Fiscal Year 2016-17
SUSTAINABLE TRANSPORTATION PLANNING
GRANT APPLICATION

Check One Grant Program:

☐ Strategic Partnerships
☒ Sustainable Communities

<table>
<thead>
<tr>
<th>PROJECT TITLE</th>
<th>Ojai Valley Highway 33 Multimodal and Community Enhancement Study</th>
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<td>Unincorporated Ventura County</td>
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<tr>
<th>APPLICANT</th>
<th>SUB-APPLICANT</th>
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<tbody>
<tr>
<td>Organization</td>
<td>County of Ventura Public Works Agency</td>
</tr>
<tr>
<td>Mailing Address</td>
<td>800 S. Victoria, #1600</td>
</tr>
<tr>
<td>City</td>
<td>Ventura</td>
</tr>
<tr>
<td>Zip Code</td>
<td>93009</td>
</tr>
<tr>
<td>Executive Director/designee and title</td>
<td>Mr. ✗ Ms. ✗ Mrs. ☑</td>
</tr>
<tr>
<td>☑ Jeff Pratt, Director</td>
<td>Kate Meis</td>
</tr>
<tr>
<td>E-mail Address</td>
<td><a href="mailto:jeff.pratt@ventura.org">jeff.pratt@ventura.org</a></td>
</tr>
<tr>
<td>Contact Person and title</td>
<td>Mr. ✗ Ms. ☑ Mrs. ☑</td>
</tr>
<tr>
<td>☑ David Fleisch, Director Transportation Department</td>
<td>Josh Meyer</td>
</tr>
<tr>
<td>Contact E-mail Address</td>
<td><a href="mailto:david.fleisch@ventura.org">david.fleisch@ventura.org</a></td>
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<td>Phone Number</td>
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FUNDING INFORMATION
Use the Match Calculator to complete this section.
Match Calculator

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Specific Source of Local Cash Match (i.e. local transportation funds, local sales tax, special bond measures, etc.)

General Fund
Fiscal Year 2016-17
SUSTAINABLE TRANSPORTATION PLANNING GRANT APPLICATION

LEGISLATIVE INFORMATION

Information in this section must directly be tied to the applicant’s address.

All legislative members in the project area do not need to be listed.

<table>
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<tr>
<th>State Senator(s)</th>
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<th>Name(s)</th>
<th>Assembly Member(s)</th>
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<td>Hannah-Beth Jackson</td>
<td>19</td>
<td>Das Williams</td>
<td></td>
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*Use the following link to determine the legislators.*
http://findyourrep.legislature.ca.gov/ (search by address)

Grant applications must clearly demonstrate how the proposed transportation planning project promotes State and Federal Transportation Planning Goals. Select all that apply.

STATE TRANSPORTATION PLANNING GOALS

☑ Improve Multimodal Mobility and Accessibility for All People: Expand the system and enhance modal choices and connectivity to meet the state’s future transportation demands.

☑ Preserve the Multimodal Transportation System: Maintain, manage, and efficiently utilize California’s existing transportation system.

☐ Support a Vibrant Economy: Maintain, manage, and enhance the movement of goods and people to spur the economic development and growth, job creation, and trade.

☑ Improve Public Safety and Security: Ensure the safety and security of people, goods, services, and information in all modes of transportation.

☑ Foster Livable and Healthy Communities and Promote Social Equity: Find transportation solutions that balance and integrate community values with transportation safety and performance, and encourage public involvement in transportation decisions.

☑ Practice Environmental Stewardship: Plan and provide transportation services while protecting our environment, wildlife, historical, and cultural assets.
Fiscal Year 2016-17
SUSTAINABLE TRANSPORTATION PLANNING
GRANT APPLICATION

FEDERAL TRANSPORTATION PLANNING GOALS

☐ Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency.

☑ Increase the safety of the transportation system for motorized and non-motorized users.

☐ Increase the security of the transportation system for motorized and non-motorized users.

☐ Increase accessibility and mobility of people and freight.

☑ Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns.

☐ Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight.

☑ Promote efficient system management and operation.

