MARIPOSA COUNTY

P.O. Box 784 Mariposa, CA 95338 (209) 966-3222
5100 Bullion Street
http://www.mariposacounty.org/

MARSHALL LONG, CHAIR	**DISTRICT III**
ROSEMARIE SMALLCOMBE, VICE-CHAIR	**DISTRICT I**
TOM SWEENEY	**DISTRICT II**
WAYNE FORSYTHE	**DISTRICT IV**
MILES MENETREY	**DISTRICT V**

ACTION SUMMARY MINUTES

December 14, 2021

A. 9:01 AM Called to Order and Roll Call

Attendee Name	Title	Status	Arrived
Rosemarie Smallcombe	District I Supervisor	Present	9:01 AM
Tom Sweeney	District II Supervisor	Present	9:01 AM
Marshall Long	District III Supervisor	Present	9:01 AM
Wayne Forsythe	District IV Supervisor	Present	9:01 AM
Miles Menetrey	District V Supervisor	Present	9:01 AM

B. Pledge of Allegiance

Chair Long led the Pledge.

C. Introductions

None.

D. Approval of Consent Agenda (Items designated by "CA")

No public comment. Shannon Hansen/Interim Public Works Director made a correction to CA9.

9:06 AM Chair Long recessed the meeting briefly to correct technical issues.

CORRECTION:
Change the Hangar Number in CA9 from Hangar 37 to 56.

RESULT: **ADOPTED [UNANIMOUS]**

MOVER: Tom Sweeney, District II Supervisor

SECONDER: Wayne Forsythe, District IV Supervisor

AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

CA1. **Health and Human Services** **RES-2021-663**

Resolution Continuing a Shelter Crisis Local Emergency in Mariposa County

CA2. **Health and Human Services RES-2021-664**

Resolution Continuing the Public Health Local Emergency Due to the COVID-19 Pandemic

CA3. **Sheriff's Office RES-2021-665**

Resolution Continuing the Local Emergency Due to the COVID-19 Global Pandemic

CA4. **Clerk of the Board of Supervisors 2021-106**

Receive the List of Agreements Entered into by the County Administrative Officer (CAO) (Purchasing Agent) Pursuant to County Code Chapter 3.08, Entered Into, Received and Processed in November of 2021

CA5. **Clerk of the Board of Supervisors 2021-107**

Receive the List of Agreements Entered into by the Mariposa County Department Heads (Assistant Purchasing Agents) Pursuant to County Code Chapter 3.08 Entered Into, Received and Processed in November of 2021

CA6. **Clerk of the Board of Supervisors (ID # 12449)**

Receive the Yosemite/Mariposa County Tourism Bureau Annual Report and Marketing Plan for Fiscal Year 2021-2022

CA7. **HHS/Behavioral Health & Recovery Services RES-2021-666**

Approve an Operational Agreement with Kene Me-Wu Family Healing Center, Inc. for Domestic Violence Referrals; and Authorize the Health and Human Services Agency Director to Sign the Agreement

CA8. **HHS/Social Services RES-2021-667**

Approve Second Amendment to Agreement with Area 12 Agency on Aging (A12AA); Authorize the Board of Supervisors Chair to Sign the Amended Agreement; and Approve Budget Actions in the Congregate Nutrition Services Increasing Revenue and Appropriations to Recognize Unanticipated Funds ($22,590) 4/5ths Vote Required

CA9. **Public Works RES-2021-668**

Decline the Option to Purchase Hangar 37 at the Mariposa/Yosemite Airport and Allow the Owner to Sell the Hangar Privately

E. Departmental Presentation

Eric Sergienko/County Health Officer reported on the COVID-19 Omicron variant statistics being above Delta variant numbers which have seen hospitalizations doubling every week in other countries as 8% of the people end up in the hospital. He also noted that while the overall percentage of people being hospitalized is lower than other variants, the number of people getting infected with it is higher which is putting a strain on the healthcare systems; and noted that other countries are reporting a doubling of cases every day. Dr. Sergienko also advised that studies out of Israel and science by Pfizer shows that with three doses is as effective with the Omicron variant

as two doses was with the Delta variant. Dr. Sergienko also reported on the number of states, California counties, and municipalities that have identified the Omicron variant in their area. He urged continuation of the basic measures of getting vaccinated or a booster, wearing a mask, washing hands, and staying home when sick, especially now with flu and cold season upon us. Dr. Sergienko also discussed new CDC guidance that came out yesterday requiring masks in the County buildings regardless of vaccination status. He also noted that guidance for mega events, like concerts, was changed to require testing 48 hours instead of 72 hours, and that the updated travel advisory is to test 3 days prior to travel instead of 5 days. Dr. Sergienko noted that we're doing okay as a region and county, and are not seeing the upswing of cases as with other areas. He also noted concerns regarding the potential effects of Christmas and New Year's gatherings and advised that either variant could put us in a surge. The doctor also reported on recent vaccination clinics.

Steve Ward/County Fire CAL FIRE Chief reported that, with the arrival of snow, CAL FIRE has started laying off crews and expects to be out of fire season by January 3rd. He also advised that we are currently still in fire season and; noted that we have transitioned to open burning yesterday morning with no permit required from the CAL FIRE side but cautioned that people should check with the Air Pollution Control District as a permit may still be required by the County.

Shannon Hansen/Interim Public Works Director provided an update on the road conditions after last night's snowstorm. She also reported that Site Logiq has completed the lighting upgrade in the Government Center.

Jeremy Briese/Sheriff - Coroner - Public Administrator reported that his office has begun getting calls regarding enforcement of masks in public and advised that, while they support the doctor, they will not be enforcing the mask mandate and feel that education and partnership is the key since businesses have the ability to deal with patrons. He advised that his office is dealing with a lot of snow-related calls today and that the issue is manpower and keeping the jail safe. He also discussed the categories of people not covered by the mask mandate, and advised that deputies will not be going to stores to see if people have an exemption. The Sheriff closed by reiterating that they will not be enforcing the mandate.

Dallin Kimble/County Administrative Officer advised that the County is on a two-hour delay this morning due to the weather, and that employees who telework should continue to work as normal. He also reported that the County has learned that it did not receive any funding on the Recreation Center grant application which was submitted approximately one year ago.

Joe Lynch/Assistant County Administrator - Human Resources reported that slightly less than 4,000 tests have been given to employees; advised that it has been over a week since the last positive test; and extended thanks to Dr. Sergienko and the Public Health team for their efforts in that regard. Mr. Lynch also clarified that the 2 hour delay is from the time the office opens.

F. Public Comment on Non-Agenda Items

None.

Recess Board of Supervisors

9:27 AM Chair Long recessed the Board of Supervisors meeting followed by the Clerk of the Board reading the Government Code announcement.

G. LOCAL TRANSPORTATION COMMISSION

9:27 AM Chair Long convened the Local Transportation Commission (LTC) meeting with all commissioners present.

Public Comment Period

None.

LTC Regular Agenda

1. **Public Works LTC-2021-30**

Adopt a Resolution Approving the 2022 Regional Transportation Improvement Program (RTIP) and Direct Staff to Submit it to the California Transportation Commission (CTC) and California Department of Transportation (Caltrans)

Shannon Hansen gave the staff report. No public comment.

RESULT: **ADOPTED [UNANIMOUS]**
MOVER: Tom Sweeney, District II Supervisor
SECONDER: Wayne Forsythe, District IV Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

2. **Public Works LTC-2021-31**

Adopt the Final Short Range Transit Plan (SRTP) Update 2021

Shannon Hansen gave the staff report. No public comment.

RESULT: **ADOPTED [UNANIMOUS]**
MOVER: Wayne Forsythe, District IV Supervisor
SECONDER: Rosemarie Smallcombe, District I Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

Adjourn LTC

9:33 AM Chair Long adjourned the LTC.

Reconvene as Board of Supervisors

9:33 AM Chair Long reconvened the Board of Supervisors meeting.

H. Regular Agenda Items

1. **Public Works RES-2021-669**

Review Emergency Repair Work on White Rock Road as Required by Public Contract Code Section 22050(C)(1); and Adopt a Finding that There is a Need to Continue the Emergency Action Pursuant to Public Contract Code Section 22050 4/5ths Vote Required

Shannon Hansen gave the report, noting that if materials are received on December 23rd, as anticipated, work will start on December 27th and would be completed by the end of the month.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Wayne Forsythe, District IV Supervisor
SECONDER:	Miles Menetrey, District V Supervisor
AYES:	Smallcombe, Sweeney, Long, Forsythe, Menetrey

2. **District Attorney/Victim Witness RES-2021-670**

Approve a Multi-Year Agreement with Assistance Dogs of the West for a Courthouse Facility Dog to be Used in the District Attorney's Office Victim Witness Services Program for the Working Life of the Courthouse Facility Dog; and Authorize the District Attorney and Courthouse Dog Handlers (Victim Witness Advocate and Supervisor) to Sign the Agreement

Walter Wall/District Attorney introduced Jessica Mimnaugh/Victim Witness Supervisor who gave the staff report. No public comment.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Wayne Forsythe, District IV Supervisor
SECONDER:	Rosemarie Smallcombe, District I Supervisor
AYES:	Smallcombe, Sweeney, Long, Forsythe, Menetrey

3. **Fire RES-2021-671**

Authorize the Fire Chief to Submit an Assistance to Firefighters Grant (AFG) Application through FEMA for Reimbursement Costs Up to $549,389.14 with a Match of $27,469.46 for Total of $576,858.60 for Purchase of Replacement Self Contained Breathing Apparatus; Approve Grant Agreement; and Authorize the Fire Chief to Sign the Agreement If Awarded (Subject to Approval as to Legal Form by County Counsel)

Steve Ward/County Fire - CAL FIRE Chief gave the staff report. No public comment.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Rosemarie Smallcombe, District I Supervisor
SECONDER:	Tom Sweeney, District II Supervisor
AYES:	Smallcombe, Sweeney, Long, Forsythe, Menetrey

Recess

9:51 AM Chair Long recessed the meeting for a brief break and reconvened at 9:56 AM.

4. **Administration/Human Resources RES-2021-672**

Approve an Amendment to the Building Department Director and the Director of Public Works and Transportation Job Descriptions to Allow Consideration of a Broader Combination of Education and Experience

Joe Lynch/Assistant County Administrative Officer gave the staff report. No public comment.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Rosemarie Smallcombe, District I Supervisor
SECONDER:	Wayne Forsythe, District IV Supervisor
AYES:	Smallcombe, Sweeney, Long, Forsythe, Menetrey

5. **Administration/Technical Services RES-2021-673**

Approve the Telecommunication Services Under the State of California CALNET4/NextGen Agreement; and Authorize the Board of Supervisor Chair to Sign Authorization Agreement

Dallin Kimble introduced Anthony Rios/Technical Services Manager who gave the staff report. No public comment.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Wayne Forsythe, District IV Supervisor
SECONDER:	Rosemarie Smallcombe, District I Supervisor
AYES:	Smallcombe, Sweeney, Long, Forsythe, Menetrey

6. **Administration/Community Development RES-2021-674**

Ratify the Letter of Designation Signed by the County Administrative Officer and the Certification Form; Ratify Agreements with University of California Board of Regents, Alliance for Community Transformations, the Economic Development Corporation of Mariposa County and Main Street Mariposa and Submitted Proposal; and Authorize the County Administrative Officer to Sign the Grant Agreement If Awarded (Subject to Approval as to Legal Form by County Counsel)

Dallin Kimble introduced Tara Schiff/Economic Development Specialist who gave the staff report. No public comment.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Rosemarie Smallcombe, District I Supervisor
SECONDER:	Tom Sweeney, District II Supervisor
AYES:	Smallcombe, Sweeney, Long, Forsythe, Menetrey

I. Items removed from Consent Agenda

None.

J. Board Information

Information received.

Recess

10:32 AM Chair Long recessed the meeting, announcing that it will reconvene at 2:00 PM.

K. 2:00 PM Reconvene

2:00 PM Chair Long reconvened the meeting.

1. **Administration/Community Development (ID # 12396)**

Receive a Presentation from Diane Kruse, President, NeoConnect, Regarding the Regional Broadband Roadmap Funded by the $500,000 Economic Development Administration (EDA) Grant

Dallin Kimble introduced Tara Schiff. Ms. Schiff, in turn, presented Cole Pryzbyla/Tuolumne County Economic Development Director and Diane Kruse/NeoConnect. Ms. Kruse gave the presentation. During public comment, an unnamed caller inquired about Starlink. Ms. Kruse and Supervisor Smallcombe responded to the question.

RESULT: INFORMATION RECEIVED

Announcement

Chair Long announced that the two items from Planning will be moved to 4:00 PM, after Closed Session.

2. **Administration/Community Development (ID # 12397)**

Authorize the Board of Supervisors Chair to Sign a Letter of Support for an Office of Planning and Research Grant to Fund a Central Sierra Woody Feedstock Supply Organization Study (Cole Przybyla, Tuolumne County Innovation/Business Assistance Director)

Tara Schiff introduced Cole Pryzybyla who gave a synopsized presentation. Supervisor Smallcombe requested that the item be postponed to another date to allow for a fuller discussion. The item was continued to December 21st. No public input.

RESULT: TABLED AND RESCHEDULED Next: 12/21/2021 2:00 PM

L. 3:00 PM Closed Session

1. **Administration/Human Resources (ID # 12382)**

CLOSED SESSION: Conference with County Labor Negotiator; Name of Employee Organization: Deputy Sheriffs' Association (DSA); Name of County Designated Representative: Richard C. Bolanos

No public comment.

RESULT: CLOSED SESSION HELD

2. **Administration/Human Resources (ID # 12383)**

CLOSED SESSION: Conference with County Labor Negotiator; Name of Employee Organization: Sheriffs' Management Association (SMA); Name of County Designated Representative: Richard C. Bolanos

No public comment.

RESULT: CLOSED SESSION HELD

Recess

3:00 PM Chair Long moved the meeting into Closed Session.

4:00 PM Reconvene

4:00 PM Chair Long reconvened the meeting and reported that Information was Received and Direction was Given during both Closed Sessions.

3. **Planning RES-2021-675**

PUBLIC HEARING: Adopt a Resolution Approving Land Conservation Act (LCA) Contract Application No. 2021-150, Proposed for One (1) New LCA Contract Applicable to One (1) Parcel Located at 3671 Old Toll Road, APN 011-260-0060, 299.48 Acres. We Weave Dreams Academy, the Yuan & Dong Trust, Owners. Yong Yuan Aka Andy Yuan, Applicant

Sarah Williams introduced Katy Casner/Planner II who gave the staff report. No public comment.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Wayne Forsythe, District IV Supervisor
SECONDER:	Rosemarie Smallcombe, District I Supervisor
AYES:	Smallcombe, Sweeney, Long, Forsythe, Menetrey

4. **Planning RES-2021-676**

PUBLIC HEARING: Adopt a Resolution Approving Land Conservation Act (LCA) Contract Modification Application No. 2021-167, a Modification of LCA Contract No. 2019-051 for the Addition of Three Parcels (APNs 017-100-0180, 017-100-0210 and 017-100-0240) Resulting in (8) Contiguous Parcels Totaling 1,331.73 Acres. James W. Larrick and Jun Chen Living Trust, Applicants

Katy Casner gave the staff report. No public comment.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Rosemarie Smallcombe, District I Supervisor
SECONDER:	Wayne Forsythe, District IV Supervisor
AYES:	Smallcombe, Sweeney, Long, Forsythe, Menetrey

M. Adjournment

4:17 PM Chair Long adjourned the meeting in memory of Allyson Gayle Elkins, Robbi W. Burgess, and Fred Thomas Wackerman.

Respectfully submitted,

René LaRoche
Clerk of the Board

Marshall Long
Chair, Board of Supervisors

MARIPOSA COUNTY

Health and Human Services · (209) 966-2000

RESOLUTION - ACTION REQUESTED 2021-663

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Shannon Gadd, Health and Human Services Agency Director

RE: Continue a Shelter Crisis Local Emergency in Mariposa County

---

RECOMMENDATION AND JUSTIFICATION:
Resolution Continuing a Shelter Crisis Local Emergency in Mariposa County.

California Government Code 8698, 8698.1 and 8698.2 allows for the governing body of a city or county to declare a shelter crisis. A shelter crisis declaration relaxes standards for building occupancy, limits liability and provides a legal basis for the use of certain facilities designated by the County as a shelter for the duration of the crisis.

In order to declare the shelter crisis, the County made findings at a public meeting and adopted Resolution 18-518 that (1) a significant number of persons within the county's jurisdiction are without the ability to obtain shelter; and (2) the situation has resulted in a threat to the health and safety of those persons.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
On November 5, 2018, the Board of Supervisors adopted Resolution 18-518 declaring the existence of a Shelter Crisis Local Emergency in Mariposa County to allow Mariposa County to proceed with temporary homeless shelter solutions to meet the needs of our homeless community members.

Recognizing the prevalence of homelessness in California and the health and safety risks facing homeless persons, California law authorizes counties to declare a "shelter crisis" and avail themselves to attendant protections and powers. Specifically, upon declaring a "shelter crisis":

- A county may allow persons unable to obtain housing to occupy designated public facilities during the duration of the emergency (public facilities include parks, schools, and vacant or underutilized facilities which are owned, operated, leased, or maintained by the county);
- A county is immune from liability for ordinary negligence in the provision of emergency housing for all conditions, acts, or omissions directly related to, and which would not occur but for, the provision of emergency housing; and

- The provisions of any state or local law or regulation prescribing standards of housing, health, and safety are suspended to the extent that strict compliance would prevent, hinder, or delay the mitigation of the effects of the crisis.

If the County desires to construct and operate an emergency homeless shelter, it is recommended that the County Board of Supervisors first declare a "shelter crisis" in order to avail itself of the associated powers and liability protections.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Do not continue the local emergency and the County may not be eligible for possible State or Federal assistance, or proceed with temporary homeless shelter solutions.

RESULT: **ADOPTED BY CONSENT VOTE [UNANIMOUS]**
MOVER: Tom Sweeney, District II Supervisor
SECONDER: Wayne Forsythe, District IV Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

MARIPOSA COUNTY

Health and Human Services · (209) 966-2000

RESOLUTION - ACTION REQUESTED 2021-664

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Shannon Gadd, Health and Human Services Agency Director

RE: Continue the COVID-19 Public Health Local Emergency

RECOMMENDATION AND JUSTIFICATION:
Resolution Continuing the Public Health Local Emergency Due to the COVID-19 Pandemic.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
On March 13, 2020, Mariposa County Public Health Officer, Dr. Eric Sergienko declared a local public health emergency in response to the COVID-19 Pandemic. On March 17th, 2020 the Mariposa County Board of Supervisors adopted a Resolution ratifying a Local Health Emergency.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Do not continue the local emergency and the County will not be eligible for possible State or Federal disaster assistance.

RESULT: **ADOPTED BY CONSENT VOTE [UNANIMOUS]**
MOVER: Tom Sweeney, District II Supervisor
SECONDER: Wayne Forsythe, District IV Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

REF ID# 12243

MARIPOSA COUNTY

Sheriff's Office · 209 966-3615

RESOLUTION - ACTION REQUESTED 2021-665

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Jeremy Briese, Sheriff

RE: Continue the Local Emergency Due to COVID-19

RECOMMENDATION AND JUSTIFICATION:

Resolution Continuing the Local Emergency Due to the COVID-19 Global Pandemic.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

March 24, 2020: The Board ratified the March 17, 2020 Local Emergency Proclamation Due to the COVID-19 Global Pandemic. Additionally, the Board has ratified similar proclamations in the past during other emergencies.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

If the Board does not continue the proclamation, the County will not be eligible for possible State or Federal disaster assistance.

FINANCIAL IMPACT:

.

RESULT: **ADOPTED BY CONSENT VOTE [UNANIMOUS]**
MOVER: Tom Sweeney, District II Supervisor
SECONDER: Wayne Forsythe, District IV Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

REF ID# 12433

MARIPOSA COUNTY

Clerk of the Board of Supervisors · (209) 966-3222

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Rene LaRoche, Clerk of the Board

RE: CAO (Purchasing Agent) Signed Agreements

RECOMMENDATION AND JUSTIFICATION:
Receive the List of Agreements Entered into by the County Administrative Officer (CAO) (Purchasing Agent) Pursuant to County Code Chapter 3.08, Entered into, Received and Processed in November of 2021.

Per Resolution 05-400, the Board is to receive a monthly informational item with a synopsis of agreements entered into for that particular month.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board receives a synopsis of CAO Executed Agreements each month.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
The Board will be unaware of the contracts that the CAO has authorized.

ATTACHMENTS:
CAO approved agreements 12-14-21 (PDF)

RESULT: **ADOPTED BY CONSENT VOTE [UNANIMOUS]**
MOVER: Tom Sweeney, District II Supervisor
SECONDER: Wayne Forsythe, District IV Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

BOARD REPORT ON CAO EXECUTED CONTRACTS

Board Agenda Item for December 14, 2021

Contractor	Amount	Term	Service	Department
eCivis and Carasoft	$4,725	10-1-21 to 9-30-22	Grants Network and Online Services	Admin
Adobe	$11,748	11-5-21 to 11-4-22	ADOBE VIP Team Acct. Renewal	Admin
Yosemite Mariposa County Tourism Bureau	$50,000	7-1-21 to 6-30-22	provide business and event support, film commission, promotion, marketing and information services	Admin
John K. Johnson	$15,000	4-1-21 to 3-31-22	Specialized Forensic Intervention	HHSA
Community Model Social Advocates	$25,000	9-1-21 to 6-30-22	Residential recovery	HHSA
Coulter Café	$30,000	10-1-21 to 6-30-22	Meals to North County Older Adults	HHSA
S and S Electric	$13,000	7-1-21 to 6-30-22	Utility Services	HHSA
Tyrosvoutis Family Revocable Trust, Dated May 22, 2001	$18,000	11-1-21 to 10-31-22	Residential housing	HHSA
YARTS Park & Ride	$7,500	11-1-21 to 6-30-22	Facility Use Lease	HHSA
Oppenheimer Investigations Group	$25,000	11-1-21 to 6-30-22	Workplace Investigation	HR
John Burns Company	$18,400	DOE to 6-30-22	Installation of studs and drywall at HHSA	PW
Mariposa Portable Sanitation, LLC	$19,000	7-1-21 to 6-30-22	Sanitation Placement and Maintenance	PW
PA= Purchasing Agent (CAO)				
APA= Assistant Purchasing Agent (Department Head)				

Attachment: CAO approved agreements 12-14-21 (2021-106 : CAO (Purchasing Agent) Signed

MARIPOSA COUNTY

Clerk of the Board of Supervisors · (209) 966-3222

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Rene LaRoche, Clerk of the Board

RE: Department Head Signed Agreements

RECOMMENDATION AND JUSTIFICATION:
Receive the List of Agreements Entered into by the Mariposa County Department Heads (Assistant Purchasing Agents) Pursuant to County Code Chapter 3.08 Entered Into, Received and Processed in November of 2021.

Per Resolution 05-400, the Board is to receive a monthly informational item with a synopsis of agreements entered into for that particular month.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board receives a synopsis of Department Head Executed Agreements each month.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
The Board will be unaware of the contracts that the Department Heads have authorized as Assistant Purchasing Agents.

ATTACHMENTS:
Department Head approved agreements 12-14-21 (PDF)

RESULT: **ADOPTED BY CONSENT VOTE [UNANIMOUS]**
MOVER: Tom Sweeney, District II Supervisor
SECONDER: Wayne Forsythe, District IV Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

BOARD REPORT ON DPARTMENT HEAD EXECUTED CONTRACTS

Board Agenda Item for December 14, 2021

Contractor	Amount	Term	Service	Department
Alliant	$6,480	30 days	property appraisals	CoCo
Michael McAfee	$2,926	10-21-21 to 10-20-22	Emergency Bilingual Witness Facilitation Services	DA
Child and family Policy Institute of CA	$10,000	7-1-21 to 6-30-22	Sublicense and User Fee	HHSA
Shred-It	$2,400	10-11-21 to 10-10-22	Shredding Service	HHSA
ADTS Inc.	$5,000	11-1-21 to 6-31-22	Drug & Alcohol Testing	HHSA
Castech Pest Services	$1,500	8-1-21 to 6-30-22	Pest Control	HHSA
Michelle McCarty	$5,000	10-4-21 to 12-21-21	Assisting with the Mariposa County Adult Literacy Program	Library
APCO International	$200	10-15-21 to 10-14-22	Licensing Service for Radio Frequency	PW
CA Reforestation	$5,250	11-12-21 to 11-11-22	Weed Spraying at Yosemite/Mariposa Airport	PW
47th Place Carpet One	$3,988	10-26-21 to 12-31-21	New Flooring at Probation	PW
Jorgensen Company	$5,000	7-1-21 to 6-30-22	Fire Extinguisher Maintenance	PW
S and S Electric	$3,060	DOE to 12-31-21	Repairs at the El Portal Pool	PW
Yosemite Falls Well Drilling	$5,263	DOE to 12-31-21	Well Repair at Darrah Schoolhouse	PW
Department of Forestry and Fire Protection	$0	11-2-21 to 6-30-22	Mt. Bullion Crew to Perform Brushing	PW
PA= Purchasing Agent (CAO)				
APA= Assistant Purchasing Agent (Department Head)				

Attachment: Department Head approved agreements 12-14-21 (2021-107 : Department Head Signed

MARIPOSA COUNTY

Clerk of the Board of Supervisors · (209) 966-3222

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Rene LaRoche, Clerk of the Board

RE: Tourism Bureau Annual Report

RECOMMENDATION AND JUSTIFICATION:

Receive the Yosemite/Mariposa County Tourism Bureau (YMCTB) Annual Report and Marketing Plan for Fiscal Year 2021-2022.

Pursuant to California Streets and Highways Code Section 36650, the YMCTB is required to report annually on its operations and is to file the report with the clerk of the legislative body. Attached is the YMCTB's Fiscal Year 2021-2022 Annual Report, as well as their Marketing Plan, which was received by the Clerk of the Board on December 8, 2021.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The YMCTB was first formed by the Board of Supervisors for a five year term on April 1, 2008, with resolution 2008-129 under provisions contained within California's Streets and Highways Code (S&H).

Under those same S&H provisions, the YMCTB was extended for an additional five years by Resolution 2013-162 on April 23, 2013; and later for a ten year term via the adoption of Resolution 2018-186 on April 24, 2018.

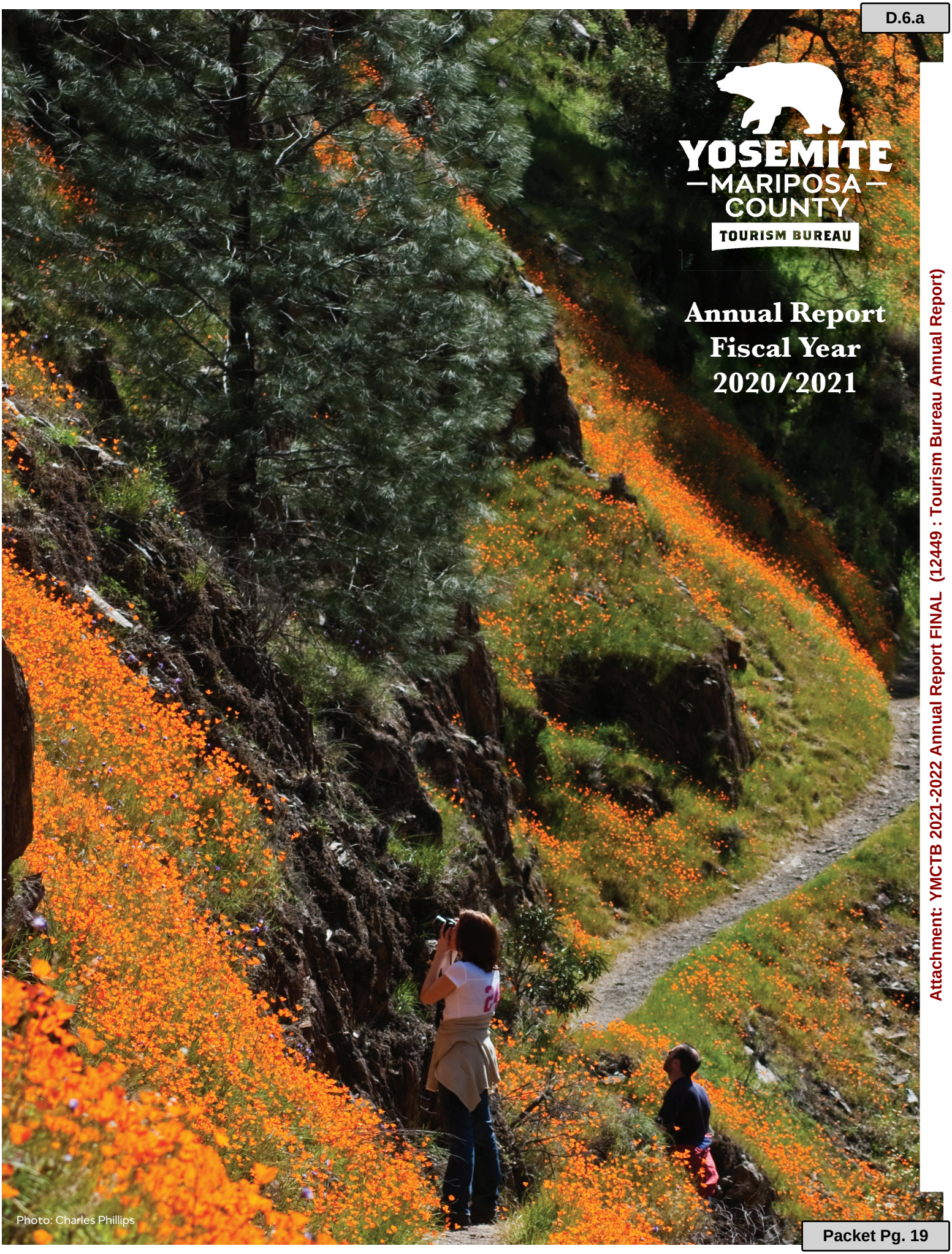
Since its initial formation, the YMCTB has reported annually to the Board. The last such report was received by the Board on September 22, 2020.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

This item is informational only. No action is being sought.

ATTACHMENTS:
YMCTB 2021-2022 Annual Report FINAL (PDF)
2021 - 2022 Marketing Plan FINAL 07 28 21 (PDF)
Streets and Highways Code Section 36650 (PDF)

RESULT: INFORMATION RECEIVED BY CONSENT VOTE



YOSEMITE
MARIPOSA COUNTY
TOURISM BUREAU

Annual Report Fiscal Year 2020/2021

Photo: Charles Phillips

Attachment: YMCTB 2021-2022 Annual Report FINAL (12449 : Tourism Bureau Annual Report)

Dear Lodging And Business Partners,



The 2020/2021 fiscal year trudged on in the second year of COVID-19's disruption to world-wide daily life and negative impact to employment and the economic vitality of our county. This report will be a high-level overview and will not serve as a timeline for the impacts of COVID-19. Five marketing presentations are available on Yosemite.com for a deeper look at efforts made through the past fiscal year. We learned much about the trends and impacts of COVID-19 during the last four months of 2019/2020 and brought this experience forward into 2020/2021.

Most of YMCTB's marketing and advertising work this past fiscal year had been in reaction to the changing nature and rules/restrictions implemented due to the pandemic. These rules include directives from the County Health Officer "orders and guidance's" restricting access and opening of lodging related tourism. Additionally, Yosemite National Park's implementation of two consecutive summer and fall temporary vehicle reservations system in 2020 and in 2021, as well as a month-long February 2021 restriction during the natural Horsetail Fall – "Firefall" event. All these closures significantly curtailed visitation to the region. Furthermore, the lack of communication and information from YNP created ongoing confusion to the public of what was open, closed, how to make reservations and when. YMCTB was unable to plan and execute marketing campaigns for the county and destination in a timely and effectively manner. Because of the void in communication by YNP on processes, much of our funds and efforts then turned to communication of these restrictions, closures, and reopenings of YNP.

Shifts in our primary markets:

Due to COVID-19 restrictions, California was the only visitor market that could travel and visit Yosemite Mariposa County during most of the fiscal year. Domestic and International visitation stopped completely. Our historic visitation trends significantly shifted away from the semi-retired and retired San Francisco Bay Area demographic, to a much younger, less travel-experienced Los Angeles market. It made sense that a younger audience would be less concerned with COVID-19 exposure and infection, due to the nature of infections at the time primarily impacting older populations. As many people were working remotely or furloughed, this group of younger Californians were anxious to leave their homes after long periods of stay-at-home measures and to take short road trips to rural and lightly populated areas such as National Parks. The lack of experience of these visitors created new problems, primarily with poor choices and behavior impacting the region's natural environment and potential for causing fires. More educational focus from YMCTB was required to teach visitors how to visit natural environments and reduce negative impacts. Also, to travel safely with COVID-19 so not to infect or transmit the virus to rural areas such as Mariposa, which lacks the medical infrastructure to deal with outbreaks. The "Nature Rules" education campaign was created and deployed to help combat these visitor issues.

The meetings, weddings and special events industry remained closed through the fiscal reporting period. These segments contribute as much as 25% of lodging visitation for several of our larger hotel establishments with event space, so recovery of the meetings and special events industry is a focus for YMCTB and vital to long term lodging occupancy and recovery.

Earned and owned audience focus:

With YMCTB being primarily defunded by Mariposa County for this fiscal year, receiving $50,000 or approximately 10% of normal funding, it was imperative for staff to extend audience reach with minimal expense. YMCTB shifted primary efforts from paid media to owned and earned media, utilizing our email database for newsletters and communications, social media, public relations/media, and

Attachment: YMCTB 2021-2022 Annual Report FINAL (12449 : Tourism Bureau Annual Report)

organic web search, to name a few. Although our staff was working remotely from home, more written articles (blogs) and videos were produced during this fiscal period than any other time in our history. This effort sustained and improved our positioning to aid recovery. Content was intended to keep folks dreaming about visiting our region once it was safe to do so.

The lack of county funds negatively impacted YMCTB ability to keep the destination top of mind. We believe the decision by the county to reduce funding during this fiscal year and now in the current year will have long lasting negative impacts on TOT and revenue production. The Lodging Association did choose to increase the TBID from 1% to 1.5%, but this increase during the pandemic with reduced visitation did not replace the lost traditional county funding.

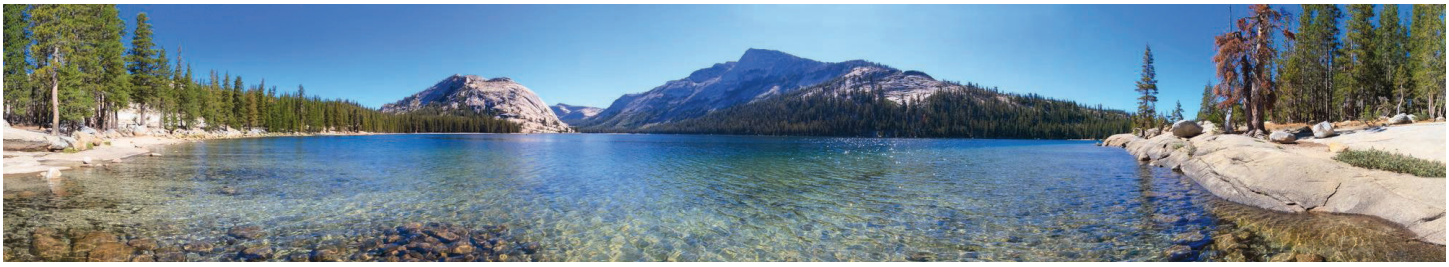
Yosemite.com, YMCTB's website continued to see acceptable-to-favorable visitation. The volume of written content assisted in elevating organic results and increased search volume to the website. Although paid media continued to be invested, the starting and stopping of this paid media hurt potential website visitation and actual in-person visitation. Much of these funds went to communicating YNP reservations systems, not to help maintain brand marketing efforts. Book>Direct, YMCTB's online booking engine, saw excellent results when the park reopened in June 2020 through fall of 2020. Work continues to increase the effectiveness of this revenue generating lodging booking tool. With the loss of county funding however, we saw a decline in effectiveness due to the inability to drive paid visitation.

YMCTB staff was asked to assist and was brought into a significant number of regional "management" vs. "marketing" efforts. This included communicating time-sensitive YNP decisions and health officer orders, as well as crisis communications for county and state guidance for business and lodging operations. Staff focused their time and energy on sustainable travel education for visitors, media communications, economic impact issues and reporting, grant access communications, problem solving for labor shortages reducing business capacity as well as supply chain issues.

Although there have been acceptable returns in TOT and TBID taxes, there should be concern by all involved by the dangerous position our lodging industry has been impacted by and faces in the future. The current method used to evaluate the health of the lodging industry has been TOT tax returns. Higher than normal Average Daily Rate (ADR) is the primary reason for TOT taxes averaging 80% of normal. Knowing that properties can't buy business by reducing rates, lodging businesses are holding or increasing rates to off-set the large increase in labor, fire and property insurance and supply chain costs. ADR has increased as much as 13% regionally and statewide, yet operating costs have increased more than 15%. Occupancy (visitors) for the region has dropped significantly, impacting restaurants, retail, and main street businesses. So, while 13% increases in ADR makes tax revenues appear to be a recovery, there is a downward spiral in actual occupancy or visitors, reducing employee hours and benefits across the board.

The most important factor while considering public safety is keeping Yosemite National Park open in the coming months and years without a reservations system. The county resuming tourism marketing funds is the key to reeducating the public that these past YNP reservation systems are no longer in place and that Yosemite Mariposa County is safe, open for visitors, and an amazing place to vacation, recreate and visit.

Jonathan Farrington
CEO / Executive Director



Attachment: YMCTB 2021-2022 Annual Report FINAL (12449 : Tourism Bureau Annual Report)

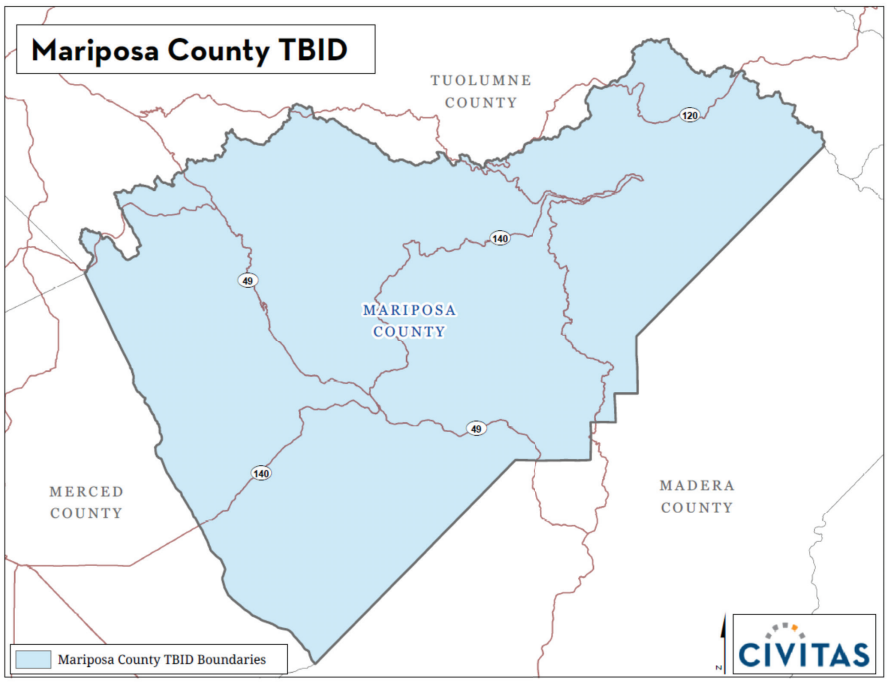
TBID Assessment

Mission Statement

The Yosemite Mariposa County Tourism Bureau is the branding, sales, and marketing agency responsible for positioning Yosemite Mariposa County as the destination of choice for leisure and group business for the economic benefit of the region.

Key Strategic Initiatives

- Promote off season overnight visitation
- Educate customers and constituents
- Operate a fiscally sound and effective business
- Foster positive relationships with key stakeholders and partners



TBID Statement

There are no proposed changes to the boundaries or assessed business.

A TBID increase of one-half of one percent (0.5%) started in January 2021. Lodging businesses will therefore be continue to be assessed a total of one and a half percent (1.5%) this year. This rate will sunset on December 31, 2022 unless action is taken by the YMCTB Board of Directors in its annual report. [1]

The district will continue to include lodging businesses, existing and in the future, available for public occupancy within the boundaries of the County of Mariposa, as shown.

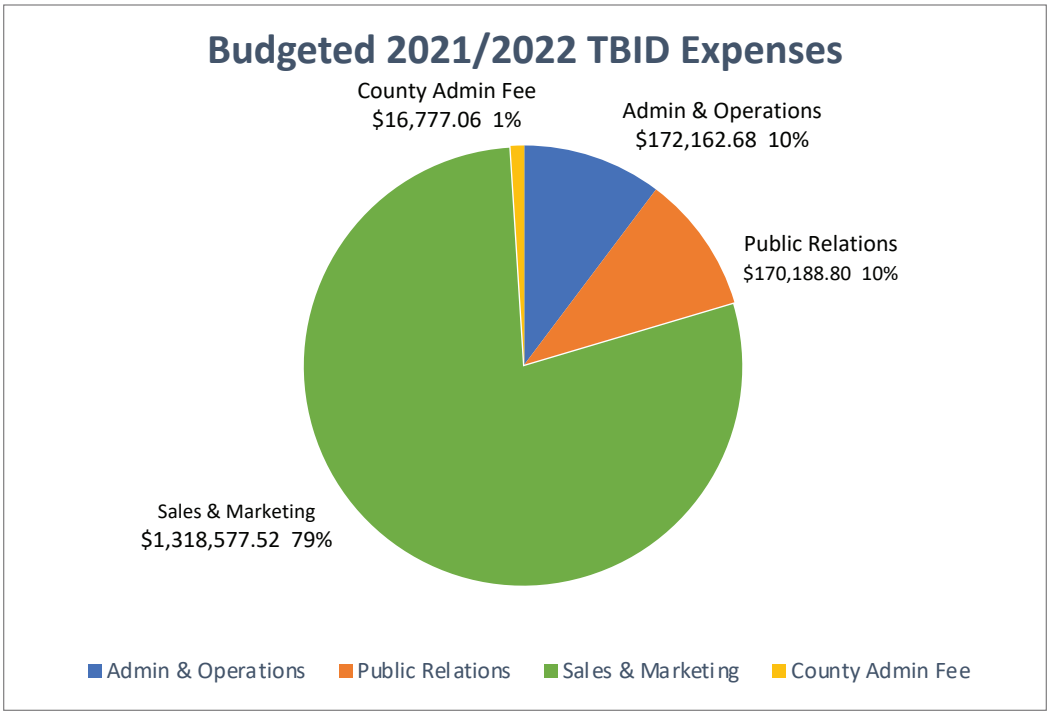
1 This change was prompted by the notification from Mariposa County that funding would be eliminated starting October 2020. The YMCTB Board has the ability to make changes of up to 0.5% in the TBID without approval from the members of the lodging community. Despite that authority, the YMCTB Board sought public feedback before making any decisions: a survey of the lodging owners, a community phone call and email feedback. If the County resumes funding for the Tourism Bureau at the same level prior to COVID-19 pandemic, then the additional 0.5% TBID assessment will be rescinded.

Attachment: YMCTB 2021-2022 Annual Report FINAL (12449 : Tourism Bureau Annual Report)

TBID Expenditures: Carryover from 2020/2021 and 2021/2022 Budget

At the end of the 2019/2020 fiscal year, the Bureau had a TBID carryover balance of $0. The Bureau planned for a deficit that fiscal year and decreased its cash balance to make sure that the region was being marketed as fully as possible.

The 2021/2022 budget was developed with the same intent – to spend all TBID income for the year in order to ensure that lodging partners received the maximum benefit from the Bureau's marketing efforts.



