Application Deadline: On-going
Web Link:
<http://www.scc.ca.gov/Programs/guide.htm>

e. State Housing and Community Development Programs

1) Community Development Block Grants (CDBG)

The CDBG program is a flexible program that provides communities with resources to address a wide range of unique community development needs. The program provides money for streetscape revitalization, which may be largely comprised of pedestrian improvements. Federal Community Development Block Grant Grantees may “use CDBG funds for activities that include (but are not limited to): acquisition of property for public purposes; construction or reconstruction of streets, water and sewer facilities, neighborhood centers, recreation facilities, and other public works; demolition; rehabilitation of public and private buildings; public services; planning activities; assistance to nonprofit entities for community development activities; and assistance to private, for profit entities to carry out economic development activities (including assistance to micro-enterprises).”

Administering Agency: CA Dept. of Housing and Urban Development
Project Type: Construction
Eligible Projects: Various Public Works Improvements
Application Deadline: On-going
Web Link:
<http://www.hcd.ca.gov/fa/cdbg/about.html>

2) CDBG Planning & Technical Assistance

These Planning and Technical Assistance grants offer up to \$35,000 each. Each county is eligible for two grants per year, one for General Allocation projects (housing and infrastructure) and one for Economic Development projects.

f. Federal Programs

1) USDA-Rural Business Enterprise Grants (RBEG)

These grants are available to cities and non-profits. The primary criterion is the creation of jobs and economic development, with an emphasis on small businesses. They can be used for training, RLFs, technical assistance, capital expenditures, parking, façade improvements and other uses. Not all costs are eligible for Rural Business Enterprise Grant funds. RBEG funds are intended to jump-

start new projects to meet the critical needs portion of the project. They typically range from \$100,000 to \$200,000. Notification of Funding Availability for the next round is expected in December. These grants are generally very competitive.

2) National Recreational Trails Program

The Recreational Trails Program (RTP) provides funds to states to develop and maintain recreational trails and trail-related facilities for both non-motorized and motorized recreational trail uses. Examples of trail uses include hiking, bicycling, in-line skating, equestrian use, and other non-motorized as well as motorized uses. Recreational Trails Program funds may be used for a variety of purposes including acquisition, construction, maintenance, development, operations, and educational programs.

Administering Agency: CA Dept. of Parks
Project Type: Construction
Eligible Projects: Recreational Trails
Application Deadline: October
Web Link: http://www.parks.ca.gov/?Page_id=24324

g. Private Funding Programs

1) Corporate Sponsors/Fundraising

Corporate sponsorship has become a major source of funding for large-scale projects with substantial public exposure. Corporate sponsors are potential sources of funding for facilities, where they can put their name on the facilities and/or special events they can be identified with. Possible sponsors include tourism-related companies (such as hotels) or local companies seeking goodwill in the community. Some communities have successfully used local fundraising campaigns to fund community amenities such as trails and landscaping. This might provide an opportunity to encourage participation by residents of The Sea Ranch, who might not otherwise contribute to the improvements.

2) Foundations

Foundation giving is governed by specific guidelines that stipulate purposes for which grant money can be used, areas of foundation interest and geographic jurisdiction. Competition for foundation funding has become exceedingly competitive, with many foundations deciding to focus on social problems (housing, poverty, medical care, literacy, education, etc.). In most cases they are guided by some affinity for the project, such as location near a company facility or employee sponsorship. However, there are still foundations that provide funding for community facilities, amenities and beautification. A preliminary search conducted by Action Network identified several examples: American Express;

America the Beautiful Fund; Keep America Beautiful, Inc.; The Pew Charitable Trusts; PepsiCo Foundation; and State Farm Mutual Contributions.

h. Pacific Gas & Electric Company Programs

1) Undergrounding

AT&T, with PG&E, has an ongoing program to underground electrical wires under Rule 21A of the Public Utilities Commission (PUC). The streetscape improvements should coordinate in every way possible with that project. It might be possible through coordinated timing and design to have PG&E pay for some parts of the CAP street improvements as part of PG&E's normal restoration of the area. This might include sidewalks, landscaping and so forth.

i. Local Financing Vehicles

1) Development Impact Fees

AB 1600 regulates the way that impact fees are imposed. It requires that a nexus or connection be made between a fee and the type of development on which the fee is imposed. A development fee cannot be imposed to correct an existing problem or pay for improvements needed for existing development. Development Impact Fees do not require a vote of the people. Thus, in the case of Gualala a nexus study would need to be conducted to demonstrate that future development will require certain improvements. Then assuming that an impact fee is approved, the funds would not be available until the new development occurred.

2) Benefit Assessments

These are levies imposed within a designated district to finance a specific maintenance or capital improvements. The improvements must specifically benefit the properties. The levy can vary among properties depending on square ft or property frontage. To form an assessment district, 50% approval is required from the property owners. In some cases there are different tiers within the district which pay different assessments.

3) Private Business Improvement District (PBID)

A PBID is financed through special assessments on commercial properties. Passage requires a 50% approval by the property owners in the District. The assessment must be re-approved every five years. Typically these revenues are used for public space maintenance, security, and promotion.

4) Mello-Roos Community Facilities Act

The Mello-Roos Community Facilities Act was passed by the Legislature in 1982 in response to reduced funding opportunities brought about by the passage of Proposition 13. The Mello-Roos Act allows any county, city, special district, school district or joint powers of authority to establish a Community Facility Districts (CFD) for the purpose of financing of public improvements and services. The services and improvements that Mello-Roos CFDs can finance include streets, sewer systems and other basic infrastructure, police protection, fire protection, ambulance services, schools, parks, libraries, museums and other cultural facilities. By law, the CFD is also entitled to recover expenses needed to form the CFD and administer the annual special taxes and bonded debt. CFDs must be approved by a two-thirds margin of qualified voters in the district. Property owners within the district are responsible for paying back the bonds. Pedestrian facilities are eligible for funding under CFD bonds.

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|-----------------------|-----------------------------------|
| Administering Agency: | Local Agency |
| Project Type: | Construction/Maintenance |
| Eligible Projects: | Various Public Works Improvements |
| Application Deadline: | None |
| Web Link: | None |

5) Mitigations/Exactions

Mitigations can be imposed whenever a development requires approval by a local entity. Mitigations are imposed as a condition on a tentative map for private development projects. These conditions reflect on and off site mitigations that must be completed in order to be able to develop. Development agreements are another form of mitigation. Mitigations can include providing adequate pedestrian access, setbacks, parking requirements, lighting, signage, sidewalks, landscaping and so forth. (Note that development standards and design guidelines often can be used to accomplish the same objectives.)