☑ Emphasize the preservation of the existing transportation system.
Fiscal Year 2016-17
SUSTAINABLE TRANSPORTATION PLANNING
GRANT APPLICATION

1. Project Description (100 words maximum) (25 points): Briefly summarize project.

The County of Ventura, with its sub-applicant (Local Government Commission), Ojai Valley Municipal Advisory Council, and other community partners, will develop a Multimodal and Community Enhancement Plan for the Highway 33 corridor through Casitas Springs, Oak View and Mira Monte in the Ojai Valley. An extensive community engagement process will be deployed to identify solutions to calm traffic, support community identity and sense of place, and provide safe and convenient access for pedestrians, bicyclists and transit riders. The outcome will be a plan with Complete Streets and Context Sensitive designs for roadway, sidewalk and intersection changes to better support all modes and users of all ages and abilities.
2. Project Justification (Do not exceed the space provided.) (25 points): Describe the problems or deficiencies the project is attempting to address, as well as how the project will address the identified problems or deficiencies.

The project area includes the six-mile stretch of Highway 33 from Casitas Springs at the mouth of the Ojai Valley northward to Mira Monte. The focus will be on the corridor in the unincorporated communities of Casitas Springs (pop. 715), Oak View (pop. 4,039) and Mira Monte (pop. 7,445) where the highway serves as the community main street. 2014 Caltrans traffic counts indicate the highway carries between 20,000 and 25,000 average daily vehicle trips within the community areas.

There are numerous transportation infrastructure challenges and limitations in the study area. Moderating driver speed in slower community fringe and center areas persists as a problem. There is a lack of curb, gutter and sidewalks in areas with high pedestrian activity and to provide friction to encourage slower speeds. Walking opportunities are limited by gaps in the sidewalk network and sidewalk obstructions. There are wide driveways and areas of inadequate separation between the roadway and off-street parking in some locations, also detracting from the pedestrian environment and increasing areas of conflict among vehicles entering and exiting the roadway.

The two-lane roadway expands to four lanes in Oak View which can help reduce delay and traffic signal queuing, especially during peak season tourism traffic, but also contributes to higher motor speeds through town and makes pedestrian and bicycle crossing conditions more challenging and hazardous.

There are no designated bikeways in the unincorporated communities, though there may be enough space to accommodate bike lanes in some locations. The Ojai Valley Trail runs adjacent to the west of the highway through Mira Monte, but lacks safe and convenient access for pedestrians and bicyclists from the east side of the highway. The trail moves away from the highway through Oak View, leaving no highway adjacent facility through the community.

Goldcoast Transit provides hourly transit service on the corridor, carrying nearly 310,000 passengers in FY 2014-15, the third most in the system. While some stops include bus pullouts, concrete landing pads, benches and shelters, nearly all lack crosswalks to support safe access to and from transit.

Data from the CHP SWITRS collision database for the calendar year 2014 is another indication of the need for the study. There were 72 collisions on the highway within the study area, one of which involved a bicyclist, and six of which were pedestrian-vehicle collisions (6 of the 15 total pedestrian collisions on state highways in the unincorporated area countywide).

This project will reach out to community residents and engage them in developing solutions that addresses their concerns and values. It will study options for pedestrian and bicycle facilities that are feasible along the corridor. It will also explore roadway cross-section concepts, intersection treatments, parking and access management strategies to facilitate smooth and efficient traffic flow, driver awareness of changing context and conditions, and speed moderation, and safe and convenient crossings for non-motorists. Recommendations regarding adjacent land uses and community design along the corridor will also emerge from the workshops to inform future development that supports walking, bicycling and transit. The approach will be consistent with Caltrans’ Context Sensitive Solutions DP-22, Complete Streets DD 64-R1 policy and Smart Mobility Framework, and will explore low-impact streetscape solutions where feasible to minimize impervious area and provide space for greenery and natural drainage. It will also help advance strategies to reduce vehicle miles traveled and greenhouse gas emissions, helping to implement the SCAG region’s SB 375 Sustainable Communities Strategy.
3. Project Management (50 points)
   A. Scope of Work in required Microsoft Word format (25 points)
   B. Project Timeline in required Microsoft Excel format (25 points)
Fiscal Year 2016-17
SUSTAINABLE TRANSPORTATION PLANNING
GRANT APPLICATION
Application Signature Page

If selected for funding, the information contained in this application will become the foundation of the contract with Caltrans.