2021/2022 Annual Budget Notations

Several partners that had been furloughed during 2020 were brought back to support the work of the Bureau.

- 360ViewPR, our PR firm, returned with some slight modifications to the contract.
- Atlantic Link, our Scandinavian representation, was re-engaged, for a return to four international offices.

Additional funding has been added back to support marketing to international travelers as well as some domestic markets.

Maintaining flexibility is critical during these times as conditions can change significantly with little notice.

- Additional sources of income from grants will continue to be sought, though none of this income is budgeted given the uncertainty of this type of funding.
- The Board of Directors has given the CEO / Executive Director discretion to manage the budgeted expenses given the changing situation.

Due to the lack of funding from the county, sponsorships for nonprofits and local events will be reduced to about one-third of budgeted levels

The budget also includes putting aside funds for future needs of the bureau, especially as it relates to upgrading the website, our primary marketing asset.

Attachment: YMCTB 2021-2022 Annual Report FINAL (12449 : Tourism Bureau Annual Report)

Goals for 2021/2022

As Yosemite Mariposa County enters a third fiscal year with a pandemic-impacted economy, YMCTB will continue to stretch limited marketing funds to do more with less. The California tourism drive market is experiencing in-state travel fatigue, meaning Californians are going to more to domestic and international travel destinations now that travel restrictions have eased. As 60% of visitation to our region is California based, this makes recovery more challenging and highly competitive with the 100+ destinations and destination marketing organizations competing for California, domestic and slowly returning international visitors. YMCTB will continue to apply for grants and other forms of funding to off-set the missing county contributions.

COVID-19 is expected to impact all aspects of regional tourism well into 2022 and international markets into 2023. It is still unclear as to how Yosemite National Park will operate during the 2022 peak season into fall, specifically due to construction projects limiting visitation distribution, housing for staff and implications of COVID-19 on shared housing, restrooms, and kitchen prep areas. This impacts both the concession and NPS operations.

YMCTB staff has developed a clear 3-year rolling marketing strategy and plan. For the 2021-2022 plan year, we have adjusted to emerging trends. The Board of Supervisors has been provided with a copy of the Marketing Plan, a proprietary document.

1. Focus on the California drive market. Despite the issues currently being experienced with "California Travel Fatigue", YMCTB will continue to market and promote to California reisidents as well as focus on the semi-retired and retired travelers, who have primarily stayed home since March 2020.

2. Return to select domestic markets. Domestic travel will return slowly, as vaccination rates across the US increase confidence. Because of the breadth of the US and the limited budget, YMCTB has not invested in domestic-specific marketing. General efforts with Yosemite.com, written story content, owned and earned efforts via ECRM (email), social media, etc. have filled that role. Noble Studios will continue to run minimal digital marketing in a few domestic MSA's during traditional travel decision-making impact periods.

3. Continue to emphasize outreach to the international market. International travel is critical to Yosemite Mariposa County's recovery. Most DMO's put their international marketing programs on hold during the pandemic, but YMCTB chose to stay engaged in our primary international markets. Doing so has already proven through media and PR coverage to have been a better long-term strategy. Now that travel restrictions are lifted, we expect to see



Attachment: YMCTB 2021-2022 Annual Report FINAL (12449 : Tourism Bureau Annual Report)

50% recovery by spring and summer and up to 75% returning annual visitation by fall.

4. Resume Sales, Travel Trade & FAM trips for international travel trade and PR/Media. Domestic media-related sales trips and visits will also continue.

5. Continue to strengthen our relationship with 360ViewPR for earned media coverage. Editorial has huge value in comparison to paid print or native media. The cost vs. results is a solid investment.

6. Utilize social media strategy for continued success and investment. YMCTB will continue to grow existing audiences as well as expand into new media such as Tik Tok if this channel, or others, will stimulate travel behavior.

7. Emphasize earned and owned email communications. YMCTB email efforts to consumers and our constituents has reached a new level for professionalism and impact. Email design improved with implementation of the BEEpro creative design tool. The increased quantity and quality of written content has elevated the value of the communications and increased interaction, open rates, and click-through rates to the website.

8. Drive lower-funnel or short-term bookings through traditional media (radio and print). Traditional media also increases "new customer acquisition" to Yosemite.com. Co-op marketing options will continue to be offered at a discounted price to Mariposa County lodging businesses.

9. Continue to invest in digital media. This is YMCTB's largest area of media investment. Noble Studio's daily monitoring of Yosemite.com performance has led to superior management



or shifting of digital media spend to the highest performing channels based on real-time monitoring. Digital media extends beyond display advertising and SEM. YMCTB will continue to test options such as native advertising, as well as make significant investment in social channels in new and creative ways.

10. Complete Key Special Projects – The YMCTB Destination Vacation Planner (DVP) was created 12 years ago, and has gone through various cosmetic revisions. The print collateral piece is showing its age both from a design and use perspective. Printed visitor guides are expensive to produce and distribute. The YMCTB staff is reimagining the DVP in a digital platform; it will become available for use and download on Yosemite.com. Maps detailing the County's distinctive regions are being created along with copy to support the maps and destination.



Attachment: YMCTB 2021-2022 Annual Report FINAL (12449 : Tourism Bureau Annual Report)

2020/2021 Leadership

Board of Directors

Brett Archer
Tenaya Lodge at Yosemite

Jason Brannan
AutoCamp Yosemite

Kim Brisack
Coulter Cafe & Big Table Ranch

Lisa Cesaro
Yosemite Hospitality

Ron Halcrow
Yosemite Plaisance Bed & Breakfast

MaryAnn Huff
Community Member

Victoria Imrie
Yosemite Ziplines and Adventure Ranch

Christian Mueller, Board Vice Chair
The Redwoods at Yosemite

Donna Nassar, Board Secretary
Community Member

Candy O'Donel-Browne
Community Member

Douglas Shaw, Board Treasurer
Yosemite Bug Rustic Mountain Resort

Kevin Shelton, Board Chair
Yosemite Resorts

Marketing Committee

Kim Brisack
Coulter Cafe & Big Table Ranch

Nia Huerta
Tenaya Lodge at Yosemite

Lisa Cesaro
Yosemite Hospitality

Scott Gediman
Yosemite National Park

Yuli Gotsev
The Redwoods in Yosemite

Victoria Imrie
Yosemite Ziplines and Adventure Ranch

Donna Nassar
Community Member

Douglas Shaw
Yosemite Bug Rustic Mountain Resort

Kevin Shelton
Yosemite Resorts

Emerald Wong
AutoCamp Yosemite

Board Liaisons

Rosemarie Smallcombe
Mariposa County Board Supervisor, District I

Wayne Forsythe
Mariposa County Board Supervisor, District IV

Advisory Council

Scott Gediman
Yosemite National Park

Board President
Mariposa Chamber of Commerce

Tourism Bureau Staff

Jonathan Farrington
CEO / Executive Director

Ellen Bergstone Wasil
Director of Marketing & Creative

Tony McDaniel
Director of Communications

Craig Polson
Social Media & Content Curator

Aaron Demery
Operations Manager

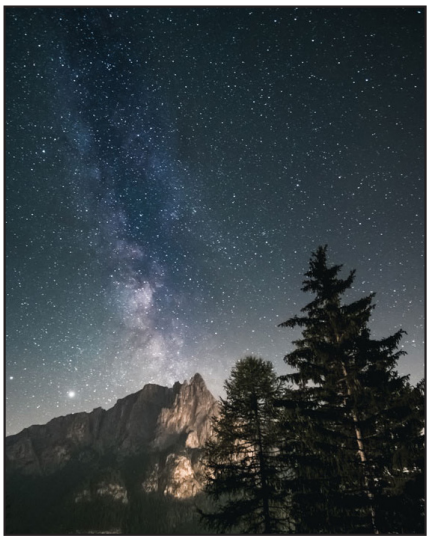
YOSEMITE
—MARIPOSA—
COUNTY
TOURISM BUREAU

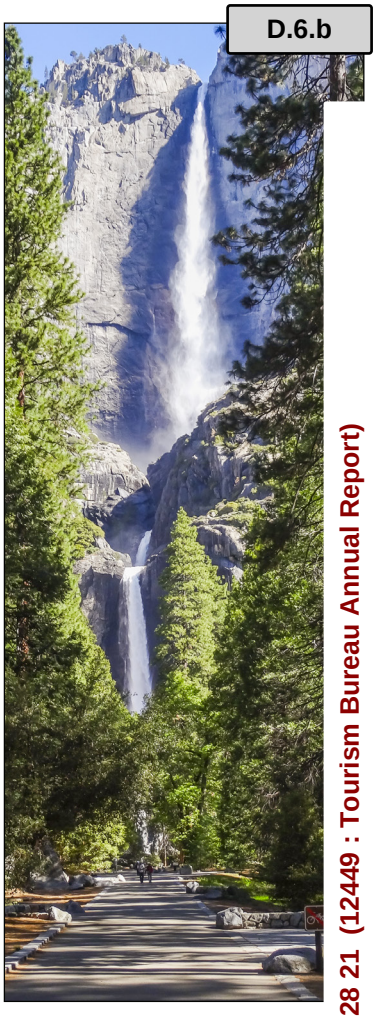
PO Box 967
5055 State Highway 140, Suite E
Mariposa, California 95338

(209) 742-4567
www.Yosemite.com
@yosemitenation

Attachment: YMCTB 2021-2022 Annual Report FINAL (12449 : Tourism Bureau Annual Report)











Yosemite Mariposa County Tourism Bureau

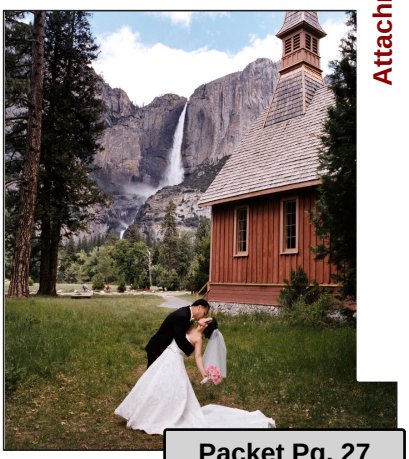
Marketing Plan 2021/2022

FINAL 07 28 2021

CONFIDENTIAL DOCUMENT – FOR YMCTB BOARD AND STAFF USE ONLY – DO NOT DISTRIBUTE.







Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Table of Contents

EXECUTIVE SUMMARY **4**

SWOT Analysis **9**

Gap Analysis **12**

18-Month Content / Story Calendar **13**

Video Production & Distribution **16**

Visual Assets – Acquiring and Curating **18**

Yosemite.com 2.5 ..... **20**

Yosemite.com Maintenance **23**

SEO **25**

SEM/PPC **27**

Digital Paid Media **30**

Social Media **33**

Facebook: YosemiteNation *35*

Facebook: YMCTB *36*

Instagram *37*

YouTube *38*

Pinterest *39*

Twitter *40*

LinkedIn *41*

TikTok *42*

Travel Trade **43**

Trade Shows **45**

International Marketing **46**

eCRM **48**

Film Commission **52**

Traditional Print Media **54**

Traditional Radio Media **56**

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Traditional Sales - Groups & Meetings **57**

Collateral **58**

Annual Recurring Marketing **60**

Public Relations (with 360viewPR) **63**

Local Event and Sponsorship Budget **64**

Yosemite.com Sales **66**

APPENDICES **68**

Appendix A: Content Calendar example *68*

Appendix B: Articles Posted YOY *69*

Appendix C: Content Process and Timeline *70*

Appendix D: Video Distribution Strategy *71*

Appendix E: Noble Studios FY20, FY21, FY22 KPIs Comparison *72*

Appendix F: Referrals via Book>Direct *73*

Appendix G: Paid Digital Media Budget Broken down by Channel *74*

Appendix H: UX Audit *76*

Appendix I: Media Plan by 360ViewPR *77*

Appendix J: Seasonal Timing *80*

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

EXECUTIVE SUMMARY

NOTE TO READERS: The executive summary was written prior to the Yosemite NPS announcement of the vehicle restrictions for summer operations 2021. The Executive Summary was used as the foundation for the "plan", so rather than re-write the functional assumptions used in the plan, the plan strategy, tactics, and goals have been adjusted.

YMCTB High Level Marketing Plan Assumptions

COVID-19 is expected to impact all aspects of regional tourism well into 2022 and international markets into 2023.

It is still unclear as to how Yosemite National Park will operate during peak season into fall, specifically in terms of housing for staff and implications of COVID-19 on shared housing, restrooms, and kitchen prep areas. This impacts both the concession and NPS operations. These staffing impacts have been directly attributed to how many visitors may be allowed to enter the Park.

Financially, this limitation and loss of allowed visitation to Yosemite National Park directly impacts YMCTB ability to financially plan top-line revenue and spending on marketing. It may also limit Mariposa County's traditional $500,000 to $600,000 annual contribution to marketing from TOT collections.

The tourism bureau will have to operate and adjust our budget, media planning and spending in a manner we've never had to before. Revenue will be forecasted and monitored very closely. All spending outlined in the budget will be adjusted based on revenue collections. Both the revenue and spending plans will be based on a best-case scenario. But the reality is that we could fall short of revenue, so staff will be making cuts or adjustments to the spending plan weekly & monthly to ensure the financial stability of the organization.

In 2020/2021 our operational mantra was leveraging our "Owned & Earned" marketing channels. This strategy will continue this year. Building our social media followers and opt-in email subscribers ensures our messaging will go to a strong engaged audience of invested and interested people at the lowest investment cost. Doing this successfully requires a significant effort to provide amazing content, videos, photos, and stories to share. YMCTB was very successful with this effort over the past 15 months. Being successful requires a lot of work by staff and retained partners. This includes retained Public Relations representation, as all of these efforts are attractive to the media and earned media coverage is incredibly valuable. Required support staffing services will be budgeted accordingly within the video and production lines as well as contracted labor expense lines. We continue to see "curated" media exceeding the results of paid traditional media.

In 2019/2020, YMCTB staff developed a solid 3-year marketing strategy and plan. This plan will not be completely re-written for the 2021-2022 plan year, simply updated, or adjusted to emerging trends, as outlined in this executive summary.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

California Market:

Because it is unclear when our region will see a return of domestic and international visitation, California in-state drive market tourism will continue to be YMCTB's primary focus. There has been a distinct shift in metro-area interest and visitation away from the San Francisco Metro Area, south to the Los Angeles Metro Area. This shift is attributed to a younger population and less concern than the Bay Area's older population about travel during the pandemic. It is our opinion that the average Yosemite Region visitor has shifted younger and will remain so through the coming fiscal year. Our messaging, creative look and feel will be adjusted to meet the interest of this shifting demographic. This is a long-term opportunity long term, as the average visitor age to Mariposa County has been slowly getting older over the past 20 years. We have often worked to attract a younger visitor base to replace past repeat visitors who will become too old to travel. An opportunity to promote the natural environment to age groups who in the past were more interested in city, attraction, retail and entertainment-based travel. Attracting a more culturally diverse demographic to National Parks has long been a challenge. YMCTB sees a unique opportunity during this crisis to get the word out to urban dwellers about the benefit of getting out into nature. The look and feel of our consumer facing creative materials should become increasingly ethnically diverse. These photo and video resources don't exist in stock libraries, so asset development will be required.

Domestic Market:

The domestic market will slowly return, as vaccinations across the US are available to most of the population. Because of the vast metro areas and limited overall budget, YMCTB has not invested in domestic-specific marketing, as our general efforts with Yosemite.com, written story content, owned and earned efforts via ECRM (email), social media, articles etc. all positively impact the domestic markets the same way it impacts our efforts in local California marketing. YMCTB through Noble Studios has and will continue to run minimal digital marketing in a few domestic MSA's during traditional travel decision-making impact periods.

International:

In the midst of a worldwide pandemic, most DMO's put their international marketing programs on hold. YMCTB has taken a different approach, choosing to stay engaged in our primary international markets. Doing so has already proven through media and PR coverage to have been a better long-term strategy, and we plan to stay engaged so that these markets will be primed to visit the Yosemite Region as soon as it's safe to do so and travel restrictions are lifted.

For the remainder of 2021, the international market will not be traveling "in-market". We expect some recovery in spring of 2022 with actual visitation arriving around April. YMCTB will continue to promote the region to stay competitive and top of mind in our key international markets i.e., U.K., Germany, Australia, and Scandinavia. We will plan on attending WTM, or a Visit CA/Black Diamond equivalent in the UK around November 2021, if possible. We also plan on attending ITB in Berlin around March 2022, as well as GoWest Summit and IPW, which are held in the US. No other international travel will be budgeted. Digital media investment will be set aside via Noble for international marketing (in-market). We did not invest in co-op marketing this year. We did shift agency efforts to PR/Media where possible, as traditional media marketing would not be useful or impactful. We have seen excellent results from this shift in the U.K. with Black Diamond and will continue with this strategy in the coming year.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Sales, PR, Social Media, Marketing & Operations:

Sales, Travel Trade & FAM trips –
These will resume for international travel trade and PR/Media and budgeted accordingly. Both for international as well as domestic media related sales trips and visits.

PR/Media –
Continue to strengthen our relationship with 360View PR for earned media coverage. Editorial has huge value in comparison of paid print or native media. The cost vs. results is a solid investment.

Social Media –
The success speaks for itself when reviewing reports for the past year and individual channel growth and consumer engagement. The 3-year plan provides great detail on strategy for continued success and investment. YMCTB will continue to expand into new media such as Tik Tok "if" this channel, or others, will stimulate travel behavior. As an example, last year, Pinterest was the "new" channel, and now after staff focus, Pinterest has become a significant part of our social media program. Visit California and many other national and state tourism agencies and businesses are experimenting with digital storytelling and YMCTB will as well. This type of storytelling will allow us to promote the destination in new and exciting ways on our Facebook and Instagram platforms already existing story features. Additionally, our DMO has been granted access to Visit California's new "California Stories" platform which will allow us to promote Mariposa County through visual elements in Google searches.

eCRM –
"Earned and Owned" YMCTB email efforts to consumers and our constituents has reached a new level for professionalism and impact. The media design was improved with the new BEEpro creative design tool that was implemented. As mentioned, several times in this overview, the increased level of new stories and content written has elevated the value of the communications and increased interaction, open rates, and click-through rates to the website. Overall, subscriber counts continue to grow due to all the reasons mentioned. YMCTB will continue implement important strategies to re-engage lapsed subscribers, create new engagement with these consumers as well as "clean" the list, dropping "critical non-responders" off of the database to better reflect engagement reporting and reduce costs of maintaining the database. More will be discussed in the detailed plan, including our constituent newsletters, crisis communications and special communications to the board and advisors.

Traditional Media –
Radio and print media will continue to play an important role in stimulating lower-funnel or short-term lodging or business bookings. Traditional media also serves in "new customer acquisition" to Yosemite.com. It is time to shift from past traditional media partners to new partners over the coming 12-24 months. As an example, YMCTB staff has already begun negotiations with *Hearst Publishing* and *LA Times* for traditional and Native (digital) print options to replace BANG or past repeat periodical print publications. YMCTB has successfully negotiated and leveraged "remnant" ad special price offers with Visit California and other publications. With the termination of the Augustine Ideas agency contract, YMCTB is responsible for negotiating and performing media buying directly, saving 12% costs on all insertion orders. YMCTB will continue to search and negotiate for the best deals in leading publications, both on and off-line, including radio.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Digital Media –
This is YMCTB's largest area of media investment. Our newer relationship with Noble Studios has proven to be an excellent partnership and choice for representation. After just 18 months, Noble has proven to be much more effective than Augustine Ideas in successfully managing our paid SEM and paid Digital Programs. Noble has corrected a number of reporting attribution issues, leading to better understanding of how our paid programs are truly performing. As expected, Noble's daily monitoring of Yosemite.com performance has led to equally superior management or shifting of digital media spend to the highest performing channels, such as moving sponsored/paid social media from traditional digital display advertising, based on real time monitoring. Digital media extends beyond display advertising and SEM. We'll continue to test media such as streaming audio ads, as well as significant sponsored investment in all social channels in new and creative ways.

Yosemite.com 3.0 –
As mentioned in prior year reporting, the WordPress website that Yosemite.com lives on is coming to the end of its useful life span. The website was originally created by the web company Digital Gear around 2013. The site was "re-skinned" by Noble Studios in 2016 at a cost of $57,000 to extend its lifespan. The functionality and architecture of the WordPress website are routinely maintained and updated. However, there is only so much that can be done. The site is showing its age, and inability to support emerging and expected visual or technology standards for rolling video and mobile device responsiveness and friendly load times. YMCTB invests $50K annually for Noble to "keep the wheels on the bus" so to speak and the site performing with new features, keeping the site relevant. This shoring up of the site by Noble cannot be done indefinitely. With a new site, YMCTB would continue to invest $50K annually, however these funds would go toward improvements and upgrades to the site rather than general maintenance. The YMCTB staff is recommending a separate capital reserve account for website replacement be created and funds be grown over the coming two years to replace the website, without negatively reducing or impacting our normal regional marketing.

In addition to Yosemite.com, Digital Marketing & SEM efforts SEO and organic page ranking was a focal point in 2020-2021. The YMCTB and Noble team are more focused than ever in owning "Page Ranking" via key performing terms within the Yosemite and Mariposa County, lodging and activity - brand areas. Natural page ranking is influenced mostly through created content, stories and articles that live on our website and searched for. The YMCTB has excelled in new content curation during the pandemic, moving many important search terms and Yosemite.com page results into top ranking positions. Strategically, based on resource allocation, we will not keep pace with prior year production, however content creation in the coming year will be highly focused on achieving results, and public interest/impact on visitation and booking.

Book>Direct –
This reservations and lodging booking aggregating system implementation beginning in the summer of 2020 has been a game changer for YMCTB. The volume of referrals has been staggering, anticipated to reach over 500,000 referrals in the first year, exceeding all expectations. Yet, there is still a lot of work we will do to improve this system over the coming year(s). We will go into more detail in the following plan.

Special Projects –
The YMCTB Destination Vacation Planner, also called the DVP was created 12 years ago, and has gone through various cosmetic revisions. The print collateral piece is beyond its years both from a design and

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

use perspective. Large print visitor guides are expensive to produce and distribute. The YMCTB staff is in the process of undergoing a total revision of this planner and will move it to digital platform for use and download distribution. Maps detailing the full county region along with historic and rich cultural areas will be created along with copy to support the maps and destination.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

SWOT Analysis

The YMCTB staff met to revise the SWOT analysis that had been completed in 2019. The analysis was focused primarily on the visitor experience, with a few notations for organizational opportunities.

Strengths:

- Yosemite National Park
- Yosemite.com
- Mariposa County's generally lower COVID tier
- Outdoor destination
- Rich history and culture
- Things to do for everyone
- Proximity to the San Francisco and Los Angeles drive markets
- Yosemite National Park is a bucket list destination
- The area has a lot of natural diversity – topographically, geologically and in terms of wildlife
- Media has a lot of organic interest in Yosemite
- Mariposa County has a variety of food choices
- Air Quality is superb, except during wildfires
- International interest and demand
- Mariposa County = Western authenticity
- Diversity of lodging
- Highway 140 – the All-Weather Highway
- Mariposa County has three of four main entrances to Yosemite National Park
- Rural area allows visitors to "unplug"
- High desirability
- Mariposa County accessible via Highways 140, 49 120 and 41
- Good bar and entertainment options
- Downtown Mariposa revitalization efforts

Weaknesses:

- Yosemite.com challenged to have Mariposa County focus
- Less than optimal internet throughout the County
- Shortage of affordable long-term rentals for residents/workers
- Minimal public transportation
- Lack of Ethnic diversity
- Reduction in visitor length of stays
- Limited hours and staffing shortages
- Not walkable
- Lack of late evening dining and retail
- Not always friendly – a certain level of intolerance
- Way-finding signs are not evident
- Visitor Center condition is poor

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

- Yosemite Valley traffic
- Lack of options for guided tours
- Lack of education re: distance of destinations and lodging in the park
- Lack of pre-planning by many visitors
- Small towns in County lack services
- Other DMO's more robust by comparison
- Mariposa County is a "pass-thru"
- Lack of growth in lodging
- Cell service is spotty, even on Verizon
- Winter access can be perceived as too difficult
- Lack of convention center / large meeting spaces

Opportunities:

- Business growth
- Desirable location (increase in real estate activity due to COVID)
- Los Angeles younger demographic has high interest in the area
- Potential for increasing diversity
- Growing interest in outdoor recreation
- Indigenous history
- Slow Travel / Immersion in the local culture*
- Interest in diversified lodging
- Transportation / Tour options
- Shoulder season promotion
- Lesser-known towns are hidden gems
- Events and Festivals can be revitalized
- Strengthen evening options
- Mid-week travel
- "Speed Bumps" on the way to Yosemite
- Hospitality training in local high schools
- Maps help show distances and time to combat misunderstanding of scale
- "Yosemite is not a valley."

*Organizational opportunities include Travel for Good (Nature Rules and Increasing the length of stay) and trainings for visitor center and front desk staff.

Threats:

- Yosemite National Park reservation system
- COVID pandemic
- Wildfires
- Drought – tree mortality
- Media coverage of negative stories
- Over-tourism
- YARTS – elimination of routes
- Lost revenues = less infrastructure investments which lead to poor conditions

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

- Perception of dangerous wildlife
- Diminished service levels due to workforce shortage and owners' unwillingness to pay a living wage
- Homeless
- Medical access
- GPS Navigation is poor resulting and digital mapping systems are often wrong
- Hiatus in international travel
- Yosemite National Park closures
- Increased taxes (TOT / TBID / sales tax)
- Affordability of the area
- Less camping in Yosemite National Park

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Gap Analysis

2020/2021 Prior year Successes / Shortcomings

COVID-19 eliminated the effectiveness of a Gap program to be valuable or to implement in the traditional sense in 2020/2021. Restrictions in occupancy, a 24-Hour Hold instituted by the Mariposa County Health officer including a 70% maximum occupancy guidance, along with a restrictive Yosemite National Park reservations system strangled regional lodging occupancy. When the reservations system did lift in November 2020, pent-up demand filled hotels through December, only to be restricted again by an unplanned February Yosemite National Park reservations system.

2021/2022 Current Year Strategy / Direction

The 2021/2022 plan will be impacted by a temporary YNP reservations system, so once again, a traditional Gap outreach will not be as useful, but will be helpful to planning YMCTB marketing plan investment. In April, the first outreach was conducted by the executive director to determine the immediate impacts of the temporary reservations system announcement on lodging industry occupancy, good and bad, inside and outside Yosemite Park gates. This Gap response information from lodging partners will help shape a summer marketing spending plan if funds allow.

Conducting an *in-depth* Gap analysis would not be a productive use of staff time due to COVID-19 and the YNP reservations restrictive system. YMCTB will conduct a series of samplings of larger properties as well as segmented responses from vacation rentals, inns and BnB's.

In a normal year, YMCTB would be making marketing decisions and plan changes to impact available inventory during seasonal periods when increasing occupancy and demand would drive up ADR. In the current situation, all lodging outside the park has little demand. The Park operating plan with limited vehicle access is negatively impacting the ability for properties to maximize occupancy and rates. This Gap analysis exercise, while normally vitally important, would make little impact in our current situation; however, it will remain part of our long-term process in creating a strategic plan.

Best practices of revenue management recommend a Gap Analysis. YMCTB needs to know from our lodging partners what their booking and occupancy volumes are. In a typical year, when YMCTB is aware occupancies and compression is high, we will back-off and reduce marketing investment, holding funds back until volumes drop. The principle is based on periods when hotels are not sold out, but marketing could have the largest benefit in driving occupancy and creating compression. Compression allows rates or ADR to increase, creating more profit for properties. Most lodging properties run half the year at a loss, so maximizing revenues during the shoulder and off-peak season is vital to economic viability.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

18-Month Content / Story Calendar[1]

Prior year Successes / Shortcomings

The purpose of the 18-month Content Calendar is to ensure that content gets used throughout all channels and paths through a marketing effort. The calendar establishes written and video content topics that are integrated across all channels, providing a succinct path to follow for the content to be created. Those stories and ideas can be recycled, repurposed, and reused at different times to reduce efforts. The idea was adopted in 2018 and rolled out to the Marketing Committee in 2019. We now enter our third fiscal year with the content calendar, and it's grown into a concept that impacts every aspect of the tourism bureau.

The content calendar has allowed the tourism bureau to produce more than 100 new articles in the last two years, a significantly high number of articles for any destination management organization.[2] That production strengthens our website, social media platforms, media relations, marketing and travel trade communications. It also gives us a lot of content to keep up to date and manage on our website.

The Content Calendar is "rolling", so that 18 months of content are consistently being considered. The lists per month will shift, but the content will never "drop off" the list as other content ideas are added. The content ideas are developed so that they relate to the appropriate month (for instance, the "firefall" content is developed specifically for the month in which the natural phenomenon occurs). The intent is that lists of completed content are recycled and updated as needed; we will circle back to the earlier content, updating content as needed. There is not an expectation that everything on the content calendar will be able to be completed each month. We began the year meeting quarterly to go over content ideas, but to make sure that our efforts are as nimble as possible, we now meet monthly to discuss ideas.

We navigated the COVID-19 pandemic very well with the content calendar and it helped us shift towards producing more Mariposa County focused content since we had a greater need than ever to make sure we were promoting Mariposa County businesses.

Current Year Strategy / Direction

The topics in the content calendar are now several years old and many have been written about, which means we need an internal reassessment of the topics within it. Our new topics in the content calendar need to focus on Mariposa County, extend the length of stay, repeat visitation and promote sustainable travel ideals year-round.

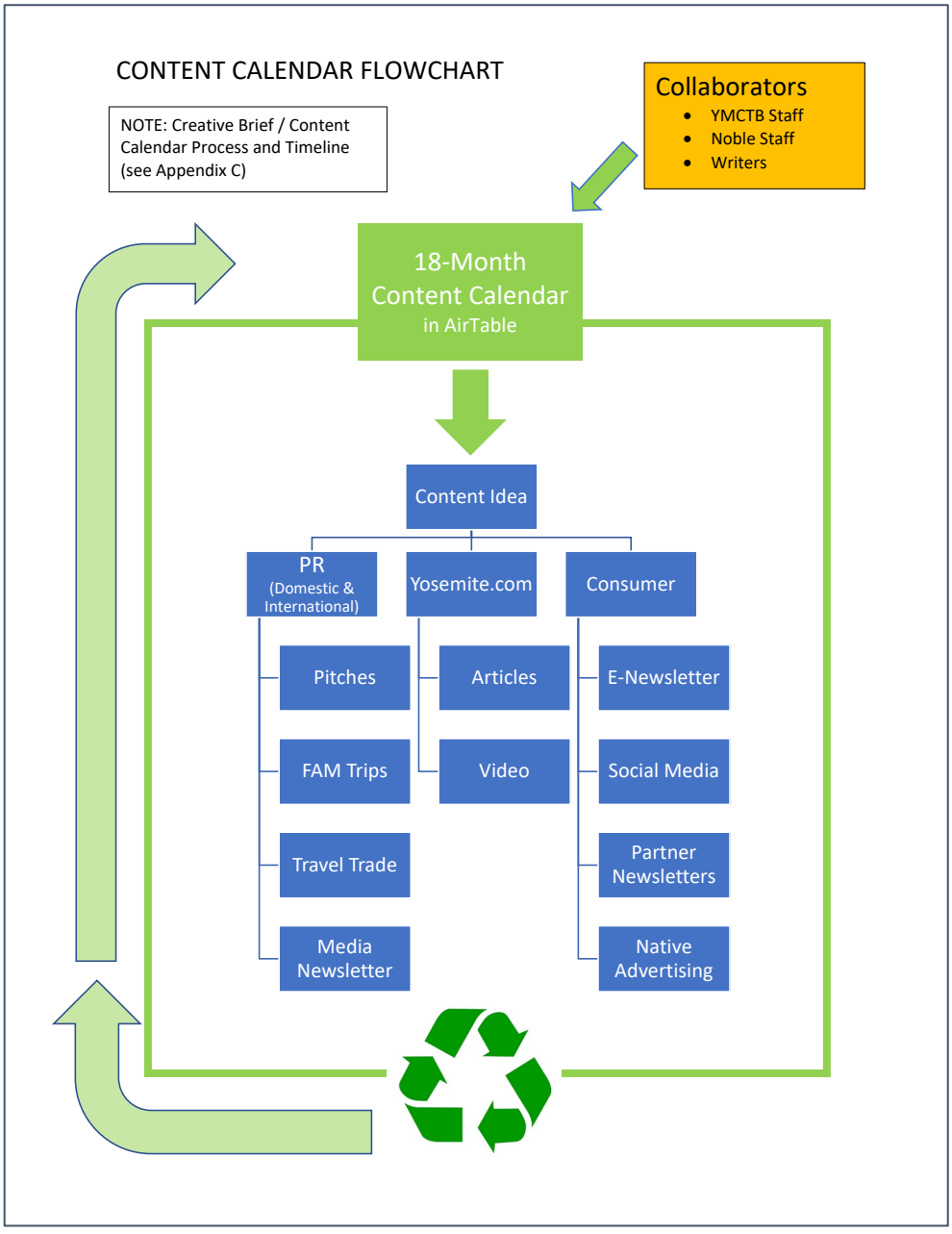
To streamline the impact of the content calendar, we'll want to make sure that there is better awareness of its content throughout the organization, that means internally with staff and externally with 360ViewPR and Noble Studios. Staff will need to be aware of current strategies by consulting our resources and we'll provide more access to our partners to view the tactics in the content calendar.

[1] See Appendix A for an example of the Content Calendar.
[2] See Appendix B for number of articles produced since 2017.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Internally, we'll need to shift just slightly how we look at the content calendar as a concept. In previous years, the efforts here have been focused on written articles. As our organization has evolved to become and internal agency, we now create a significant amount of video as well. The two concepts, written articles and video, have been thought of separately when planning. The two need to come together and we need to create videos that support our written articles and vice versa. To accomplish that we'll need to tweak our content calendar meetings once more to include those conversations.

In 2020/2021, we worked to integrate Noble Studio's SEO recommendations into the content calendar with success and that process is ongoing moving into the new fiscal year. We always need to make sure that the content we're writing is the content that people are looking to read and Noble's recommendations are critical.



Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

We've produced so many new articles since the Content Calendar was launched, so we now have a significant number of articles to keep up to date. To do so we'll have to shift some of efforts from producing new content to managing the existing content to make sure that info is correct, up to date, and fits the overall messaging and goals. These efforts include our surrogate staff, which will be critical in keeping our existing content up to date. To do this, we'll expand the Airtable base to be deeper and include lists of older articles.

Measurable Goals

Our overall goal is to increase interaction with the Yosemite.com and continue to be a trusted source. To that end, we will:

- Produce 40 articles in the fiscal year, broken down into the following:
    - 8 of those posts will be itinerary-focused
    - At least half of the posts will be focused on both Mariposa County and Yosemite
    - No more than 10 of the stories will be focused on Yosemite-only
    - At least 80% of the stories will include a lodging component
- Increase our SEO keyword optimization with Noble.
- Hold monthly content calendar meetings that will correspond with our quarterly campaign brief meetings. Include video concepts into the content calendar to ensure synergy in all content creation.
- Integrate our social media calendar and content calendar planning process to ensure better synergy between the two. Schedule monthly social media planning meetings to ensure that content calendar content is implemented.

Future Opportunities / Challenges:

We recognize that disasters – such as COVID-19 and fires – can easily throw off the Content Calendar as we need to shift away from planned content to crisis communications. Fortunately, those items of content can be delayed and published in the following year during the same season. Similarly, a diminished budget for content creation can slow down the new stories being published.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Video Production & Distribution

Prior year Successes / Shortcomings

In 2020/2021 YMCTB staff produced 30 videos in its Mariposa Moments (12), Mariposa Gold (12) and Modern Day Pioneers (6) series. The videos have been shared on social media, included in email blasts and embedded on the website. The YouTube subscribers for the Yosemite Nation channel increased more than 25% this year.

Noble Studios, with the guidance of YMCTB, produced the recovery video for YMCTB for Summer 2020. That video won awards and became the basis for other "pre-roll" videos that were produced in-house for Fall, Winter, Spring and Summer. These 30-second and 15-second videos have been used in social media (including YouTube and Spotify) and provide video hero images on landing pages. We also developed two promotional videos for NatureBridge's new Family Camp. The recovery video concept was formed out of YMCTB's video early in the pandemic which asked visitors to stay safe at home.

Our original goals, set during the COVID stay-at-home period, were to produce 60 videos. Once travel became possible and the staff returned to more normal levels of activity, we found that goal to be unreasonable given the amount of staff time that each production requires. We were grateful to Black Diamond for providing pro bono editing support in summer 2020 and we later contracted a professional editor to alleviate that aspect of video post-production. To alleviate further the stresses of production, a local videographer was brought in to capture footage and support video shoots in spring 2021. Both of these contractors are extremely talented and their work adds significantly to the quality and volume of the productions.

We developed a distribution strategy[3]and recognize that we need to continue to refine and develop new means of sharing the videos with appropriate audiences. We piloted a few strategies – posting on other Facebook group pages, for instance – that will continue to be tested going forward. The new Video Hub page on Yosemite.com has also provided a better way to share the full scope of videos that we have produced.

Current Year Strategy / Direction

For 2021/2022, we will continue to produce videos for our three series, though at a more measured pace. Both contracted professional filmmakers will continue to assist us for editing and videography. We will also continue to use Airtable for organizing new content production. Wherever possible we will include images of lodging to stay in line with our TBID spending requirements.

Extra attention will be paid to video distribution. As mentioned above, there are a number of potential strategies for getting more individuals to watch the videos given their subject matter. We will also link our video production more directly with the content calendar in order to have a natural location for the video on our website and to ensure that the video subject matter is tied to visitation.

Measurable Goals:

[3] See Appendix D for the Distribution Strategy.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

- Produce one “Modern Day Pioneers” video per quarter for a total of 4 videos.
- Produce one “Mariposa Gold” videos every other month for a total of 6 videos.
- Produce two “Mariposa Moments” videos per quarter for a total of 8 videos.
- Produce five “pre-roll” videos for each season (both 15- and 30-second versions that are edited as platforms demand)

While not a measurable goal, we will consider special projects outside of these areas if time and budget allow.

Future Opportunities and Challenges:

Changing technology will always provide some challenges. Videos produced even seven years ago “show their age” as production values have increased significantly during that time. Overtime, content will age out of its usefulness as video standards advance meaning that some of YMCTB’s videos will not be usable anymore. That said, there may also be an opportunity to utilize more user-generated content as the improved video technology becomes more widely available, especially on smartphones.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Visual Assets – Acquiring and Curating

Prior year Successes / Shortcomings

YMCTB has an extensive – and growing – collection of digital assets for use in social media, on the website, print publications, and video productions. Currently, video and photos are loosely organized by topic or location on our file server, however, searching for these assets on the server often does not yield the expected results.

We removed Photo Shelter as the primary means of sharing photos with the media, international offices and other partners. Dropbox is now the primary way that we share assets.

We have acquired many assets over the last year, especially in the area of video footage. Our in-house produced video assets have been logged in an Airtable adding a new level of organization. Many of the stock images that we have been licensing are not being filed in ways that they can easily be found, however.

Our assets go beyond photographs and video footage. We also have logos and templates that play a key role in creating continuity for our brand. These need to be properly organized and available to all staff and for sharing with our partners.

As we continue to acquire new assets, our need to curate them in an efficient but effective way becomes greater.

Obstacles / Challenges

Organizing such a large library of digital assets is always difficult without a Digital Asset Management (DAM) system. While DAMs are costly to purchase and take time to maintain, finding the appropriate balance of cost versus functionality/usability is the goal. Similarly, balancing the need for new photos and videos, especially specific to outside-of-Yosemite features and attractions, with staff scheduling constraints is difficult and requires creative thinking.

Current Year Strategy / Direction

Acquiring Assets: we will continue to utilize the following methods of acquisition:

- Stock photos – we purchase an annual license from Adobe Stock to help us find up to 480 appropriate images per year. We purchase additional "credits" for stock footage as needed.
- Photo shoots – we are working with contracted photographers and videographers to develop new assets that will be added to our growing library. An important part of acquiring new assets will be including images and footage showing diversity; our current assets are sorely lacking in this regard.
- YMCTB staff – occasionally staff will add visual assets to the library as needed for projects. Also, new logos and templates developed in-house and with contracted help are included.

Curating Assets: there are two organizing principles that we will use to organize our visual assets:

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

- We will continue to utilize a file structure similar to the one currently on our server.
- We will also utilize a structured metatag system that can be searched to provide a more in-depth look at the assets we have. Relevant metatags such as file size, resolution, location, season, orientation, copyright status, etc. will be included.

After weeks of research and the realization that other solutions will take even more time and effort, staff has concluded that Canto will be our DAM going forward. We will also continue to use Airtable for logging new video content for productions when appropriate.

Measurable Goals:

The following are goals to be completed during the next 12 - 18 months.

- Following the implementation strategy of Canto, prepare for ingestion of assets into DAM
- Migrate our photo assets and some video assets to Canto (once funding is confirmed)
- Implement a procedure for adding new/additional digital media into Canto.
- Complete at least one photo / video shoot with diverse subjects if possible; three photo shoots are budgeted during the 2021/2022 year to capture assets during different seasons

Future Opportunities and Challenges:

Increased awareness of what is in our digital asset library will create new opportunities to leverage our photos and videos. As we create more digital assets, however, the greater the need is for tools, automation, or other resources to stay organized. To stay on top of digital asset requirements, we will need to keep an eye on consumer preferences. For instance, higher quality videos, virtual reality experiences, new digital formats, etc. are some areas that are becoming more popular.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Yosemite.com 2.5

Prior year Successes / Shortcomings

Yosemite.com operates as the primary voice for our marketing efforts and it is having another strong year even with the COVID-19 pandemic. This year, the website is on pace to meet most of its KPI goals, apart from International Sessions, which have fallen due to the lack of international travel interest as we work through the 2020 pandemic. In total, there have been nearly 3 million total user sessions on Yosemite.com in 2020/2021.

We continue our emphasis on content creation on Yosemite.com. In total, 63 new pieces of content were produced this fiscal year. A major focus this year was to promote Mariposa County's activities and attractions in conjunction with Yosemite National Park to help seat Mariposa County as a destination all in its own. The new articles were a key factor in social traffic being driven to the website. Each article, as well as articles from previous years, were shared multiple times across the Bureau's platforms which converted its followers to sessions on the site. However, we must keep in mind that social users are more likely to leave the site after reading the article post, creating a high bounce rate.

2020/2021 was the first full year that the Book>Direct booking engine was operational on Yosemite.com. Book>Direct essentially turns Yosemite.com into a powerful booking engine for Mariposa County's lodging establishments. The tourism bureau tracks referrals through Book>Direct as well as our "analog" or the traditional stakeholder pages on Yosemite.com and we've sent nearly 1,000,000 referrals from both systems to individual lodging businesses.

Another major implementation onto Yosemite.com was our Special Offers page, which launched early in the start of the 2020/2021 fiscal year. Getting this launched was a long-standing goal of the tourism bureau and stakeholders that participate are reaping the benefits of the free advertising. We have set up systems to help make sending special offers to the tourism bureau easier for stakeholders and so far, this fiscal year, our special offers page has received more than 258,000 page views this year, roughly 4% of the total web traffic to Yosemite.com.

Also implemented this year to better help showcase our video efforts in a new an exciting way on Yosemite.com is our video hub. Here we can showcase our "Modern Day Pioneer", "Mariposa Gold" and "Mariposa Moments" videos. This new hub gives us the ability to get our videos in front of more people by using our most visible outlet, Yosemite.com This is still a new implementation for the site, but we are confident that it will give us more views on our videos as well as help promote our local businesses, and motivate people to spend more time exploring Mariposa County outside of Yosemite.

Current Year Strategy / Direction

We are excited to build off of the previous year's successes as we move forward into FY 2021/2022 and we will work hard to keep the aging Yosemite.com website as fast and up to date as possible.

