



**REQUEST FOR SERVICES**  
STATE COASTAL CONSERVANCY  
GREAT REDWOOD TRAIL MASTER PLAN AND COMMUNITY OUTREACH  
PROGRAM

March 16, 2022

The State of California Coastal Conservancy (“Conservancy”) seeks the services of a consultant firm or team (“Consultant”) to conduct tasks needed to support development of the Great Redwood Trail Master Plan and Community Engagement Program. The Consultant will be selected based on the selection criteria listed below and will be under contract to the Conservancy.

Respondents to this Request for Services must submit the information requested below electronically in Microsoft Word or PDF format to: Peter Jarausich, [peter.jarausich@scc.ca.gov](mailto:peter.jarausich@scc.ca.gov) on or before **5:00 p.m. on April 26, 2022**. Please limit total file size below 20 MB.

**Background**

In 2018, Senate Bill 1029 declared that “the North Coast Rail Authority’s (NCRA) railroad tracks, rights of way (ROW), and other properties provide an opportunity to create a Great Redwood Trail for hiking, biking, and riding, that may be in the public and economic best interests of the north coast.” The legislation sought to assess the feasibility of turning the 316-mile historic corridor into a long-distance recreational trail to be known as the Great Redwood Trail.

Running from the San Francisco Bay in Marin County through Sonoma, Mendocino, Trinity, and Humboldt counties to Humboldt Bay in the north, the legacy railway could be used to create a multi-use trail that would serve communities along the North Coast. It would traverse the California redwoods, run next to oak woodlands and vineyards of Sonoma and Mendocino counties, wind through the Eel River Canyon next to the designated Wild and Scenic Eel River, and follow the shoreline of Humboldt Bay (Great Redwood Trail Alliance 2020).

With SB 1029 the legislature called for the preparation of a feasibility study of the Great Redwood Trail. California State Parks, working under contract from CalSTA prepared The Great Redwood Trail Feasibility Assessment. The Assessment provided the legislature an in-depth look at the railroad infrastructure and the physical and environmental characteristics of the corridor. Based on these factors, as well as cost

estimates, it also provided recommendations for which portions of the trail are more or less feasible for development.

After considering the feasibility study the legislature decided to move forward with the creation of the Great Redwood Trail. SB 69 was passed in 2021 and provides the framework needed to develop the trail. First, the right-of-way was divided on the Mendocino/Sonoma County line. South of Mendocino the rail right of way has been transferred to Sonoma-Marín Area Rail Transit (SMART) which will lead the development of the Great Redwood Trail for its section. Second, to manage and develop the northern section of the trail, SB 69 established the Great Redwood Trail Agency (GRTA) the successor agency to the North Coast Rail Authority. The GRTA now owns the rail right of way for the approximately 252 mile section from the Sonoma/Mendocino County line to its end on the Samoa Peninsula in Humboldt County.

The primary and overarching purpose of the GRTA, as specified by SB 69, is to plan, construct, and manage the Great Redwood Trail. As the agency has just been established, the legislature provided funding to the State Coastal Conservancy to help with the next phase of trail development within the GRTA's right of way. This includes funding for the development of a Trail Master Plan and a robust public outreach program.

The plan will build off the Great Redwood Trail Feasibility Study which was completed by State Parks under SB 1029. The Feasibility Study assessed the railroad infrastructure and the physical and environmental characteristics of the corridor. At this time there has been little direct community engagement around the Great Redwood Trail. Senator McGuire has held multiple well attended town hall meetings, but there has not been a systematic effort to engage the community in the trail planning. This is a key element to the development of the Great Redwood Trail as the trail spans 3 counties, 6 cities, the ancestral territory of many tribes, and has private property owners on either side of the right-of-way.

### **Scope of Work: Trail Master Plan and Community Outreach Program**

The Conservancy seeks a consultant to provide technical expertise and develop products that support completion of the Great Redwood Trail Master Plan and Community Outreach Program. The Consultant shall provide Conservancy staff with technical expertise as identified in the scope of work for the tasks below. The Consultant shall work at the direction of Conservancy staff and shall receive input throughout the project from Conservancy staff, the Great Redwood Trail Agency, and a Great Redwood Trail Technical Advisory Group, which will be created for this effort.

The proposed tasks for this contract include, but are not limited to:

#### **1. Prepare a *Great Redwood Trail Master Plan***

- A. Develop a draft and final outline for the *Great Redwood Trail Master Plan*. Chapters may include: Introduction with Vision, Goals and Guiding Principles; Existing Conditions/Status of Trail Development (built on the existing feasibility study); Design Principles, Signage and Branding;

Shared Use Conditions; Route; Access; Safety; Cost Estimates/Budget; Project Opportunities/Project List; Future Project Selection and Priorities; and others as determined necessary.