To the best of my knowledge, all information contained in this application is true and correct. If awarded a grant with Caltrans, I agree that I will adhere to the program guidelines.

______________________________  ________________________________
Signature of Authorized Official (Applicant)  Print Name

Title

______________________________  ________________________________
Signature of Authorized Official (Sub-Applicant)  Print Name

Title

______________________________  ________________________________
Date  Date
SCOPE OF WORK:
Ojai Valley Highway 33 Multimodal and Community Enhancement Study

INTRODUCTION

The funding request is for a planning study to look at Hwy 33 from Casitas Springs to Highway 150 in Mira Monte. The plan would address a lack of integrated non-motorized transportation facilities, disconnected community design along the highway and the need to achieve economic vitality and livability. It would provide tools, designs and strategies necessary to facilitate physical and policy changes to enhance multi-modal mobility, accessibility and connectivity for visitors and residents using Hwy 33. The goal would be a plan that improves bicycle and pedestrian safety, maintains and enhances community identity and quality of life, and integrates the area’s environmental, recreational, semi-rural, cultural and historic assets. The plan would address the fact that the highway is both a primary commuter transportation corridor and the “Main Street” for these communities and take into account the effects of any highway alterations on traffic congestion and highway safety.

The project area is the six-mile segment of SR 33 in Ventura County from Casitas Springs to Mira Monte and includes the unincorporated Ojai Valley communities of Casitas Springs, Oak View and Mira Monte. The route provides interregional and recreational access, and provides a link between the cities of Ventura and Ojai. The highway is generally a two-lane facility, but widens to four lanes through Oak View. Conditions vary from semi-rural, relatively undeveloped surroundings to more urbanized settings in Oak View and Mira Monte, with cross streets, turning traffic, and pockets of commercial and community services. Average daily traffic volumes range from about 20,000 to 25,000 vehicles, with peak hour volumes ranging from 1,950 to 2,150 (Caltrans 2014 SR 33 traffic counts).

American Community Survey 2013 5-year census data indicate 26% of the 4,039 residents in Oak View are Latino, and 13% of the 7,445 residents in Mira Monte are Latino. Gold Coast Transit’s Route 16 provides service on the corridor from Ventura to Ojai. Gold Coast provided the following demographic information for the 19,631 people that live within a quarter mile of the route:

- 16.8% in poverty
- 44.5% minority
- 7.2% with no vehicles
- 6.1% limited English
- 10.3% senior (65+)
- 22.5% youth (18-)
- 12.5% with disabilities

This project will be a community-based visioning exercise to identify the types of improvements that are most needed, develop conceptual designs; test their feasibility and refine them from technical and community preference standpoints, and organize the concepts into a cohesive plan for the corridor. A key consideration for the project will be addressing the mix of parking, pedestrian activity, and high speed through traffic in the three “downtown” cores of Mira Monte, Oak View, and Casitas Springs.
Caltrans supports context sensitive solutions and community enhancement opportunities and is interested in partnering with counties, cities, and communities where state routes are the main street through a city or community to achieve livable community goals. Community enhancements, which include the development of traffic calming improvements to reduce traffic speed and noise, context-sensitive improvement alternatives, and bicycle/pedestrian facilities to increase the opportunities for non-motorized and transit trips, can improve the quality of life in our communities and reduce vehicle miles traveled (VMTs).

The project will utilize a community-driven effort to develop a plan for creating a vibrant, pedestrian- and bicycle-friendly, and green street environment for residents, businesses and visitors. The Plan will be developed through a robust public process that engages residents, property owners and other community stakeholders to generate ideas for both immediate improvements and future changes. The focus will be on design tools and strategies to improve safety, access, and mobility for all modes of transportation including walking, bicycling, transit and motor vehicles. The outcome will be a plan with detailed recommendations for physical changes to the street, sidewalks, and intersections that support all users.