Our website is aging. We compare it to a Toyota Corolla with more than 300,000 miles on it and we need to be thinking about upgrading to a 2023 Subaru Outback in the coming years, which means

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

planning to save for the new capital cost. In the meantime, we're working to improve the site with user experience improvements that will keep its aging infrastructure as quick and reliable as possible.

With all of the video and written content that our team has produced in the last two fiscal years, we need to find ways to make sure that our content is as visible as possible to help motivate extended stays in the region as well as return visitation. To do this, the tourism bureau's content team is working with Noble on a strategy to restructure how content is displayed through a hub and spoke navigation system. Included in that effort is a restructuring of URL's to ensure that the website is as optimized for search engines as possible. The work on this huge project began in the 2020/2021 fiscal year and will be completed in the 2021/2022 fiscal year.

We will continue to push forward in creating new content for Yosemite.com as well. Our work to create new content in the previous FY also helped illuminate some content Gaps that we have on Yosemite.com. We will address those holes this year to help create a more complete level of storytelling on Yosemite.com that more comprehensively includes Mariposa County. To help enhance our story telling, we will integrate a new WordPress plugin, Gutenberg, which will revolutionize how we tell stories on Yosemite.com. The new plugin allows for the embedding of other types of media into our pages in new ways. Essentially, Gutenberg is a new CMS editor that not only allows for more exciting ways to tell stories, but also a simpler to navigate format which removes some of the need to use difficult coding elements to build articles.

An overall initiative that will impact Yosemite.com's content is our emphasis on creating videos. We are working hard as a staff to create videos that promote our county and inspire others to visit. Our video projects must work hand-in-hand with the articles we write to create a more engaging experience for the user. These videos will be impactful on social media, but will also help create more of a multi-media presence on Yosemite.com.

We're also going to learn from our strengths in what ways we tell our stories. We've identified that our existing hiking page on Yosemite.com (Yosemite.com/Yosemite-hikes/) is a very strong template that is keeping viewers on the page longer than our traditional templates. This template also allows us to embed videos, other related articles and different elements that increase time on site and decrease our overall bounce rate.

Measurable Goals

- Overall Referrals (Our primary KPI) = 597,086
    - Lodging Referrals (our primary KPI): 517,952
    - Dining referrals: 65,034
    - Attraction referrals: 24,420
- Overall sessions = 3,416,023
- Organic sessions = 1,625,194
- International sessions = 191,040
- We will track metrics for Book>Direct referrals as well as time on site. Goal = 618,151
- We will also track Newsletter Sign-ups. Target per month = 712
- While bounce rates are a difficult metric to influence, we will continue to implement strategies to decrease bounce rates for the following:

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

- Desktop users
- Mobile users
- Tablet users
- Landing pages

Future Opportunities / Challenges

As mentioned earlier, we have to begin facing the reality that we will have to build a new Yosemite.com in the near future, a "Yosemite.com 3.0". Our site is aging and will eventually become completely outdated. We need to get ahead of that and plan now for that reality by saving for the day when we work on a new site.

As mobile users begin to become more and more popular as well, we need to be making sure that Yosemite.com is as optimized for those platforms as possible. To do that with the current version of Yosemite.com, Yosemite.com 2.0, we've had to burn retainer hours with Noble that could have been spent on new improvements to our website. In Yosemite.com 2.5, we'll continue to have to do that, but will also be dedicating more retainer hours to the task, which means fewer new improvements like the Video Hub or special offers section.

If we think of keeping Yosemite.com up to date similarly to how preventative maintenance works with a vehicle, we're going to begin spending more and more in the form of retainer hours on this current site and be able to do less things that keep us relevant in the world of DMOs and digital storytelling, which is always evolving.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Yosemite.com Maintenance

Prior year Successes / Shortcomings

The Noble Studios maintenance retainer for 2020/2021 was $50,000. This budget was successfully managed due to the efforts of Communications Manager Tony McDaniel and better reporting from Noble. The retainer was spent on a number of tasks for Yosemite.com, including monthly website maintenance and individual upgrade requests through the year. Annually the day-to-day maintenance requirement is approximately $18,000 per year leaving $32,000 to spend on improvements or projects for Yosemite.com.

The year's accomplishments included:

- Added Book>Direct to multiple new pages and "Check Rates" button to navigation
- Added Special Offers page
- Included "Share" and other options to Article pages
- Developed and implemented a Video Hub Library page
- Fixed transparent bar above hero images
- Performed a UX/Technical Audit
- Troubleshot issues with video autoplay in hero images
- Added TinyPNG for compression of the image library
- Added AMP (Accelerated Mobile Pages) for faster load speeds

Current Year Strategy / Direction

Since the amount of time we have from Noble to work on the website is a retainer-based budget of $40,000, we will continue to prioritize essential Noble staff tasks. The Communications Manager will continue to oversee the retainer and to manage the priority of tasks based on Noble's recommendations.

Any page creation, edits to the site or page additions that requires coding efforts will need to be delegated to Noble. Noble's expertise and staff size in this avenue will be essential to getting jobs done quickly and efficiently. Major navigation changes (anything larger than adding or adjusting navigation bars) will be handled by Noble Studios. If branding adjustments (making sure that our site meets brand guidelines i.e. changing social icons, making whole scale color changes, changing buttons from ovals to banners) will also need to be handled by Noble.

As the Bureau looks forward to a complete redesign of Yosemite.com, Noble will continue to be a trusted partner in managing the current website until a new website can be completed. Small improvements / updates will continue to be made in order to keep our website running. (An analogy: We have a 1998 Toyota Corolla that needs preventative maintenance in order to operate; at the same time we must plan for the cost and effort to upgrade to a 2023 Subaru Outback.) WordPress updates, such as the move to the Gutenberg editor, will be important upgrades that can also prepare YMCTB staff for the new Yosemite.com 3.0.

Measurable Goals

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

- Successfully manage the retainer-based budget through the entire year.
- Complete selected improvements from the UX Audit (see Appendix H).

Future Opportunities / Challenges

Yosemite.com is an ever-growing and ever-changing being meaning that Noble Studios will always need to be involved in the evolution of the current website. In preparing for Yosemite.com 3.0, we have to continuously balance what is needed and what can wait for the next iteration of the website.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

SEO

Prior year Successes / Shortcomings

Organic search is a key channel for driving attention and traffic to our website. From July 1, 2020, until June 30, 2021, organic traffic was responsible for 46.2% of the site traffic. Ensuring that Yosemite.com continues to rank well for important search queries through Search Engine Optimization (SEO) is critical to the long-term health of our ability to reach travelers with information and inspiration to visit Yosemite & Mariposa County.

We have relied on Noble's SEO strategy to find keywords that we are not ranking for and develop content to close those gaps. With their help, we reviewed keyword search trends, and ranking loss and gain on key pages for the site, as well as took into account our current focus and goals. Using this strategy, we created new website content with substantial monthly search volume. For example, searches related to keywords such as Free Climbing, El Capitan, Ahwahnee History, Yosemite Ice Skating, Yosemite Firefall, Yosemite winter photography, and many more. YMCTB also relies on Noble to make optimization suggestions to the resulting content. The results of this process are seen in the overall improvement of our article pages this year – a 302% increase in page views and a 94% improvement in bounce rate as of March 2021.

Noble focuses on high-volume search trends, which are designed to drive more traffic to the site and enhance the reach of the Mariposa County focus in conjunction with the Yosemite brand, however it always involves striking a balance between the two. This year almost all articles written combined content about the County and the Park, allowing the Bureau to continue to promote the Mariposa County brand.

A major effort in 2021 has been to categorize the articles so that they are easier to find on Yosemite.com. Noble has contributed to this effort by recommending that URLs be updated as well to create a "silo" URL structure that will increase SEO value by assisting search engine crawl bots to understand the content of the page more clearly.

Page ranking has also been a priority and ranking metrics were re-added to the monthly reports from Noble, ensuring that we monitor this important data.

Current Year Strategy / Direction

In June 2021 YMCTB staff will hold an in-person retreat with the Noble staff in Mariposa County. The goal of this event is to develop clear strategies and tactics for 2021/2022.

Building the Mariposa County Brand is a critical goal of our marketing efforts and especially challenging given the low search volume for Mariposa County terms. Because we can't count on people searching directly for those terms to bring significant traffic to the website, we will utilize Yosemite Brand keywords, and other keywords that are higher in the marketing funnel, to bring people to the site. We can introduce those people to opportunities in Mariposa County when they are looking for general getaway ideas or things to do in California.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Our SEO strategy will continue to be focused on defending and improving current Yosemite and Mariposa County rankings. We will continue to invest in non-Brand general California vacation and travel terms to drive visitation to the area. Our 18-month Content Calendar allows us to communicate the articles being written to Noble and gains their feedback for appropriate keywords for optimization. As mentioned above, our intent is to create content that includes both in-Park and out-of-Park subject matter. We will also focus on optimizing the technical health of the site for upcoming Google algorithm changes so that we do not see a negative impact.

We are also aware of changes in demographics since the beginning of the pandemic. Our audience is skewing younger (20's to 40's) and there is a growing interest in outdoor recreation. Furthermore, our largest amount of website traffic is coming from the L.A. area, which is a shift from our traditional draw from the Bay Area. Greater attention on content for younger, outdoor-loving L.A. residents may be appropriate for SEO and content generation.

Obstacles / Challenges

The ongoing stagnation of international travel, temporary reservations system for summer and Firefall, and a lessening of travel for older visitors are issues to consider. We will also need to consider how shifting attention away from solely-Yosemite terms will impact our search volume going forward.

Measurable goals

- In June 2021, complete a successful retreat with Noble Studios staff to review/confirm strategies and clarify additional tactics (included in 2021/2022 due to its impact during that period).
- We will see a 7% increase in overall organic traffic YOY.
- We will continue to monitor page ranking as an important metric. In collaboration with Noble, we will select 5 page rankings to maintain as consistent parts of their reporting. Noble can then select others to include.
- We will maintain the practice of working with Noble to perform a keyword gap analysis and continue to optimize content and add new content to support higher rankings.
- We will also compare paid vs organic results for individual keywords to analyze the results of that relationship.
- While maintaining our strong Yosemite rankings, we will continue to highlight Mariposa County as well as non-Brand terms in our content.

Future Opportunities / Challenges

Although we expect some challenges in striking the balance between Brand and non-Brand terms, this is also an exciting opportunity to expand our influence and authority via SEO.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

SEM/PPC

Prior Year Successes / Shortcomings

As for all marketing efforts, 2020/2021 presented significant challenges on the paid search/search engine marketing front as well. With dramatic swings in travel interest, the sensitivity of running certain kinds of marketing messages amidst public health concerns, and the introduction of day-use reservations to Yosemite National Park, we pivoted quickly and often within this channel.

Active Budget Management

We shifted our budgets frequently – conserving money when travel demand slackened during California's unprecedented fire season, and then creating a renewed drive to attempt to make up for lost ground in areas with opportunity. Because this is traditionally a channel with strong performance, we started the year with a budget increase from $90,000 to $157,000 using carryover funds from Spring 2020. However, following the unprecedented fire season, we were forced to pull back again in Fall of 2020 to $123,000. The budget increase did allow us to increase traffic to the website by 10%, though conversion numbers remained even, highlighting the difficulty of getting people to travel this year.

Local Geotargeting

As a consequence of people's reluctance to travel early in our fiscal year, we confined our geotargeting to the California drive-market. Our initial 200-mile radius target area eventually expanded to a 400-mile radius as traveler interest improved.

Beyond Yosemite National Park

Much of the past success of the paid search channel came from the high performance and search volume of Yosemite-branded keywords. However, the day-use reservation program instituted by the park puts in-park resources at a high demand, and presents more opportunity for growth outside the park boundaries. To address these opportunities, we have increased the percentage of budget being spent on non-brand campaigns. Ensuring that we appear for non-brand campaigns brings our county into consideration at a phase where the searcher isn't already focused on Yosemite National Park. Not only does that introduce our region as a destination for those searching for "California getaways", for example, it also gives us the opportunity to highlight areas outside Yosemite as an exciting destination on their own. In the past year, approximately 30% of the PPC/SEM budget went toward these non-brand campaigns, an increase from just 20% in previous years. We also created many new non-brand campaigns to target people interested in any California camping, gold rush towns, or those looking for local travel deals.

Leveraging our strengths in Yosemite branding

With international name recognition, Yosemite keywords are coveted high-volume search terms, and we have the content and authority to perform exceptionally well in this area. By ranking and bidding on Yosemite keywords, we have the ability to highlight Mariposa County businesses and destinations. Competing for Yosemite terms is both less expensive per click and more effective at driving referrals to our partners. Our average cost per click for brand is only $0.23 compared to $1.08 for non-brand, and the conversion rate is 24% instead of only 11% (for the dates July 1, 2020 through April 22, 2021). Plus,

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

once they are on our website, we have the ability to retarget them through other channels. Not to mention that our content is designed to consistently offer suggestions for out-of-park as well as in-park activities and lodging. To further increase this level of performance we have been segmenting the Yosemite-based keywords into smaller categories so that we can deliver more precise messaging and a better landing page experience.

Enhancing quality score with improved landing page experiences

A key factor in increasing Google Ads performance is ensuring a high-quality score. We accomplish that by making sure there is a tight link between the keywords, the relevance of the ad, and a landing page experience that addresses the searcher's intent. An important part of the developing high-quality landing pages includes integrating those needs into our 18-month content calendar. Establishing that system allows us to consistently create better landing page experiences for users. Noble also continues to AB test different landing pages to ensure that we are sending people to the right page for the answers and information they are looking for.

Increasing Targeting Specificity

During the last quarter of 2020/2021, we revisited the spend performance of camping-related keywords. These are traditionally high performing keywords. They have an excellent conversion rate, and historically we anticipated that we'd be able to upsell visitors to rustic hard-sided accommodations or tent cabins. However, we were not able to track whether this was happening or whether all the conversions were going to traditional low-cost campgrounds that don't contribute to the TBID. In order to address this concern Noble will segment the tracking for camping-related conversions so that we can understand how many of these conversions are low-revenue vs. higher-revenue lodging conversions. The new tracking process will allow us to focus our budget toward accommodations that provide a higher ROI. We have also instituted a budget cap of 20% for camping terms so that the majority of the budget goes towards "hard-sided" stakeholder lodging.

Current Year Strategy / Direction

Our paid search strategy in 2021/2022 is to continue to build on past successes. We will continue targeting the California drive market while continuing to expand to the larger domestic market as travel confidence returns. We will maintain our Branded ("Yosemite" or "Mariposa County") campaigns. We will also work on non-Brand ("CA Getaways" or "Special Offers") campaigns with Noble, understanding that these will be geared toward higher funnel audiences, giving us a chance to grow the breadth of our audience and interest in our destination.

As mentioned above, we will also continue to work on our website content to match what is on our site with the existing search volume data. This allows us to prioritize content on topics that people are already interested in reading about. This integrated approach between organic and paid search channels guides content development, creating a synergistic environment where we can take learnings from both channels to guide our story ideas.

It is essential that we remain flexible with our budget depending on what is working best. For example, the current plan for summer 2021 is to stick with "Yosemite" Brand campaigns to capture as much Yosemite traffic as possible until the reservations system is full. However, after the reservations are no longer available, we will focus our campaigns specifically on Mariposa County messaging and what the County has to offer beyond Yosemite.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Measurable Goals

We currently receive a significant amount of data from Noble, including:

- # of impressions and conversions – time on page, bounce rate, etc.
- paid search metrics – give an insight on how effectively we are spending $
- conversions – brand and non-brand separate

However, we may need to re-evaluate these metrics in order to create a better understanding of how our SEM / PPC is performing. KPIs are useful, but are not the only measurements that would be helpful.

Goals For Brand Campaigns (These are already highly optimized campaigns, so any improvement in these metrics is a significant win.)

- Increase YOY CTR and CVR
- Increase the number of segmented brand campaigns or ad groups to provide more targeted messaging and landing pages.

Goals For Non-Brand (These campaigns are newer, and have less of a track-record.)

- Establish regular separate reporting and KPIs for non-brand campaigns appropriate to a more high-funnel approach. These metrics could include: Clicks, Avg. cost/click, CTR, conversions and conversion rates as well as engagement metrics such as bounce rate, pages/session and average session duration.
- Test and build at least 2 new campaigns as well as ongoing optimization on existing campaigns.

Future Opportunities / Challenges

The uncertainty of disasters and public health crises has many ramifications. Decreased TBID and elimination of the County's contribution have and will continue to reduce overall budgets.
Lack of public confidence over safety and resulting reluctance to travel without that confidence will likely create additional challenges. However, we are looking forward to a gradual increase in people's willingness to travel as vaccinations become more widely available. Also, the past year has created pent up demand for travel and an increased interest in outdoor recreational opportunities, which our area has in abundance.

The day-use reservation system for Yosemite National Park entry creates challenges in converting the interest in Yosemite into lodging (and other) business for our communities outside the park gate while that system is in place. It also leaves us in a position where we have to make up lost ground once the temporary system ends.

Noble is a trusted partner. While digital is more and more competitive, the importance of having an additional subject matter expert working as a consultant helps us make sure we get the best out of our resources.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Digital Paid Media

Prior year Successes / Shortcomings

Our largest investment continues to be in the form of digital media and the majority of those dollars are provided to Noble Studios. In our second year of working with Noble in this area, we have seen a continuation of a positive working relationship. As described elsewhere, Noble handles SEM and our website as well, which allows us to better sync our website landing pages and our other digital media.

Noble has been a terrific partner to YMCTB this year, especially given the need to be flexible in our digital paid media spend. The Yosemite temporary reservations system, COVID-19 regional stay-at-home orders, wildfire closures of the Park all required adjustments to our original plan. International paid media continues to lag behind pre-COVID numbers; we do not expect travel to the US to return to 2019 levels for the next few years, but some international travel will return in spring 2022. With the reality of the economic downturn, we decreased the planned spend for digital media in fall 2020 from $380,000 (not including rollover from the prior year) to $235,000 for both paid digital media and SEM. While difficult, this hit to the budget was softened because of the $154,000 of carryover funds unspent from spring 2020.

Noble has carefully monitored our paid media channels to ensure that we were getting the best return on our investment. For instance, the display advertising click-through rate this year has declined significantly by 71.5% YOY while we have seen significant growth in social media sponsored posts 460.8% YOY. Given that data, Noble shifted more funds toward sponsored social media posts. This year we added YouTube pre-roll advertising and Spotify streaming audio and video ads to our paid media budget (which already included domestic digital display, international digital display, social media sponsored posts). Noble has also corrected where traffic to the site has been mis-attributed; this has provided a much clearer understanding of what tactics are successful.

Our small international UK campaign. While British travelers are not yet visiting the US, this is such an important international market that we wanted to be sure to maintain our momentum here and remain top-of-mind in the travel dreaming phase for UK visitors in the long-term.

In addition to Noble's work, YMCTB staff continue to boost social media posts. Using better developed and more consistent content (thanks to the Social Media & Content Curator) the staff's ability to boost posts was essential to driving visitation back to the website. The social channels performed 42.2% better in 2020/2021 with 93,973 sessions vs. 66,089 sessions in 2019/2020. Other paid media took the form of "added value" banners and social posts that were tied to traditional print. We also placed native advertising with Hearst Media (SFGate) and saw significant success.

Challenges / Obstacles

With Yosemite's temporary reservations system in place for Summer 2021, we continue to shift messaging – and budget – to make sure that we are utilizing our resources the best way possible. Promoting Mariposa County, not just Yosemite, is an essential part of our strategy to help our out-of-Park lodging partners.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Current Year Strategy / Direction

We will continue to entrust Noble with the majority of our digital media spend, specifically domestic display, international display, YouTube pre-roll, Facebook sponsored posts and Instagram sponsored posts. We may continue to invest in streaming platforms with Noble's help. Other strategies – YMCTB staff boosting social posts, for example – will be managed in-house. We will continue to look for additional digital opportunities such as native advertising, referral sites, directories, eblasts with print partners, and other emerging platforms.

Our focus will still be on the California drive market with a younger demographic. We will also invest more in domestic display as COVID restrictions begin to decrease. International visitors will take longer to return but we will continue to make small investments to stay top-of-mind in the U.K.

While the challenges during the pandemic have shifted our focus away from this area, we will need to consider lead time for our marketing. To be more sensitive to our audience, we will continue to make sure our messaging is sent at the right time to the right person. We will need to work with Noble to ensure that we have a better plan and accountability for the timing of distribution. We will need to consider how the following intersect:

- Geography: international; domestic; statewide
- Channels: display advertising, paid social, video, native advertising, etc.
- Taglines & CTAs: appropriate for season, cultural sensitivity, etc.[4]

This will add a level of complexity to our work with the goal of ensuring that the largest marketing budget item is more effective. We will continue to plan out the seasonal creative theme and adjust as needed to the current volatile market conditions. Our seasonal creative briefs are an effective tool in keeping all of our partners and team on the same message, audience, timing and goal. Some display advertising will be intentionally recycled from year to year as it maintains a strong visual brand identity. We will always consider our audience to ensure that we are communicating as effectively as possible. The key is being both fluid and adaptive along with strong planning.

Because the digital media spend is now the largest area for marketing, extensive planning has taken place discussing Noble's recommendations to have a range of impacts. Noble has done an excellent job diversifying our "portfolio" and shifting from only "dreaming" high-funnel efforts to a range, including more mid- and lower-funnel tactics.[5]

Measurable Goals

- Continue consistent communications with the Noble staff to determine the channels with the best ROI.
- Work with Noble to maintain insightful reporting to dig deeper behind KPIs; consider tracking things such as aggregate impressions per channel as opposed to conversions where appropriate or CTR per $K.

[4] Our seasonal plan for 2021/2022 is located in Appendix J.
[5] Our paid digital media budget, broken down by channel, is located in Appendix G.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

- Continue to track special offers as a significant driver of CTR and referrals and determine how best to maintain those special offers.
- Develop additional directories for weddings, affinity groups, etc.

Future Opportunities / Challenges

We will always be challenged to ensure that we are breaking down our paid media based on timing, geography, channel, psychographics, etc.

We also know that digital media is constantly evolving. Staying informed about emerging trends and opportunities in digital media is something we will rely on Noble's expertise as well as Theresa Ho's knowledge. Professional growth and learning by our staff will continue to be important opportunities and a priority.

We also know that backlash against some platforms – such as Facebook and Twitter – could cause them to lose popularity over time.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Social Media

Prior year Successes / Shortcomings

In today's world of marketing, social media is a key component of any plan. Social platforms or "owned marketing channels" allow organizations like YMCTB to reach potentially hundreds of thousands, even millions, of followers to promote and share messaging with an engaged follower base.

For the Yosemite Mariposa County Tourism Bureau, our accounts consist of two Facebook pages, a page for local outreach and another for national and international targeting, Instagram, Twitter, Pinterest, YouTube and LinkedIn. While we are fortunate to have well established accounts with high follower volumes (120K followers on YosemiteNation Facebook, 46K on YosemiteNation Instagram and Twitter has 46K).

We built off of our prior year successes to continue our progress and have seen exponential growth on our flagship accounts with 20K new followers on Facebook and 10K followers on Instagram. We're stabilizing our Twitter account and our Pinterest account, which was just launched early in the previous fiscal year, is now a strong traffic driver to Yosemite.com falling only behind the YosemiteNation Facebook page in traffic to Yosemite.com. We've also launched our Linkedin page and implemented improved tracking for Pinterest, Linkedin and YouTube.

Placing "boosted" funds into our posts to reach more followers has a had a three-fold impact: we're driving more visitors to Yosemite.com, we're growing our followers, and we're giving more and more views to our content that we're creating. Using a geographic focus, we target the areas that we know will bring the most visitors to the region. The budget was built for this to become a weekly point of emphasis. We've also begun meeting monthly to plan out our overall social media strategy for the month, which includes what articles, concepts and videos we will boost for the full month.

We're pleased with our success on social media, but even more pleased when we take into account that we've had to adjust our strategy or even completely stop posting at times due to the COVID-19 pandemic as well as the Creek Fire in 2020. Those interruptions had the ability to really stunt our growth, but since we were nimble and creative with the content we shared we were able to keep growing our accounts despite how difficult the year was.

Current Year Strategy / Direction

Across all platforms, all of our efforts are supporting of Yosemite.com, tied into our 18-month content calendar and in support of the current overall effort. Like in 2020, we'll have to shift our focus to heavily promoting Mariposa County due to the reservation system in Yosemite National Park. While it is a challenge, it is an exciting opportunity for us to tell the story of Mariposa County and show our large follower base that there is more to YosemiteNation than Yosemite. Through this, we'll continue to strengthen our authority as experts in the region to our base of followers.

We are leveraging our online strengths with our followers to build up our other subscribers, such as our newsletter followers and our YouTube subscribers, through cross promotion. We will do monthly

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

boosted posts to encourage newsletter signups and to help grow our YouTube channel by sharing the videos there, but directing people to the channel from Facebook to watch those videos and subscribe.

It is time for the Yosemite Mariposa County Tourism Bureau to begin building out new types of content in the form of stories, which are vertically formatted and are best built for Facebook, Instagram and Tik Tok. A challenge connected to that is that the majority of our videos are filmed horizontally, which means we need to spend time out in the field creating new and engaging content. Doing this will take staff time, the time of surrogates or the help of our local business owners to show off the different opportunities that there are for tourists in the area. Visit Stockton's model, which basically let's their local business owners create content that is then shared on Visit Stockton's channels, is one we should pursue.

In mentioning Tik Tok, this will be a completely new undertaking for the organization. We'll literally be building this platform from scratch. Tik Tok is a newer platform that is just becoming relevant in the world of tourism. Mono County and The San Diego Zoo are good examples of tourism related entities that are making use of Tik Tok. Tik Tok is highly popular among Millennials and Gen Z, two groups that are aging into purchasing power and are also groups that will feel more likely to travel than some of the older generations. At this time, we have a YosemiteNation account created on Tik Tok, but no content created. We're getting in on Tik Tok even earlier that some of our much larger DMO partners in California like Visit California and the San Francisco Tourism Authority. There will be a lot of trial and error in this strategy as we develop best practices through the year.

We'll also work to join in on Visit California Stories which is a concept that is run by Visit California through its partnership with Crowdriff. Currently, Visit California Stories is in Beta, but is beginning to become more and more used through the state. This social story telling method allows us to build out new types of content by using what we've already made in past years. Those stories will then be featured in Google searches and on Visit California's website that will allow people to interact with them and drive traffic to Yosemite.com. We'll be able to share them on our social media channels as well.

Future Opportunities / Challenges

Social media is an ever changing and growing landscape. We will always monitor what is coming on the horizon in shifts in the industry and new platforms that could be useful to us.

New platforms will no doubt rise to prominence along the social media landscape. Our challenge will be to identify what the correct ones to launch our own accounts on will be. There will be a new Tik Tok in the future that the Tourism Bureau will have to get involved in, but there will also be hundreds of platforms like Parler that will rise, fall and then rise again. It will be up to use to keep our finger on the pulse of the social media landscape to know what the next big thing is.

We'll also have to monitor what happens with the popularity of our current social media platforms. We're seeing Facebook as a company lose some authority with how much its pivoted to an ad-based platform that serves people ads in their feeds before serving the content they want to see. Throughout the history of social media, platforms have risen in popularity and then fallen out of popularity (i.e. Myspace and Snapchat). If Facebook will fall out of popularity is still yet to be seen, but it is inevitable that a platform will lose popularity at some point. We'll need to make sure that doesn't happen to our channels on those platforms, and if it does, we'll need to shift and be ready to get in on the next big thing.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Facebook: YosemiteNation

The YosemiteNation Facebook page is viewed as the flagship of our owned channel's social media efforts. Its 117,000 followers make its reach incredibly powerful. For a comparison, our Facebook page has almost three times as many followers as our competitive counties of Tuolumne or Madera County's Facebook pages. Our page is a juggernaut when it comes to marketing the region.

Women make up the most of our Facebook audience at 59% and 97,707 of our followers are from the United States. Surprisingly, Mexico makes up the second highest demographic at 2,690 followers outpacing the UK's 1,307 followers. Women aged 45-54 make up the highest subset group, while men aged 35-44 are the largest male group represented.

Prior Year's Successes

Our prior year saw healthy growth with strong, iconic regional images, and passed our 5% growth goal around January 1. We finished the year with 120,614 followers and 2,586,306 engagements.

Current Year Strategy / Direction

Our basic strategy of posting daily content that is engaging and drives traffic to Yosemite.com will be continued, and we have shifted additional focus to content that promotes all the things to do in Mariposa County in addition to Yosemite National Park. A combination of inspirational and informational content will continue to make us stronger. Additionally, we will work to develop engagement strategies and content to match Facebook's ever-changing algorithms. Finally, we will use the strength of this channel to promote appropriate local events to drive visitation.

Video postings are a strength for Facebook given the platforms ability to automatically roll the video in a user's feed. We will continue developing video content and build out our video feed on Facebook.

An opportunity for growth will be use of the story function on Facebook, which means creating new content in the form of short videos that a user can quickly engage with. This is a new venture for us, and we will want to investigate what DMO's similar to ours are doing with their stories to help build out our ideal strategy.

Measurable Goals

Despite our size, growing a Facebook page is a slower process than some of the other platforms given the need for users to share your content.

- Our growth goal is 10% to surpass 132,675 followers.
- Our engagement goal is 2.42 million.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Facebook: YMCTB

Our local page has a vastly different strategy as compared to our YosemiteNation page. Our goal is to keep the Mariposa County public aware of YMCTB's work and efforts in marketing the region for the community. Not just lodging and tourism businesses, but we aim to keep the entire community informed of updates and our efforts to support the county.

During times of crisis, like COVID-19 or last fall's Creek Fire, we use the channel as on outlet to share updates and important information with the local and lodging community.

Prior Year's Successes

We started the year with 1657 followers and grew it by 12.7% to 1868 followers. We more than doubled our weekly post goals to 6-7 posts per week.

Current Year Strategy / Direction

We use this platform to share our efforts with the local community to show how our work impacts it. Through our efforts to promote the county, we secure articles that promote businesses, activities and travel to the region in national media outlets, we share those articles here. We share our video work, which specifically promotes businesses and museums here as well.

We also use the channel as a way to request information from businesses. For instance, our efforts to showcase special offers to potential visitors is done through our website, but we use this channel to ask for special offers to share with potential visitors.

As events return, we will share information with the local community to support local events and initiatives like the County Fair, Butterfly Festival or to provide support to businesses that may need it.

Measurable Goals

- Unlike our YosemiteNation page, there is no intent for us to post content daily. This year we are reducing our weekly posting goal back to our original goal of 2 to 3 times per week, with the intent of focusing the content more closely on the topics listed above.
- Our goal is to increase engagement, likes and shares.
- A modest growth goal of 6% followers will be made for a total of 1980.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Instagram

We target a slightly younger audience on Instagram with the majority of our followers sitting in the 25-34 age range and 57% of our followers being women. The vast majority of our followers come from the Los Angeles area with San Diego being a distant second. The Bay Area communities of San Francisco and San Jose are the third and fourth largest locations.

Instagram is becoming its own juggernaut. This is due to both the large amounts of high-quality user-generated content, as well as boosting posts via paid promotion. The latter tactic has been a key factor in building channel momentum and driving traffic to Yosemite.com. It's a plus to get to promote such a visually pleasing region. The more visually attractive content is, the more engaging it is and the more our base of followers grows. During the COVID-19 period, where our goal is to keep people dreaming about travel, Instagram has been a key way to keep interest in our destination.

Prior Year's Successes

In the last year, through our targeted posting efforts, this page has seen the biggest growth as a percentage. At the end of the fiscal year we had 51,383 followers (up by more than 12,000) and 653,513 engagements.

Current Year Strategy / Direction

Like Facebook, we are adding more video content on Instagram, but there is additional work involved, as content for Instagram must be optimized specifically for the platform. We have begun posting our videos to the platform's IGTV channel and will work to add our existing video library in addition to posting new videos.

Instagram's story feature is an opportunity for continued growth. We will make more use of this feature moving forward and will need to optimize photos and video for them to function properly.

As we increase Mariposa County specific content, this channel will divert from the Yosemite-only strategy. While we will include more content that focuses on the county, we will not shift all the way away from Yosemite content. Our followers expect Yosemite content, and we have concerns that moving away from that will decrease our authority. We will need to find an appropriate balance.

Measurable Goals

- Our growth goal is to continue the strong 25% growth we have seen, reaching 64,229 by the end of 2021/2022.
- We will increase our Engagement by 25% to 816,891.
- We will begin posting our backlog of YMCTB-produced videos to IGTV on a regular basis to IGTV.
- Define the methodologies to make more consistent, efficient use of the story feature.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

YouTube

YouTube is the second largest search engine following Google and reaches viewers of all ages making it a huge untapped source of viewers for YMCTB and our locale and imagery is perfect for the platform. We had a huge area opportunity to excel here given that this channel had been left untouched for a few years.

We've developed more video content this past year than in any other time in YMCTB history. Efforts have been put into building out our channel in a more organized fashion. Following are detailed breakdowns of our efforts that relate to YouTube.

One of the most important advances on this platform has been growing our understanding of which metrics are important for us to focus on. Subscribers/followers is a far less reliable metric here than in most other platforms, with 99% of our views coming from non-followers. We're now focusing now on Watch Time (in hours) and Viewer retention on a video-by-video basis.

Prior Year's Successes

The channel has become much more active with more internally created and shared videos. Content is better organized and easier to find. The most important development is our deeper understanding of how to measure our progress via the proper analytics. We also surpassed our 5% goal of new subscribers, achieving a 21% growth (623 subscribers).

Current Year Strategy / Direction

The focus now is on creating content that will lead to growing this platform. We will improve call-outs to subscribe to our channel via boosted posts on other platforms. Also, we will add new followers through our newsletter bases by linking to videos on YouTube and the channel itself and by calling out to it on our stronger platforms through cross-promotional efforts.

Reposting excellent content produced by others – by sharing this type of content we can build our own library and make our page more of an authority for travel planning to the region.

Curating our YouTube channel by properly organizing our channel causes our content to be easier to find and therefore generate more organic views.

Finally, we will use boosted posts on other channels encourage people to subscribe to this channel.

Measurable Goals

- We will grow our current 623 subscribers by 20% to 748.
- We will grow our total yearly watch time from 3094 hours by 29% to 4000 hours.
- As a very new metric, we will grow our Average Watch Time by a modest 5% to 36.75 seconds.
- We will maintain our average % viewed at 76.8%.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Pinterest

Pinterest attracts our youngest audience by far with 18–24-year-olds making up 42% of the total audience, 25-34-year-olds is the second highest at 17% of the total audience. Here again the audience skews towards women making up 68% of the total.

This channel has been a renewed effort for the tourism bureau and we are learning its intricacies. This platform operates differently from most others in the fact that it is not a timeline, so all content posted to it needs to have an evergreen focus instead of an in-the-moment focus. We look to inspire dreaming about the destination year-round with our posts.

Prior Year's Successes

We have posted a consistent flow of enduring content to the channel. Boosted content has achieved excellent results in making Pinterest the largest source of traffic to Yosemite.com of all our social media platforms. We achieved 38,830 engagements on 1,908,599 impressions, with an engaged audience of 32,840.

Current Year Strategy / Direction

Pinterest has a strong focus on travel and travel-related content. Like Instagram, Pinterest is based on visuals to pull people in, and we will leverage how beautiful our region is on the channel.

We post multiple times a week to the channel. We have posted backlogged articles from Yosemite.com to provide ideas and help with trip planning.

Our subscriber base shrank last year while impressions, engagement, total audience, and referrals to Yosemite.com have been healthy. This will require a change in our analytical monitoring. We will be monitoring the primary Pinterest metrics of Impressions, Engagement, and Total Audience numbers.

Measurable Goals

- Continue restructuring and reorganize the channel to make content easier to find.
- Grow Impressions from 1,908,599 to 2,099,459 (10% - a conservative goal for a new metric).
- Grow Engagement from 38,830 to 42,713 (10% - a conservative goal for a new metric).
- Grow Engaged Audience from 32,840 to 36,124 (10% - a conservative goal for a new metric).

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Twitter

We have moved our focus away from Twitter slightly due to the lack of engagement we have on the platform. Despite that we have a strong base of 46,800 followers. Our engagement numbers are low but have been improving.

We maintain activity on the platform by sharing partner deals here as well as inspiring content and articles created from our website. This platform is also a great place to engage with people and our partners, like #VisitCA.

Twitter as a platform has become less of an authority when it comes to travel planning. This is something that is supported in conversations had with members of Twitter's staff directly as well as members of Visit California's social media team. In the past, serious effort was put into Twitter by former Mariposa County Tourism Bureau staffs that led to its strong base of followers. Through time and the evolution of Twitter's platform into more of a text-based, less image-based, platform, our followers have begun to fall off for several reasons including user inactivity. Twitter will purge accounts that go inactive for more than six months.

We will continue to push forward and make use of this platform because of the high number of followers that we possess.

Prior Year's Successes

Sharing strong imagery from our Instagram channel has had a very positive impact on this platform. It is encouraging that while numbers remain small, we are seeing a slowing of loss-of-followers towards the latter part of the year, while our engagement and link clicks have made steady improvement. Progress is slow but consistent. It is worthwhile noting that while we are not gaining followers, we're maintaining just under 47,000 followers.

Current Year Strategy / Direction

Continue sharing strong area imagery, especially from our Instagram account. Continue to refine our prior year's strategies to improve numbers. We will improve our engagement numbers by continuing to focus on video content and iconic, inspiring photographs.

Measurable Goals

- Continue to flatten the downward Followers curve. Going from a net loss to a net gain in followers this year will be considered a success on this platform, staying above 46,314.
- Maintain current Engagement of 5,134
- Maintain current Link Click rate of 9,129.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

LinkedIn

We will focus on LinkedIn as an opportunity for us to grow traditional group business and meetings in the next fiscal year. There is a massive potential for growth as we have just 276 followers here.

LinkedIn is a business-oriented networking social channel for professionals, offering connections that provide degrees of separation and connections to business professionals and networks far outreaching any other social channels.

The platform is at the ground level for the tourism bureau.

Prior Year's Successes

We got the platform up and running and maintained an averaged 1.6 posts per week. We assessed the channel needs and adjusted our processes accordingly. While we did not achieve our aggressive 62% growth goal, we did grow our followers by 33% to 276.

Current Year Strategy / Direction

The primary goal is to breathe life into the platform and see how far we can go before the next FY. We will continue to update and restructure LinkedIn and refining our content development strategies.

We can also use this channel to promote the growth of our organization. When we win awards, make new hires or launch new initiatives, this is an opportunity for us to tout those successes.

The business professional nature of the channel presents the opportunity for us to promote corporate sales and establish the destination as one that is great for retreats and meetings, but that content does not yet exist for us.

There is the potential to purchase a Premium Business listing; this could lead to contacts with travel writers and meeting planners, for instance.

Measurable Goals

- Increase our followers from 278 to 375 (35%).
- We will make 1 to 3 posts per week.

Much of the success will be impacted by COVID-19, as meetings and business travel has clearly been put on hold for now. We do have the opportunity to promote leisure travel to professionals through educational posts.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

TikTok

TikTok is a short-form video-sharing social networking service. Almost all topics are represented on TikTok, such as DIY tricks, make-up tutorials, gaming and sports, etc. The videos are often playful and take maximum advantage of the platform's editing tools. Although most of the content you will find is upbeat or funny, people also use the platform to respond to current events such as the COVID-19 pandemic.

In particular, young people love its short-form video focus. According to Hootsuite the vast majority of TikTok users in the US are below 30-years-old. Research shows that 48% of U.S. adults between 18-29-years-old use TikTok. The figure drops to 20% in the 30-49-year-old age group, 14% among 50-64-year-olds, and 4% for those 65 and up.

Audio and video are both important on this platform.

One of the main challenges of this platform is that it fully embraces full-screen vertical video. All current content created by, and contained in our asset library, is 16x9 landscape video.

Prior Year's Successes

The platform is brand new for the tourism bureau.

Current Year Strategy / Direction

The goal is simply to breathe life into this new channel and gain basic understanding of its strengths and weaknesses in relation to our resources and overall marketing strategies.

Measurable Goals

- There are no goals beyond getting the account running and gaining a deeper understanding of the platform.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Travel Trade

Prior year Successes / Shortcomings

Despite COVID 19 affecting in-person trade shows for 2020/2021, we were able to participate in five virtual events. We attended the virtual Go West Summit which includes international and domestic partners who are interested in suppliers in the western United States. Japanese tour Operator JBS Hotels asked us to provide travel agent training. We represented the High Sierra at the North Star Virtual Trade Expo. We participated in a webinar with Atlantic Link with Product Managers in Scandinavia. Lastly a second Go West Summit where 24 one-on-one appointments were conducted.

All of the events provided us with a chance to communicate with our partners and also learn more about what they need from us.

The Travel News E-newsletter was introduced and two of the four scheduled were sent out to a database of 425 Product Managers and Travel Agents. Both emails received a 30% open rate.

Current Year Strategy / Direction

With Travel Trade slowly making its way back to the area we will continue to communicate and educate our tour operator partners. We know that international visitation is still being impacted for the remainder of 2021. YMCTB has chosen to maintain the relationships and contracts with our four international partners. We feel this strategic decision will keep us front and center as decisions are made and loyalty to our destination is maintained.

Each of our international representation firms has provided strategic outlines specific to the markets they represent. The most focus will be on travel trade education on our destination and staying top of mind. Most training and trade events will be held virtually or online. YMCTB staff will participate as often as possible in these events.

FAM Trips for travel trade will be accommodated, but highly vetted, to ensure the value of the visit's return on investment. The small FIT groups will likely be the only ones traveling during recovery since larger groups will not be allowed per social distancing guidelines.

IPW has continued to plan for its annual event in September of 2021. We are looking forward to exhibiting at this event.

Obstacles / Challenges

The ongoing impacts of the pandemic will continue to impact international travel. Yosemite National Park motorcoach restrictions will also impact travel trade.

Measurable Goals

- Provide four communications to travel trade partners per year as simple emails, longer e-newsletters, or both. These could be in the form of an invitation before IPW or other events, post-trade-show communication, or other written information.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

- Communicate directly to the properties about relevant travel trade information four times a year.
- Update the list of receptive and wholesale operators that will work with our properties.
- Establish who key product managers/contacts are at the largest companies, in the 4 major feeder markets supplying international travel volume to Yosemite Mariposa County.

Future Opportunities / Challenges

Disasters of all types will continue to threaten travel. International travel, in particular, could take a long time to recover. An ongoing reservations system severely impacts travel trade as do resulting decisions by the concessionaire.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Trade Shows

Prior year Successes / Shortcomings

Consumer Trade Shows

YMCTB usually participates in two consumer travel shows per year. These include the LA Travel & Adventure Show in Los Angeles and the Bay Area Travel & Adventure Show in Santa Clara. All consumer tradeshows were canceled due to COVID-19 in March of 2020. The show promoters did offer virtual shows, but we opted not to participate. The live Bay Area show was re-scheduled for October of 2021. This show was previously paid for so we will be attending if it does happen.

B2B Travel Trade Shows

We participated in two virtual events with Go West Summit in August of 2020 and March of 2021. Despite being virtual these shows were beneficial and well managed. IPW has been scheduled as a live show in Las Vegas in September. We will attend if the show does happen.

Current Year Strategy / Direction

Due to budget reductions and restrictions, we will not participate in any trade shows except for IPW this fiscal year. We will not participate in the LA trade show but will continue to attend every other year. Next year we will participate in the Bay Area show but will not include partners and only register as a single booth. We have seen major changes in the European and UK markets; Visit California is shifting its attention to smaller sales/travel trade shows and public relations events. As they shift to the California drive market only, our ability to participate will be limited.

When trade shows resume, we will be looking critically at the ROI, tracking the overall attendance and the number of people with whom we interact. There are also significant costs to setting up and tearing down the booths, purchasing and distributing YMCTB logo items, as well as the registration fees. We also will follow up with the contacts made at each show and share leads with the properties. These relationships create several important leads to be shared with lodging properties and other stakeholders.