- B. Determine existing and needed policies and priorities for developing the Great Redwood Trail. In addition to design, construction and management guidance the Consultant should address how to structure partnerships between local government, Tribes, trail organizations, and the GRTA for development and management of the trail.
- C. Identify significant gaps in potential trail, such as unsafe tunnels or bridges, and/or incomplete rights-of-way.
- D. Identify management needs and potential mechanisms for managing the trail with multiple local partners.
- E. Identify and provide recommendations for how to mitigate trail safety concerns. Examples include, but are not limited to: wildland fire, houseless populations, road crossings, and illegal marijuana cultivation.
- F. Identify existing plans that the Great Redwood Trail should consider, support, or coordinate with in the development and implementation of the Plan.
- G. Identify opportunities for habitat restoration, wildlife corridors, and fish passage mitigation that can be supported by the trail right-of-way.
- H. Within each trail segment, identify the need for trail support amenities such as camping, restrooms, parking, or upgraded facilities and parks that may be necessary or desirable.
- I. Develop a decision support tool for adding and prioritizing projects that should be constructed as part of, or in support of, the Great Redwood Trail. This should include topics such as management of a trail, economic development, and cost.
- J. Provide an overview of how the trail will contribute towards economic development of local communities.
- K. Develop a draft Plan, including maps and illustrations, for comment, and produce a final *Great Redwood Trail Master Plan* based on input and comments.

*Deliverables:*

Draft *Great Redwood Trail Master Plan* outline.

Final *Great Redwood Trail Master Plan* outline.

Policies and Priorities List

Draft *Great Redwood Trail Master Plan*

Final *Great Redwood Trail Master Plan*

## 2. Public Outreach Program

Development of the Great Redwood Trail requires strong partnership and support between the GRTA and the various Project stakeholders – including Tribes, local and state government, landowners, community members and community-based organizations. SCC is seeking a Consultant with strong experience in underserved community engagement and justice, equity, diversity, and inclusion work to develop and implement a community engagement process for the Project. The purpose of this contract will be to gather input that will feed into the Trail Master Plan and overall vision for the GRT. One of the major challenges will be successfully engaging a community that is spread across the 252-mile length of the trail.

### Phase I: Community Engagement Plan

#### Create a Participatory Community Engagement Plan

- The SCC will draw on the Consultant’s expertise with participatory community engagement and will work with the Consultant to co-create a Participatory Community Engagement Plan (“Plan”).
- The Plan will lay out the approach, methods, structure, and timeline for bringing interested stakeholders and communities to the table to provide input on the trail planning efforts.  
The Plan will include community-specific engagement strategies, including a Tribal engagement plan.

### Phase II:

The Consultant will work with Conservancy Staff to implement robust, inclusive participatory engagement, as defined in the Community Engagement Plan, that will result in recommendations to Conservancy Staff on elements of the Trail Master Plan.

The Consultant’s role may include:

- a) Designing, planning and facilitating committees, working groups and/or other means to elicit and incorporate meaningful community input into the Trail Master Plan;
- b) Implementing Tribal engagement;
- c) Sub-contracting with community groups to financially support their participation and the participation of the community members;
- d) Developing and facilitating stakeholder working group meetings and the Great Redwood Trail Technical Advisory Group;
- e) Preparing and disseminating written materials in English, Spanish, and other languages as needed;
- f) Contacting local leaders for engagement;

- g) Facilitating virtual or in-person meetings;
- h) Participating in public meetings including town halls, GRTA meetings and others;
- i) Holding one-on-one or small group meetings with key local community leaders; and
- j) Supporting the Conservancy Staff in external communications on the Project.

Phase III: The final Phase of the Consultant's scope will be to integrate the input from the engagement into the Trail Master Plan and vision for the Great Redwood Trail.

- a) Develop and implement a process to provide input from tribes and the
- b) community to the Project team throughout the engagement process;
- c) Develop visualizations, maps, written feedback, and other means of communication to share community feedback with the Project team;
- d) Prepare a written report with the outcomes of community outreach that can be integrated into the design and engineering recommendations for the Project.

*Deliverables:*

Written report summarizing the public outreach effort and outcomes.

- 3. **Project Management.** Provide regular communication with the Conservancy staff, submit invoices on a quarterly basis, and manage subconsultants as needed.

*Deliverables:*

Invoices, back up documentation and progress reports.