RESPONSIBLE PARTIES

The County of Ventura is the proposal applicant and will be the grant recipient. The County will partner with the Local Government Commission (LGC), a 501(c) 3 non-profit organization.

LGC is included as the sub-applicant on the grant proposal to assist with project management and implementation. Since 2000, LGC has managed over 60 Caltrans Environmental Justice and Community-Based Transportation Planning projects. The County and LGC will engage local residents, businesses, schools, community groups and decision-makers — as they have successfully done on past projects — through a participatory community design charrette process. LGC has effectively partnered with cities, counties and Caltrans and throughout California on similar projects that were funded by Caltrans Transportation Planning Grants.

The County will select a firm with expertise in transportation planning, traffic engineering, designing for pedestrians, cyclists and transit, and use of low impact development design to manage stormwater through a competitive RFP process to produce the plan.

The roles and responsibilities of the County and LGC are detailed below.

County of Ventura. The County is the lead applicant for the project. The County will be the grant recipient, execute the Fund Transfer Agreement with Caltrans, and execute the contract with sub-applicant Local Government Commission. The County, assisted by LGC, will conduct a competitive bid process to select a qualified consultant team with multimodal transportation planning, traffic engineering, and landscape and site design expertise. The County will provide cash to meet the 11.47 percent local match. Staff will coordinate with project partners and agencies, participate in community workshops, attend meetings, provide data and policy documents, review consultant products, and direct revisions. County staff will prepare quarterly invoices and reports to Caltrans with support from the sub-applicant. Staff will also coordinate
with partners to help publicize the project and ensure public participation in all aspects of the community planning process.

**The Local Government Commission (LGC).** LGC will assist with project management and coordination of the RFP process for consultant selection. LGC will organize the community engagement events, develop publicity materials with local input and support from the advisory group that will be established for the project, and document public input for inclusion in the resulting plan document. LGC staff has extensive experience in public engagement in planning processes, land use and transportation planning and design. Associate Director Paul Zykovsky, AICP, will lead facilitation of public workshops, education and training. He conducts workshops for the Federal Highway Administration on Designing for Pedestrian Safety and is a nationally certified facilitator of Safe Routes to School and Complete Streets workshops. Mr. Zykovsky was born and raised in Mexico and facilitates workshops in Spanish as needed.

**Consultant.** The selected consultant (or team of consultants) will analyze and document corridor baseline conditions, will actively engage in the public process, develop design concepts and recommendations that respond to input from the community and implementing and overseeing agencies, and prepare the plan document. Core components of the plan will include:

- A comprehensive summary of the charrette process and input received.
- An overall framework plan for the corridor with proposed development, circulation, access and parking patterns that meet Caltrans highway design and MUTCD standards and that are consistent with the desired community character.
- Conceptual designs and cost estimates to implement context sensitive solutions, manage traffic speeds, facilitate pedestrian and bicycle safety, use and mobility, enhance community center activity areas, and support low impact development stormwater management solutions.
- Implementation strategy that identifies both low-cost, short-term infrastructure improvements and long-term, capital intensive projects, with cost estimates and potential funding sources.
- Evaluate the consistency of proposed roadway alterations with Caltrans standards
- Evaluate the effects of proposed roadway alterations upon traffic congestion, travel times, and traffic safety.

**OVERALL PROJECT OBJECTIVES:**

- Identify corridor strengths and weaknesses that impact safety, access and mobility for pedestrians and bicyclists of all ages and abilities, transit riders and motorists.
- Produce design concepts for bicycle facilities and treatments along the corridor.
- Produce design concepts for sidewalk and pedestrian crossing improvements.
- Recommend engineering treatments for roadway traffic calming and community enhancement.
- Identify opportunities and recommendations for application of green street concepts, such as storm water planters, swales and other bio-retention areas, and drought-tolerant landscaping, where possible.
• Engage residents in the planning process and civic life, especially those members of the community that have otherwise been left out of the decision process.
• Improve communication between residents, property and business owners, advocacy groups, the County, regional agencies and Caltrans.