Measurable Goals

- Adapt our booth/displays to accommodate virtual and in person events.
- Update pop-up banners with new maps and images for local and international use.

Future Challenges and Opportunities

The uncertainty of in-person trade shows during the pandemic will continue to be a concern. Trade shows will continue to shift in how they are attended, both in-person and virtual.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

International Marketing

Prior year Successes / Shortcomings

International marketing is an essential part of YMCTB's work. Depending on the time of year, we recognize that 25% of our overall lodging volume comes from international travel and up to 40% during peak seasons.

We re-contracted with Atlantic Link in Scandinavia and will work with Black Diamond in the United Kingdom, Gate 7 in Australia, and MSI in Germany. We have worked the longest with our partners in Australia and the UK. One of four partners, Black Diamond (UK), is also providing public relations representation. These representation firms assist us in traditional outreach to product managers and travel agents. We are a member of the Gold Country Visitor Association which is supported by Visit California and also retains a Canadian international representation firm. High Sierra Visitor Council has retained an agency in France, which is primarily doing in-country representation via social media.

This year's international co-op marketing activities and the results of those activities were cut in half due to COVID-19. We were not able to host any FAM tours per travel restrictions. Our overall work has been hampered as Visit California has suspended contracts with these international agencies. On a positive note, because YMCTB has maintained these relationships, we are receiving the lion's share of assistance.

Current Year Strategy / Direction

In our plan for recovery this year, we will continue to invest in international travel, though at a lower level than in past years. We will continue to keep international partners for co-ops but on a smaller scale. We'll work with tourism operators, airlines, etc. to cooperatively market our region within those countries. We expect our co-op spending to less than half of our 2018/2019 spend.

Our strategy includes providing better marketing materials and presentations to ensure the offices are promoting what we want them to sell. We will make sure that all of the pop-ups and displays have the correct branding. We will also review their presentation templates. We will increase the number of YMCTB staff interactions with the representation firms. As the Marketing and Creative Manager, Ellen Bergstone Wasil will ensure that the brand guidelines are followed. As the Communications Manager, Tony McDaniel will make sure that our pitches are being interpreted correctly and that we provide quick follow-ups on media opportunities; he will also share our generated content with the international partners.

As Travel Trade & Operations Manager, Julie Hadzega will prepare and send separate newsletters for the travel trade, some of which may be written with a broader intent and translate this content for a more international audience. We will develop new itineraries in general and make sure those are shared and utilized with our international marketing experts. This year we will work to print mini travel planners in country to save the cost of shipping. We will also look to provide gift items and giveaways to be used during trainings in country.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

We need to ensure that Mariposa County is blended into our Yosemite messaging for international marketing. Most agencies understand this, but we need to reinforce this key message. As we develop more content about the County, we will explain our work on calls to the agencies so that they better understand the integration. Sharing itineraries is another great way to do that.

Measurable Goals

- Participate in 4 web-based live trainings with the international partners with major travel companies.
- For the two firms that have public relations as part of our contract, we will expect earned media generated to have a 4 to 1 ROI on costs. Confirm and coordinate 4 Media FAM trips resulting in published stories.
- 8 International FAM visit total, including travel trade and media
- Continue to measure the number of international visitors to the website and achieve YMCTB/Noble agreed KPI for international web traffic.
- Hold four quarterly meetings with each agency to keep up to date with changes in their prospective countries.
- Increase Travel Trade email database to 600 or more contacts.

Future Opportunities / Challenges

It is always a challenge to ensure that our branding and assets are being used properly in other countries and we will have to be consistent in our efforts.

There are opportunities via Visit California and Brand USA that may be of use to YMCTB. We need to assess the assets used on our behalf and make sure that their training includes us. We need to ensure that we are participating at the highest level and make sure that FAMs are including us.

Reassessing our current international markets and identifying new international markets/countries should be considered in the future as international travel resumes.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

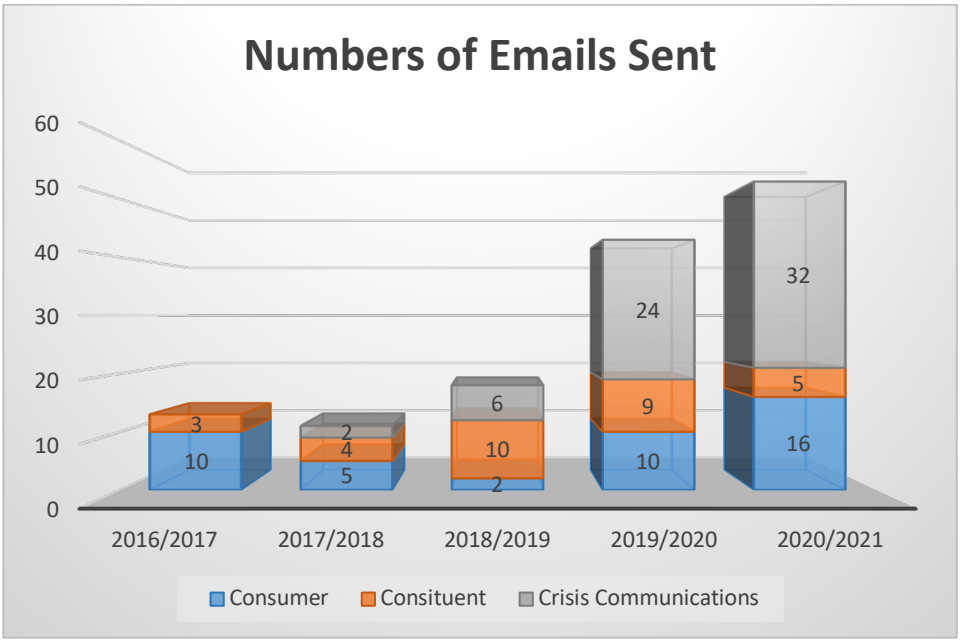
eCRM

Prior year Successes / Shortcomings

YMCTB utilizes Mailchimp as its Electronic Customer Relationship Management (eCRM) system. Mailchimp maintains the database ("audience" list) and tracks all email communication that is sent to our various email lists.

Emails Sent: In 2020/2021 for the second year we were able to increase the number and quality of the e-newsletters, postcards and reports.

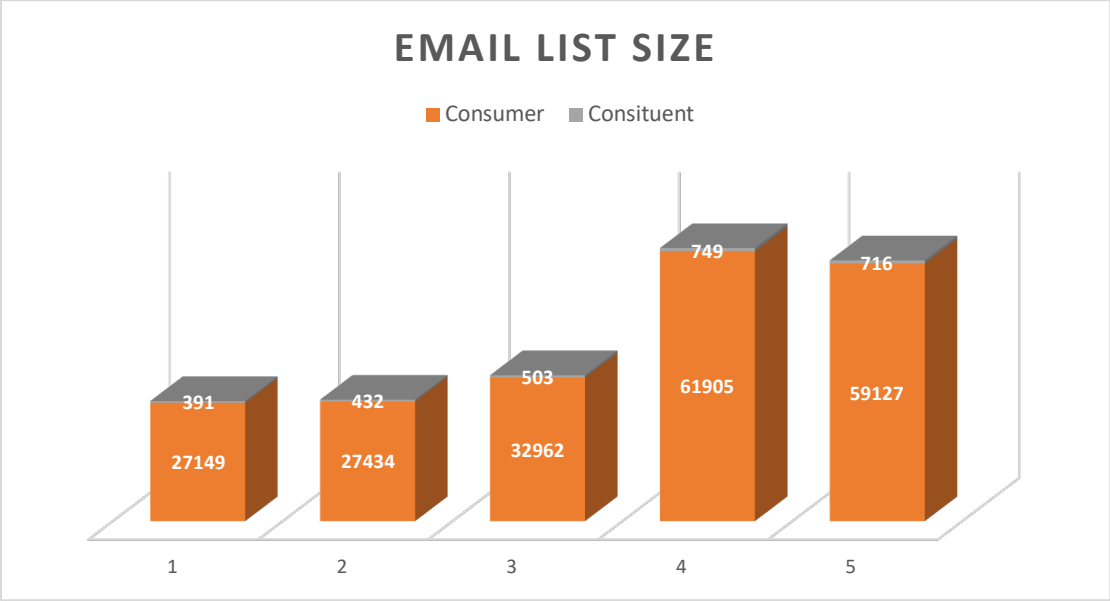
- E-newsletters – we sent out 6 consumer and 4 constituent newsletters.
- Postcards – these shorter, more focused emails were primarily used for special offers and quick announcements. We sent out 2 constituent and 12 consumer postcards.
- Crisis Communications – 34 email communications were sent to constituents as a part of the Creek Fire and COVID-19 emergency communications.
- Marketing reports – this new type of email provides the YMCTB Board (as well as constituents) a listing of all of the marketing activities managed by the Bureau. Six reports were sent in 2020/2021.



Audience: As of June 30, 2021, the consumer list had more than 59,127 subscribers. This number represents a smaller group than was started with in 2020, but efforts described below have weeded out those non-engaged subscribers. Our focus has been to ensure that the list is clean so that the emails are getting delivered and our open rate is higher. We have grown our list through newsletter signups via our website and leads from Visit California and National Park Trips.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

As of June 30, 2021, the constituent (local lodging and other businesses) list currently includes 716 recipients. Again this number is lower than what was started with in 2020. With significant staff turnover in the area, we have removed those addresses that are clearly no longer accurate.



New Features: In March 2021, we updated our plan with Mailchimp to allow us to use their new features, including the ability to automate the language being served to a subscriber based on their clicks within the new subscriber email.

In late 2020, YMCTB subscribed to an inexpensive email design app called BEEPro. Offering much greater flexibility that Mailchimp itself, BEEPro has allowed staff to create more sophisticated, eye-catching designs. The app has many time-saving features, allowing the staff to be more efficient with their time.

Content: We have seen the popularity of Special Offers increase our click through rates. The Special Offers page has a significant amount of traffic.

We've also added two types of emails – Travel Trade (discussed in that section of the marketing plan) and Marketing Updates primarily for the Board, while constituents have also received copies of the email to keep them aware of the work of the Bureau.

Current Year Strategy / Direction

The primary purpose of all email communication is to drive traffic to our website and ultimately to increase referrals to our lodging partners and other stakeholders. On the consumer side, we know about the most popular content from e-newsletters related to lodging and we need to capitalize on this fact. All consumer communications will therefore include some aspect of lodging, especially content related to special offers. This is key for our recovery efforts to attract more visitors from the drive market in particular. We will continue to utilize BEEPro to create engaging and attractive emails.

Engagement and re-engagement continue to be important for our 2021/2022 strategy for consumer email communications. Using the subscriber engagement emails that were set up in 2020/2021 we will

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

continue to build our preference center and offer folks engaging content from the moment they subscribe. With our new "Customer Journey" tool in Mailchimp, we will do quarterly re-engagement campaigns to ensure that those who do not open our emails still wish to receive them. The re-engagement campaigns will allow us to archive emails that are no longer engaged.

We will continue to do A/B testing of our subject lines and time of day send. We will also continue to use the merge function in Mailchimp to allow individualized emails ("Dear John,") a tool that is known to increase open rates and the amount of mail going to inboxes as opposed to junk mail.

Because YMCTB no longer mails out a hard copy of our vacation planner, we will incorporate the leads we receive from National Park Trips and Visit California into our Consumer list. For those not providing email we will develop a simple postcard to encourage folks to get the planner online and sign up for our newsletter. We will also test out doing a contest to attract more subscribers – either through the Visitor Center or online through other means.

Measurable Goals: **Consumer**

- Distribute six full consumer email newsletters annually
- Send six to eight offer-based short "postcard" emails annually
- A/B testing of subject lines for increased open rates
- A/B testing of delivery time of day
- Utilize individualized emails for increased open rates / lessen spam filtration
- Increase open and click-through rates to industry standards (determine what standard are)
- Continue to grow our subscribers through website sign-ups and referral leads
- Analyze whether boosted posts for newsletter signups are effective
- Perform re-engagement campaigns quarterly to weed out critical non-responders
- Revisit the rules for displaying the newsletter sign up form
- Develop a drip campaign strategy with email segmentation
- Monitor unsubscribes on a monthly basis
- Monitor percentages of unsubscribes based on type of email
- Monitor percentages of open rate and click through rate based on type of email
- Review unsubscribe preference center

Measurable Goals: Constituent

- Distribute four to six constituent email newsletters annually
- Distribute eight to ten marketing updates to the Board and constituents annually
- Crisis communications as needed
- Perform annual re-engagement work to weed out critical non-responders

Future Opportunities / Challenges

There are a number of potential challenges going into the future. The California Privacy Act was put into effect as of January 1, 2020 and has already seen amendments to further define how the law will be applied. Similarly, the European Union's General Data Protection Regulation (GDPR) protects the

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

personal data of EU citizens and also has the potential to be modified, or expanded, in the future. Budget issues could also be potential challenges either because of an unexpected growth in email traffic would raise the management fees or YMCTB has fewer funds to be spent on developing content.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Film Commission

2020/2021 Prior year Successes / Shortcomings

All efforts to support or increase efforts toward the film commission ceased in March 2020 due to COVID-19.

The film industry came to a standstill once COVID-19 took hold in the US in March 2020. YMCTB furloughed our contracted relationship with 360ViewPR, a contract which included a small retainer to support pitching film production companies and the film industry for Mariposa County as a choice California filming location. Although YMCTB restarted the contract with 360ViewPR, due to limited funding, the tourism bureau did not include film commission representation in the current scope of work.

Past challenges remain current issues. In addition to COVID-19, attracting film projects in Mariposa County is challenging for several reasons. There have been no large-scale productions filmed in Yosemite National Park for years. The permitting process in Mariposa County is more complex that most California locations because of the number of county and state agencies involved; normally a Film Commission would be able to pave the way and provide a “one-stop shop” for issuing permits. We know that this process must be streamlined and there has been improved dialogue with the County. But the County so far has been unwilling to transfer permit approvals to YMCTB.

An interesting change in Yosemite National Park film permit policy occurred January 25th, 2021 overturning required film permits. This comes from a lawsuit: Judge Colleen Kollar-Kotelly of the U.S. District Court for the District of Columbia declared that the statute and enacting regulations that require those engaged in “commercial filming” to obtain permits and pay certain fees are unconstitutional. The court also found that the permit rules restrict speech in public forums, including the many National Park locations.

The Yosemite.com Film Commission page now includes links to several new films produced by YMCTB staff as well as local film maker Bill Lowe; which demonstrate the range of scenery available in the County. This film is being edited down for easier review.

2021/2022 Current Year Strategy / Direction

In 2021 / 2022, we will not reinstate the 360ViewPR support due to limited budget. If County funding returns to normal levels, we will reconsider this decision.

The YMTCB staff we will continue to perform competitive analysis of our online presence with that of other film commissions in our area. Based on that analysis, we will update our Yosemite.com page.

Unmet from 2020/2021 due to COVID-19 and changing priorities, staff will re-establish our relationship with the CA Film Commission, and update our content and contact information on their site.

YMCTB will continue to build out and link our YouTube playlist to include examples filming locations in lieu of b-roll.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

In the event we recruit film projects in this year, we will provide detailed reporting to Mariposa County to further support the need for County funding to YMCTB and to possibly increase paid outbound pitching efforts, as well as attending industry trade shows and events, to promote Mariposa County.

Measurable Goals

- Creative location image library for prospective film scouts.
- Create materials for industry trade shows.
- Streamline application and permit process
- Update Yosemite.com Film Commission page
- Perform a competitive analysis of other film commission sites.
- Reestablish relationships with CA Film.

Future Opportunities / Challenges

The current state of the film industry for feature films is extremely tentative due to limited theater and revenue producing distribution. Serries production for emerging distribution and production outfits is growing with companies like Netflix and Amazon's huge investment into paid streaming video, developing their own content. YMCTB sees this as an opportunity, making a two-to-three-year location shoot increasingly possible due to our affordable location costs. We feel recovery will be slow, so staff time investment and efforts will be governed.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Traditional Print Media

Prior year Successes / Shortcomings

We had initially planned on cutting all print media in 2020/2021 due to the loss of revenue. We were able to add some print media back into the budget due to successful TBID collections during the summer months and were able to reschedule items that were postponed during the COVID stay-at-home period. Co-op opportunities were significantly diminished as financial situations forced our lodging partners to eliminate this type of advertising from their budgets.

Our focus remained on the drive market, especially in the Bay Area and Los Angeles, and greater California. We placed the following print media:

- Bay Area News Group (BANG) in August 2020 – a six-page insert carried over from Spring 2020*
- *Conde Nast Traveler* in September / October – a full-page ad in the LA Metro and San Francisco East Bay editions
- Visit California / Visitor Guide – listing with the Gold Country Visitor Association as well as a separate 1/3-page ad in the High Sierra section*
- Yosemite Journal / National Park Trips published in early 2021– a full-page ad as well as editorial content*
- Bay Area News Group (BANG) – a six-page insert in February 2021*
- Visit California / California Road Trips – ¼ page ad for the publication that will be printed in September 2021*
- Bay Area News Group (BANG) – a four-page insert in June 2021

*Most of our traditional print media also included digital opportunities for banner ads and/or native advertising.

Early in 2020/2021, we determined that our process for media buys needed to shift and Augustine Agency was released from performing that task. The Executive Director and Marketing & Creative Manager have taken on the process of fielding advertising requests, contracting with media and meeting advertising deadlines.

Current Year Strategy / Direction

Much is still in flux due to the COVID-19 situation. We are budgeting $60,000 in this line item again this year. There is still a small publication, *California Climber*, that has not been able to make good on the advertising purchased in early 2020; their primary method of distribution has been through climbing gyms which are severely limited during COVID restrictions.

We will continue to negotiate as hard as possible to ensure that our budget goes as far as possible. We will also wait patiently to see if there are remnants or other opportunities for reduced costs within this paid media area. As mentioned above print media is often joined with digital opportunities and we will continue to take advantage of those “added value” options.

In addition to influencing lower funnel travel, print media can also be an important part in new customer acquisition for Yosemite.com. For the next 12 – 24 months we will expand our horizons by

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

seeking out new partners. We have already investigated and utilized native (digital) advertising with Hearst (SFGate) and are in negotiations with representatives of the LA Times.

Some of our strategy will rely on our co-op partners; if there is interest and budget, we will work with them to place ads of common interest, such major lifestyle magazines in Los Angeles and the Bay Area. We will also consider those publications that have a long shelf life, such as the Yosemite Journal or the Visit California Visitor Guide.

Measurable Goals

- Take advantage of Visit California co-op opportunities where possible for the Visitor Guide and the California Road Trips.
- Maintain current relationships but also develop new media partnerships.
- Meet all deadlines for print placement.
- Create two or more YMCTB co-op opportunities in print media. This goal will depend on the willingness of our co-op partners.

Future Opportunities / Challenges

Print advertising is expensive and it's difficult to track the ROI. Digital native advertising may end up being more effective than printed inserts. Still, we recognize that the printed word does have power even as more digital versions become popular.

Future opportunities might be billboards, banners / pillars, and even more creative ways to integrate print and technology. In addition, there may be opportunities for international print publications.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Traditional Radio Media

Prior year Successes / Shortcomings

In 2020/2021 we initially planned to cut all radio except for what had been prepaid and postponed from spring 2020. We recognize that traditional media investments have significantly declined over the years in favor of digital advertising, however, there continue to be impactful marketing opportunities in traditional media channels. Many of the options we use are short-term, low-funnel efforts in order to encourage visitation with short lead times.

After juggling our dates due to fires and the pandemic, we were finally able to run spots in the Bay Area via KCBS and KQED in October 2020. With a small reinvestment in funds from the County, we were also able to renew our efforts to impact retail and dining via radio advertising again focused on "Above the Fog" messaging. We also invested in a spring 2021 run of ads on KCBS, with a flight of pro bono spots on Alice, to reach out to the Bay Area. A final run in June 2021 on KCBS was completed to encourage travel to Yosemite Mariposa County despite the temporary reservations system.

We discontinued our relationship with Augustine agency early in the fiscal year. This has led to added responsibility for the Executive Director and Marketing & Creative Manager, but has also allowed for a 12% savings and greater flexibility in our advertising selections.

Current Year Strategy / Direction

As we develop our budget for 2021/2022, we are again forecasting $60,000 for radio. Our plan is to continue to target the Bay Area (mid- to low-funnel), reminding folks that Mariposa County is close-by and offers quick turnaround for travel. This top-of-mind awareness allows folks to make plans for the weekend after next!

If we receive funding from Mariposa County, we will continue the "Above the Fog" campaign in winter 2022 in order to attract visitors to the area for retail and dining opportunities as well as outdoor recreation.

Our mantra will be to negotiate hard for the best possible rates, better placement and added value. This will continue to serve us well in stretching our funds for traditional radio as far as possible.

Measurable Goals

- Complete successful "Above the Fog" Campaign (pending funding from the County)
- Complete successful Spring radio campaign in the Bay Area
- Propose co-ops in this area

Future Challenges and Opportunities:

As mentioned above, traditional media is no longer the focus of the YMCTB budget, and, with economic uncertainties caused by COVID-19, Yosemite Park temporary reservations, wildfires, etc., even this level may not be sustainable in the future.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Traditional Sales - Groups & Meetings

Prior year Successes / Shortcomings

Despite the pandemic, we were able to assist NatureBridge in the promotion of their Family Camp programs. COVID 19 halted most groups and meetings in the County due to restrictions in gatherings. As the restrictions are lifting the desire for groups in open and rural destinations will begin to increase.

Current Year Strategy / Direction

For 2021/2022 we will continue to focus on the SMERF (Social, Military, Educational, Religious and Fraternal) and corporate markets with a focus made specifically on Wedding venues in the County.

Obstacles / Challenges

- To convince the Meeting Planner that our destination is one of the safest in California for small meetings.
- To accommodate groups and meeting in properties with the continuous COVID-19 restrictions.
- Yosemite National Park reservation system will be an obstacle.

Measurable Goals

- Finish updating the Sales sheets for primary meeting facilities.
- Meet with top group properties to understand what their goals are.
- Continue to keep property Group Sales contacts up to date.
- Relaunch the Meeting Planner website page on Yosemite.com and confirm that navigation is working properly.
- Make sure the RFP request process is working properly.
- Purchase a list and send out 1-2 eblasts to meeting planners about our destination.
- Create a LinkedIn presence with a meeting post each month and boost that information if possible.

Future Opportunities / Challenges

- Post-crisis meeting organizers are focusing on smaller meetings rather than large ones.
- Attending meeting-based trade shows will enhance our chances of success but will not be budgeted in this fiscal year.
- The aftermath of the economic effects of COVID-19 has caused uncertainty in corporate travel.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Collateral

Prior year Successes / Shortcomings

Printing of collateral in 2020-2021 was minimal. Updates to the local B&B Association brochure and the town maps were completed. Most of our efforts were put toward reimagining and redesigning both the DVP (Destination Vacation Planner) and mini-DVP (primarily used by the international offices to promote Yosemite Mariposa County). The DVP will not be printed and instead will become digital collateral, existing on Yosemite.com and available to download in whole or in parts. We have also continued on the "100 Things to Do" list. Planning has also been done to create other town maps, starting with Coulterville. An updated Mariposa Town Map, a new Coulterville Town Map and a reformatted Coulterville Historical map were designed and printed.

Current Year Strategy / Direction

Maps: Industry research has shown that tourists are most interested in maps. This is especially true for our county where so much of the region, even within Yosemite, is not well-known. Distances between towns is not well understood and GPS is also notoriously wrong. We have developed eight "regions" within the County and are organizing our DVP around these regional distinctions to show that the experience of the County and the Park are far more than what Yosemite Valley has to offer.

DVP: This major undertaking is in the process of a complete redesign as digital collateral. As mentioned above, regional maps are a new organizing principle for the DVP. To maintain relevancy, the DVP will no longer include a "business directory", though links to stakeholder pages will be included throughout. A new Issuu subscription has provided the ability to have an attractive "flip-through" version on the website. The DVP is aimed at providing inspiration as well as being a true planning tool. A local design expert for vacation planners, maps, etc. has been engaged to see the project through.

Mini-DVP: This is in the process of re-design and will be provided to our international offices so that they can print in-country in order to save on international shipping costs. Translation into other languages of this piece will be considered for future years if our international offices feel doing so is warranted.

"100 Things to Do in Mariposa County": A primary goal with our Things to Do list is to increase repeat visitation and demonstrate that Yosemite Mariposa County is more than just the National Park. The list provides reasons to return to the area again to explore more. The collateral will be handed out at the Visitor Centers in Mariposa and Coulterville and supplies will be given to lodging partners. It is also available on the website. In addition, this will be a

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

valuable tool during Park closures allowing the Bureau to engage visitors with opportunities that exist outside of Yosemite.

Postcard for Leads: While leads from National Park Trips and Visit California are primarily sent email responses, there are some who only provide a mailing address. For those, we will produce a simple postcard that provides information as to how to access the DVP online.

Obstacles / Challenges

Print Collateral is being phased out of many tourism efforts. Printing is not environmentally sustainable; it's costly to produce and has very limited impact and shelf life. We will continue to create collateral pieces, but many of these will be distributed electronically, and designed for the user to print if they feel a strong need to do so.

People have asked why we don't have a brochure in the visitor centers in the surrounding areas and it's because it is very costly, and the traveler is already here. The tourism bureaus is responsible for increasing visitation. We feel it is the Visitors Center/Chamber's responsibility to educate visitors on services once that have arrived at our destination. We continue to provide resources the Chamber could engage with to create no-cost publications to promote local businesses. We need to implement a strong inventory system to ensure print stocks don't run out before reorders arrive.

Measurable Goals

The measurable goals planned for the coming year are as follows:

- Update all maps with the new look and feel
- Complete the DVP and publish on the website
- Redesign the Mini-Planner and send to international offices for printing
- Continue to refine the 100 Things to Do in Mariposa County and create printed and digital collateral
- Update the Trade Show Pull-Up Banners with new art and maps and print
- Create postcard for leads

Future Opportunities / Challenges

There will always be an interest in providing printed matter to visitors for the foreseeable future, but the cost of collateral will be challenged by the decreasing budgets. As an organization that includes sustainability as something we market, the printing of collateral may not be considered a best practice in the long term. There may be an opportunity to "sell" some of the collateral – a map, perhaps – that will provide income for the Visitor Center so that they can begin to pay for the printing of the collateral that the Bureau designs.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Annual Recurring Marketing

We invest in several marketing efforts that recur every year. In this section we include both those that are intended for the consumer and those that are internal tools that are used for B2B and consumer communications and to gather resources.

The following are ongoing marketing efforts directed at the consumer:

- Visit California – working with the other Gold Country DMO's, we participate in the annual Visitor Guide that Visit California publishes. In addition we work with the organization to take part in their co-op offers, saving funds as well as increasing our overall reach.

- National Park Trips / *Yosemite Journal* – we purchase an ad each year which includes posts on their Facebook page, the opportunity to participate in contests, and articles in two newsletters per year. They are a steady partner and are found in newsstands across the country.

- Explorit / Virtual Tours – A partner for many years, Explorit provides virtual tours for Yosemite National Park on our website. Staff is recommending that we review this contract and potentially work with another vendor with higher quality tours.

- DogTrekker – While a niche market for us, DogTrekker focuses on dog-friendly experiences and lodging.

- Local advertising – We have traditionally placed ads in the Mariposa Fair Program, promoting upcoming events in the community. We also place ads in the *Mariposa Gazette* on occasion for things like Tourism Week. We feel an obligation to supporting our local county paper. We're lucky to have this small business keeping Mariposans better informed on local matters.

The following are ongoing marketing tools that our staff use to connect with B2B and consumers as well as to gather resources:

- Adobe Creative Cloud – We use Creative Cloud for video editing, the modification of photos, the creation of graphics, and the revising of PDF, etc. Our costs per year are just $750 with two licenses.

- Adobe Stock – after a disagreement with Shutterstock over how we were utilizing our account, we looked for a more cost-effective solution to finding stock photographs. Adobe Stock allows us to download 480 images per year for our team at $80 per month. Video The additional advantage is that we can carryover any unused images until the end of the year.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

- Airtable – This is a relatively new tool for us, but it has proven its usefulness in helping track and manage projects and lists many times over. With five collaborators, the cost of the service is $1,250 annually and we have received a nonprofit discount.

- Bannersnack – We produce hundreds of digital ads per year and sought an easier, more efficient way to design them. In July 2020 we added Bannersnack to our toolbox and were able to create digital assets in multiple sizes within minutes. We pay $216 annually.

- BEEPro – Added in 2020, this online email design system has transformed the staff's ability to create attractive, fast email designs for distribution via Mailchimp. The interface is very intuitive. The cost per year is $300.

- Canto – Depending on funding, we may invest in a subscription digital asset management system (DAM) that would allow us to search and share assets more easily. The cost estimate is $11,050 to $14,450 per year.

- Crowdriff – This service allows us to collect User-Generated Content (UGC) and include those photos in galleries on our website. We were planning to remove the service from our tools due to the cost in 2020/2021 but were unable to be released from the second year of the two-year contract.

- Dropbox – this is our solution to sharing documents, photos, videos, and other large files that cannot be emailed due to their size. Some of our This service costs us $584 annually with our nonprofit discount.

- Hootsuite – As our means of managing our social media posts, Hootsuite is essential. The total cost of this service annually is $1,500. Staff has and will continue to look at emerging options, however, as there have been some glitches in the system.

- Issuu – we added this service in 2021 to provide an attractive and easy way to publish our travel planner and other documents on our website. The "flipbook" function and ability to embed videos and other links adds significantly to the usefulness of our "digital print". We can upload 12 documents per year into the system. The cost per year is $480.

- MailChimp – While the service may not have all of the bells and whistles, staff is becoming adept at using the interface and are sending out more emails than in the past. Our subscriber list has grown significantly through strategic efforts, so size of our list increased our monthly fee this year. We are currently paying approximately $5,000 per year and have received a nonprofit discount.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

- Shutterstock – This past year we decided to move to Adobe Stock for our stock photographs and video footage. We still utilize the music library of Shutterstock as it has proven to be a very cost-effective way of finding music for video productions. The cost for a music license is only $200 for unlimited music downloads.

- SurveyMonkey – We have primarily used this service for outside organization surveys the Executive Director is involved in, such as EDC and YGP. There is some functionality that we can derive from Airtable. In relationship to other services, however, it is reasonably priced at $400 per year.

- TravMedia – This tool provides us with a wire service and connections to travel writers. We are limited to posting only twelve releases per year via the system. This service costs $5,000 annually.

- Zoom – this is an essential tool, especially during the pandemic, allowing us to stay in touch with our partners across the county, country and globe. We pay $400 annually for the service.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Public Relations (with 360viewPR)

Prior Year Successes / Shortcomings

Due to the COVID-19 pandemic, a large portion of the Yosemite Mariposa County Tourism Bureau strategy was impacted. We we're forced to pause our partnership with 360ViewPR prior to the start of the fiscal year and were not able to bring them back on until nearly halfway through the fiscal year. The pause resulted in less earned media and fewer media trips into the destination and YMCTB was without 360ViewPR's guidance.

Since YMCTB did not have the very well-connected 360ViewPR on its side during the early part of the year, YMCTB created its own media list, which was accomplished and was the only measurable goal for public relations during the previous fiscal year. Communications Manager Tony McDaniel took on the brunt of the efforts in media pitching and scheduling FAMs during the pause with 360ViewPR. He also attended International Media Marketplace in January to pitch the destination to travel writers. Several media trips to Mariposa County were secured because of Tony attending IMM.

Once 360ViewPR was re-activated, more media trips and earned media were secured to promote Mariposa County. In total, the Tourism Bureau hosted 11 different travel writers and influencers to write stories or share the destination with their followers. To date, 63 pieces of earned media coverage have been secured by YMCTB, 360ViewPR, and Black Diamond in the U.K. A media plan from 360ViewPR is attached as Appendix I.

Current year strategy & direction

Moving into the next fiscal year, the Tourism Bureau will still have to navigate promoting the destination around the dwindling pandemic. As we've seen, many travel writers are delaying their visits until the fall when they are fully vaccinated. With that said, interest in the destination by the media is growing. We anticipate that the next fiscal year will bring us a large number of requests for media visits.

With that added number of requests brings a new challenge, many freelance travel writers lost income during the pandemic and were forced to pick up day jobs, meaning they're now focusing on weekend trips, something that YMCTB has avoided in the past. We'll have to accept some of these weekend trips if the media outlet is favorable enough, which means a higher cost since YMCTB will have to pay weekend rates.

Given the new internal media list, there is a new opportunity for YMCTB to share updates and articles directly with the media through a newsletter. A quarterly newsletter, similar to the Travel Trade newsletter, would be a strong way to share our work with media to get more earned media or even have YMCTB's articles republished.

Measurable Goals

- Host a minimum of 8 well-qualified domestic press trips media trips. International press trips to be pursued as well as travel restrictions ease.
- Continue to build the media database focused on California and International contacts
- Hold monthly meetings with 360ViewPR to discuss strategy and tactics
- Hold quarterly meetings with Black Diamond to discuss U.K. strategy and tactics
- Secure media placements with a reach of 1.5B
- Send out 4 media newsletters

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Local Event and Sponsorship Budget

Prior Year Successes / Shortcomings

The overall budget was reduced to less than $10,000 this year due to funding cuts by the County. In a last-minute decision by the Board of Supervisors, after an appeal by YMCTB executive director, the Board of Supervisors changed their decision and approved a small funding amount of $50,000. Half of which was earmarked to support sponsorships which included festivals and events if allowed to be held as well as non-profits. Due to continued COVID-19 restrictions on events and festivals, YMCTB sponsorship and donation committee made modifications in their approval process to allow inclusion of community service groups.

In January 2021, YMCTB held a sponsorship check distribution ceremony in conjunction with the Mariposa County Board of Supervisors to celebrate the distribution of funds and support to local non-profits. A press release was distributed, and coverage of the event was included in the local Ga*zette* newspaper. This coverage brought favorable attention on YMCTB. Funding included the Mariposa County History Museum, Fairgrounds, Rotary, Northern Mariposa History Center and many other organizations.

$26,800 is anticipated to be distributed this fiscal year, compared to the original budget of just $9,600.

Current Year Strategy / Direction

All sponsorships TBD based on County contract and funding.

The budget for 2021 / 2022 is tentatively set at $27,700. The budget will be based on the unknown amount of County funding, as it was in prior year. Assuming the County provides some level of funding, sponsorships will be one of the few budget lines that is virtually guaranteed to be spent, if County funding is provided.

The number of the events held this year is expected to be minimal until the spring period of the fiscal year in 2022. Staff will provide a list of long-standing and new requests for sponsorships and the amounts proposed for the current year to the Donation Committee. The Committee will then discuss each sponsorship request to determine approval on the slate of recommendations. We will continue to promote events through the Yosemite.com calendar of events as well as owned and earned marketing channels such as social media & email.

As outlined in the TBID operating guidelines, funds from TBID collection can be used for event sponsorships and capitalization projects that increase visitors' lengths of visit in Mariposa County. Sponsorship dollars are intended to support events and activities that are off-season, during a time that would help promote visitation as well as the community itself.

The donation committee was established to help guide decisions on the use of the funds as well as to avoid perceived favoritism of funding decisions on selected events.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Awarded donations range from $500 to $3,000. In addition to monetary donation, YMCTB provides promotions via the Yosemite.com event calendar, social media posts and other digital media. The event will also be included in either our consumer digital newsletter, our constituent newsletter or both. When possible and appropriate, events are including in seasonal digital or print advertising.

Future Challenges

A slow return to normal due to COVID-19. Due to the complexity of meeting County COVID-19 guidance's for safety standards, limitations on the size and attendance and overall restrictions, the number of the events held this year is expected to be far less than normal through spring of the fiscal year in 2022. Marketing funds will also be limited as stated above to earned and owned channels.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Yosemite.com Sales

Background

In 2011 the Yosemite.com URL was leased to YMCTB from MCAG (Merced County Association of Governments) for $12,000 per year. At that time, it was not the main website for YMCTB and was obtained to be used as a revenue generator for YMCTB. The Board of Directors voted to create Yosemite.com LLC and have the accounting separate from YMCTB. In 2016 the websites Yosemiteexperience.com and Yosemite.com were merged as one website Yosemite.com. To date the accounting is separate. All of the revenue generated has been used to maintain the URL annual fee, accounting, and LLC fee. Yosemite.com LLC was also created as a calendar year as opposed to a fiscal year.

Prior Year Successes / Shortcomings:

Yosemite.com advertising during the past year has been minimal. The current partners are Tenaya Lodge, The Redwoods, Yosemite Bug Rustic Mountain Resort, and three vacation rental owners.

Current Year Direction / Strategy:

The COVID-19 pandemic has resulted in reconsidering how Yosemite.com sales will work given the financial limitations of our lodging partners. Still, some possibilities are:

- Add more advertising options i.e., box banner ads or ad on consumer newsletters.
- Maintain current pricing.
- Provide web traffic reporting to current advertisers to entice them to continue advertising.
- Generate new sales with focused e-postcards.

Below is a current list of advertising offers and potential revenues for Yosemite.com sales for 2021/2022.

Current List of Offers (Annual)
Home Page Banner AD - $1,800.00
Premium Listing – Lodging - $900.00
Standard Listing – Lodging - $600.00
Premium Listing – Dining - $900.00
Standard Listing – Dining - $600.00

The current optimal number of advertisers on the site would be six advertisers per offer. This would total $28,800 of total sales for the year. Adding more offers would increase revenue.

Obstacles or Challenges

As mentioned above, the COVID-19 recovery process will be long and has a financial impact on our lodging partners. Staying on top of multiple timelines is important and we will pay greater attention to the needs of each lodging partner.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Measurable Goals

- Increase ad sales revenue for Yosemite.com above 2020/2021 levels ($18,000).
- Add more advertising options i.e., box banner ads or submissions to consumer newsletters.
- Maintain current pricing.
- Provide return advertisers with in-depth reporting through analytics.
- Work one on one with current and prospective advertisers on ways to enhance their listings through updated copy and images.
- Generate new sales with focused e-postcards.
- Create a better sales tracking system through AirTable.
- Create an auto-renew process with QuickBooks

Future Opportunities / Challenges:

The advertising budgets for our partners are always a concern. As the share of referrals by Book>Direct increases, we may see a need to reduce the fees for advertising on Yosemite.com. This may also be an opportunity to encourage more lodging partners to advertise at more reasonable rates.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

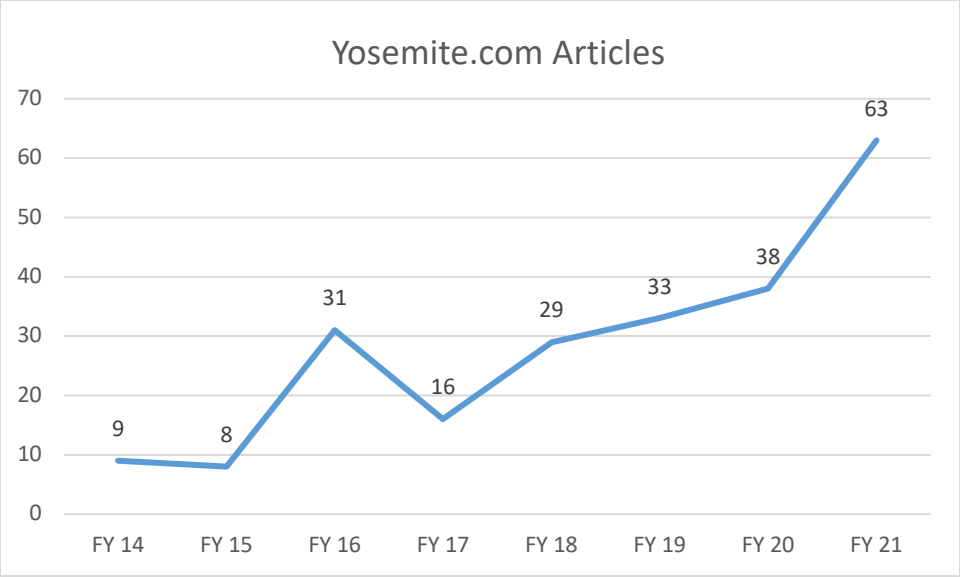
APPENDICES

Appendix A: Content Calendar example



Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Appendix B: Articles Posted YOY



Articles in 2020 / 2021 met all of the secondary goals set for the year:

Goal: 10 of the posts will be itinerary-focused
Actual: 10 posts were itineraries

Goal: At least half of the posts will be focused on both Mariposa County and Yosemite
Actual: All but one of the posts were

Goal: No more than 10 of the posts will be focused on Yosemite only
Actual: Only one was

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

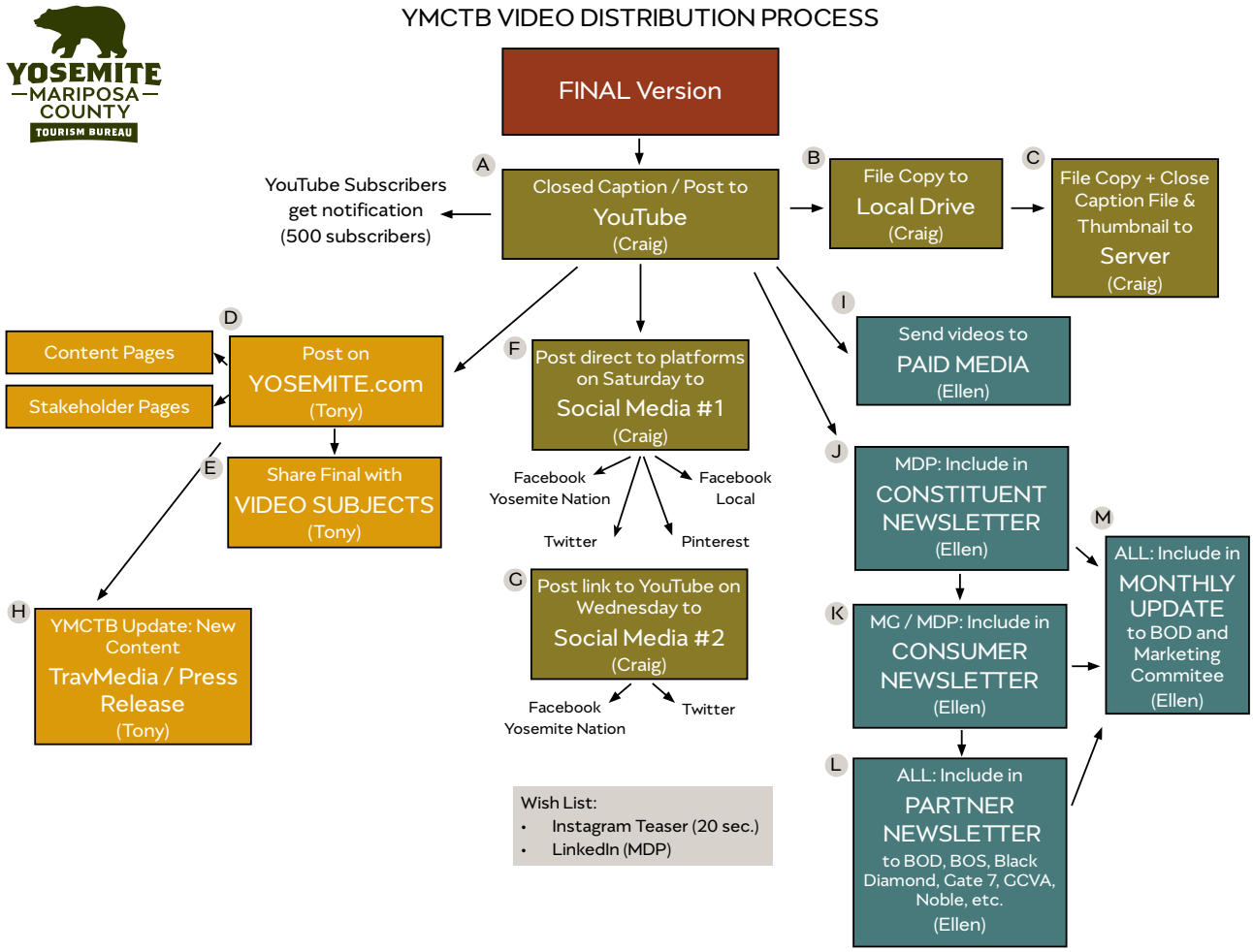
Appendix C: Content Process and Timeline

There are several of these transitions we work through: Fall, Holiday, Winter (early & late), Spring (early and late). There could be a need for Summer, IF the park is restricting access, or the focus could be on transportation, itineraries that reduce impacts on traffic, pollution etc. incorporating Nature Rules.