### **Schedule**

Respondents to this Request for Services must submit the requested information below electronically in Microsoft Word or PDF format to: peter.jarasch@scc.ca.gov, on or before **5:00 p.m. on April 26, 2022.**

The Consultant should complete project tasks within a maximum of eighteen months of the notice to proceed from the Conservancy. A project schedule including pertinent milestones is requested as an element of the submittal outlined below.

### **Information to Be Included in Consultant's Submittal**

The total proposal package should be about 15 pages.

- 1. A more detailed scope of work for Tasks of this project, including detailed information on approach, subtasks, and interim milestones. In addition, the Consultant may propose to the Conservancy to eliminate or add project tasks in the

- interest of improving the success of the project. Please explain any deletions or additions of tasks. (5 pages maximum)
2. A proposed schedule to complete all the tasks identified in the Scope of Work. (2 pages maximum)
  3. Budget
  4. Description of past and/or current involvement with three relevant projects completed by the Consultant within the past five years. These descriptions must specify what work was performed by which individuals, the client name and contact information, a brief description of the project, and how the project relates to this proposed scope of work, (2 pages maximum)
  5. A project organization chart showing how your project team is organized including roles of the project manager and other key team members and level of participation of each team member. Please specify if team members and/or subcontractors have worked together on projects in the past. Provide availability of key team members to participate in the work. (1 page maximum)
  6. Resumes for the project manager and key team members.
  7. Contact information for three references familiar with respondent's performance on comparable projects. (1 page maximum)
  8. Any potential conflicts of interest that the firm/team may have in carrying out the tasks described herein, including Public Contracts Code section 10411 regarding former state employees. (1 page maximum)

### **Selection Process and Criteria**

The Conservancy may request supplemental information. Interviews may be conducted if deemed necessary. Potential contractors will be evaluated based on the following criteria:

1. Consultant's understanding of the nature of the proposed work, as demonstrated by the Scope of Work, including specific approaches, recommended actions, schedule, and proposed products.
2. Demonstrated capability and competence to perform the work including the consultant's past experience with similar projects, the education and experience of key personnel, the nature and quality of the firm's past completed work, and any specialized qualifications for the services to be performed.
3. Small business enterprise (SBE) status of the consultant.
4. Disabled veteran business enterprise (DVBE) status of the consultant or the good faith effort of the contractor to subcontract with DVBEs.

5. Budget demonstrates a clear understanding of the costs in the consultant recommended scope of work and is cost effective

These factors will be weighed according to the nature of the project, the needs of the Conservancy, and the complexity and special requirements of the project.

Following ranking based on the criteria above the Conservancy will attempt to negotiate a contract with the best qualified consultant based on this proposed budget, and the budget that the Conservancy determines is fair and reasonable to the State of California. If the Conservancy is unable to do so, negotiation with that consultant will be terminated and negotiations will then proceed in the same manner with the other consultants on the list in order of ranking. If the Conservancy is unable to negotiate a satisfactory contract with any of the listed consultants, the Conservancy may select additional consultants and continue the negotiation process.

The Consultant will be paid for its actual time and expenses up to the amount provided for each task in the final project budget. The Consultant should anticipate that ten percent (10%) will be withheld until all work is completed to the satisfaction of the Conservancy. The Conservancy must also approve all interim work products before payment. The Consultant will be hired under contract to the Conservancy. The Conservancy may elect to extend the contract or add additional funding if future tasks are identified.

Key Dates:

Request for Proposals Released	3/17/22
Proposals Due to Coastal Conservancy	4/26/22
Reviews/Interviews/Contract Negotiation	May
Estimated Start of Work	June 1, 2022

Reports:

Great Redwood Trail Background Studies can be found on the CalSTA Reports Website- (<https://calsta.ca.gov/subject-areas/reports>)

[Great Redwood Trail Feasibility, Governance, and Railbanking Report \(PDF\)](#)

[Great Redwood Trail Feasibility, Governance, and Railbanking Report Appendices \(PDF\)](#)

[SB 1029 Assessment of NCRA Report to Legislature \(PDF\)](#)

### **Contacts**

For questions about the proposal process or the project, please contact Peter Jarausich at [peter.jarausch@scc.ca.gov](mailto:peter.jarausch@scc.ca.gov)

## **ATTACHMENT 1**

### **Counties and Cities within the Project Planning Area**

#### **Counties within the Project Area**

Mendocino County

Trinity County

Humboldt County

#### **Cities within the Project Area**

Ukiah

Willits

Rio Dell

Fortuna

Eureka

Arcata