1. Project Planning and Coordination

Task 1.1: Conduct Project Kickoff Meeting
The County will conduct an initiation meeting with Caltrans District staff to discuss grant procedures and project expectations, including invoicing, quarterly progress reports, and other relevant project information.
• Responsible Party: County of Ventura

Task 1.2: Assemble Project Management Team
• The County will designate a staff member for project oversight and operations. The County will execute an agreement with the sub-applicant on this grant, Local Government Commission (LGC). LGC will aid the County in conducting a competitive bid RFP process for the consultant team, facilitate the community engagement process, and assist the County with project management.
• Monthly project team meetings will be held between County staff and LGC to ensure good communication and orderly progress on all upcoming tasks. Consultants will be included in meetings after they are selected. Caltrans District staff will be invited to participate in project team meetings.
• Responsible Party: County of Ventura

Task 1.3: Procure Consultant
The County will prepare a Request for Proposals to solicit a consultant team to develop the Plan. The procurement process will be consistent with County standards and procedures established by Caltrans for these projects. LGC will assist the County with review of the proposals and the selection process. The County will make final approval of the selected consultant.
• Responsible Party: County of Ventura

Task 1.4: Convene Advisory Group and Conduct Meetings
• The County, with support from LGC, will convene an advisory group of approximately 12 participants for project guidance and meet at least three times during the course of the project. Participants will include members from the Ojai Valley Municipal Advisory Council, staff from local and regional agencies, and other stakeholders that reflect community demographics and perspectives. Caltrans District staff will be invited to participate. The advisory group will identify key stakeholders to engage, important sensitivities to consider, and pertinent background information regarding the conditions, history, and needs of the community. Caltrans staff will identify and advise on technical considerations regarding potential changes on a State Highway. The Advisory Group will determine strategies for engaging all segments of the community and maximizing participation at public events, as well as opportunities for coordination and synergy with other initiatives impacting the community.
• Responsible Party: County of Ventura and Local Government Commission
Task 1.5: Document Conditions and Prepare Base Maps (Months 4 – 7)
The selected consultant will work with the County, LGC and other sources to compile and organize available information on existing conditions for the project area such as, traffic volumes, crash and speed data, capital improvement plans, aerial and base maps, development standards and regulations, and relevant policy documents, reports and studies. The consultant and LGC will conduct a site visit to meet with the advisory group and document conditions in the field. The consultant will then prepare a base map series for design and analysis work that can be easily understood by the public for use at meetings and the public events.

- **Responsible Party:** Consultant

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2. **Community Outreach and Publicity**

Task 2.1: Develop Community Outreach Plan
LGC, with input from the advisory group, will prepare an outreach plan to inform the community about the project and upcoming community events. The plan will include a schedule with timing for release, distribution and placement of publicity items, and comprehensive stakeholder outreach list to maximize participation and positive input at community events.

- **Responsible Party:** Local Government Commission

Task 2.2: Develop and Disseminate Publicity Materials
Materials will be produced in English and Spanish to inform all segments of the community about the planning process and how they may participate in developing the Highway 33 study and improvement plan. Steps include:

- **Produce Materials.** LGC will produce flyers and posters in English and Spanish publicizing events for community-wide distribution.

- **Distribute Materials.** Materials will be posted in prominent locations and distributed in person. Elementary schools will be asked to send flyers home with students. Community members will be asked to distribute flyers at local events and through other channels identified by the advisory group. The project partners will work on setting up traffic message boards or banners and signs announcing events.

- **Sunset School in Oak View and Mira Monte School in Mira Monte**

- The Ojai Valley News and Ventura Star newspapers

- **Outreach to Media.** Announcements and articles will be distributed to local media in English and Spanish. Information will be posted on the County’s website, and other websites and social media pages, and through newsletters, local newspapers, and community TV.

- **Responsible Party:** Local Government Commission and County of Ventura
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3. Community Engagement Events

The project will engage residents and stakeholders in an intensive and highly participatory public process to assess and document conditions for all travel modes (walking, bicycling, transit, and driving) and users (youth, seniors, people with disabilities, residents, diverse groups, visitors, and businesses), identify shared values and concerns, and identify and prioritize enhancements.