- Marketing Plan – quick high-level review for incoming promotional and marketing period. Spring for an example.
- Kick-off meeting for the creative brief 2-1/2-3 months prior. Review original goals, current economic or environmental changes that will impact the seasonal audience. Make adjustments, identify demo and geo focus.
- Write creative period draft and review and refine. If the brief is for spring, and we're going to have an early and late variation, do both together. Once the creative brief is complete…
- Hold 18-month content meeting with focus on specific period. This will ensure Jonathan doesn't change his mind and change the direction of the road-map i.e. the creative brief.
- Run creative brief and story ideas by Noble and 360ViewPR for any small adjustments or recommendations. We should ask for input throughout the process with Noble during the bi-monthly meetings.
- Hold a short "stand up" meeting with all YMCTB staff and representatives from Noble and 360viewPR to review the final creative brief, ask questions and confirm strategy.
- Start on display ads and writing stories, with a goal of completing both 3-4 weeks prior to launch.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Appendix D: Video Distribution Strategy



Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Appendix E: Noble Studios FY20, FY21, FY22 KPIs Comparison

	July 1, 2019 – June 30, 2020	**July 1, 2020– June 30, 2021**	**July 1, 2021– June 30, 2022**
PRIMARY KPI Partner Referrals	GOAL: 450k ACTUAL: 517k | 115% Lodging: 414k Things to do: 87k Dining: 16k	GOAL: 472.5k ACTUAL: 593,456 | 126% Lodging: 493,288 Things to do: 78,648 Dining: 21,501	GOAL: 597,086 ACTUAL: TBD Lodging: 507,632 Things to do: 65,034 Dining: 24,420
Supporting KPIs			
Overall Sessions	GOAL: 2.2M ACTUAL: 2,658,095 | 121%	GOAL: 2.42M ACTUAL: 3,274,359 | 135%	GOAL: 3,416,023 ACTUAL:
Organic Sessions	GOAL: 1.5M ACTUAL: 1,318,504 | 94%	GOAL: 1.4M ACTUAL: 1,511,893 | 108%	GOAL: 1,625,194 ACTUAL:
International Market Sessions (UK, Australia, Germany, Scandinavia)	GOAL: 225k ACTUAL: 323,496 | 144%	GOAL: 225k ACTUAL: 143,124 | 64%	GOAL: 191,040 ACTUAL:
Tracked Metrics	**This year**	**Combined total**	
Book>Direct Referrals	TOTAL 84,613	TOTAL: 588,715	TOTAL:
Newsletter Sign Ups	NEW SUBS: 28,499 TOTAL: 61,682	NEW SUBS: 8,539 TOTAL: 59,127*	NEW SUBS: TOTAL:

*Total subscribers number reflects the actual Mailchimp audience which was purged of non-responders starting in 2021. This cleaning process will continue on a quarterly basis.

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Performance Summary

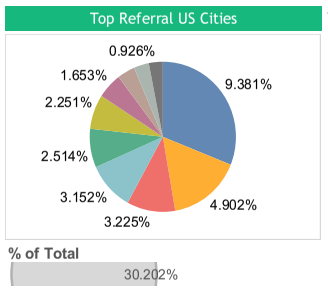
A breakdown of search, referral and conversion data for the given timeframe.

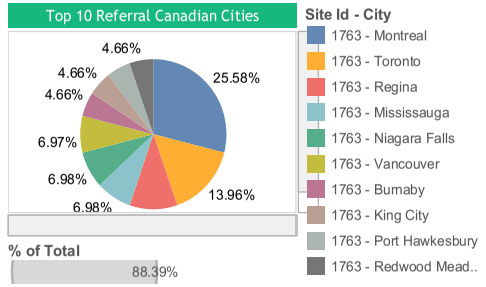
INSIGHT DIRECT

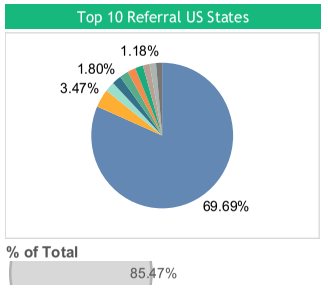
Avg. Cost Per Referral	$0.02
Avg. Referrals Per Booking	31.87
Referral to Booking CVR	3.14%
Est Avg Cost Per Booking	$0.72
Est Avg Booking Amount	$796.21
Cost Per Reservation	0.1%
Searches	872,854
Search to Referral Ratio	67.66%
Total Referrals	590,597
Est Bookings	18,529
Est Total Spend	$13,295
Est Booking Revenue	$14,753,028.51
Est ROI	1,108.7 / 110870%

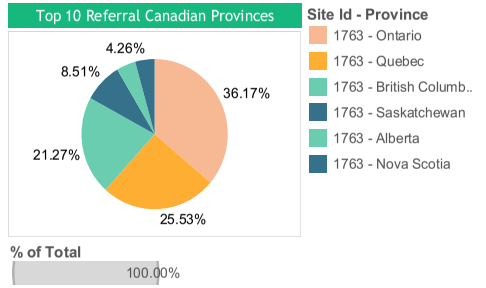
	Searches	Referrals
Avg Advance Stay in Days	82.37	41.31
Avg. Length of Stay in Days	4.03	2.96
Avg. Daily Rate	$426.22	$268.69

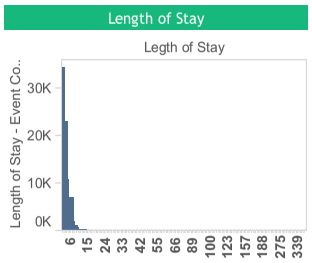
Start Date 7/1/2020 **End Date** 6/30/2021 **Site** yosemite.com **Lodging Categories** All

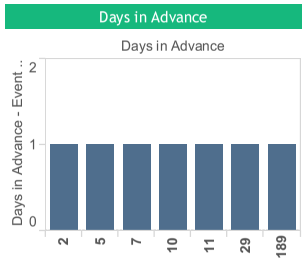


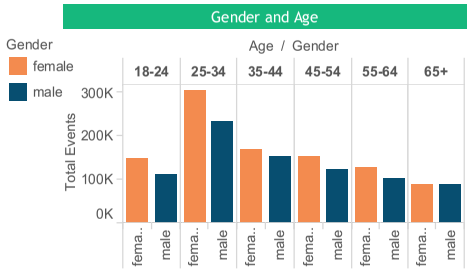


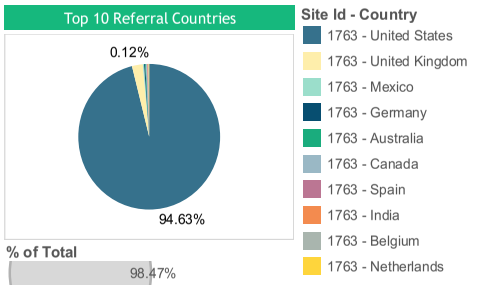






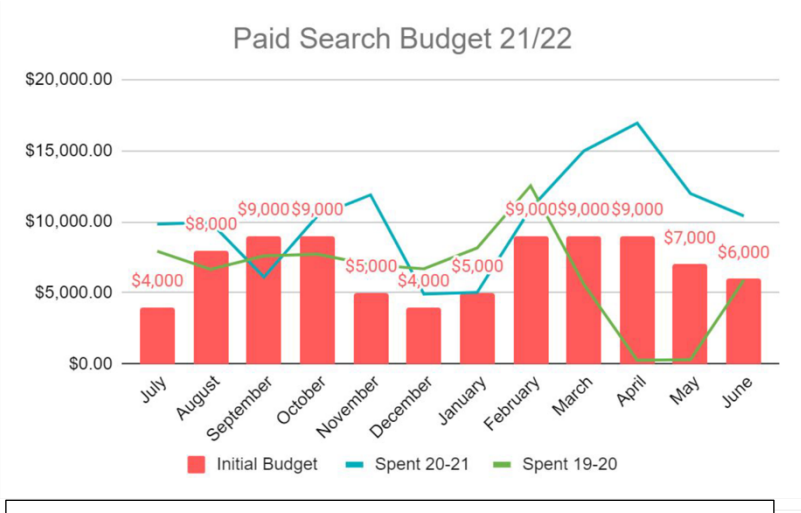




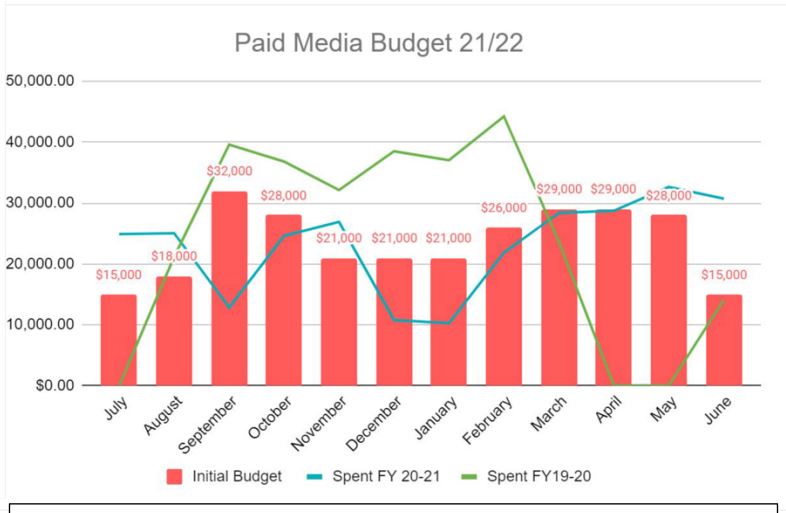


Of the 610 properties that are listed and have live rates and availability. 2 of the total properties listed have conversion tracking the properties with live rates and availability have conversion tracking.

2021/2022 Initial Budget by Month and Channel



Budget Totals: 21/22 $84,000; 20/21 $120,000; 19/20 $101,000



Budget Totals: 21/22 $260,000; 20/21 $274,900; 19/20 $415,000

Paid Media/Paid Search														
		July	August	September	October	November	December	January	February	March	April	May	June	Total
Paid Search		$4,000	$8,000	$9,000	$9,000	$5,000	$4,000	$5,000	$9,000	$9,000	$9,000	$7,000	$6,000	$84,000
Display		$5,000	$6,000	$13,500	$11,500	$8,000	$8,000	$8,000	$10,000	$11,000	$11,000	$10,000	$5,000	$107,000
Facebook		$7,000	$8,000	$14,000	$12,000	$9,500	$9,500	$9,500	$12,000	$13,000	$13,000	$13,000	$6,000	$126,500
YouTube		$2,000	$3,000	$3,500	$3,500	$2,500	$2,500	$2,000	$2,500	$3,500	$3,500	$3,500	$2,500	$34,500
International		$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$15,000
Total Paid Media		$15,000	$18,000	$32,000	$28,000	$21,000	$21,000	$21,000	$26,000	$29,000	$29,000	$28,000	$15,000	$283,000
		$15,000	$18,000	$32,000	$28,000	$21,000	$21,000	$21,000	$26,000	$29,000	$29,000	$28,000	$15,000	$283,000
Payment Rec'd	**$23,000.00**	**$86,000.00**			**$86,000.00**			**$86,000.00**			**$86,000.00**			
													Total:	$283,000.00
		$90,000.00	$64,000.00	$23,000.00	$72,000.00	$46,000.00	$21,000.00	$81,000.00	$46,000.00	$8,000.00	$56,000.00	$21,000.00	$0.00	
Digital Media	$260,000	$15,000	$15,000	$30,000	$25,000	$20,000	$20,000	$20,000	$25,000	$25,000	$25,000	$25,000	$15,000	
Paid Search	$84,000	$4,000	$7,000	$10,000	$9,000	$5,000	$4,000	$5,000	$9,000	$9,000	$9,000	$7,000	$6,000	

2020/2021 Actual Spend

Paid Media/Paid Search						
YMCTB	**Domestic Display**	**International Display**	**YouTube**	**Facebook/ Instagram**	**Confirmed Total Per Month**	**New Paid Search Budget**
July	$15,000	$0.00	$990	$8,911	$24,901	$9,850
August	$15,000	$0.00	$993	$9,043	$25,036	$9,955
September	$7,500	$0.00	$495	$4,841	$12,836	$6,123
October	$15,750	$0.00	$717	$8,112	$24,579	$10,400
November	$18,000	$0.00	$504	$8,494	$26,998	$11,900
December	$6,000	$246	$249	$4,261	$10,756	$4,925
January	$6,000	$238	$246	$3,768	$10,251	$5,037
February	$12,000	$1,057	$1,954	$6,854	$21,865	$10,931
March	$15,000	$955	$2,487	$9,927	$28,369	$14,983
April	$15,000	$1,000	$2,744	$9,978	$28,722	$16,948
May	$14,500	$1,008	$4,088	$13,039	$32,636	$11,994
June	$11,000	$1,000	$4,050	$11,700	$27,750	$6,250
Total	**$150,750**	**$5,504**	**$19,517**	**$98,928**	**$274,699**	**$119,296**

FY 2020/2021 Total Budget is $387,000 for both paid media and paid search inclusive of a $152,000 carryover from FY 2019/2020

As of July 1, 2020 we had $154,008.04 in Noble account - total rollover.

The client is reducing the budget by $145,000, making the media spend up to $235,000. - Oct 31

	Domestic Display	**International Display**	**YouTube**	**Facebook/ Instagram**
	CVR	CVR	CVR	CVR
Newsletter	0.05%	0.00%	0.09%	0.09%
Partner Referral - Lodging	2.12%	0.01%	1.08%	7.73%
Partner Referral - Dining	0.03%	0.00%	0.03%	0.02%
Partner Referral - Things to Do	0.10%	0.01%	0.17%	0.22%
Reservation	1.56%	0.01%	0.75%	5.68%
Bounce Rate	68.39%	92.21%	77.13%	69.56%
Average Session Duration	:32	:22	:49	:41

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Appendix H: UX Audit Example

	D	E	F	G	I	K	L
1	Task Timeline	Task	Effort	Priority	Status	Notes	Yosemite Notes
2	July	FAQ Schema	Small	High		requires dev for pmar to implement. Small effort. Opportunity to add FAQ content to front-end as well	
3	July	Navigation Cleanup	Medium	Medium		Noble effort to clean up the site navigation with UX recommendations	
4	August	Evergreen Content Statregy	Large	Medium		Shifting some existing articles to pages which supports shifting towards hub and spoke browsing. Along with the blog siloing project, we will audit blogs for current traffic/ranking and look for opportunities for additional hub pages.	
5	September	Increase Article Visitbility	Small	Medium		we would review the site templates and provide recommendations on where to add the article feed pattern, with the goal of increasing the users' exposure to the articles overall.	
6	September	Evaluate and adjust homepage content for current initiatives	Small	Medium			
7	October	Gutenberg Enablement	Large	Medium		Part of this task would include refreshing the editorial template	
8		Alert banner on mobile	Medium	High		Alert on mobile could be causing content shift issue (how is oregon handling this issue https://traveloregon.com/)	

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Appendix I: Media Plan by 360ViewPR

YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
2021/2022 PR PLAN

STRATEGY:

The overall Public Relations strategy will align with and serve to bolster the Yosemite Mariposa County Tourism Bureau's 2021/2022 marketing plan. Specific PR programs will be designed to leverage marketing campaigns, co-op platforms and trade initiatives by reaching consumers through editorial placements. PR outreach will focus on securing placements across the full array of media channels, including digital influencers, to reinforce Yosemite Mariposa County's position as the superior gateway to the region.

Ultimately, the PR program positions Mariposa County as the superlative location to enjoy nature, history and the culture of California's Gold Country and High Sierra. Mariposa County is the Home of Yosemite National Park, with not only easy park access to all regions of the park, but also a wide variety of experiences for visitors to enjoy outside of the park. Messaging will remind media that Yosemite Mariposa County is a place where memories are made and families will want to return to for generations to continue to explore the rich and diverse nature and history. PR tactics will help inspire media to share that even though Yosemite may be a familiar place, the "Journey" is a new story always waiting to be uncovered in this classic destination.

Press Releases, Media Alerts and Individual Pitches

360viewPR will work directly with travel and lifestyle media to promote Mariposa County and Yosemite National Park. Due to our long-standing relationships with journalists, we'll be reaching out to them regularly with story ideas and pitches about the region. Additionally, we will craft seasonal press releases that can be distributed to media and repurposed for the www.yosemite.com media center.

Content for pitches and press releases will focus on the following themes, but the team will also be nimble to respond to specific media requests or prepare concepts based on "news of the day."

Possible angles:

- Wide Open Spaces (alternative Yosemite)
- Mariposa Outside (great hikes, trails, waterfalls not in the park)
- Small Town Charm (focus on Mariposa outside of the park)
- Mariposa Downtown Revival
- Hidden Gems/Off the Beaten Path
- Sustainability/Slow Travel
- Road Trips
- Wellness (spa experiences + outdoor, get back to nature)
- Unique Vacation Rentals (Redwoods, Airbnb)
- Making Memories (family travel)
- Timeless Yosemite
- California History (Gold Rush, John Muir, etc.)
- Wildflowers and Waterfalls

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

- Rock Climbing (history, Olympics, new museum)
- Budget Travel
- Beginner Outdoors
- Iconic Images (Best Instagram/photography spots)
- Winter Wonderland
- 100 Things to Do in Mariposa County
- Local history and culture

Targeted Media List

Drive Market

- *Arizona Republic*
- *Bay Area News Group*
- *Fresno Bee*
- *KCBS-AM*
- *KGO-AM*
- *KQED-AM*
- *KTLA*
- *Las Vegas Review Journal*
- *Los Angeles Times*
- *Los Angeles Magazine*
- *LA Confidential*
- *Mariposa Gazette*
- *Orange County Register*
- *Oregonian*
- *Reno Gazette Journal*
- *Sacramento Bee*
- *San Diego Union Tribune*
- *San Francisco Chronicle*
- *San Francisco Gate*
- *San Francisco Weekly*
- *San Joaquin Magazine*
- *San Jose Mercury News*
- *Santa Rosa Press Democrat*
- *Seattle Times*

National

- *AFAR*
- *American Way*
- *Backpacker*
- *Coastal Living Magazine*
- *Conde Nast Traveler*
- *Daily Beast*
- *Delta Sky*
- *Echelon*
- *Escapism*
- *Family Circle*
- *Forbes*
- *Hemispheres*
- *Huffington Post*
- *Metrosource*
- *National Geographic Traveler*
- *New York Times: In Transit Column*
- *Outside*
- *Parents Magazine*
- *Refinery 29*
- *Select Magazine*
- *Southwest: The Magazine*
- *Sunset*
- *Magazine*
- *The Advocate*
- *The Points Guy*
- *Travel + Leisure*
- *Traveler Magazine*
- *Urban Daddy*
- *USA Today*
- *Wall Street Journal*
- *Westways*
- *VIA Magazine*

Tactics

- **Individual Press Trips**: 360viewPR will arrange for eight well-qualified individual press trips (traditional journalists and influencers) in the year in order to create continuous buzz about Mariposa County and to drive visitation in the spring, fall

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

and winter. Media will be provided a two-night stay, meals and activities and will meet with the YMCTB team.

- **Influencer Engagement**: Work with YMCTB's social media team to identify relevant social media influencers to engage with on an ongoing basis as well as invite for individual press trips to the region. 360viewPR will focus on unpaid influencers.
- **Content Creation**: Identify key content creators to partner with to build YMCTB's asset library and create compelling content (AR, VR, etc.) to be shared with media for editorial purposes.
- **Media Event**: Plan and execute a media event to showcase YMC's strong ties to rock climbing and incredible outdoor experiences at climbing gyms in Los Angeles. The events will raise awareness of the destination as well as create opportunities to build relationships with media.
- **Deskside Meetings**: 360viewPR representatives will conduct deskside meetings in New York City and the SATW annual convention as well as regular media meetings in Los Angeles and Northern California. These meetings can be held virtually as well if travel is not safe.

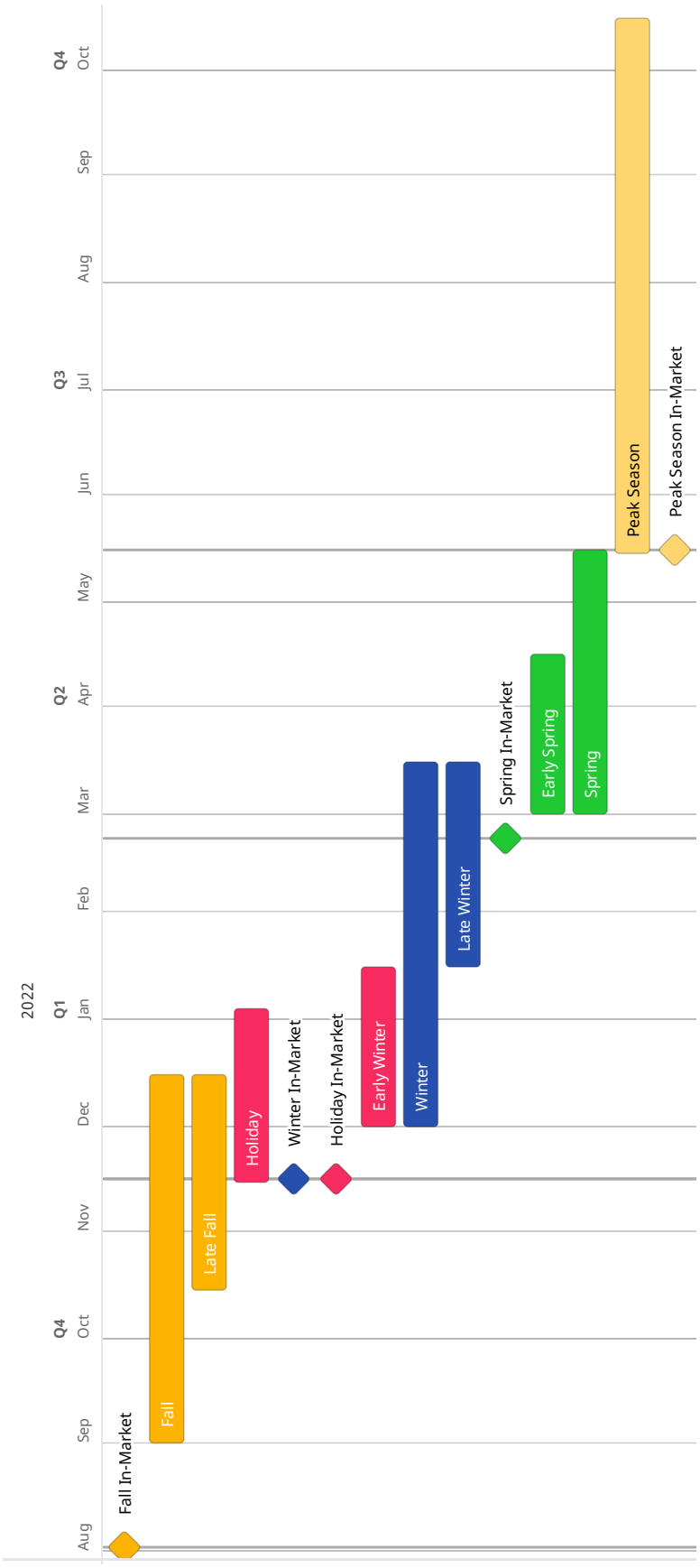
Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

Appendix J: Seasonal Timing

We will craft five Creative Briefs (as noted by different colors) to handle each of the "seasons" during the year. Almost all of them overlap (see next page for Gantt chart).

Season	Impact Dates	In Market Date (estimates)	2021/2022 Change-over Dates	Themes/Imagery
Fall	**Labor Day – December 15**	**August 1**	**July 30, 2021**	**Warm days, cool nights**
Late Fall	**October 15 – December 15**	**(Overlap with holiday)**		**Leaf colors**
Holiday	**Thanksgiving week 3rd week of December – January 1 / 2 weekend**	**November 15**	**November 15, 2021**	**Family traditions**
Early Winter	**December 1 – January 15**	**(Overlap with holiday)**		**Snow play in December**
Winter	**December 1 – March 15**	**November 15**	**November 15, 2021**	**Badger Pass, Glacier Point, Cross County, Ice Skating, Snowshoes**
Late Winter	**January 16 – March 15**	**(Overlap late winter / early spring)**		**Serenity, few visitors**
Early Spring	**March 1 – April 15**	**February 21**	**February 21, 2022**	**Gold Country, Back roads, Lake McClure, etc.**
Spring	**March 1 – May 15**			**Wildflowers**
Peak Season	**May 15 – October 15**	**May 15 (end spring creative)**	**May 13, 2022**	**Tips for traveling**

Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)



Attachment: 2021 - 2022 Marketing Plan FINAL 07 28 21 (12449 : Tourism Bureau Annual Report)

STATE OF CALIFORNIA
LEGISLATIVE COUNSEL BUREAU
AUTHENTICATED
ELECTRONIC LEGAL MATERIAL

State of California

STREETS AND HIGHWAYS CODE

Section 36650

36650. (a) The owners' association shall cause to be prepared a report for each fiscal year, except the first year, for which assessments are to be levied and collected to pay the costs of the improvements, maintenance, and activities described in the report. The owners' association's first report shall be due after the first year of operation of the district. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, including any categories of business, if a classification is used.

(b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:

(1) Any proposed changes in the boundaries of the property and business improvement district or in any benefit zones or classification of property or businesses within the district.

(2) The improvements, maintenance, and activities to be provided for that fiscal year.

(3) An estimate of the cost of providing the improvements, maintenance, and activities for that fiscal year.

(4) The method and basis of levying the assessment in sufficient detail to allow each real property or business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her property or business for that fiscal year.

(5) The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.

(6) The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.

(c) The city council may approve the report as filed by the owners' association or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36635 and 36636.

The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments, including any commitment to pay principal and interest on any bonds issued on behalf of the district.

(Amended by Stats. 2014, Ch. 240, Sec. 20. (AB 2618) Effective January 1, 2015.)

Attachment: Streets and Highways Code Section 36650 (12449 : Tourism Bureau Annual Report)

MARIPOSA COUNTY

HHS/Behavioral Health & Recovery Services · (209) 966-2000

RESOLUTION - ACTION REQUESTED 2021-666

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Shannon Gadd, Health and Human Services Agency Director

RE: Kene Me-Wu Operational Agreement for Domestic Violence Referrals

---

RECOMMENDATION AND JUSTIFICATION:
Approve an Operational Agreement with Kene Me-Wu Family Healing Center, Inc. for domestic violence referrals; and authorize the Health and Human Services Agency Director to Sign the Agreement.

This is an Operational Agreement to coordinate referrals of Native American domestic violence or sexual assault victims. For several years the Agency has signed this operational agreement at the request of Kene Me-Wu. This Agreement facilitates cooperation between Mariposa County Health and Human Services Agency (HHSA) and Kene Me-Wu to maximize assistance for victims of domestic violence or sexual assault. In the interest to best fit Native American clients, HHSA will make referrals to Kene Me-Wu as appropriate.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board approved the most recent Operational Agreements with Kene Me-Wu Family Healing Center, Inc. on January 21, 2020 by Resolution 2020-33.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Not supporting this Agreement would hinder providing the best care to Native American clients and may jeopardize Kene Me-Wu's funding.

FINANCIAL IMPACT:
No funds will be exchanged by this Operational Agreement. There is no impact to the County General Fund.

ATTACHMENTS:
Kene Mi Wu Operational Agreement 2022 - Wcsignature (PDF)

RESULT: **ADOPTED BY CONSENT VOTE [UNANIMOUS]**
MOVER: Tom Sweeney, District II Supervisor
SECONDER: Wayne Forsythe, District IV Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

REF ID# 12389

KENE ME-WU
Family Healing Center, Inc.



American Indian
Domestic Violence
Sexual Assault Program

End Domestic Violence
For Future Generations

209.984.8602 tel
209.984.8608 fax

P.O. Box 4605
Sonora, CA 95370

kmwfhc@sbcglobal.net
www.facebook.com/kenemewu

Kene Me-Wu Family Healing Center, Inc.
A Native American Domestic Violence/Sexual Assault Program
and
Mariposa County Health and Human Services Agency

OPERATIONAL AGREEMENT

This operational agreement stands as evidence that Kene Me-Wu Family Healing Center, Inc. (KMWFHC), and Mariposa County Health and Human Services Agency intend to work together toward the mutual goal of providing maximum available assistance for Native American domestic violence or sexual assault victims and their children residing in Mariposa County. Both agencies believe that cooperative provision of services for domestic violence or sexual assault victims and their families, as described, will further this goal. To this end, each agency agrees to coordinating/providing the following:

- ⊕ When necessary and deemed appropriate, Kene Me-Wu Family Healing Center, Inc. agrees to provide services to Native American victims of domestic violence referred by Mariposa County Health and Human Services Agency.
- ⊕ Kene Me-Wu Family Healing Center, Inc. staff will report abused children to Mariposa County Health and Human Services Agency.
- ⊕ Kene Me-Wu Family Healing Center, Inc. will make available, through a 24-hour crisis line, **1-800-792-7776**, referral and advocacy to Native American victims of domestic violence referred by Mariposa County Health and Human Services Agency.
- ⊕ Kene Me-Wu Family Healing Center, Inc. and Mariposa County Health and Human Services Agency will participate in cross training to exchange information regarding domestic violence/sexual assault with Native American Families.
- ⊕ Kene Me-Wu Family Healing Center, Inc. can make available written material to Mariposa County Health and Human Services Agency personnel to provide Native American domestic violence or sexual assault victims.

The undersigned, as authorized representatives of Kene Me-Wu Family Healing Center, Inc. and Mariposa County Health and Human Services Agency, do hereby approve this document for a period, beginning January 1, 2022 through December 31, 2022.

Yvette Roberts — 11/10/2021
Kene Me-Wu Family Healing Center, Inc. — Date

Mariposa County Health and Human Services Agency — Date

Attachment: Kene Mi Wu Operational Agreement 2022 - Wcsignature (RES-2021-666 : Kene Me-Wu Operational Agreement for Domestic

MARIPOSA COUNTY

HHS/Social Services · (209) 966-2000

RESOLUTION - ACTION REQUESTED 2021-667

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Shannon Gadd, Health and Human Services Agency Director

RE: Approval of Amended Agreements with Area 12 Agency on Aging & Budget Actions FY 2021-22

RECOMMENDATION AND JUSTIFICATION:
Approve Second Amendment to Agreement with Area 12 Agency on Aging (A12AA); Authorize the Board of Supervisors Chair to Sign the Amended Agreement; and Approve Budget Actions in the Congregate Nutrition Services Increasing Revenue and Appropriations to Recognize Unanticipated Funds ($22,590)

Additional funding is available through A12AA, and in order to receive this funding an amendment to the original agreement needs to be approved. The Budget Actions shall Increase Revenue and Appropriations in the Senior Nutrition C-1 Congregate Program by $22,590. These changes correspond with the Amended Agreement provided by Area 12 Agency on Aging for the current fiscal year 2021-2022.

The County of Mariposa, Health & Human Services Agency, Adult & Aging Services branch, in collaboration with Area 12 Agency on Aging has been providing the above stated programs to seniors in Mariposa County since 1991.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board has historically approved and authorized the Board Chair to sign amended agreements and has approved the accompanying budget actions.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Do not approve the amendment or budget action. The Senior Nutrition programs would be unable to accept the additional funding.

FINANCIAL IMPACT:
Revenue and Appropriations will be increased in the Senior Nutrition Funds by $22,590. There is no impact to the General Fund.

ATTACHMENTS:
Budget Action - 2nd Amended Agmt Area 12 (PDF)
2nd Amended Agreement - Area 12 FY22 (PDF)

REF ID# 12393

RESULT: **ADOPTED BY CONSENT VOTE [UNANIMOUS]**
MOVER: Tom Sweeney, District II Supervisor
SECONDER: Wayne Forsythe, District IV Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

BUDGET ACTION FORM

FUND	DEP/DIV	ACCOUNT	PROGRAM	DESCRIPTION	PROJECT	INCREASE	DECREASE
3341	519	45043	CON	Area 12 C-1 Grant		(22,590)	
3341	519	60526	CON	Catered Food C-1		22,590	
				TOTALS		0	0

TRANSFER BETWEEN FUNDS						DEBIT	CREDIT
					TOTALS	0	0

ACTION REQUESTED: (Check all that apply)

(X) Budget appropriation by Board of Supervisors (4/5ths Vote Required): Amending the total amount available in the county budget, or in any one fund of the budget , or transferring appropriation from Contingencies

( ) Transfer by Board of Supervisors (3/5ths Vote Required): Moving existing appropriations from one budget to another, or between categories within a budget unit;

JUSTIFICATION Adjust budget for additional revenue

DEPT HEAD SIGNATURE _____ DATE

APPROVED BY RES NO. _____ CLERK _____ DATE

DEPARTMENT Health and Human Services

AUDITOR'S USE ONLY
BA #

t Revision Form Revised 0

Attachment: Budget Action - 2nd Amended Agmt Area 12 (RES-2021-667 : Approval of Amended Agreements with Area 12 Agency on Aging &

Area 12 Agency on Aging

A Joint Powers Agency serving the counties of
Alpine · Amador · Calaveras · Mariposa · Tuolumne

Your Senior Resource Connection

DIRECT SERVICES

Chore
Family Caregiver Support Program
Health Insurance Counseling & Advocacy Program (HICAP)
Health Promotion/ Group Exercise
Homemaker
Information & Assistance
Multipurpose Senior Services Program (MSSP)
Nutrition Education
Personal Care
Residential Repairs & Modifications

CONTRACTED SERVICES

Elder Abuse Prevention
Legal Assistance
Ombudsman
Senior Meal Program Congregate/ Home Delivered
Transportation

AMENDED AGREEMENT BETWEEN MARIPOSA COUNTY HEALTH & HUMAN SERVICES AGING & ADULT SERVICES AND AREA 12 AGENCY ON AGING

The Agreement originally entered into on July 1, 2021, for the term of July 1, 2021 through June 30, 2022, by and between the Area 12 Agency on Aging and MARIPOSA COUNTY HHS, AGING & ADULT SERVICES, serving in Mariposa County for C-1 Congregate Nutrition services, is hereby amended, November 4, 2021, as follows:

1. Total annual compensation to MARIPOSA COUNTY HHS, AGING & ADULT SERVICES, serving in Mariposa County for C-1, Congregate Nutrition services, shall not exceed the maximum amount of funding of $99,818.00* for a maximum number of 12,430 meals.

2. All other provisions and stipulations of the Agreement between MARIPOSA COUNTY HHS, AGING & ADULT SERVICES applicability.

IN WITNESS WHEREOF, the parties hereto have executed this Amendment to the referenced contract the day and year as per above.

AREA 12 AGENCY ON AGING,
A JOINT POWERS AGENCY serving Alpine, Amador Calaveras, Mariposa and Tuolumne Counties.

By: Kristin Millhoff Dated: 11-4-21
Kristin Millhoff, Executive Director

Contractor:
MARIPOSA COUNTY HHS, AGING & ADULT SERVICES

By: _____ Dated: _____
Chair, Board of Supervisors – Mariposa County

This total includes dollars from Area Plan baseline and NSIP funding.

19074 Standard Road, Suite A, Sonora, California 95370-7542
www.area12.org · 800-510-2020 · 209-532-6272 · fax 209-532-6501

Attachment: 2nd Amended Agreement - Area 12 FY22 (RES-2021-667 : Approval of Amended Agreements with Area 12 Agency on Aging &

MARIPOSA COUNTY

Public Works · 209-966-2498

RESOLUTION - ACTION REQUESTED 2021-668

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Shannon Hansen, Interim Director of Public Works & Transportation

RE: Decline the Option to Purchase Hangars 56 at the Mariposa/Yosemite Airport

---

RECOMMENDATION AND JUSTIFICATION:
Decline the Option to Purchase Hangars 56 at the Mariposa/Yosemite Airport and Allow the Owner to Sell the Hangar privately.

Geoff Shanen is the owner of Hangar 56 at the Mariposa/Yosemite Airport. Mr. Shanen wishes to sell his interest in Hangars 56. In accordance with the terms of the ground lease agreement, the County has first option to purchase the hangar at the offered price of $60,000.

Sales between private parties of hangers are still subject to monthly land lease rent payments to the County.

Staff recommendation on this matter is to decline the option to purchase the hangar.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board of Supervisors has considered other requests in the past and where there is no public benefit declined the option to purchase.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
The Board could choose to purchase Hangar 56, a funding source for the purchase would need to be identified.

FINANCIAL IMPACT:
There is no financial impact to the County.

ATTACHMENTS:
Shanen, Geoff - Hangar Sale email (PDF)

RESULT: **ADOPTED AS AMENDED BY CONSENT VOTE [UNANIMOUS]**
MOVER: Tom Sweeney, District II Supervisor
SECONDER: Wayne Forsythe, District IV Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

REF ID# 12423

Jean Dordan

From: Geoffery Shanen <superdguy35@gmail.com>
Sent: Wednesday, December 01, 2021 9:41 AM
To: Jean Dordan
Subject: Sale of my Hangar #56 @ Mariposa Yosemite Airport

December 1, 2021

Board of Supervisors:

Please accept this email as official intention to sell my Hangar #56 at Mariposa Yosemite Airport, I wish to make notice to Mariposa County and acknowledge their first right of refusal to purchase the hangar for said price of $60,000.00, as stated in the lease agreement.

Thank You,

Geoffery L. Shanen
superdguy35@gmail.com <mailto:superdguy35@gmail.com>
559-250-3999

Attachment: Shanen, Geoff - Hangar Sale email (RES-2021-668 : Decline the Option to Purchase Hangars 56 at the Mariposa/Yosemite Airport)

MARIPOSA COUNTY

Public Works · 209-966-2498

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Shannon Hansen, Interim Director of Public Works & Transportation

RE: Adopt the 2022 Regional Transportation Improvement Program RTIP

RECOMMENDED ACTION AND JUSTIFICATION:
Adopt a Resolution Approving the 2022 Regional Transportation Improvement Program (RTIP) and Direct Staff to Submit it to the California Transportation Commission (CTC) and California Department of Transportation (Caltrans).

The RTIP is the Document used to Program Road Improvement Funds Provided by the State. These Funds are for State and Highway and Local Road Improvements.

The State is Requesting Submission of the RTIP by December 15, 2021. All RTIP's in the State are Combined to create the State Transportation Improvement Program (STIP).

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On October 26, 2021 the LTC Approved the List of Priorities for the 2022 RTIP with LTC #2021-28

The LTC Adopted the 2018 RTIP on December 12, 2017, Resolution # 2017-18.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Do not approve, the STIP funds will no longer be available.

ATTACHMENTS:
RTIP Resolution 2022 (PDF)
2022 RTIP (PDF)

RESULT: **ADOPTED [UNANIMOUS]**
MOVER: Tom Sweeney, District II Supervisor
SECONDER: Wayne Forsythe, District IV Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

MARIPOSA COUNTY LOCAL TRANSPORTATION COMMISSION
RESOLUTION NO. 21-_____

A RESOLUTION ADOPTING THE 2022 MARIPOSA COUNTY REGIONAL TRANSPORTATION IMPROVEMENT PROGRAM

WHEREAS, the State Transportation Improvement Program (STIP) is administered by the California Transportation Commission to allocate funds to counties to be used for transportation improvement activities; and

WHEREAS, the Mariposa County Local Transportation Commission is required to adopt a Regional Transportation Improvement Program (RTIP) detailing how the STIP funds will be programmed and expended; and

WHEREAS, the Mariposa County Regional Transportation Improvement Program has been developed in accordance with the Guidelines established by the California Transportation Commission; and

WHEREAS, the Mariposa County Local Transportation Commission has held a duly noticed public hearing in accordance with County procedures; and

WHEREAS, the Mariposa County Local Transportation Commission had considered all input, written and verbal.

NOW THEREFORE, BE IT RESOLVED, that the Mariposa County Local Transportation Commission hereby adopts the 2022 Regional Transportation Improvement Program.

PASSED AND ADOPTED by the Mariposa County Local Transportation Commission on this 14th day of December 2021, by the following vote:

AYES:
NOES:
ABSTAINED:
EXCUSED:

_____
Marshall Long, Chair
Local Transportation Commission

ATTEST:

_____
Rene LaRoche,
Clerk of the Board

APPROVED AS TO FORM:

_____
Steven W. Dahlem,
County Counsel

Attachment: RTIP Resolution 2022 (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Mariposa County
Local Transportation Commission

2022 Regional Transportation Improvement Program

4369 Ben Hur Rd.
Mariposa, CA 95338
(209) 966 5356

www.mariposacounty.org/987/Transportation-Planning

Adopted December 14, 2021

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Regional Transportation Improvements Program 2022
Mariposa County Local Transportation Commission

Table of Contents

		Page Number
A.	Overview and Schedule	
	Section 1. Executive Summary	3
	Section 2. General Information	3
	Section 3. Background of Regional Transportation Improvement Program	4
	Section 4. Completion of Prior RTIP Projects	5
	Section 5. RTIP Outreach and Participation	5
B.	2022 STIP Regional Funding Request	
	Section 6. 2022 STIP Regional Share and Request for Programming	5
	Section 7. Overview of Other Funding with Delivery of Regional Improvement Program (RIP Projects)	6
	Section 8. Interregional Improvement Program (ITIP) Funding	6
	Section 9. Projects Planned within the Corridor	6
C.	Relationship of RTIP to RTP/SCS/APS and Benefits of RTIP	
	Section 11. Regional Level Performance Evaluation	7
	Section 12. Regional and Statewide Benefits of RTIP	8
D.	Performance and Effectiveness of RTIP	
	Section 13. Evaluation of the Cost Effectiveness of the RTIP	8
	Section 14. Project Specific Evaluation	9
E.	Detailed Project Information	
	Section 15. Overview of Projects Programmed with RIP Funds	9
F.	Appendices	
	Section 16. PSRs & PPRs	
	Section 17. LTC Resolution	
	Section 18. Detailed Programming Table	

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

A. OVERVIEW AND SCHEDULE

Section 1. Executive Summary

The Local Transportation Commission (LTC) provides regional planning to improve existing and future transportation systems within Mariposa County's communities. This RTIP has been developed in partnership with District 10 for the Mariposa County Region. The LTC supports a variety of planning projects and programs consistent with its adopted 2017 Regional Transportation Plan (RTP). The RTP includes a prioritized list of the highest-priority regionally significant projects.

Mariposa County has nearly completed all its previously programmed commitments. The CTC adopted the 2022 State Transportation Improvement Program (STIP) Fund Estimate on August 18, 2021. From the estimate, Mariposa's regional target share is $5,657,000 which includes $4,499 of unprogrammed carryover. Staff used input from the LTC to develop six new Project Study Report Equivalents (PSRe) for new funding and augmentation of a CON phase for the Merced Falls Road Rehabilitation programmed in FY22/23.

New Projects

1. Indian Peak Road Rehabilitation
2. Indian Peak Bridge
3. Old Toll Road Rehabilitation
4. Joe Howard Sidewalk Improvements
5. E. Whitlock Road Rehabilitation
6. Harris Road Bridge

Existing Project Amendment

Merced Fall Road Rehabilitation

Mariposa County requests to continue the Planning, Programming, and Monitoring (PPM) funding for the FY22/23 through FY26/27 fiscal years.

The California Transportation Commission (CTC) adopted the 2021 Mid Cycle STIP share distribution of the CRRSAA funds. Mariposa's CRRSAA STIP share is $330,334. The County proposes to program PAED, PSE, and ROW to support new projects.

Section 2. General Information

Regional Agency Name: Mariposa County Local Transportation Commission
Agency Website link for Regional Transportation Plan
https://www.mariposacounty.org/DocumentCenter/View/79219

Regional Agency Contact Information
Shannon Hansen, Interim Public Works Director
shansen@mariposacounty.org
209-966-5356

RTIP Staff Contact
Jeannie Morvey-Clayton, Transportation Planner
jclayton@mariposacounty.org
209-966-5356

California Transportation Commission
Teresa Favila
Teresa.Favila@catc.ca.gov
916-653-2064

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Section 3. Background of Regional Transportation Improvement Program

A. What is the Regional Transportation Improvement Program?

The Regional Transportation Improvement Program (RTIP) is a program of highway, local road, transit and active transportation projects that a region plans to fund with State and Federal revenue programmed by the California Transportation Commission in the State Transportation Improvement Program (STIP). The RTIP is developed biennially by the regions and is due to the Commission by December 15 of every odd numbered year. The program of projects in the RTIP is a subset of projects in the Regional Transportation Plan (RTP), a federally mandated master transportation plan which guides a region's transportation investments over a 20-to-25-year period. The RTP is based on all reasonably anticipated funding, including federal, state, and local sources. Updated every 4 to 5 years, the RTP is developed through an extensive public participation process in the region and reflects the unique mobility, sustainability, and air quality needs of each region.

B. Regional Agency's Historical and Current Approach to developing the RTIP

The LTC has developing this RTIP based on the priorities and goals established in its RTP. The goals include:

> Goal 1: Enhance the lifestyle while maintaining the rural character of Mariposa County through an adequate, safe, efficient, and economically feasible regional transportation system.
>
> Goal 2: Develop a regional transportation system that is consistent and responsive to the social, cultural, economic, and environmental needs of the County.
>
> Goal 3: Employ comprehensive planning in developing the County's regional transportation system, focusing on the circulation impacts associated with development of existing parcels and interregional trips.
>
> Goal 4: Implement system planning that includes a detailed assessment of interregional transit, bicycle, pedestrian, equestrian, parking, aviation, and freight transportation needs

Historically, STIP projects have focused on pavement preservation. Mariposa is small and rural and its transportation issues are significantly different from those in urban areas. Mariposa like all rural and small regions are generally more concerned with infrastructure condition and safety and less concerned with mode split and congestion. The County updated its Pavement Management System in 2021. In addition to the PMS, the County evaluated is regional projects based on population, land use, spacing, and average daily traffic.

The current approach is more holistic than solely pavement preservation. A sidewalk project is incorporated to satisfy a RTP supporting goal of Active Transportation. Two bridge projects are incorporated into the RTIP because they are HBP ineligible and have no more service life.

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Section 4. Completion of Prior RTIP Projects

The following STIP-funded projects included in the 2020 Regional Transportation Improvement Program (RTIP) have been completed or will have started construction before the start of FY22/23. These projects will not be carried forward into the 2022 STIP.

Project Name/Location	Description	Summary of Improvements/ Benefits
Ben Hur Rd, PM 15.00 - 18.50	Pavement Rehabilitation: Asphalt Digout, Overlay, and Restriping	System Preservation – 3.5 miles
Triangle Rd, PM 11.8 - 14.11	Pavement Rehabilitation: Asphalt Digout, Overlay, and Restriping	System Preservation – 2.31 miles

Section 5. RTIP Outreach and Participation

A. RTIP Development and Approval Schedule

Action	Date
CTC adopts Fund Estimate and Guidelines	August 18-19, 2021
Caltrans identifies State Highway Needs	September 15, 2021
Caltrans submits draft ITIP	October 4, 2021
CTC ITIP Hearing, South	October 14, 2021
CTC ITIP Hearing, North	October 21, 2021
LTC adopts 2022 RTIP	December 14, 2021
Regions submit RTIP to CTC	December 15, 2021
Caltrans submit ITIP to CTC	December 15, 2021
CTC STIP Hearing Date – North Hearing	January 27, 2022
CTC STIP Hearing Date – South Hearing	February 3, 2022
CTC publishes staff recommendation	February 28, 2022
CTC Adopts 2022 STIP	March 23-24, 2022

B. Public Participation/Project Selection Process

A public hearing occurred on October 26, 2021 to approve the priorities for the development of the 2022 Regional Transportation Improvement Program (RTIP) for inclusion in the 2022 State Transportation Improvement Program (STIP).

C. Consultation with Caltrans District

B. 2022 STIP REGIONAL FUNDING REQUEST

Section 6. 2022 STIP Regional Share and Request for Programming

A. 2022 Regional Share Per 2022 STIP Fund Estimate ($1,000)

County Share, June 30 2021	6365
Total Programmed, June 30, 2021	-1866
Unprogrammed Net Carryover	4499
2022 Target Distribution	1158
Target Share	**5657**

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

B. Summary of New Programming

Project Name	Project Description	Requested RIP Amount ($1,000)
Planning, Programming, & Monitoring		100
Indian Peak Road Rehabilitation	Pavement – Local Road	805
Merced Falls Road Rehabilitation (Amendment)	Pavement – Local Road	595
Harris Road Bridge	Bridge – Local Reconstruction	910
Indian Peak Bridge	Bridge – Local Reconstruction	630
Old Toll Road Rehabilitation	Pavement – Local Road	1500
Joe Howard Sidewalk Improvements	Active Transportation-Sidewalk	287
E Whitlock Road Rehabilitation	Pavement – Local Road	830
		5657

Section 7. Overview of Other Funding Included with Delivery of Regional Improvement Program (RIP) Projects

Each of the projects are funded 100% with RIP.

Section 8. Overview of Other Funding Included with Delivery of Regional Improvement Program (RIP) Projects

The purpose of the Interregional Transportation Improvement Program (ITIP) is to improve interregional mobility for people and goods in the State of California. As an interregional program the ITIP is focused on increasing the throughput for highway and rail corridors of strategic importance outside the urbanized areas of the state. A sound transportation network between and connecting urbanized areas ports and borders is vital to the state's economic vitality. The ITIP is prepared in accordance with Government Code Section 14526, Streets and Highways Code Section 164 and the STIP Guidelines. The ITIP is a five-year program managed by Caltrans and funded with 25% of new STIP revenues in each cycle. Developed in cooperation with regional transportation planning agencies to ensure an integrated transportation program, the ITIP promotes the goal of improving interregional mobility and connectivity across California.

No ITIP funding is proposed for projects in Mariposa County in the 2022 STIP.

Section 9. Projects Planned Within the Corridor

Caltrans has multiple maintenance projects occurring on the State Route 140 and the Ferguson Rock Shed Project. There are no ITIP projects programmed in the region.

The projects proposed in in the RTIP have no impact on other projects planned or underway.

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

C. RELATIONSHIP OF RTIP TO RTP/SCS/APS AND BENEFITS OF RTIP

Section 11. Regional Level Performance Evaluation

The 2022 RTIP furthers the goals of Mariposa's adopted RTP. These goals include:

Supporting Goal 1: Highways
Develop an adequate, safe and efficient regional roadway system to accommodate vehicular travel demand for at least a 20-year time frame, while maintaining the rural character of Mariposa County.

Objective 1.4 – Maintain and improve existing transportation facility roadway surfaces, consistent with available funding and engineering study findings.

Policy 1.5.2 – Maintain the integrity and function of local scenic and historical routes.

Policy 1.5.4 – Recommend projects within the County and work with Caltrans and the CTC on the location of STIP projects to reflect geographical equity and minimize the funding gap between need and funding allocations.

Policy 1.5.6 – Implement context sensitive solutions that focus on projects and approaches that integrate and balance community, aesthetic, historic, and environmental values with transportation goals and policies.

Supporting Goal 3: Active Transportation
Develop an adequate, safe and efficient regional system of bicycle, pedestrian, and equestrian facilities to accommodate, encourage, and increase active transportation use in Mariposa County.

Policy 3.1.2 – In Town Planning Areas, construct, improve, and maintain the pedestrian circulation system to provide safety and drainage control.

Consistent with the RTP and state and federal guidance, criteria the LTC considers when programming funds includes the performance measures listed in B1(a). The projects identified in this RTIP are anticipated to improve safety and reduce distressed lane miles.

B1(a) Evaluation Rural Specific Regional Level Performance Indicators and Measures			
Goal	Indicator/Measure	Current System Performance (Baseline)	Projected System Performance (indicate timeframe)
Congestion Reduction	Vehicle Miles Traveled per capita, area, by facility ownership, and/or local vs tourist	N/A	N/A
	Peak Volume/Capacity Ratio or Thresholds (threshold volumes based on HCM 2010)	N/A	N/A
	Commute mode share (travel to work or school)	N/A	N/A
Transit	Total Operating cost per revenue mile	N/A	N/A
Infrastructure Condition	Distressed lane-miles, total and percent, by jurisdiction	44% of 721.9 lane miles are poor or failed	

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

	Pavement Condition Index (local streets and roads)	Current PCI is 51 average for all paved County roads	
Safety	Total accident cost per capita and VMT.		
Environmental Sustainability	Land Use Efficiency (total developed land in acres per population)	N/A	N/A

Mariposa County is not required to have an adopted Sustainable Communities Strategy (SCS) or Alternative Planning Scenario (APS).

Section 12. Regional and Statewide Benefits of RTIP

The regional and statewide benefits of the 2022 RTIP from Section 19 include Safety and Infrastructure Condition. Roadway rehabilitation on the collectors will provide both safety and circulation benefits throughout the region. System reliability is top concern in Mariposa, especially regarding non-recurrent events (e.g., peak weekend tourist events, construction activities, incidents, weather events, natural events such as floods, wildfires, landslides). The bridge projects will eliminate community isolation during disaster evacuation events. Active transportation benefits will be provided through the pedestrian project.

There is no increased capacity. The RTIP includes 2 bridge reconstruction projects, 14.3 mi of pavement rehabilitation and 1 sidewalk infill project. The array of project programmed serves a wide range of modes and provides a clear benefit to the region and the state.

D. PERFORMANCE AND EFFECTIVENESS OF RTIP

Section 13. Evaluation of Cost Effectiveness of RTIP

B2 Evaluation – Cost Effectiveness Indicators and Measures			
Goal	Indicator/Measure (per thousand dollar invested)	Current Level of Performance (Baseline)	Projected Performance Improvement (indicate time frame)
Congestion Reduction	Reduce Vehicle Miles Traveled per capita		
	Reduce percent of congested VMT (at or below 35 mph)		
	Change in commute mode share(travel to work or school)		
Infrastructure Condition	Reduce percent of distressed state highway lane-miles		
	Improve Pavement Condition Index (local street and roads)	+/- 51	
	Reduce percent of highway bridge deck area in Poor Condition	+/- 7500 SF Local/Non HBP	8% improvement FY 26/27
	Reduce percent of transit assets that have surpassed the FTA useful life period		
System Reliability	Reduce Highway Buffer Index (the time cushion added to average commute travel times to ensure on-time arrival)		

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Safety	Reduce fatalities and serious injuries per capita		
	Reduce fatalities and serious injuries per VMT		
Economic Vitality	Increase percent of housing and jobs within 0.5 miles of transit stops with frequent transit service		
	Reduce mean commute travel time (to work or school)		
Environmental Sustainability	Change in acres of agriculture land		
	CO_2 emissions reduction per capita		

Section 14. Project Specific Evaluation

A project level benefit evaluation shall be submitted for projects for which construction is proposed, if:

- The total amount of existing and proposed STIP for right-of-way and/or construction of the project is $15 million or greater or
- The total project cost is $50 million or greater

The projects proposed in in the RTIP do not require a project level evaluation.

E. DETAILED PROJECT INFORMATION

Section 15. Overview of projects programmed with RIP funding

Indian Peak Road Rehabilitation – Local Road Rehabilitation 0.93 mi

Merced Falls Road Rehabilitation (Amendment) - Local Road Rehabilitation 9.04 mi

Harris Road Bridge – Local Reconstructed Bridge 480SF deck area

Indian Peak Bridge - Local Reconstructed Bridge 480SF deck area

Old Toll Road Rehabilitation - Local Road Rehabilitation 3.23 mi

Joe Howard Sidewalk Improvements – New Sidewalks Active Transportation 0.04 mi

E Whitlock Road Rehabilitation - Local Road Rehabilitation 1.1 mi

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

2022 Regional Transportation Improvement Program

APPENDICES

Section 15 – PSRs & PPRs

1.	ePPR-6139-2022-0001	Planning, Programming, & Monitoring
2.	ePPR-6139-2022-0002	Indian Peak Road Rehabilitation
3.	ePPR-6139-2022-0003	Merced Falls Road Rehabilitation (Amendment)
4.	ePPR-6139-2022-0004	Harris Road Bridge
5.	ePPR-6139-2022-0005	Indian Peak Bridge
6.	ePPR-6139-2022-0006	Old Toll Road Rehabilitation
7.	ePPR-6139-2022-0007	Joe Howard Sidewalk Improvements
8.	ePPR-6139-2022-0008	E Whitlock Road Rehabilitation

You may direct any questions regarding these documents to Jeannie Morvay-Clayton, Transportation Planner at jclayton@mariposacounty.org

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

STATE OF CALIFORNIA • DEPARTMENT OF TRANSPORTATION

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

PPR ID: ePPR-6139-2022-0001 v0

G.1.b

Amendment (Existing Project) ☐ YES ☒ NO				Date	11/22/2021 10:32:3
Programs ☐ LPP-C ☐ LPP-F ☐ SCCP ☐ TCEP ☒ STIP ☐ Other					
District	EA	Project ID	PPNO	Nominating Agency	
10				Mariposa County Local Transportation Commission	
County	Route	PM Back	PM Ahead	Co-Nominating Agency	
Mariposa					
				MPO	Element
				NON-MPO	Local Assistance
Project Manager/Contact			Phone	Email Address	
Matt Hespenheide			209-966-5356	mhespenheide@mariposacounty.org	

Project Title

Planning, Programming, & Monitoring

Location (Project Limits), Description (Scope of Work)

Planning, Programming, & Monitoring

Component	Implementing Agency
PA&ED	
PS&E	
Right of Way	
Construction	Mariposa County Local Transportation Commission

Legislative Districts

Assembly:	5	Senate:	8	Congressional:	4

Project Milestone		Existing	Proposed
Project Study Report Approved			
Begin Environmental (PA&ED) Phase			
Circulate Draft Environmental Document	Document Type		
Draft Project Report			
End Environmental Phase (PA&ED Milestone)			
Begin Design (PS&E) Phase			
End Design Phase (Ready to List for Advertisement Milestone)			
Begin Right of Way Phase			
End Right of Way Phase (Right of Way Certification Milestone)			
Begin Construction Phase (Contract Award Milestone)			
End Construction Phase (Construction Contract Acceptance Milestone)			
Begin Closeout Phase			
End Closeout Phase (Closeout Report)			

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

Date 11/22/2021 10:32:31

Purpose and Need

Provides funding for preparation and monitoring of STIP activities. These activities support the associated OWP and RTP.

NHS Improvements ☐ YES ☐ NO	Roadway Class	Reversible Lane Analysis ☐ YES ☐ N

Inc. Sustainable Communities Strategy Goals ☐ YES ☐ NO Reduce Greenhouse Gas Emissions ☐ YES ☐ NO

Project Outputs

Category	Outputs	Unit	Total

DRAFT

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Performance Indicators and Measures						
Measure	**Required For**	**Indicator/Measure**	**Unit**	**Build**	**Future No Build**	**Change**

DRAFT

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

PPR ID: ePPR-6139-2022-0001 v0

G.1.b

District	County	Route	EA	Project ID	PPN
10	Mariposa				

Project Title

Planning, Programming, & Monitoring

Existing Total Project Cost ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Implementing Agency
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)									Mariposa County Local Transport
R/W									
CON									Mariposa County Local Transport
TOTAL									
Proposed Total Project Cost ($1,000s)									Notes
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON			25	25	25	25		100	
TOTAL			25	25	25	25		100	

Fund #1:	RIP - State Cash (Committed)								Program Code
Existing Funding ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Funding Agency
E&P (PA&ED)									Mariposa County
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									
Proposed Funding ($1,000s)									Notes
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON			25	25	25	25		100	
TOTAL			25	25	25	25		100	

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Project Study Report
(PSRe)

Mariposa County

Indian Peak Road Rehabilitation
PM 15.30 to 16.23

for inclusion in the
2022 STIP (Off State Highway)

Approved:

_____ _____
Shannon Hansen, Interim Director Date
Public Works and Transportation

1. **Problems**
   Indian Peak Road is a minor collector connecting and servicing small neighborhoods in the unincorporated southeastern portion of Mariposa County, California. The pavement is deteriorated and the ride quality poor due to poor structural section and patching.

   The type of work is eligible for local road rehabilitation, and excludes routine maintenance work, as described in "Eligibility of Rehabilitation Projects" of the Procedures for Administering Local Agency Grant Projects in the State Transportation Improvement Program.

   The estimated number of years the work will extend the service life of the facility is 20.

   The work does not degrade any existing safety or geometric aspect of the facility.

2. **Route - Location**
   Location - Indian Peak Rehabilitation, PM 15.30 (Hirsch Rd) to 16.23 (Oak Grove Rd)
   Type of Rehabilitation – Digouts & Overlay
   PCI – 32 (2021)
   Length – 4,900 ft.
   AC Width – 20 ft.
   Section – 0.20 ft

3. **Scope**
   The project will rehabilitate approximately 0.93 mi. of existing pavement. Work will include digouts and overlay with ¾" AC. The geometry will remain unaffected. The project will extend the life of the road another 20 years. No utilities will be impacted.

4. **Alternatives**
   The proposed scope includes digouts and an overlay.

   Alternatives include pulverizing the existing AC, recompacting the pulverized materials to 95% and capping with AC pavement. The existing structural section is minimal. The pulverizing machine tends to dig into native soils, introducing fines and silts that contaminate the material resulting in future potholes.

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

5. Functional Classification / Federal Aid System

Indian Peak Road is classified as a Rural Minor Collector and not eligible for federal aid.

6. Environmental Status

CEQA Document Type: CE

Potential Issues: N/A

This project will rehabilitate existing asphalt pavement within the limits of the existing roadway widths and section. No significant impermeable areas will be added. Shoulder backing will be required to meet the edge of the new surface.

7. Traffic Data

ADT - 440

% Trucks – 5%

8. Roadway Geometric Information

There are no proposed geometric changes.

9. Structural Information

No structures are include in the project.

10. Condition of Existing Facility

Mariposa County evaluated its roadway conditions in 2021. StreetSaver indicates a PCI of 32.

11. Pavement Rehabilitation

Work on existing pavement. The design is in conformance with the County's Pavement Management System and local procedures.

12. Cost Estimate Breakdown

Project Component	Cost
PAED	--
PS&E	20
R/W	--
R/W Support	--
CON	765
CON Support	20
Total	805

13. Scheduling

Project Component	FY
PS&E	25/26
CON & CE	26/27

14. Other Agencies Involved

There are no encroachments or regulatory permits required.

15. Other Considerations

This project is consistent with the Mariposa County General Plan.

16. Proposed Funding

Funding for this project is proposed to be 100% state-only Regional Improvement Program (RIP) funds in the 2022 State Transportation Improvement Program (STIP).

17. List of Attachments

- Location/Project Map
- Cost Estimate
- Photos
- PPR

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

18. Report Preparation

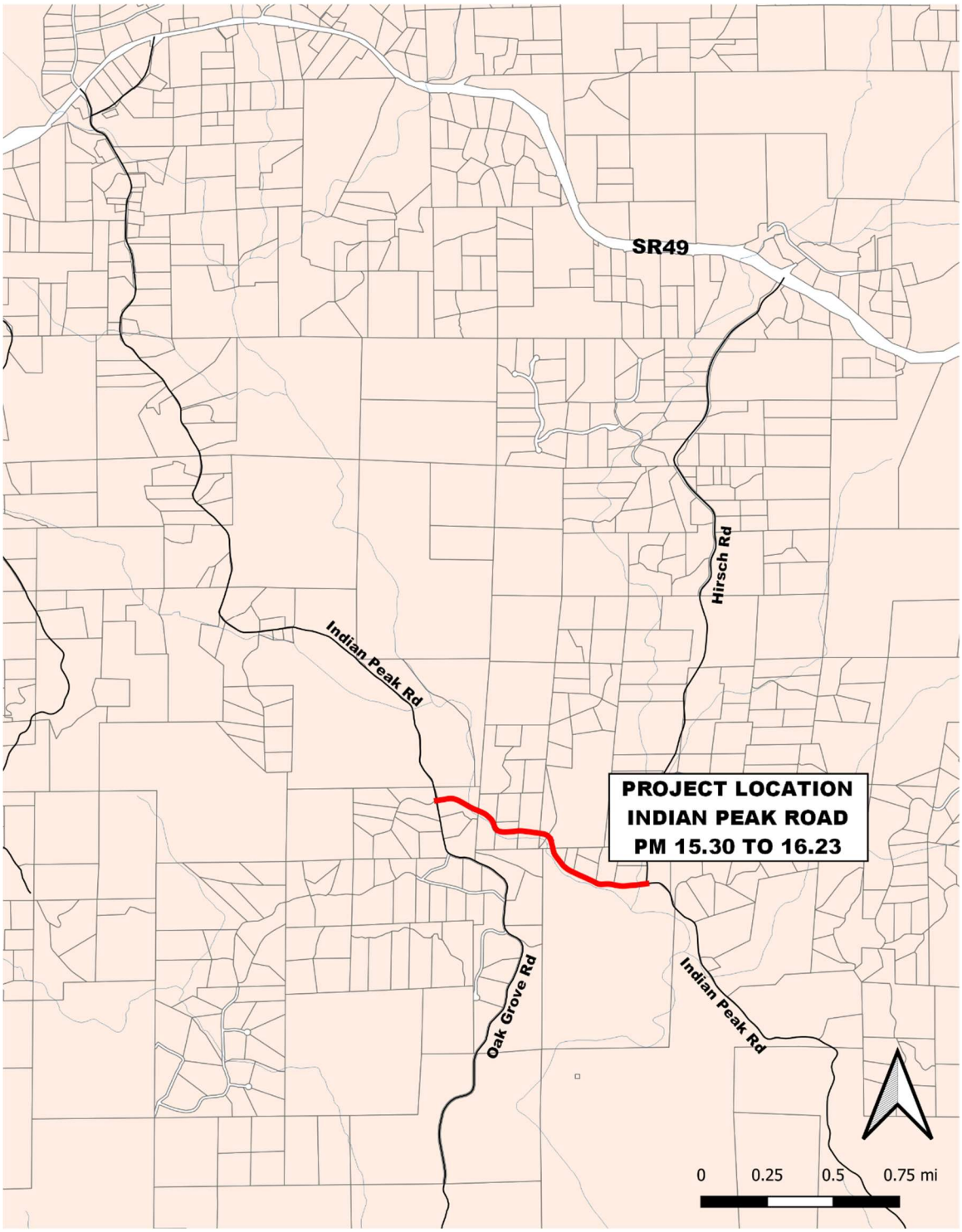
This project study report has been prepared under the direction of the following registered civil engineer. The registered civil engineer attests to the technical information contained herein and the engineering data upon which recommendations, conclusions, and decisions are based.

REGISTERED CIVIL ENGINEER *DATE*



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Location Map



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Cost Estimate

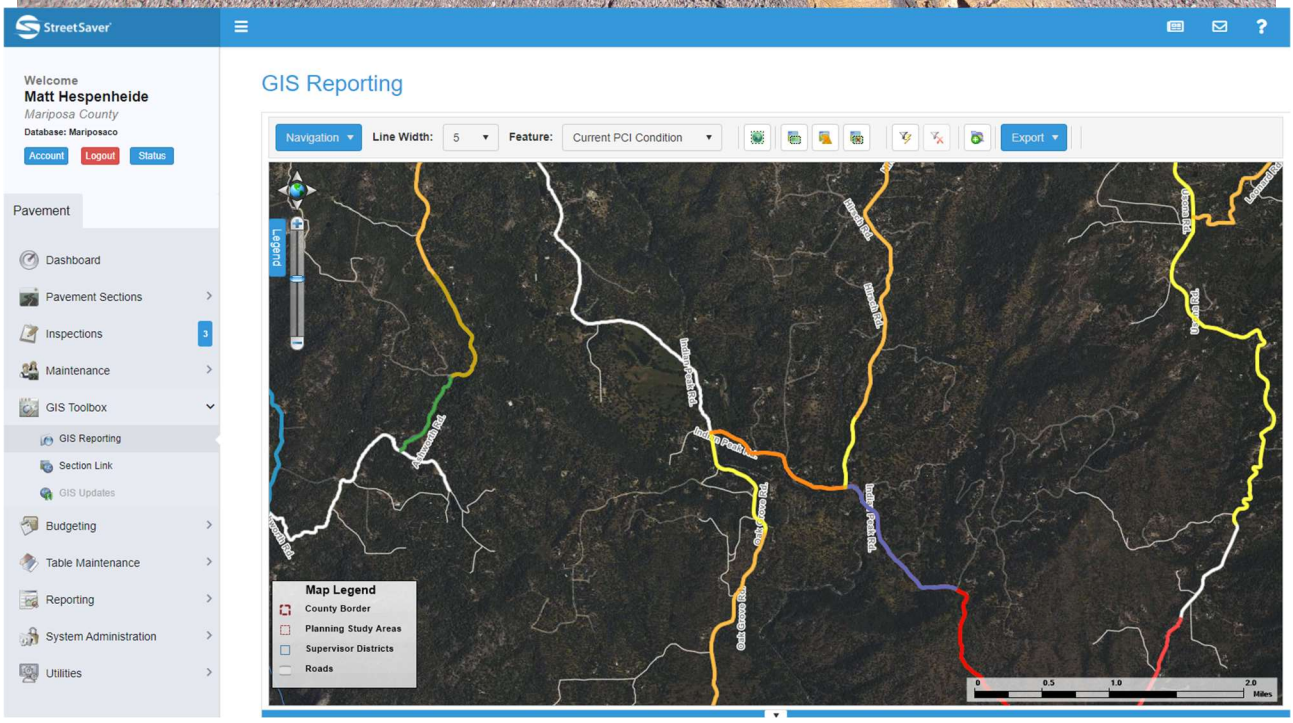
Indian Peak Road Rehabilitation
Engineers Estimate

PA&ED				$	-
PS&E				**$**	**20,000**
ROW				$	-
CON					
	Construction Area Signs	1	7500	$	7,500
	Traffic Control System	1	225000	$	225,000
	Cold Plane AC Pavement	1	20000	$	20,000
	0.10' HMA (Leveling)	775	115	$	89,125
	0.20' HMA	1546	115	$	177,790
	Shoulder Backing	436	60	$	26,160
	Stripes & Markings	1	5000	$	5,000
	Mobilization	1	100000	$	100,000
	Subtotal			$	650,575
	5% Contingency			$	32,529
	2% Escalation			$	71,097
	CE & Material Testing			$	30,000
CON TOTAL				**$**	**784,201**
			Say	**$**	**785,000**

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Photos





Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

STATE OF CALIFORNIA • DEPARTMENT OF TRANSPORTATION

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

PPR ID: ePPR-6139-2022-0002 v0

G.1.b

Amendment (Existing Project) ☐ YES ☒ NO				Date	11/29/2021 11:42:05
Programs ☐ LPP-C ☐ LPP-F ☐ SCCP ☐ TCEP ☒ STIP ☐ Other					
District	EA	Project ID	PPNO	Nominating Agency	
10				Mariposa County Local Transportation Commission	
County	Route	PM Back	PM Ahead	Co-Nominating Agency	
Mariposa					
				MPO	Element
				NON-MPO	Local Assistance
Project Manager/Contact			Phone	Email Address	
Matt Hespenheide			209-966-5356	mhespenheide@mariposacounty.org	

Project Title

Indian Peak Road Rehabiliation

Location (Project Limits), Description (Scope of Work)

Near the Town of Mariposa, Indian Peak Road Rehabilitation from PM 15.30 to 16.23. Rehabilitation includes digouts and a HMA overlay.

Component	Implementing Agency
PA&ED	Mariposa County
PS&E	Mariposa County
Right of Way	Mariposa County
Construction	Mariposa County

Legislative Districts

Assembly:	5	Senate:	8	Congressional:	4

Project Milestone	Existing	Proposed
Project Study Report Approved	12/14/2021	
Begin Environmental (PA&ED) Phase		
Circulate Draft Environmental Document Document Type CE		
Draft Project Report		
End Environmental Phase (PA&ED Milestone)		
Begin Design (PS&E) Phase		01/01/2026
End Design Phase (Ready to List for Advertisement Milestone)		06/30/2026
Begin Right of Way Phase		
End Right of Way Phase (Right of Way Certification Milestone)		
Begin Construction Phase (Contract Award Milestone)		01/01/2027
End Construction Phase (Construction Contract Acceptance Milestone)		12/31/2027
Begin Closeout Phase		01/01/2028
End Closeout Phase (Closeout Report)		06/30/2028

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Date 11/29/2021 11:42:05

Purpose and Need

According to Mariposa's Pavement Management System, Indian Peak Road was last rated in March of 2021 and has PCI of 32. Comments included "deteriorated edges" and "very bumpy". The purpose is to preserve and extend the life of the pavement and enhance safety for another 20 years.

NHS Improvements ☐ YES ☒ NO	Roadway Class NA	Reversible Lane Analysis ☐ YES ☒ N

Inc. Sustainable Communities Strategy Goals ☐ YES ☒ NO Reduce Greenhouse Gas Emissions ☐ YES ☒ NO

Project Outputs

Category	Outputs	Unit	Total
Pavement (lane-miles)	Local road - rehabilitated Miles	Miles	0.93

DRAFT

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Performance Indicators and Measures						
Measure	**Required For**	**Indicator/Measure**	**Unit**	**Build**	**Future No Build**	**Change**
System Preservation Pavement	LPPC, LPPF	Pavement Condition Index	Index	100	35	65
			Rating	Good	Poor	

DRAFT

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

PPR ID: ePPR-6139-2022-0002 v0

G.1.b

District	County	Route	EA	Project ID	PPN
10	Mariposa				

Project Title

Indian Peak Road Rehabiliation

Existing Total Project Cost ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Implementing Agency
E&P (PA&ED)									Mariposa County
PS&E									Mariposa County
R/W SUP (CT)									Mariposa County
CON SUP (CT)									Mariposa County
R/W									Mariposa County
CON									Mariposa County
TOTAL									
Proposed Total Project Cost ($1,000s)									Notes
E&P (PA&ED)									
PS&E					20			20	
R/W SUP (CT)									
CON SUP (CT)						20		20	
R/W									
CON						765		765	
TOTAL					20	785		805	

Fund #1:	RIP - State Cash (Uncommitted)								Program Code
Existing Funding ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Funding Agency
E&P (PA&ED)									Mariposa County
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									
Proposed Funding ($1,000s)									Notes
E&P (PA&ED)									
PS&E					20			20	
R/W SUP (CT)									
CON SUP (CT)						20		20	
R/W									
CON						765		765	
TOTAL					20	785		805	

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

STATE OF CALIFORNIA • DEPARTMENT OF TRANSPORTATION

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

PPR ID: ePPR-6139-2022-0003 v0

G.1.b

Amendment (Existing Project) ☐ YES ☒ NO				Date	11/29/2021 14:55:52
Programs ☐ LPP-C ☐ LPP-F ☐ SCCP ☐ TCEP ☒ STIP ☐ Other					
District	EA	Project ID	PPNO	Nominating Agency	
10				Mariposa County Local Transportation Commission	
County	Route	PM Back	PM Ahead	Co-Nominating Agency	
Mariposa					
				MPO	Element
				NON-MPO	Local Assistance
Project Manager/Contact			Phone	Email Address	
Matt Hespenheide			209-966-5356	mhespenheide@mariposacounty.org	

Project Title

Merced Falls Road Rehabilitation

Location (Project Limits), Description (Scope of Work)

Near the community of Don Pedro in unincorporated Mariposa County, Merced Falls Road from PM 10.00 to 19.04 will be rehabilitated with digouts and a rubberized chip seal.

Component	Implementing Agency
PA&ED	Mariposa County
PS&E	Mariposa County
Right of Way	Mariposa County
Construction	Mariposa County

Legislative Districts

Assembly:	8	Senate:	5	Congressional:	4

Project Milestone	Existing	Proposed
Project Study Report Approved	12/03/2013	
Begin Environmental (PA&ED) Phase		
Circulate Draft Environmental Document — Document Type CE		
Draft Project Report		
End Environmental Phase (PA&ED Milestone)		
Begin Design (PS&E) Phase		
End Design Phase (Ready to List for Advertisement Milestone)		
Begin Right of Way Phase		
End Right of Way Phase (Right of Way Certification Milestone)		
Begin Construction Phase (Contract Award Milestone)		01/01/0023
End Construction Phase (Construction Contract Acceptance Milestone)		06/30/0023
Begin Closeout Phase		07/01/0023
End Closeout Phase (Closeout Report)		12/31/0023

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Date 11/29/2021 14:55:52

Purpose and Need

A proposed change to the scope of work is required based on an update to the County's Pavement Management System and proposed rehabilitation treatment. The original PSR was approved in December 2013. According to Mariposa's Pavement Management System, Merce Falls Road was last rated in March of 2021 and has a PCI of 70. The purpose of the amendment is change the project limits from PM 10.00-12.50 to PM 10.00 to 19.04 and change the treatment to a rubberized cape seal.

NHS Improvements ☐ YES ☒ NO	Roadway Class NA	Reversible Lane Analysis ☐ YES ☒ N

Inc. Sustainable Communities Strategy Goals ☐ YES ☒ NO Reduce Greenhouse Gas Emissions ☐ YES ☒ NO

Project Outputs

Category	Outputs	Unit	Total
Pavement (lane-miles)	Local road - rehabilitated Miles	Miles	9.04

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Performance Indicators and Measures						
Measure	**Required For**	**Indicator/Measure**	**Unit**	**Build**	**Future No Build**	**Change**
System Preservation Pavement	LPPC, LPPF	Pavement Condition Index	Index	100	70	30
			Rating	Good	Fair	

DRAFT

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

PPR ID: ePPR-6139-2022-0003 v0

G.1.b

District	County	Route	EA	Project ID	PPN
10	Mariposa				

Project Title

Merced Falls Road Rehabilitation

Existing Total Project Cost ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Implementing Agency
E&P (PA&ED)									Mariposa County
PS&E									Mariposa County
R/W SUP (CT)									Mariposa County
CON SUP (CT)									Mariposa County
R/W									Mariposa County
CON									Mariposa County
TOTAL									
Proposed Total Project Cost ($1,000s)									Notes
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)		20						20	
R/W									
CON		1,480						1,480	
TOTAL		1,500						1,500	

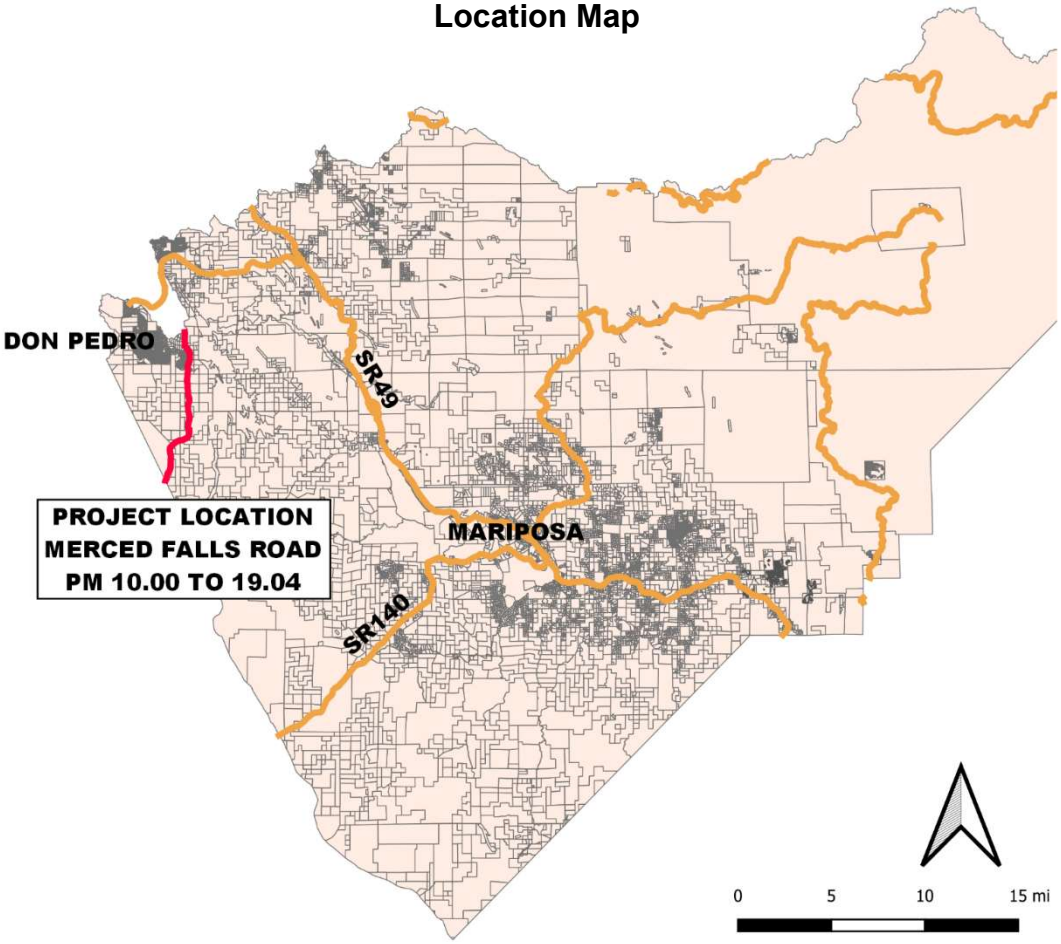
Fund #1:	RIP - STIP Augmentation (Uncommitted)								Program Code
Existing Funding ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Funding Agency
E&P (PA&ED)									Mariposa County
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									
Proposed Funding ($1,000s)									Notes
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)		20						20	
R/W									
CON		575						575	
TOTAL		595						595	

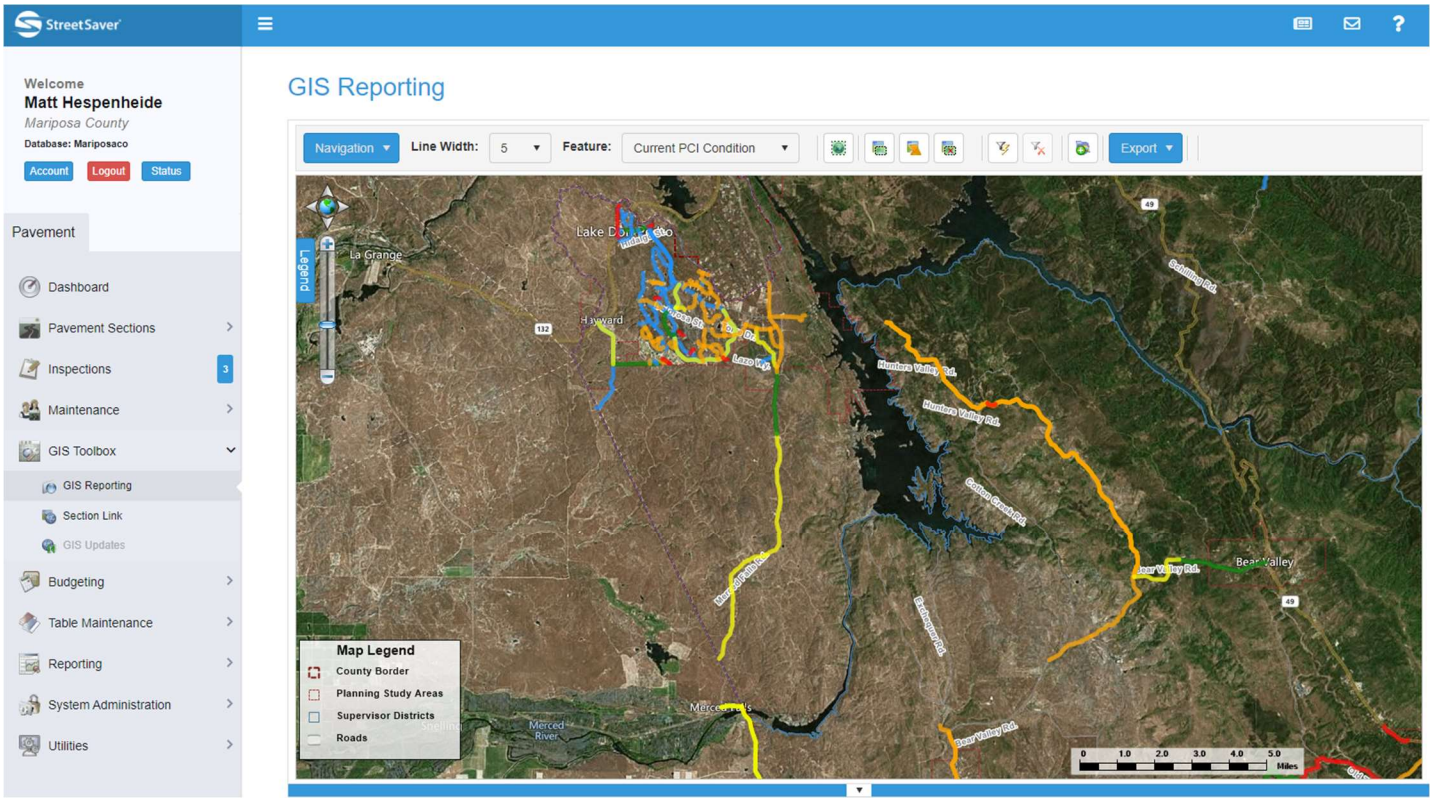
Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Fund #2:	RIP - State Cash (Committed)								Program Code
	Existing Funding ($1,000s)								
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Funding Agency
E&P (PA&ED)									Mariposa County Local Transport
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									
	Proposed Funding ($1,000s)								Notes
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON		905						905	
TOTAL		905						905	

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Location Map





Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Photos





Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Project Study Report (PSRe)

Mariposa County

Harris Road Bridge Replacement

PM 12.75

for inclusion in the 2022 STIP (Off State Highway)

Approved:

_____ _____

Shannon Hansen, Interim Director Date
Public Works and Transportation

1. **Problems**
   In the unincorporated community of Ponderosa Basin, Mariposa County, California is a structurally deficient local bridge. The Harris Road Bridge is a 13 ft wide single-lane bridge over the East Fork Chowchilla River and has a condition rating of "poor" for Item 58 (Deck) and Item 59(Superstructure). The distance between abutment faces is 16 ft-2 in so the bridge does not meet the National Bridge Inspection Standards (NBIS). The bridge is part of a critical evacuation route for the community and has exceeded its useful life.

2. **Route - Location**
   The project is located on Harris Road, a Minor Collector that connects to Harris Cutoff Road, a Major Collector. The bridge crosses the East Fork Chowchilla River.

3. **Scope**
   The proposed replacement bridge is a single span cast-in-place reinforced concrete slab supported by spread footings. The new bridge clear width will be 24 ft wide or 27.5 ft when including two 836 barriers. The bridge will correct all structural and safety deficiencies to bring the structure up to current AASHTO and County standards.

4. **Alternatives**
   Alternatives to the proposed scope include a rehabilitation and a no-build alternative.

   The primary advantage of the rehabilitation alternative is the reduction of the project footprint because the existing bridge would be left in place and widened. There would be a more complicated substructure due to building next to the existing structure set on rock. The rock may need partial removal to accommodate the widening. The service life of the rehabilitated structure will be less than that of the replacement structure. There may be issues with retrofitting components to designed to the same performance levels as a new structure.