A public design charrette is the centerpiece of this community-based planning project. It will take place over a four-day period to shape development of the plan under Task 4. The purpose of the charrette will be to work with residents and stakeholders to establish a shared vision and concepts for the corridor. The Local Government Commission will organize and facilitate charrette activities with assistance from the advisory group, community volunteers and the consultant.

**Task 3.1: Agenda Development and Logistics**

LGC, in coordination with the County, advisory group and consultant, will develop the detailed agenda for charrette events and activities. The County and LGC, with help from the advisory group and co-sponsors will arrange facilities and food (in accord with grant guidelines for eligible snack and refreshment expenses), and other supporting promotional and celebratory activities.

- **Responsible Party:** Local Government Commission

**Task 3.2: Multi-day Charrette**

LGC and the consultant will conduct a community design charrette over the course of 4 days at school sites and/or other prominent and accessible locations selected in consultation with the project advisory group in Oak View or Mira Monte. The conceptual schedule of activities includes:

1. Opening town meeting with visual opportunities presentation and facilitated community input exercises.
2. Facilitated walking assessment(s), training and table maps (participants break out into small groups of 8 people around large aerial maps to identify problems and ideas for solutions).
3. Consultant team production days on-site with opportunities for impromptu meetings and drop in visits.
4. Technical review of concepts with the County and Caltrans staff
5. Closing evening community presentation of preliminary design concepts and recommendations for feedback and guidance
6. Focus meetings with stakeholder groups representing population segments identified by the advisory group.

- **Responsible Party:** LGC, Consultant

**Task 3.3: Review of Plan Concepts**
Within two months following the charrette, the consultant and LGC will return to Ventura County to meet with the advisory group, Caltrans and County staff to review charrette outcomes and proposed plan concepts. The consultant and LGC will also hold an evening town meeting to present the proposed concepts and prioritize preferred projects to shape Task 4.

- **Responsible Party:** LGC, Consultant

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4. **Draft and Final Plan**

**Task 4.1: Prepare Administrative Draft Plan**

Four months following the charrette, based on the existing conditions analysis and input from the community engagement process, the consultant will prepare and circulate an administrative draft plan for review by the County, Caltrans staff and members of the advisory group. The plan will include conceptual designs and recommendations shown in plan view, cross sections, sketches and/or photo simulations for improved road safety and operations, pedestrian, bicycle and transit facilities, community signage and entry features, and potential green streets stormwater features. The report will include an evaluation of the consistency of recommendations with Caltrans standards and an analysis of impacts on traffic congestion, travel times, and traffic safety. The report will also contain a record of the charrette process, proposed timing and prioritization for implementation of the recommendations, cost estimates for design improvements, and potential funding sources and strategies. The consultant will circulate the draft plan to the County, Caltrans staff and the advisory group for feedback.

- **Responsible Party:** Consultant

**Task 4.2: Prepare Public Review Draft Plan**

The consultant will make revisions (cycle 1) to the document based on comments and feedback under Task 4.1. The County will make the revised document available for public review and comment.

- **Responsible Party:** Consultant, County of Ventura

**Task 4.3: Prepare Final Draft**

The consultant will make final revisions (cycle 2) to the document based on public comment.

- **Responsible Party:** Consultant

**Task 4.4: Ojai Valley Municipal Advisory Council and County Board of Supervisor Approval**

The consultant will present the final plan to the Ojai Valley MAC and Board of Supervisors for approval.

- **Responsible parties:** County of Ventura, Consultant
Task 4.5: Plan Submission
The consultant will deliver the final plan to the County. The County will submit four hard copies and four electronic copies of the final document to Caltrans, and credit Caltrans for its financial contribution on the cover of the report.

- **Responsible parties:** Consultant and County of Ventura

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5. Fiscal Management
Grant administration — including contracting, submission of progress reports, invoicing and provision of documentation as required by Caltrans — will be managed by the County of Ventura.

Task 5.1: Quarterly Reporting
The County will submit quarterly project reports and fiscal reports to Caltrans District staff to provide a summary of project progress and grant/local match expenditures.

- **Responsible Party:** County of Ventura

Task 5.2: Invoicing
The County will submit complete invoice packages to Caltrans District staff (at least quarterly, but no more frequently than monthly).

- **Responsible Party:** County of Ventura

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