   A No Build alternative would result in the closure of the bridge. The alternative route is a 2.75 mountainous single lane dirt road.

5. **Functional Classification / Federal Aid System**
   Harris Road is classified as a Rural Minor Collector and not eligible for federal aid.

6. **Environmental Status**
   CEQA Document Type: IS / Mitigated Negative Declaration
   Potential Issues:

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Biological Resources – Preconstruction Surveys
- Env. Awareness Training
- Temp. Fencing
- Escape Ramps
- Special Species

Cultural Resources & Tribal Cultural Resources – Archaeological Site Avoidance
Geology & Soils – Paleontological Resources
Hydrology & Water Quality – Catchment Tarps
Temporary Fencing around ESA
Water Quality BMPs
Noise – Working Hours
Recreation – Traffic Control Plan
Transportation – Traffic Control Plan
Wildfire – BMPs for Fire Prevention

7. Traffic Data
ADT - 434
% Trucks – 5%

8. Roadway Geometric Information
The proposed bridge will be constructed to the north of the existing structure. The bridge approaches will be realigned in accordance with AASHTO Greenbook standards. The design speed will be 35 mph.

9. Structural Information
The proposed structure will have a clear width of 20 ft in accordance with CalFire Standards.

10. Condition of Existing Facility
Bridge rehabilitation work is included in this project. The precast concrete deck panel are deteriorated. The bridge will be reconstructed in accordance with AASHTO standards.

11. Pavement Rehabilitation
There is work on the existing pavement. The work will extend the service life for at least 20 years. The design is in conformance with the County's Pavement Management System and local procedures.

12. Cost Estimate Breakdown

Project Component	**Cost**
PAED	--
PS&E	--
R/W	--
R/W Support	--
CON	850
CON Support	60
Total	910

13. Scheduling

Project Component	FY
CON & CE	26/27

14. Other Agencies Involved
Regulatory Permits from USACE, RWQCB, and CDFW are required.

15. Other Considerations
This project is consistent with the Mariposa County General Plan.

The County will coordinate with SierraTel Communication and the local water district regarding conduits on the existing bridge.

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

16. Proposed Funding

Funding for this project is proposed to be 100% state-only Regional Improvement Program (RIP) funds in the 2022 State Transportation Improvement Program (STIP).

PAED and PS&E are funded with Supplemental 2021 CRRSAA STIP.

17. List of Attachments

- Location/Project Map
- Cost Estimate
- Photos
- PPR

18. Report Preparation

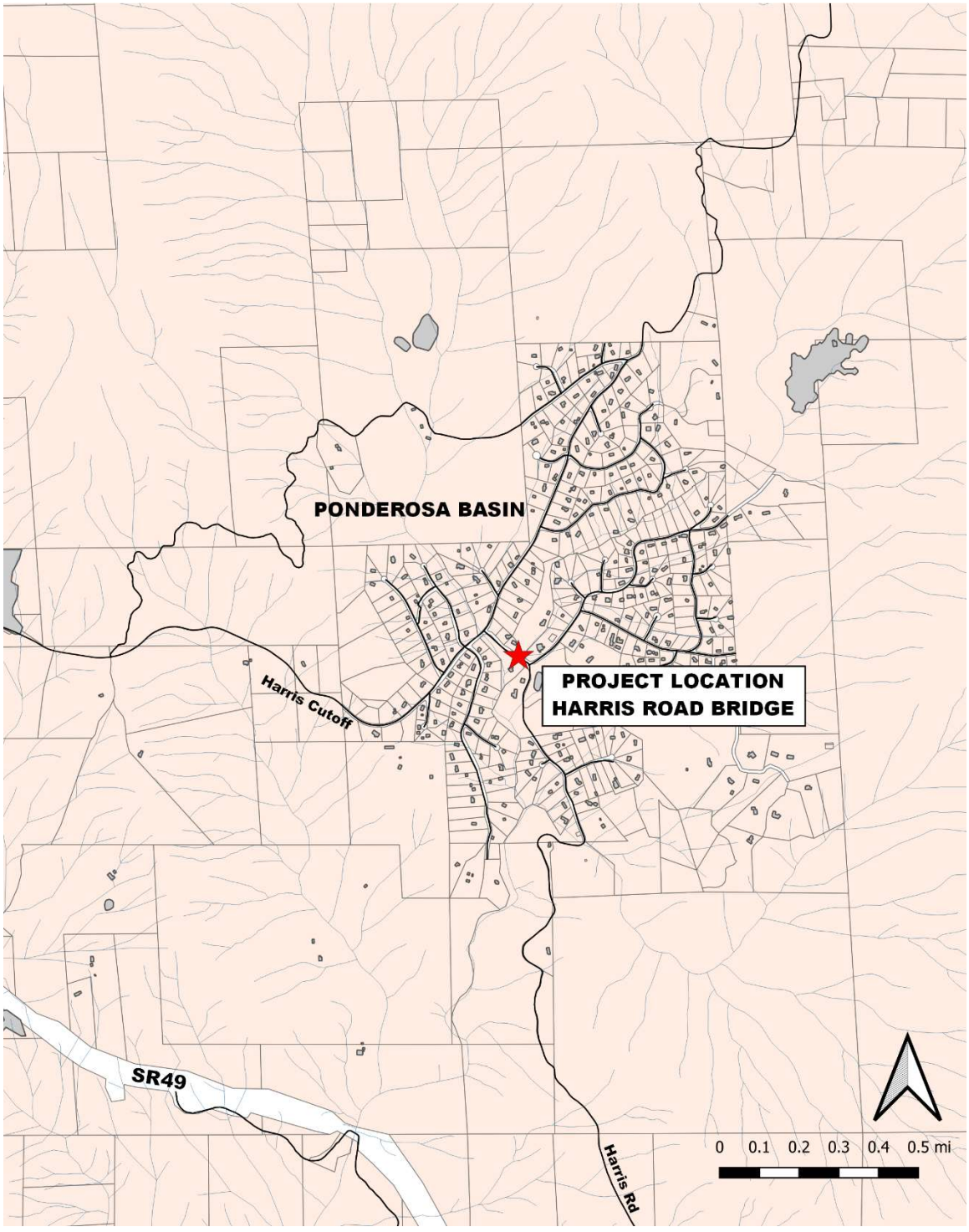
This project study report has been prepared under the direction of the following registered civil engineer. The registered civil engineer attests to the technical information contained herein and the engineering data upon which recommendations, conclusions, and decisions are based.

REGISTERED CIVIL ENGINEER *DATE*



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Location Map



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Cost Estimate

Harris Road Bridge
Engineers Estimate

PA&ED				**$**	**75,000**
PS&E				**$**	**100,000**
ROW				**$**	**30,000**
CON					
	Construction Area Signs	1	5000	$	5,000
	Traffic Control System	1	50000	$	50,000
	Job Site Management	1	75000	$	75,000
	SWPCP & BMPs	1	25000	$	25,000
	Structural Excavation	250	200	$	50,000
	Structural Backfill	200	200	$	40,000
	Structural Concrete, Bridge Footing & Abutments	60	1000	$	60,000
	Structural Concrete, Bridge (Poly Fiber)	40	1500	$	60,000
	Reinforcing Steel	40000	1.25	$	50,000
	Bridge Removal	1	10000	$	10,000
	Wingwalls	1	200000	$	200,000
	Transition Railing & Terminal Systems	1	40000	$	40,000
	Concrete Barrier	40	500	$	20,000
	Mobilization	1	50000	$	50,000
	Subtotal			$	735,000
	5% Contingency			$	36,750
	2% Escalation			$	80,324
CE & Material Testing				$	60,000
CON TOTAL				**$**	**912,074**
			Say	**$**	**910,000**

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Photos



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

STATE OF CALIFORNIA • DEPARTMENT OF TRANSPORTATION

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

PPR ID: ePPR-6139-2022-0004 v0

G.1.b

Amendment (Existing Project) ☐ YES ☒ NO				Date	11/29/2021 15:00:58
Programs ☐ LPP-C ☐ LPP-F ☐ SCCP ☐ TCEP ☒ STIP ☐ Other					
District	EA	Project ID	PPNO	Nominating Agency	
10				Mariposa County Local Transportation Commission	
County	Route	PM Back	PM Ahead	Co-Nominating Agency	
Mariposa					
				MPO	Element
				NON-MPO	Local Assistance
Project Manager/Contact			Phone	Email Address	
Matt Hespenheide			209-966-5356	mhespenheide@mariposacounty.org	

Project Title

Harris Road Bridge

Location (Project Limits), Description (Scope of Work)

In the Ponderosa Basin community in Mariposa County, replace an existing single-lane, structurally deficient structure with a new bridge.

Component	Implementing Agency
PA&ED	Mariposa County
PS&E	Mariposa County
Right of Way	Mariposa County
Construction	Mariposa County

Legislative Districts

Assembly:	5	Senate:	8	Congressional:	4

Project Milestone	Existing	Proposed
Project Study Report Approved	12/14/0021	
Begin Environmental (PA&ED) Phase		01/01/2023
Circulate Draft Environmental Document — Document Type ND/MND		12/31/2023
Draft Project Report		03/01/2024
End Environmental Phase (PA&ED Milestone)		06/30/2024
Begin Design (PS&E) Phase		06/30/2024
End Design Phase (Ready to List for Advertisement Milestone)		06/30/2026
Begin Right of Way Phase		06/30/2024
End Right of Way Phase (Right of Way Certification Milestone)		06/30/2026
Begin Construction Phase (Contract Award Milestone)		01/01/2027
End Construction Phase (Construction Contract Acceptance Milestone)		12/31/2027
Begin Closeout Phase		01/01/2028
End Closeout Phase (Closeout Report)		06/30/2028

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Date 11/29/2021 15:00:58

Purpose and Need

The existing structure is a single lane structurally deficient bridge.

NHS Improvements ☐ YES ☒ NO	Roadway Class NA	Reversible Lane Analysis ☐ YES ☒ N

Inc. Sustainable Communities Strategy Goals ☐ YES ☒ NO Reduce Greenhouse Gas Emissions ☐ YES ☒ NO

Project Outputs

Category	Outputs	Unit	Total
Bridge / Tunnel	Local reconstructed bridge/tunnels	SQFT	480

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Performance Indicators and Measures						
Measure	**Required For**	**Indicator/Measure**	**Unit**	**Build**	**Future No Build**	**Change**
System Preservation Bridges	LPPF, LPPC	Bridge Superstructure Rating	Rating	Good	Poor	

DRAFT

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

District	County	Route	EA	Project ID	PPN
10	Mariposa				

Project Title

Harris Road Bridge

Existing Total Project Cost ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Implementing Agency
E&P (PA&ED)									Mariposa County
PS&E									Mariposa County
R/W SUP (CT)									Mariposa County
CON SUP (CT)									Mariposa County
R/W									Mariposa County
CON									Mariposa County
TOTAL									
Proposed Total Project Cost ($1,000s)									Notes
E&P (PA&ED)		75						75	
PS&E			100					100	
R/W SUP (CT)			30					30	
CON SUP (CT)						60		60	
R/W									
CON						850		850	
TOTAL		75	130			910		1,115	

Fund #1:	RIP - COVID Relief Funds - STIP (Uncommitted)								Program Code
Existing Funding ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Funding Agency
E&P (PA&ED)									Mariposa County
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									
Proposed Funding ($1,000s)									Notes
E&P (PA&ED)		75						75	
PS&E			100					100	
R/W SUP (CT)			30					30	
CON SUP (CT)									
R/W									
CON									
TOTAL		75	130					205	

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Fund #2:	RIP - State Cash (Uncommitted)								Program Code
	Existing Funding ($1,000s)								
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Funding Agency
E&P (PA&ED)									Mariposa County
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									
	Proposed Funding ($1,000s)								Notes
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)						60		60	
R/W									
CON						850		850	
TOTAL						910		910	

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Project Study Report (PSRe)

Mariposa County

Indian Peak Bridge

PM 15.35

for inclusion in the 2022 STIP (Off State Highway)

Approved:

_____ _____

Shannon Hansen, Interim Director Date
Public Works and Transportation

1. **Problems**
   In the unincorporated southeastern portion of Mariposa County, California is a structurally deficient local bridge. The Indian Peak Bridge is a 13 ft wide single-lane bridge over Italian Creek and has a condition rating of "poor" for Item 58 (Deck) and Item 59(Superstructure). The distance between abutment faces is 19 ft-2 in so the bridge does not meet the National Bridge Inspection Standards (NBIS). The bridge is part of a critical evacuation route for the community and has exceeded its useful life.

2. **Route - Location**
   The project is located on Indian Peak Road, a Minor Collector that connects Oak Grove Road, Hirsch Road, and Usona Road. The bridge crosses Italian Creek.

3. **Scope**
   The proposed replacement bridge is a single span cast-in-place reinforced concrete slab supported by spread footings. The new bridge clear width will be 24 ft wide or 27.5 ft when including two 836 barriers. The bridge will correct all structural and safety deficiencies to bring the structure up to current AASHTO and County standards.

4. **Alternatives**
   Alternatives to the proposed scope include a rehabilitation and a no-build alternative.

   The primary advantage of the rehabilitation alternative is the reduction of the project footprint because the existing bridge would be left in place and widened. However, the wooden stringers and deck would need to be modified. Steel stringers or concrete precast deck panels on the existing abutments will add too much weight. There would be many issues with retrofitting components to design to the same performance levels as a new structure.

   A No Build alternative would result in the closure of the bridge. The alternative route would a significant detour for emergency vehicles and school buses.

5. **Functional Classification / Federal Aid System**
   Indian Peak Road is classified as a Rural Minor Collector and not eligible for federal aid.

6. **Environmental Status**
   CEQA Document Type: IS / Mitigated Negative Declaration
   Potential Issues:
   Biological Resources – Preconstruction Surveys

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

- Env. Awareness Training
- Temp. Fencing
- Escape Ramps
- Special Species

Cultural Resources & Tribal Cultural Resources – Archaeological Site Avoidance
Geology & Soils – Paleontological Resources
Hydrology & Water Quality – Catchment Tarps
Temporary Fencing around ESA
Water Quality BMPs
Noise – Working Hours
Recreation – Traffic Control Plan
Transportation – Traffic Control Plan
Wildfire – BMPs for Fire Prevention

7. Traffic Data

ADT - 440
% Trucks – 5%

8. Roadway Geometric Information

The proposed bridge will be constructed on the same alignment as the existing structure. The road will be temporary closed during construction. The bridge approaches will be realigned in accordance with AASHTO Geometric Design standards. The design speed will be 35 mph.

9. Structural Information

The proposed structure will have a clear width of 20 ft in accordance with CalFire Standards.

10. Condition of Existing Facility

Bridge rehabilitation work is included in this project. The timber deck has deteriorated. The bridge will be reconstructed in accordance with AASHTO standards.

11. Pavement Rehabilitation

There is no pavement rehabilitation.

12. Cost Estimate Breakdown

Project Component	**Cost**
PAED	--
PS&E	--
R/W	--
R/W Support	--
CON	600
CON Support	30
Total	630

13. Scheduling

Project Component	FY
CON & CE	26/27

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

14. Other Agencies Involved

Regulatory Permits from USACE, RWQCB, and CDFW are required.

15. Other Considerations

This project is consistent with the Mariposa County General Plan.

The County will coordinate with SierraTel Communication regarding their utilities.

16. Proposed Funding

Funding for this project is proposed to be 100% state-only Regional Improvement Program (RIP) funds in the 2022 State Transportation Improvement Program (STIP).

PAED and PS&E are funded with Supplemental 2021 CRRSAA STIP.

17. List of Attachments

- Location/Project Map
- Cost Estimate
- Photos
- PPR

18. Report Preparation

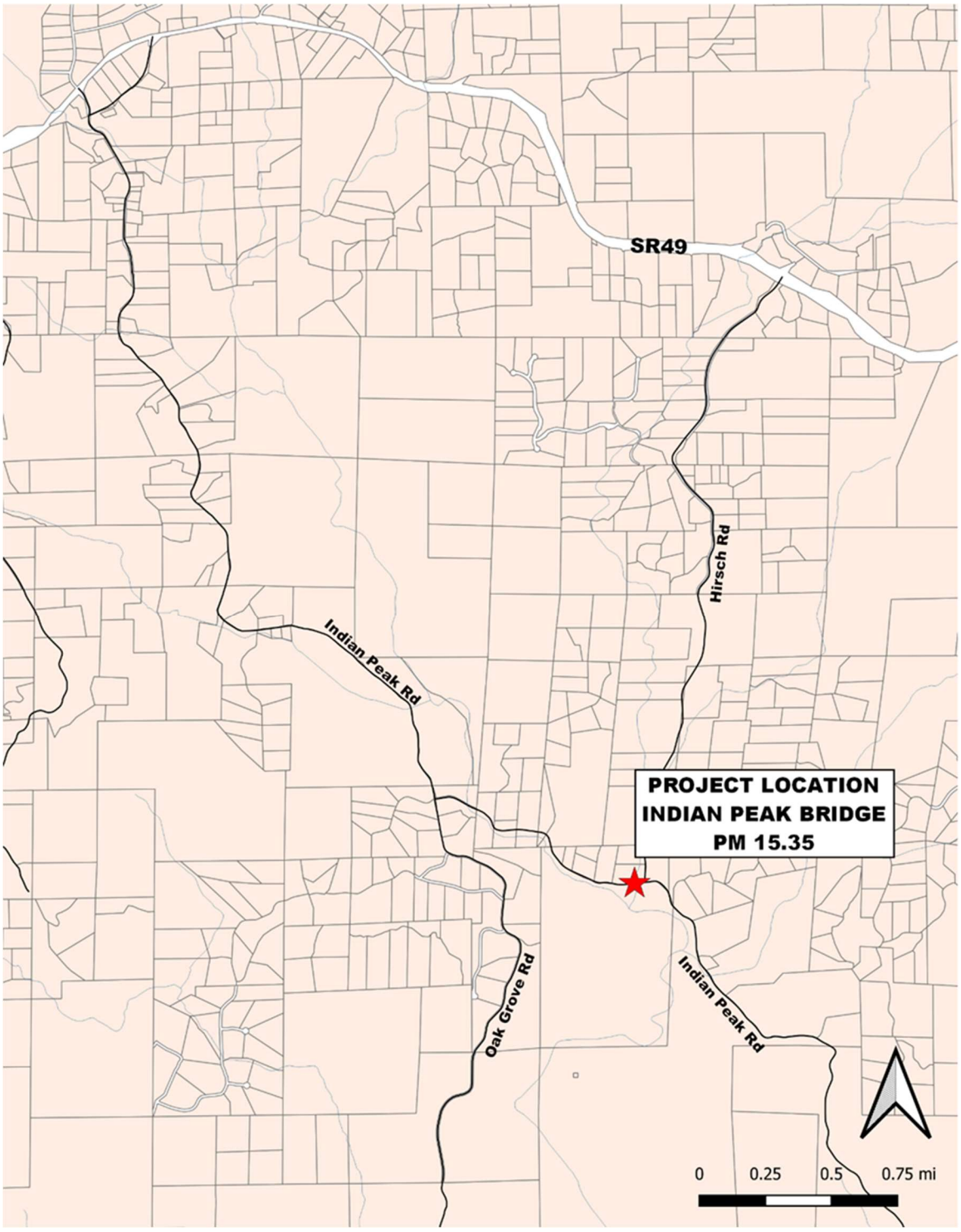
This project study report has been prepared under the direction of the following registered civil engineer. The registered civil engineer attests to the technical information contained herein and the engineering data upon which recommendations, conclusions, and decisions are based.

REGISTERED CIVIL ENGINEER *DATE*



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Location Map



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Cost Estimate

Indian Peak Bridge
Engineers Estimate

PA&ED				**$**	**25,000**
PS&E				**$**	**50,000**
ROW				**$**	**25,000**
CON					
	Construction Area Signs	1	5000	$	5,000
	Traffic Control System	1	50000	$	50,000
	Job Site Management	1	75000	$	75,000
	SWPCP & BMPs	1	25000	$	25,000
	Structural Excavation	250	200	$	50,000
	Structural Backfill	200	200	$	40,000
	Structural Concrete, Bridge Footing & Abutments	60	1000	$	60,000
	Structural Concrete, Bridge (Poly Fiber)	36	1500	$	54,000
	Reinforcing Steel	30000	1.25	$	37,500
	Bridge Removal	1	10000	$	10,000
	Transition Railing & Terminal Systems	1	40000	$	40,000
	Concrete Barrier	40	500	$	20,000
	Mobilization	1	50000	$	50,000
	Subtotal			$	516,500
	5% Contingency			$	25,825
	2% Escalation			$	56,446
CE & Material Testing				$	30,000
CON TOTAL				**$**	**628,771**
			Say	**$**	**630,000**

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Photos



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

STATE OF CALIFORNIA • DEPARTMENT OF TRANSPORTATION

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

PPR ID
ePPR-6139-2022-0005 v0

Amendment (Existing Project) ☐ YES ☒ NO				Date	11/29/2021 12:34:2
Programs ☐ LPP-C ☐ LPP-F ☐ SCCP ☐ TCEP ☒ STIP ☐ Other					

District	EA	Project ID	PPNO	Nominating Agency	
10				Mariposa County Local Transportation Commission	
County	**Route**	**PM Back**	**PM Ahead**	**Co-Nominating Agency**	
Mariposa					
				MPO	**Element**
				NON-MPO	Local Assistance
Project Manager/Contact			**Phone**	**Email Address**	
Matt Hespenheide			209-966-5356	mhespenheide@mariposacounty.org	

Project Title

Indian Peak Bridge

Location (Project Limits), Description (Scope of Work)

In the southeast portion of unincorporated Mariposa County, replace an existing single-lane, structurally deficient structure with a new bridge.

Component	Implementing Agency
PA&ED	Mariposa County
PS&E	Mariposa County
Right of Way	Mariposa County
Construction	Mariposa County

Legislative Districts

Assembly:	5	Senate:	8	Congressional:	4

Project Milestone	Existing	Proposed
Project Study Report Approved	12/14/0021	
Begin Environmental (PA&ED) Phase		01/01/2023
Circulate Draft Environmental Document Document Type ND/MND		12/31/2023
Draft Project Report		03/01/2024
End Environmental Phase (PA&ED Milestone)		06/30/2024
Begin Design (PS&E) Phase		06/30/2024
End Design Phase (Ready to List for Advertisement Milestone)		06/30/2026
Begin Right of Way Phase		06/30/2024
End Right of Way Phase (Right of Way Certification Milestone)		06/30/2026
Begin Construction Phase (Contract Award Milestone)		01/01/2027
End Construction Phase (Construction Contract Acceptance Milestone)		12/31/2027
Begin Closeout Phase		01/01/2028
End Closeout Phase (Closeout Report)		06/30/2028

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Date 11/29/2021 12:34:21

Purpose and Need

The existing structure is a single lane structurally deficient bridge.

NHS Improvements ☐ YES ☒ NO	Roadway Class NA	Reversible Lane Analysis ☐ YES ☒ N

Inc. Sustainable Communities Strategy Goals ☐ YES ☒ NO Reduce Greenhouse Gas Emissions ☐ YES ☒ NO

Project Outputs

Category	Outputs	Unit	Total
Bridge / Tunnel	Local reconstructed bridge/tunnels	SQFT	480

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Performance Indicators and Measures						
Measure	**Required For**	**Indicator/Measure**	**Unit**	**Build**	**Future No Build**	**Change**
System Preservation Bridges	LPPF, LPPC	Bridge Superstructure Rating	Rating	Good	Poor	

DRAFT

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

District	County	Route	EA	Project ID	PPN
10	Mariposa				

Project Title

Indian Peak Bridge

Existing Total Project Cost ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Implementing Agency
E&P (PA&ED)									Mariposa County
PS&E									Mariposa County
R/W SUP (CT)									Mariposa County
CON SUP (CT)									Mariposa County
R/W									Mariposa County
CON									Mariposa County
TOTAL									
Proposed Total Project Cost ($1,000s)									Notes
E&P (PA&ED)		25						25	
PS&E			75					75	
R/W SUP (CT)			25					25	
CON SUP (CT)						30		30	
R/W									
CON						630		630	
TOTAL		25	100			660		785	

Fund #1:	RIP - COVID Relief Funds - STIP (Uncommitted)								Program Code
Existing Funding ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Funding Agency
E&P (PA&ED)									Mariposa County
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									
Proposed Funding ($1,000s)									Notes
E&P (PA&ED)		25						25	
PS&E			75					75	
R/W SUP (CT)			25					25	
CON SUP (CT)									
R/W									
CON									
TOTAL		25	100					125	

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Fund #2:	RIP - State Cash (Uncommitted)								Program Code
	Existing Funding ($1,000s)								
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Funding Agency
E&P (PA&ED)									Mariposa County
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									
	Proposed Funding ($1,000s)								Notes
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)						30		30	
R/W									
CON						630		630	
TOTAL						660		660	

DRAFT

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Project Study Report
(PSRe)

Mariposa County

Old Toll Road Rehabilitation
PM 10.00 to 10.68
PM 12.67 to 15.22

for inclusion in the
2022 STIP (Off State Highway)

Approved:

_____ _____
Shannon Hansen, Interim Director Date
Public Works and Transportation

1. **Problems**
   Old Toll Road is a minor collector connecting and servicing small neighborhoods between Mariposa and Hornitos in Mariposa County, California. The pavement is deteriorated and the ride quality poor due to insufficient structural section and excessive patching.

   The type of work is eligible for local road rehabilitation, and excludes routine maintenance work, as described in Section II-D-9: “Eligibility of Rehabilitation Projects” of the Procedures for Administering Local Agency Grant Projects in the State Transportation Improvement Program.

   The estimated number of years the work will extend the service life of the facility is 20.

   The work does not degrade any existing safety or geometric aspect of the facility.

2. **Route - Location**
   Location – Old Toll Road, PM 10.00 to 10.68 and PM 12.67 to 15.22
   Type of Rehabilitation – Digouts & Overlay
   PCI – 13 (2021)
   Length – 17,000 ft.
   AC Width – 20 ft.
   Section – 0.20 ft

3. **Scope**
   The project will rehabilitate approximately 3.23 mi. of existing pavement. Work will include digouts and overlay with ¾” AC. The geometry will remain unaffected. The project will extend the life of the road another 20 years. No utilities will be impacted.

4. **Alternatives**
   The proposed scope includes digouts and an overlay.

   Alternatives include pulverizing the existing AC, recompacting the pulverized materials to 95% and capping with AC pavement. The existing structural section is minimal. The pulverizing machine tends to dig into native soils, introducing fines and silts that contaminate the material resulting in future potholes.

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

5. Functional Classification / Federal Aid System

Old Toll Road is classified as a Rural Minor Collector and not eligible for federal aid.

6. Environmental Status

CEQA Document Type: CE
Potential Issues: N/A
This project will rehabilitate existing asphalt pavement within the limits of the existing roadway width and section. No significant impermeable areas will be added. Shoulder backing will be required to meet the edge of the new surface.

7. Traffic Data

ADT - 118
% Trucks – 5%

8. Roadway Geometric Information

There are no proposed geometric changes.

9. Structural Information

No structures are include in the project.

10. Condition of Existing Facility

Mariposa County evaluated its roadway conditions in 2021. StreetSaver indicates a PCI of 13.

11. Pavement Rehabilitation

Work in on existing pavement. The work will extend the service life for 20 years. The design is in conformance with the County's Pavement Management System and local procedures.

12. Cost Estimate Breakdown

Project Component	Cost
PAED	--
PS&E	--
R/W	--
R/W Support	--
CON	1480
CON Support	20
Total	1500

13. Scheduling

Project Component	FY
CON & CE	25/26

14. Other Agencies Involved

There are no encroachments or regulatory permits required.

15. Other Considerations

This project is consistent with the Mariposa County General Plan.

16. Proposed Funding

Funding for this project is proposed to be 100% state-only Regional Improvement Program (RIP) funds in the 2022 State Transportation Improvement Program (STIP).

17. List of Attachments

- Location/Project Map
- Cost Estimate
- Photos
- PPR

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

18. Report Preparation

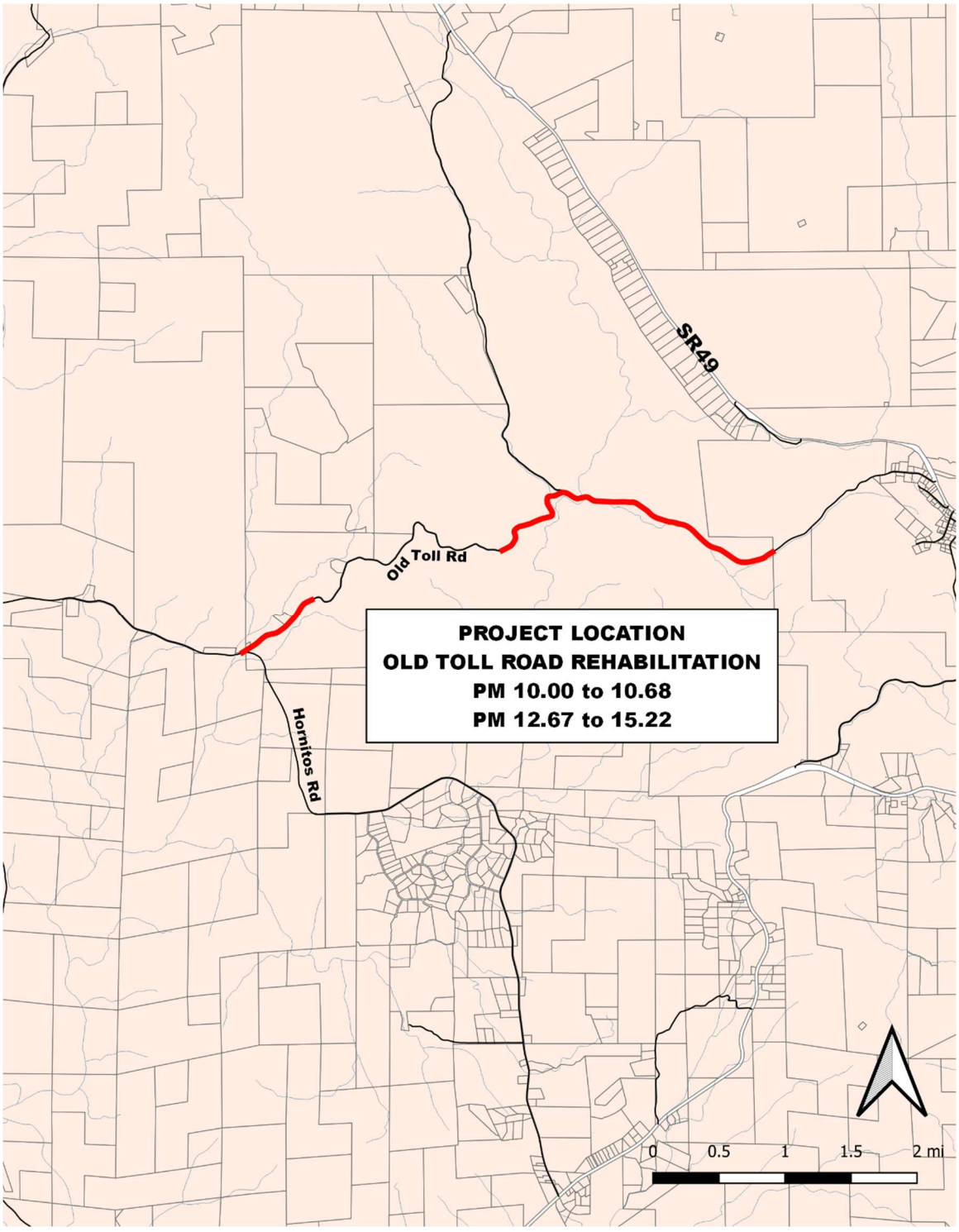
This project study report has been prepared under the direction of the following registered civil engineer. The registered civil engineer attests to the technical information contained herein and the engineering data upon which recommendations, conclusions, and decisions are based.

REGISTERED CIVIL ENGINEER *DATE*



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Location Map



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Cost Estimate

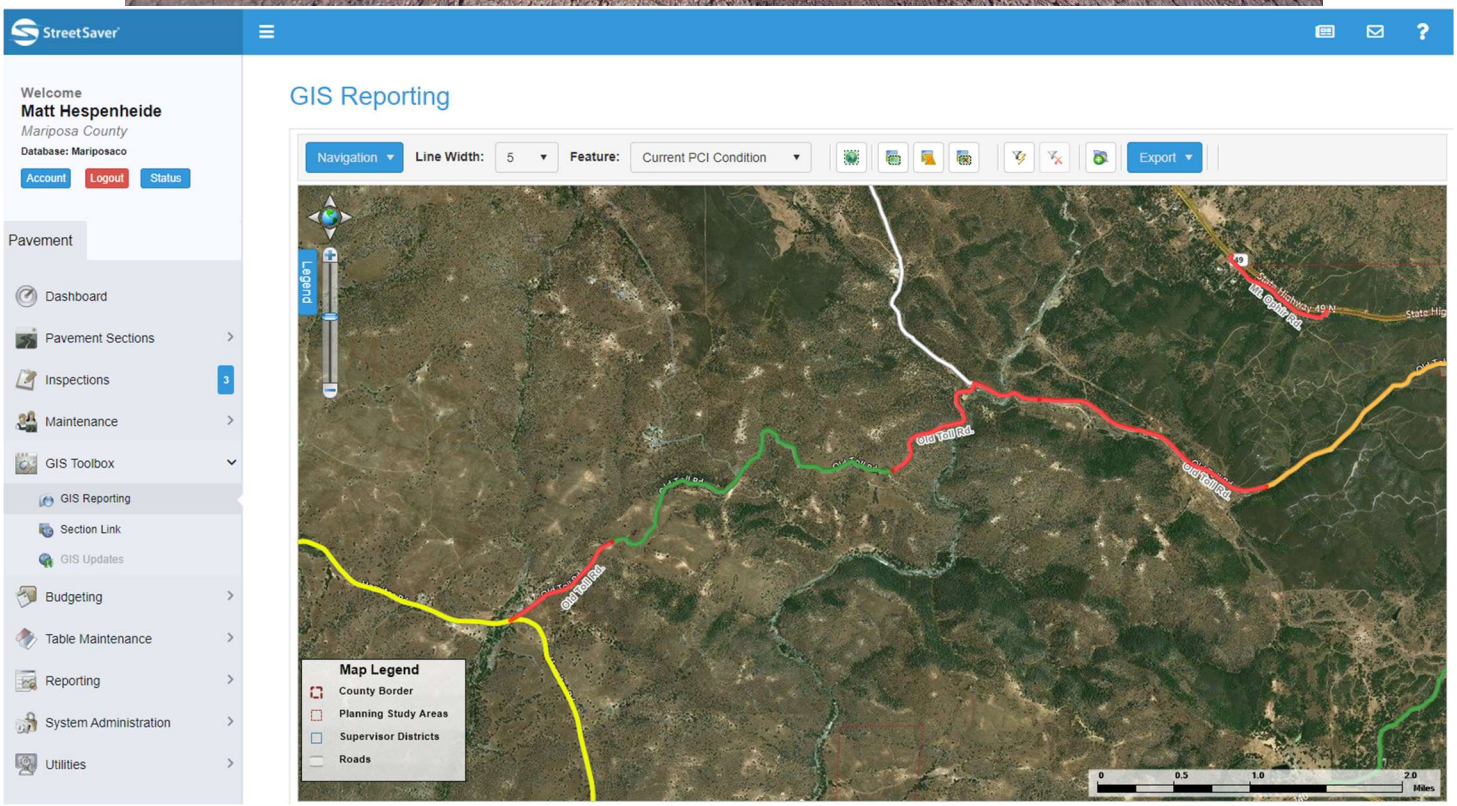
Old Toll Road Rehabilitation
Engineers Estimate

PA&ED				$	-
PS&E				**$**	**20,000**
ROW				$	-
CON					
	Construction Area Signs	1	7500	$	7,500
	Traffic Control System	1	200000	$	200,000
	Cold Plane AC Pavement	1	20000	$	20,000
	0.10' HM A (Leveling)	2686	110	$	295,460
	0.20' HMA	5372	110	$	590,920
	Shoulder Backing	1415	50	$	70,750
	Stripes & Markings	1	10000	$	10,000
	Mobilization	1	100000	$	100,000
	Subtotal			$	1,294,630
	5% Contingency			$	64,732
	2% Escalation			$	112,055
	CE & Material Testing			$	30,000
CON TOTAL				**$**	**1,501,417**
			Say	**$**	**1,500,000**

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Photo





Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

STATE OF CALIFORNIA • DEPARTMENT OF TRANSPORTATION

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

PPR ID: ePPR-6139-2022-0006 v0

G.1.b

Amendment (Existing Project) ☐ YES ☒ NO				Date	11/29/2021 12:43:33
Programs ☐ LPP-C ☐ LPP-F ☐ SCCP ☐ TCEP ☒ STIP ☐ Other					
District	EA	Project ID	PPNO	Nominating Agency	
10				Mariposa County Local Transportation Commission	
County	Route	PM Back	PM Ahead	Co-Nominating Agency	
Mariposa					
				MPO	Element
				NON-MPO	Local Assistance
Project Manager/Contact			Phone	Email Address	
Matt Hespenheide			209-966-5356	mhespenheide@mariposacounty.org	

Project Title

Old Toll Road Rehabilitation

Location (Project Limits), Description (Scope of Work)

Near the Town of Mariposa, Old Toll Road Rehabilitation from PM 10.00 to 10.68 and PM 12.67 to 15.22. Rehabilitation includes digouts and HMA overlay.

Component	Implementing Agency
PA&ED	Mariposa County
PS&E	Mariposa County
Right of Way	Mariposa County
Construction	Mariposa County

Legislative Districts

Assembly:	5	Senate:	8	Congressional:	4

Project Milestone	Existing	Proposed
Project Study Report Approved	12/14/2021	
Begin Environmental (PA&ED) Phase		
Circulate Draft Environmental Document Document Type CE		
Draft Project Report		
End Environmental Phase (PA&ED Milestone)		
Begin Design (PS&E) Phase		
End Design Phase (Ready to List for Advertisement Milestone)		
Begin Right of Way Phase		
End Right of Way Phase (Right of Way Certification Milestone)		
Begin Construction Phase (Contract Award Milestone)		01/01/2026
End Construction Phase (Construction Contract Acceptance Milestone)		12/31/2026
Begin Closeout Phase		01/01/2027
End Closeout Phase (Closeout Report)		06/30/2027

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Date 11/29/2021 12:43:33

Purpose and Need

According to Mariposa's Pavement Management System, Old Toll Road was last rated in March of 2021 and has PCI of 13. The purpose is preserve and extend the life of the pavement and enhance safety.

NHS Improvements ☐ YES ☒ NO	Roadway Class NA	Reversible Lane Analysis ☐ YES ☒ N

Inc. Sustainable Communities Strategy Goals ☐ YES ☒ NO Reduce Greenhouse Gas Emissions ☐ YES ☒ NO

Project Outputs

Category	Outputs	Unit	Total
Pavement (lane-miles)	Local road - rehabilitated Miles	Miles	3.23

DRAFT

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Performance Indicators and Measures						
Measure	**Required For**	**Indicator/Measure**	**Unit**	**Build**	**Future No Build**	**Change**
System Preservation Pavement	LPPC, LPPF	Pavement Condition Index	Index	100	13	87
			Rating	Good	Poor	

DRAFT

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

District	County	Route	EA	Project ID	PPN
10	Mariposa				

Project Title

Old Toll Road Rehabilitation

Existing Total Project Cost ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Implementing Agency
E&P (PA&ED)									Mariposa County
PS&E									Mariposa County
R/W SUP (CT)									Mariposa County
CON SUP (CT)									Mariposa County
R/W									Mariposa County
CON									Mariposa County
TOTAL									
Proposed Total Project Cost ($1,000s)									Notes
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)					20			20	
R/W									
CON					1,480			1,480	
TOTAL					1,500			1,500	

Fund #1:	RIP - State Cash (Uncommitted)								Program Code
Existing Funding ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Funding Agency
E&P (PA&ED)									Mariposa County
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									
Proposed Funding ($1,000s)									Notes
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)					20			20	
R/W									
CON					1,480			1,480	
TOTAL					1,500			1,500	

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Project Study Report (PSRe)

Mariposa County

Joe Howard Sidewalk Improvements

for inclusion in the 2022 STIP (Off State Highway)

Approved:

_____ _____
Shannon Hansen, Interim Director Date
Public Works and Transportation

1. **Problems**
   A sidewalk gap exists on Joe Howard Street in the community of Mariposa in Mariposa County, California. The sidewalk ends abruptly resulting in a discontinuous network forcing pedestrians to walk on the road between senior and low-income apartments and a transit center and convenience store. This sidewalk will connect the future Mariposa Creek Parkway to SR49. Providing a continuous pedestrian sidewalk along all of Mariposa's roadways is recommended in the RTP and helps satisfy the Active Transportation goal.

   The type of work is eligible for local road rehabilitation, and excludes routine maintenance work, as described in "Eligibility of Rehabilitation Projects" of the Procedures for Administering Local Agency Grant Projects in the State Transportation Improvement Program.

   The work does not degrade any existing safety or geometric aspect of the facility.

2. **Route - Location**
   Location – Joe Howard Street, approximately 850 ft south of SR49
   Type of Construction – Sidewalk and Pavement Rehabilitation

3. **Scope**
   The project will construct approximately 200 ft of curb, gutter, and sidewalk. Work will include roadway excavation, minor concrete, cold planning of AC, HMA, AC dikes, and striping and markings. The geometry will remain unaffected. Manholes and valve covers will require adjustment.

4. **Alternatives**

   A No Build alternative would not meet the purpose and need of the project. The County is focused on addressing its essential missing links in its sidewalk network to help people get where they want to go more safely and easily.

5. **Functional Classification / Federal Aid System**
   Joe Howard Street is classified as a local road and not eligible for federal aid.

6. **Environmental Status**
   CEQA Document Type: CE
   Potential Issues: N/A

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

This project will construct sidewalk and rehabilitate existing asphalt pavement within the limits of the existing roadway width and section. A cultural memo will be prepared to address roadway excavation.

7. Traffic Data
ADT - 2144
% Trucks – 5%

8. Roadway Geometric Information
There are no proposed geometric changes.

9. Structural Information
No structures are include in the project.

10. Condition of Existing Facility
Mariposa County evaluated its roadway conditions in 2021. StreetSaver indicates a PCI of 23.

11. Pavement Rehabilitation
Work in on existing pavement and disturbed roadway section. The work will extend the service life for 20 years. The design is in conformance with the County's Pavement Management System and local procedures.

12. Cost Estimate Breakdown

Project Component	Cost
PAED	--
PS&E	40
R/W	--
R/W Support	--
CON	227
CON Support	20
Total	287

13. Scheduling

Project Component	FY
PS&E	25/26
CON & CE	26/27

14. Other Agencies Involved
There are no encroachments or regulatory permits required. Fire hydrant and valve adjustments will be required by MPUD.

15. Other Considerations
This project is consistent with the Mariposa County General Plan.

16. Proposed Funding
Funding for this project is proposed to be 100% state-only Regional Improvement Program (RIP) funds in the 2022 State Transportation Improvement Program (STIP).

17. List of Attachments
- Location/Project Map
- Cost Estimate
- Photos
- PPR

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

18. Report Preparation

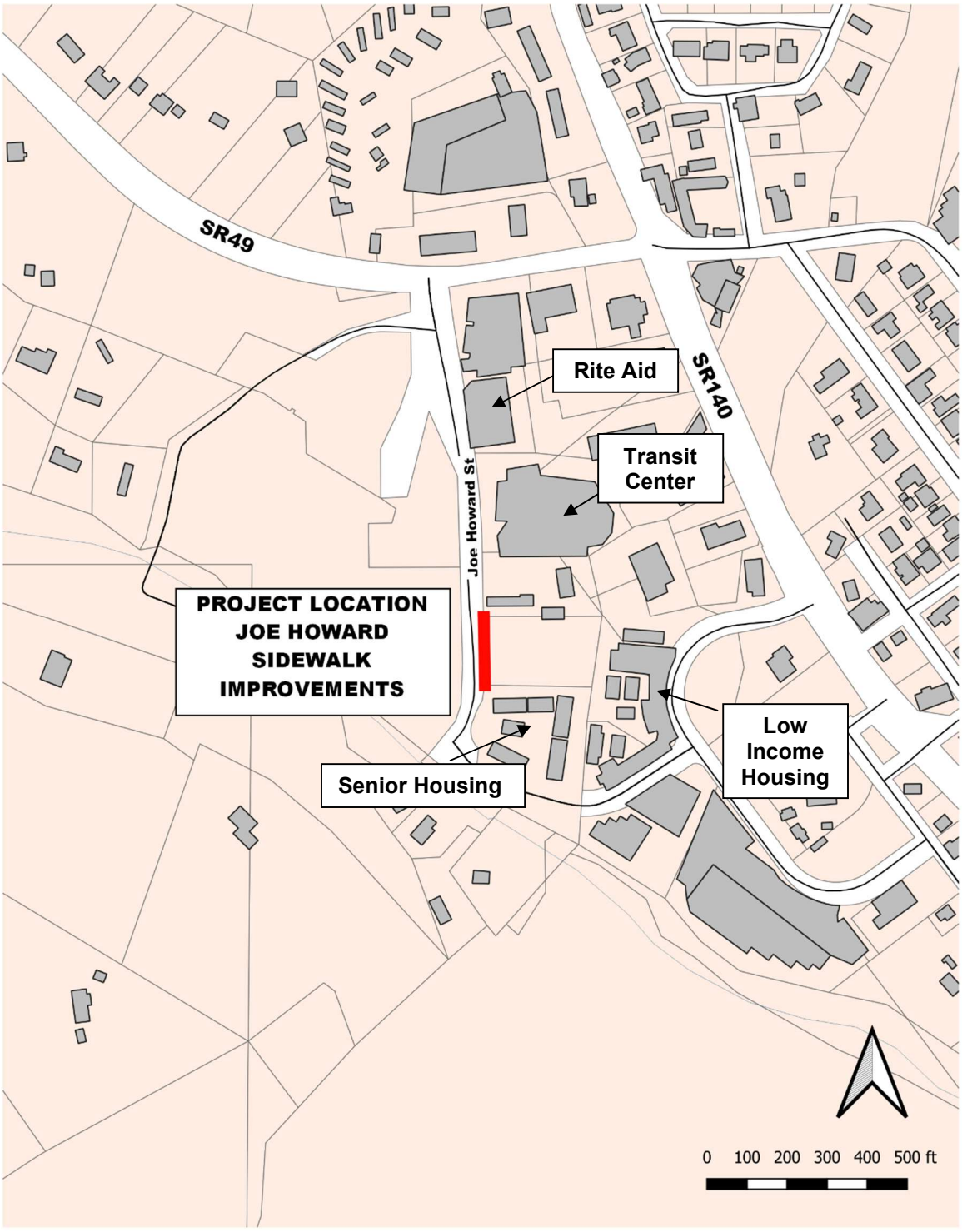
This project study report has been prepared under the direction of the following registered civil engineer. The registered civil engineer attests to the technical information contained herein and the engineering data upon which recommendations, conclusions, and decisions are based.

REGISTERED CIVIL ENGINEER *DATE*



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Location Map



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Cost Estimate

Joe Howard Sidewalk Improvements
Engineers Estimate

PA&ED				$	-
PS&E				**$**	**40,000**
ROW				$	-
CON					
	Construction Area Signs	1	5000	$	5,000
	Traffic Control System	1	50000	$	50,000
	Remove AC Dike	450	2	$	900
	Roadway Excavation	50	300	$	15,000
	Minor Concrete, Curb & Gutter	200	50	$	10,000
	Minor Concrete, Sidewalk	13	500	$	6,500
	Cold Plane AC Pavement	250	10	$	2,500
	0.15" HMA	210	140	$	29,400
	AC Dike	450	10	$	4,500
	Manhole Adjustments	4	2000	$	8,000
	Stripes & Markings	1	5000	$	5,000
	Mobilization	1	50000	$	50,000
	Subtotal			$	186,800
	5% Contingency			$	9,340
	2% Escalation			$	20,414
CE & Material Testing				$	30,000
CON TOTAL				**$**	**246,554**
			Say	**$**	**247,000**

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Photos



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

STATE OF CALIFORNIA • DEPARTMENT OF TRANSPORTATION

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

PPR ID: ePPR-6139-2022-0007 v0

G.1.b

Amendment (Existing Project) ☐ YES ☒ NO				Date	11/29/2021 13:22:53
Programs ☐ LPP-C ☐ LPP-F ☐ SCCP ☐ TCEP ☒ STIP ☐ Other					
District	EA	Project ID	PPNO	Nominating Agency	
10				Mariposa County Local Transportation Commission	
County	Route	PM Back	PM Ahead	Co-Nominating Agency	
Mariposa					
				MPO	Element
				NON-MPO	Local Assistance
Project Manager/Contact			Phone	Email Address	
Matt Hespenheide			209-966-5356	mhespenheide@mariposacounty.org	

Project Title

Joe Howard Sidewalk Improvements

Location (Project Limits), Description (Scope of Work)

In the Town of Mariposa, close a sidewalk gap by construction approximately 200 ft. of curb, gutter, and sidewalk. Work includes roadway excavation and HMA.

Component	Implementing Agency
PA&ED	Mariposa County
PS&E	Mariposa County
Right of Way	Mariposa County
Construction	Mariposa County

Legislative Districts

Assembly:	8	Senate:	5	Congressional:	4

Project Milestone	Existing	Proposed
Project Study Report Approved	12/14/2021	
Begin Environmental (PA&ED) Phase		
Circulate Draft Environmental Document Document Type CE		
Draft Project Report		
End Environmental Phase (PA&ED Milestone)		
Begin Design (PS&E) Phase		01/01/2026
End Design Phase (Ready to List for Advertisement Milestone)		06/30/2026
Begin Right of Way Phase		
End Right of Way Phase (Right of Way Certification Milestone)		
Begin Construction Phase (Contract Award Milestone)		01/01/0027
End Construction Phase (Construction Contract Acceptance Milestone)		12/31/0027
Begin Closeout Phase		01/01/0028
End Closeout Phase (Closeout Report)		06/30/0028

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Date 11/29/2021 13:22:53

Purpose and Need

Close a sidewalk gap in the Mariposa Town Area as recommended in the RTIP and achieve an Active Transportation goal.

NHS Improvements ☐ YES ☒ NO	Roadway Class NA	Reversible Lane Analysis ☐ YES ☒ N

Inc. Sustainable Communities Strategy Goals ☐ YES ☒ NO Reduce Greenhouse Gas Emissions ☐ YES ☒ NO

Project Outputs

Category	Outputs	Unit	Total
Active Transportation	Sidewalk miles	Miles	0.04

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Performance Indicators and Measures						
Measure	**Required For**	**Indicator/Measure**	**Unit**	**Build**	**Future No Build**	**Change**
Safety	LPPF, LPPC, SCCP, TCEP	Number of Non-Motorized Fatalities and Non-Motorized Serious Injuries	Number	0	0	0

DRAFT

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

District	County	Route	EA	Project ID	PPN
10	Mariposa				

Project Title

Joe Howard Sidewalk Improvements

Existing Total Project Cost ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Implementing Agency
E&P (PA&ED)									Mariposa County
PS&E									Mariposa County
R/W SUP (CT)									Mariposa County
CON SUP (CT)									Mariposa County
R/W									Mariposa County
CON									Mariposa County
TOTAL									
Proposed Total Project Cost ($1,000s)									Notes
E&P (PA&ED)									
PS&E					40			40	
R/W SUP (CT)									
CON SUP (CT)						20		20	
R/W									
CON						227		227	
TOTAL					40	247		287	

Fund #1:	RIP - State Cash (Uncommitted)								Program Code
Existing Funding ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Funding Agency
E&P (PA&ED)									Mariposa County Local Transport
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									
Proposed Funding ($1,000s)									Notes
E&P (PA&ED)									
PS&E					40			40	
R/W SUP (CT)									
CON SUP (CT)						20		20	
R/W									
CON						227		227	
TOTAL					40	247		287	

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Project Study Report
(PSRe)

Mariposa County

E. Whitlock Road Rehabilitation
PM 16.72 to 17.82

for inclusion in the
2022 STIP (Off State Highway)

Approved:

_____ _____
Shannon Hansen, Interim Director Date
Public Works and Transportation

1. **Problems**
   East Whitlock Road is a minor collector connecting and servicing small neighborhoods in the unincorporated Midpines area of Mariposa County, California. The pavement is deteriorated and the ride quality poor due to poor structural section and patching.

   The type of work is eligible for local road rehabilitation, and excludes routine maintenance work, as described in Section II-D-9: “Eligibility of Rehabilitation Projects” of the Procedures for Administering Local Agency Grant Projects

   The estimated number of years the work will extend the service life of the facility is 20.

   The work does not degrade any existing safety or geometric aspect of the facility.

2. **Route - Location**
   Location – E. Whitlock Road, PM 16.72 to 17.82
   Type of Rehabilitation – Digouts & Overlay
   PCI – 36 (2021)
   Length – 5,300 ft.
   AC Width – 20 ft.
   Section – 0.20 ft

3. **Scope**
   The project will rehabilitate approximately 1.1 mi. of existing pavement. Work will include digouts and overlay with ¾” AC. The geometry will remain unaffected. The project will extend the life of the road another 20 years. No utilities will be impacted.

4. **Alternatives**
   The proposed scope includes digouts and an overlay.

   Alternatives include pulverizing the existing AC, recompacting the pulverized materials to 95% and capping with AC pavement. The existing structural section is minimal. The pulverizing machine tends to dig into native soils, introducing fines and silts that contaminate the material resulting in future potholes.

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

5. Functional Classification / Federal Aid System
East Whitlock Road is classified as a Rural Minor Collector and not eligible for federal aid.

6. Environmental Status
CEQA Document Type: CE
Potential Issues: N/A
This project will rehabilitate existing asphalt pavement within the limits of the existing roadway with and section. No significant impermeable areas will be added. Shoulder backing will be required to meet the edge of the new surface.

7. Traffic Data
ADT - 154
% Trucks – 5%

8. Roadway Geometric Information
There are no proposed geometric changes.

9. Structural Information
No structures are included in the project.

10. Condition of Existing Facility
Mariposa County evaluated its roadway conditions in 2021. StreetSaver indicates a PCI of 36.

11. Pavement Rehabilitation
Work in on existing pavement. The work will extend the service life for 20 years. The design is in conformance with the County's Pavement Management System and local procedures.

12. Cost Estimate Breakdown

Project Component	Cost
PAED	--
PS&E	--
R/W	--
R/W Support	--
CON	810
CON Support	20
Total	830

13. Scheduling

Project Component	FY
CON & CE	25/26

14. Other Agencies Involved
There are no encroachments or regulatory permits required.

15. Other Considerations
This project is consistent with the Mariposa County General Plan.

16. Proposed Funding
Funding for this project is proposed to be 100% state-only Regional Improvement Program (RIP) funds in the 2022 State Transportation Improvement Program (STIP).

17. List of Attachments
- Location/Project Map
- Cost Estimate
- Photos
- PPR

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

18. Report Preparation

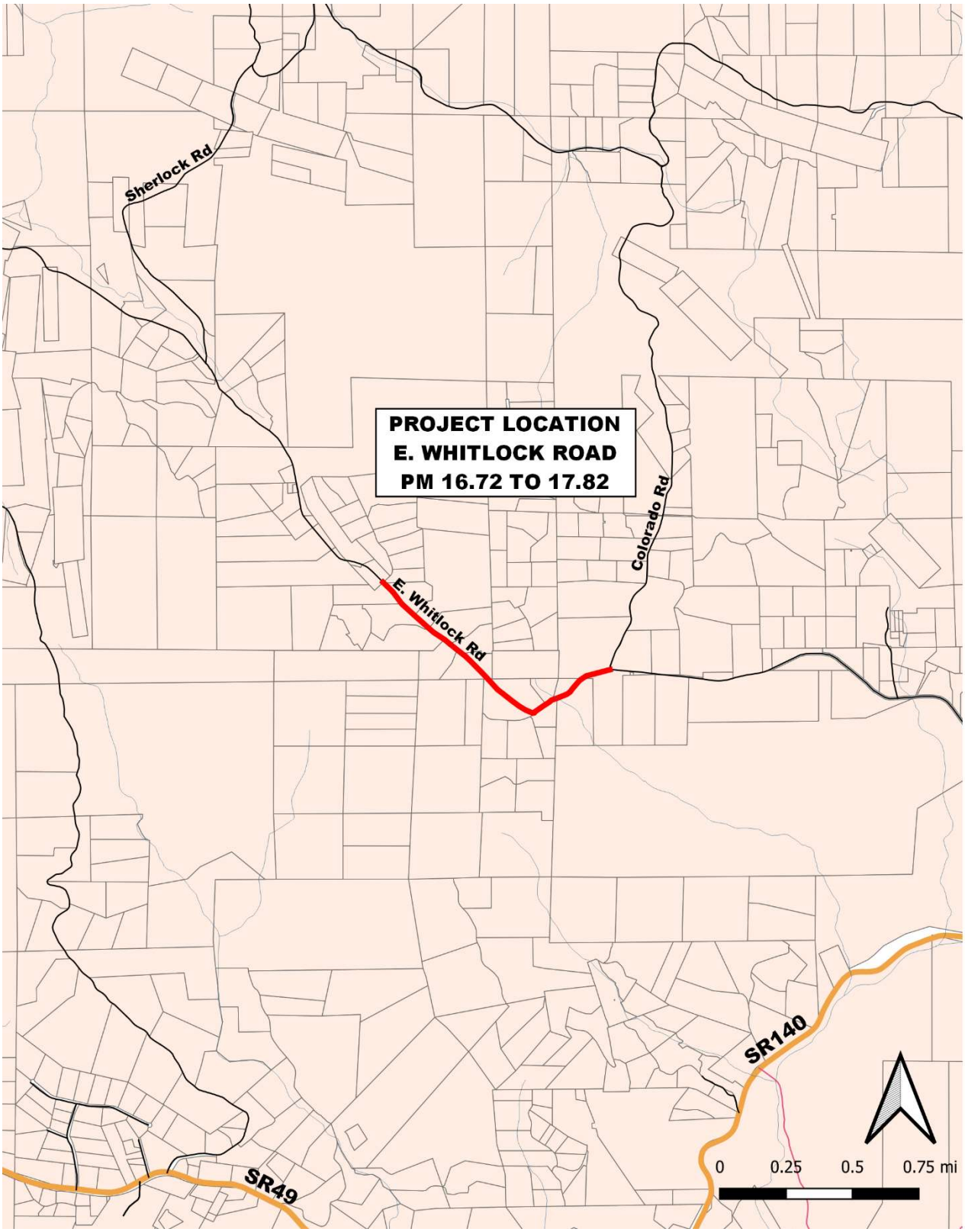
This project study report has been prepared under the direction of the following registered civil engineer. The registered civil engineer attests to the technical information contained herein and the engineering data upon which recommendations, conclusions, and decisions are based.

REGISTERED CIVIL ENGINEER *DATE*



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Location Map



Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Cost Estimate

E. Whitlock Road Rehabilitation

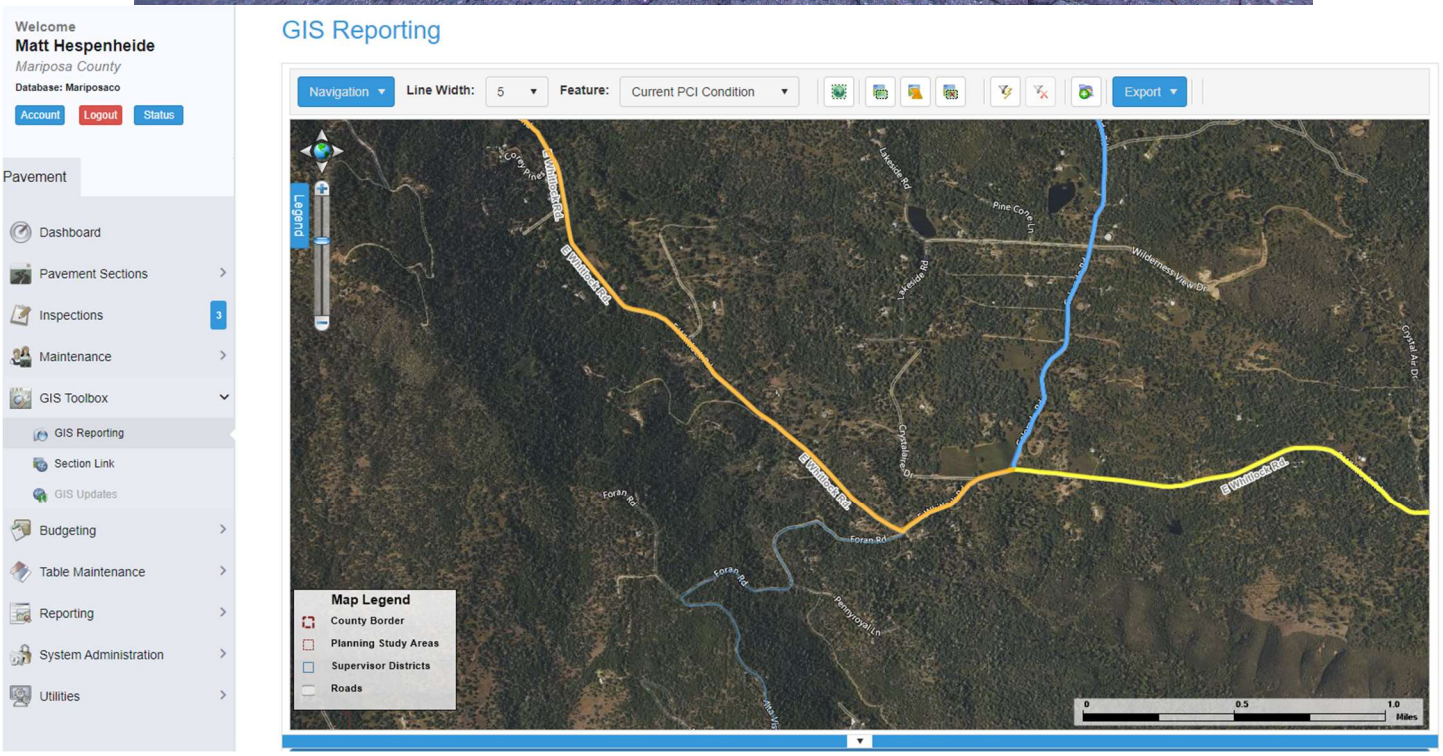
Engineers Estimate

PA&ED				$	-
PS&E				**$**	**20,000**
ROW				$	-
CON					
	Construction Area Signs	1	7500	$	7,500
	Traffic Control System	1	225000	$	225,000
	Cold Plane AC Pavement	1	20000	$	20,000
	0.10' HMA (Leveling)	915	115	$	105,225
	0.20' HMA	1830	115	$	210,450
	Shoulder Backing	520	60	$	31,200
	Stripes & Markings	1	5000	$	5,000
	Mobilization	1	100000	$	100,000
	Subtotal			$	704,375
	5% Contingency			$	35,219
	2% Escalation			$	60,966
CE & Material Testing				$	30,000
CON TOTAL				**$**	**830,560**
			Say	**$**	**830,000**

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Photos





Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

STATE OF CALIFORNIA • DEPARTMENT OF TRANSPORTATION

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

PPR ID: ePPR-6139-2022-0008 v0

G.1.b

Amendment (Existing Project) ☐ YES ☒ NO				Date	11/29/2021 12:58:52
Programs ☐ LPP-C ☐ LPP-F ☐ SCCP ☐ TCEP ☒ STIP ☐ Other					
District	EA	Project ID	PPNO	Nominating Agency	
10				Mariposa County Local Transportation Commission	
County	Route	PM Back	PM Ahead	Co-Nominating Agency	
Mariposa					
				MPO	Element
				NON-MPO	Local Assistance
Project Manager/Contact			Phone	Email Address	
Matt Hespenheide			209-966-5356	mhespenheide@mariposacounty.org	

Project Title

E Whitlock Road Rehabilitation

Location (Project Limits), Description (Scope of Work)

Near the Town of Mariposa, E. Whitlock Road Rehabilitation from PM 16.72 to 17.82. Rehabilitation includes digouts and a HMA overlay.

Component	Implementing Agency
PA&ED	Mariposa County
PS&E	Mariposa County
Right of Way	Mariposa County
Construction	Mariposa County

Legislative Districts

Assembly:	5	Senate:	8	Congressional:	4

Project Milestone	Existing	Proposed
Project Study Report Approved	12/14/2021	
Begin Environmental (PA&ED) Phase		
Circulate Draft Environmental Document — Document Type CE		
Draft Project Report		
End Environmental Phase (PA&ED Milestone)		
Begin Design (PS&E) Phase		
End Design Phase (Ready to List for Advertisement Milestone)		
Begin Right of Way Phase		
End Right of Way Phase (Right of Way Certification Milestone)		
Begin Construction Phase (Contract Award Milestone)		01/01/2026
End Construction Phase (Construction Contract Acceptance Milestone)		12/31/2026
Begin Closeout Phase		01/01/2027
End Closeout Phase (Closeout Report)		06/30/2027

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Date 11/29/2021 12:58:52

Purpose and Need

According to Mariposa's Pavement Management System, E. Whitlock Road was last rated in March of 2021 and has PCI of 36. The purpose to preserve and extend the life of the pavement and enhance safety.

NHS Improvements ☐ YES ☒ NO	Roadway Class NA	Reversible Lane Analysis ☐ YES ☒ N

Inc. Sustainable Communities Strategy Goals ☐ YES ☒ NO Reduce Greenhouse Gas Emissions ☐ YES ☒ NO

Project Outputs

Category	Outputs	Unit	Total
Pavement (lane-miles)	Local road - rehabilitated Miles	Miles	1.1

DRAFT

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Performance Indicators and Measures						
Measure	**Required For**	**Indicator/Measure**	**Unit**	**Build**	**Future No Build**	**Change**
System Preservation Pavement	LPPC, LPPF	Pavement Condition Index	Index	100	36	64
			Rating	Good	Poor	

DRAFT

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

PROJECT PROGRAMMING REQUEST (PPR)

PRG-0010 (REV 08/2020)

PPR ID: ePPR-6139-2022-0008 v0

G.1.b

District	County	Route	EA	Project ID	PPN
10	Mariposa				

Project Title

E Whitlock Road Rehabilitation

Existing Total Project Cost ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Implementing Agency
E&P (PA&ED)									Mariposa County
PS&E									Mariposa County
R/W SUP (CT)									Mariposa County
CON SUP (CT)									Mariposa County
R/W									Mariposa County
CON									Mariposa County
TOTAL									
Proposed Total Project Cost ($1,000s)									Notes
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)					20			20	
R/W									
CON					810			810	
TOTAL					830			830	

Fund #1:	RIP - State Cash (Uncommitted)								Program Code
Existing Funding ($1,000s)									
Component	Prior	22-23	23-24	24-25	25-26	26-27	27-28+	Total	Funding Agency
E&P (PA&ED)									Mariposa County
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									
Proposed Funding ($1,000s)									Notes
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)					20			20	
R/W									
CON					810			810	
TOTAL					830			830	

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Section 17. LTC Resolution

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program RTIP)

Section 18. Detailed Programming Table

MARIPOSA 2022

($1,000)

					Project Totals by Fiscal Year						Project Totals by Component					
Agency	**Rte**	**PPNO**	**Project**	**Total**	**Prior**	**22-23**	**23-24**	**24-25**	**25-26**	**26-27**	**ROW**	**CON**	**PA&ED**	**PS&E**	**R/W Sup**	**CON Sup**
MCLTC	loc	212	Triangle Rd, PM 11.8 -14.11, rehab	831	831											
MCLTC	loc	3049	Merced Falls Rd, Phase 1, PM 10.00-12.50, rehab.	930	25	905										
MCLTC	loc	4957	Planning Programming and Monitoring	105	70	35										
			Subtotal	**1866**												
MCLTC	loc		Indian Peak Bridge	125		25	100						25	75	25	
MCLTC	loc		Harris Road Bridge	205		75	130						75	100	30	
			Subtotal, 2021 CRRSAA	**330**												
MCLTC	loc		Planning Programming and Monitoring	100			25	25	25	25		100				
MCLTC	loc		Merced Falls Road Rehabilitation - Amendment (New)	595		595						575				20
MCLTC	loc		Indian Peak Road Rehabilitation	805					20	785		765		20		20
MCLTC	loc		Indian Peak Bridge	630						630		600				30
MCLTC	loc		Old Toll Road Rehabilitation	1500					1500			1480				20
MCLTC	loc		Joe Howard Sidewalk Improvements	287					40	247		227		40		20
MCLTC	loc		E. Whitlock Road Rehabilitation	830					830			810				20
MCLTC	loc		Harris Road Bridge	910						910		850				60
			Subtotal, New Programming	**5657**												

2021 CRRSAA STIP	330
Total County Share, June 30 2021	6365
Total Programmed, June 30, 2021	1866
Unprogrammed Net Carryover	4499
2022 Target Distribution	1158
Total Fund Balance less New 2022 Programming	0

Attachment: 2022 RTIP (LTC-2021-30 : Adopt the 2022 Regional Transportation Improvement Program

MARIPOSA COUNTY

Public Works · 209-966-2498

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Shannon Hansen, Interim Director of Public Works & Transportation

RE: Adopt Final Short Range Transit Plan Update 2021

RECOMMENDATION AND JUSTIFICATION:

Adopt The Final Short Range Transit Plan (SRTP) Update 2021.

The purpose of the plan is to enhance the efficiency and effectiveness of Mariposa County Transit System and develop a five-year financial plan for capital improvement.

The Department of Transportation requires that the SRTP plan be updated every five years in order to continue to receive transit related funding.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On February 23, 2021 LTC #2021-7 the Local Transportation Commission authorized the Executive Director to enter into a Professional Services Agreement with Walker Consultants to perform the Short Range Transit Plan update in accordance with Federal Requirements

On October 5, 2021 LTC Received Walker Consultants Presentation of the Final Draft Short Range Transit Plan.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not approve, there will be a delay in the submittal of the Final Short Range Transit Plan.

ATTACHMENTS:
Mariposa County SRTP Final Report 2021.11.18 (PDF)

RESULT: **ADOPTED [UNANIMOUS]**
MOVER: Wayne Forsythe, District IV Supervisor
SECONDER: Rosemarie Smallcombe, District I Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey



Mariposa County Transit Short Range Transit Plan

FINAL REPORT

November 18, 2021

WALKER CONSULTANTS

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Table of Contents

1. Demographic Profile 1
County Description and Demographic Summary 1
Population Characteristics 1
Population Growth Projections 5
Employment 7
Population and Employment Density 8
Transit Dependency 10
Projected Demand for Public Transportation 14

2. Existing Transit Services 16
Public Transit Operators 16
Mariposa County Transit Performance 21
Local and Regional Transportation Services 25

3. Stakeholder Outreach 30
Driver and Dispatcher Interviews 30
Stakeholder Interviews 32
Planning Advisory Committee 34
Passengers Surveys 37

4. Peer Transit Agency Review 41
Eastern Sierra Transit Authority 41
Lassen Transit Service Agency 42
Tuolumne County Transit 42
Douglas Rides Community Transportation 42
Operating Characteristics and System Performance 43

5. Capital and Financial Plan 49
Revenue Sources 49
Operating Costs Projections 51
Capital Requirements 52
Financial Summary 53
Additional Revenue Sources 54

6. Service Change Recommendations 57
Mari-Go Transit Service Plan 57
Other Recommendations 64

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

List of Tables

Table 1: Total Population and Median Household Income (2019) 2
Table 2: Key Demographic Characteristics (2019) 3
Table 3: Population and Median Household Income (2010) 3
Table 4: Key Demographic Characteristics (2010) 4
Table 5: Percent Increase/Decrease in Population and Income between 2010 and 2019 4
Table 6: Percent Increase/Decrease in Key Demographic Indicators between 2010 and 2019 5
Table 7: Employers in Mariposa County with 100 or more Employees 7
Table 8: Transportation Services Available in Mariposa County 16
Table 9: Summary of Mariposa County Transit Services 18
Table 10: Mariposa County Transit Fleet 21
Table 11: Nine-Year Mariposa County Transit Financial and Operating Performance 22
Table 12: Summary of YARTS Routes 26
Table 13: Peer Agencies' Service Area Characteristics 43
Table 14: Financial and Operating Statistics of Peers 44
Table 15: Performance Indicators of Peers 44
Table 16: Operating Revenue Projections 50
Table 17: Projected Performance Indicators 52
Table 18: Six-Year Capital Budget 53
Table 19: Summary Six-Year Financial Plan 54
Table 20: Mariposa County Transit versus YARTS Merced Service 57

List of Figures

Figure 1: Future Population Growth in Mariposa County 6
Figure 2: Future Senior Population Growth in Mariposa County 6
Figure 3: Mariposa County Population Density (2019) 8
Figure 4: Home Locations of County Workers 9
Figure 5: Work Locations of County Residents 10
Figure 6: Senior Population 11
Figure 7: Population Below the Poverty Line 12
Figure 8: Transit Dependency Index 13
Figure 9: Mari-Go Service Area Map 19
Figure 10: Operating Cost and Vehicle Hours 23
Figure 11: Vehicle Hours and Service Hours 24
Figure 12: Passengers per Service Hour 24
Figure 13: Service Efficiency Ratio (Service Hours per Vehicle Hours) 25
Figure 14: Passengers per Revenue Hour 45
Figure 15: Operating Cost per Revenue Hour 45
Figure 16: Operating Cost per Passenger Trip 46
Figure 17: Subsidy per Passenger Trip 46
Figure 18: Fare Revenue/Passenger Trip 47
Figure 19: Farebox Recovery Ratio 47
Figure 20: Proposed Mari-Go Transit Service 60
Figure 21: DHHS Fixed-Route Transportation Pilot Route 62
Figure 22: Long-Term Fixed-Route Proposal 63

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

1. Demographic Profile

1. Demographic Profile

This section includes a review of key demographic indicators in Mariposa County. Demographic data used for this profile was compiled from a combination of the United States Census Bureau's American Community Survey, the California Department of Finance estimates, and the State of California Employment Development Department.

County Description and Demographic Summary

Mariposa County is located in the western foothills of the Sierra Nevada Mountains and is bordered by Tuolumne County to the north, Madera County to the southeast, and Merced County to the west. The county seat is located in the census designated place (CDP) of Mariposa. Mariposa is located to the north of Fresno, east of Merced and southeast of Stockton.

Mariposa County is approximately 1,463 square miles in area and is primarily rural with a dispersed population. The County contains no incorporated cities, but contains the following unincorporated communities: Bootjack, Mariposa, Yosemite Valley, Coulterville, Hornitos, El Portal, Midpines, Yosemite Village, Wawona, and Cathey's Valley. A portion of Yosemite National Park is within the boundaries of Mariposa County.

Population Characteristics

According to the United States Census Bureau American Community Survey (ACS) 5-year estimates for 2015-2019, Mariposa County has a population of 17,420. The Mariposa CDP has a population of 1,186, which represents 7% of the County's total population. The median household income of Mariposa County is lower than the median household income statewide ($48,820 versus $80,440), and the median household income is lower in the Mariposa CDP than in Mariposa County ($27,454 versus $48,830).

The number of persons per household is lower in both Mariposa County and the Mariposa CDP than statewide (2.1 in Mariposa County, 1.6 in the Mariposa CDP versus 2.9 statewide). A population comparison between the State of California, Mariposa County, and the county seat of Mariposa is shown in Table 1.

As shown in Table 2, Mariposa County and the town of Mariposa have an older population than the statewide average. In Mariposa County, only 16% of the population is under the age of 18, while 23% of the statewide population is under 18 years old. 27% of Mariposa County residents are seniors (65 years and over), which is significantly higher than the statewide average of 14%. As stated in the Mariposa County Community Needs Assessment, "Mariposa County has historically had a higher proportion of retirement-aged residents and a lower proportion of young adults. This demographic characteristic of the County is maintained and propelled by the attractiveness of the location for retirement, which pulls retirement-aged individuals into the County, and by a lack of job opportunities which pushes younger adults out of the County in search of gainful employment."[1]

[1] Mariposa County Needs Assessment, 2017. Prepared by Clarity Social Research Group on behalf of Mariposa County.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

The percentage of the population with a disability in Mariposa County is higher than for the state overall (20% versus 11%). Also, 15% of the population in Mariposa County is below the poverty line, which is higher than the statewide average of 12%.

In summary, the population of Mariposa County has been declining slightly but concentrating more seniors, persons with disabilities and people living at or below the poverty line than the state average.

Additionally, the Mariposa CDP has a higher percentage of the population who are seniors than the County overall (36% versus 27%), higher percentage of the population with a disability (31% versus 20%), and higher percent below the poverty line (17% versus 15%).

For the disability question in the American Community Survey, six disability types are included:

- **Hearing difficulty:** deaf or having serious difficulty hearing.
- **Vision difficulty:** blind or having serious difficulty seeing, even when wearing glasses.
- **Cognitive difficulty:** because of a physical, mental, or emotional problem, having difficulty remembering, concentrating, or making decisions.
- **Ambulatory difficulty:** having serious difficulty walking or climbing stairs.
- **Self-care difficulty:** having difficulty bathing or dressing.
- **Independent living difficulty:** because of a physical, mental, or emotional problem, having difficulty doing errands alone such as visiting a doctor's office or shopping.

ACS respondents that report any one of the six disability types are considered to have a disability. It should be noted that this definition differs from that used to determine eligibility for paratransit services required by the American with Disabilities Act (ADA). To qualify for ADA paratransit services, an individual's disability must prevent them from independently using fixed-route transit service, even if the vehicle itself is accessible to persons with disabilities (i.e., lift or ramp equipped).

Table 1: Total Population and Median Household Income (2019)

Population & Households	California	Mariposa County	Mariposa CDP
Total Population	39,283,497	17,420	1,186
Number of Households	13,157,873	7,643	699
Persons per Household	2.9	2.1	1.6
Median Household Income	$80,440	$48,820	$27,454

Source: United States Census Bureau 2019 American Community Survey 5-Year Estimates, Walker Consultants, 2021.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Table 2: Key Demographic Characteristics (2019)

Demographic Characteristics	California		Mariposa County		Mariposa CDP	
	Population	*% of Total**	*Population*	*% of Total**	*Population*	*% of Total**
Population under 5 years old	2,451,528	6%	736	4%	39	3%
Population under 18 years old	9,022,146	23%	2,840	16%	136	12%
Population 65 years and older	**5,486,041**	**14%**	**4,790**	**27%**	**429**	**36%**
Population with Disability	**4,101,034**	**11%**	**3,519**	**20%**	**352**	**31%**
Veteran Population	1,574,531	5%	1,485	10%	44	4%
Foreign Born Population	10,547,210	27%	1,019	6%	60	5%
Minority Population	15,830,275	40%	2,018	12%	147	12%
Hispanic or Latino Population	15,327,688	39%	1,963	11%	146	12%
Population Below Poverty Line	4,552,837	12%	2,616	15%	189	17%
Educational Attainment - Bachelor's Degree or Higher	8,980,726	34%	3,348	25%	188	19%

Source: United States Census Bureau 2019 American Community Survey 5-Year Estimates, Walker Consultants, 2021.

* Percent of total population, with the exception of population with disability, poverty, and educational attainment in which the percentage is based on a subset of the population in which these demographic characteristics are determined.

Table 3 and Table 4 summarize the demographic characteristics of the State of California, Mariposa County, and the Mariposa CDP according to the 2010 American Community Survey 5-year estimates.

Table 3: Population and Median Household Income (2010)

Population & Households	California	Mariposa County	Mariposa CDP
Total Population	36,637,290	18,290	2,122
Number of Households	12,398,852	7,724	937
Persons per Household	2.9	2.3	2.2
Median Household Income	$60,883	$49,098	$47,905

Source: United States Census Bureau 2010 American Community Survey 5-Year Estimates, Walker Consultants, 2021.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Table 4: Key Demographic Characteristics (2010)

Demographic Characteristics	California		Mariposa County		Mariposa CDP	
	Population	*% of Total**	*Population*	*% of Total**	*Population*	*% of Total**
Population under 5 years old	2,545,065	7%	808	4%	136	6%
Population under 18 years old	9,325,329	25%	3,467	19%	546	26%
Population 65 years and older	**4,060,596**	**11%**	**3,624**	**20%**	**392**	**19%**
Population with Disability	**3,640,092**	**10%**	**3,245***	**18%***	**372***	**21%***
Veteran Population	2,051,959	8%	2,192	15%	113	7%
Foreign Born Population	9,962,472	27%	684	4%	123	6%
Minority Population	14,244,577	39%	1,780	10%	373	18%
Hispanic or Latino Population	13,456,157	37%	1,699	9%	371	18%
Population Below Poverty Line	5,783,043	16%	2,647^	15%^	609*	35%^
Educational Attainment - Bachelor's Degree or Higher	7,063,690	30%	2,789	20%	320	21%

Source: United States Census Bureau 2010 American Community Survey 5-Year Estimates, Walker Consultants, 2021.

* Percent of total population, with the exception of population with disability, poverty, and educational attainment in which the percentage is based on a subset of the population in which these demographic characteristics are determined.

^ Data from 2012 American Community Survey 5-Year Estimates, as 2010 5-Year Estimate data was not available.

Table 5 summarizes the percent change in demographic characteristics between 2010 and 2019. Mariposa County's population decreased by 5% from 2010 to 2019 (from 18,290 residents to 17,420 residents, respectively). In the Mariposa CDP, the population decreased by 44% from 2010 to 2019 (from 2,122 residents to 1,186 residents, respectively).

Table 5: Percent Increase/Decrease in Population and Income between 2010 and 2019

Population & Households	California	Mariposa County	Mariposa CDP
Total Population	7%	-5%	-44%
Number of Households	6%	-1%	-25%
Persons per Household	0%	-9%	-27%
Median Household Income	32%	-1%	-43%

Source: United States Census Bureau 2010 American Community Survey 5-Year Estimates, Walker Consultants, 2021.

While the overall population and youth has decreased in both Mariposa County and the Mariposa CDP, the senior population in contrast has increased by 32% in the County and by 32% in the CDP.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

In Mariposa County, there has been an increase in persons with disabilities (8% increase), but not as much as for the state overall (13% increase). There has been a substantial reduction in veteran population in Mariposa County and the Mariposa CDP (32% and 61% decrease respectively), more so than for the state overall (23% decrease). The foreign-born population has increased substantially in Mariposa County (49% increase) in sharp contrast to the Mariposa CDP, where the foreign-born population has substantially decreased (51% decrease). Similarly, while the Hispanic or Latino population has increased in Mariposa County (16% increase), it has substantially decreased in the Mariposa CDP (61% decrease). The reduction in poverty in the Mariposa CDP (69% reduction) is substantially higher than for the state overall (21% reduction). Mariposa County's poverty level has had very little change (1% decrease).

Table 6: Percent Increase/Decrease in Key Demographic Indicators between 2010 and 2019

Demographic Characteristics	California	Mariposa County	Mariposa CDP
Population under 5	-4%	-9%	-71%
Population under 18	-3%	-18%	-75%
Population 65 and older	35%	32%	9%
Population with Disability	13%	8%*	-5%*
Veteran Population	-23%	-32%	-61%
Foreign Born Population	6%	49%	-51%
Minority Population	11%	13%	-61%
Hispanic or Latino Population	14%	16%	-61%
Population Below Poverty Line	-21%	-1%*	-69%*
Educational Attainment - Bachelor's Degree or Higher	27%	20%	-41%

*Data from 2012 American Community Survey 5-Year Estimates, as 2010 5-Year Estimate data was not available.
Source: United States Census Bureau 2010 American Community Survey 5-Year Estimates, Walker Consultants, 2021.

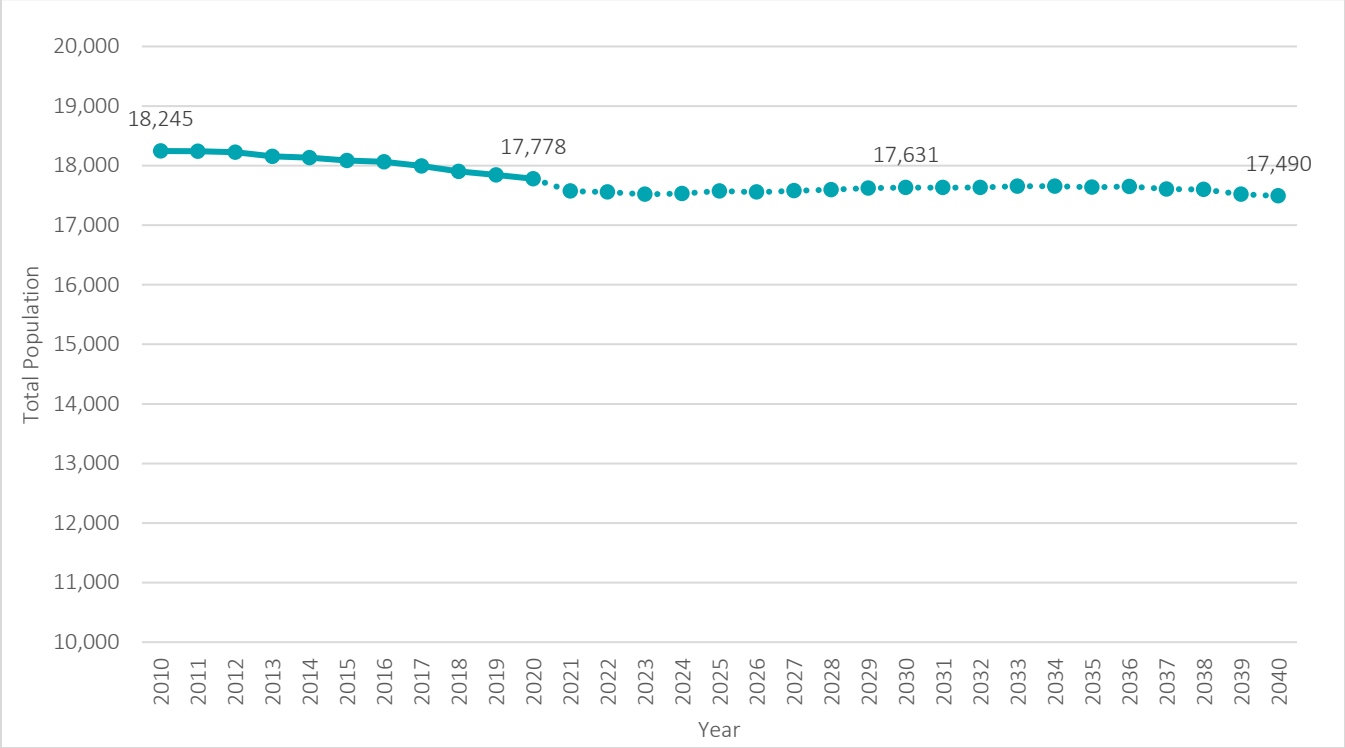
Population Growth Projections

Figure 1 shows the projected population growth in Mariposa County according to the State of California Department of Finance. It is important to note that the population estimates differ slightly from those described above in the American Community Survey. The population in Mariposa County has slightly declined over the last ten years. The population is projected to stay at about the same level in the next 20 years (from 17,571 in 2020 to 17,490 in 2040). This data is intended to project population growth over time for planning purposes.

Figure 2 displays the projected population growth of seniors (65 years and older) in Mariposa County according to the State of California Department of Finance. As shown in the figure, the senior population is expected to grow for the next several years, and then decline starting in 2027.

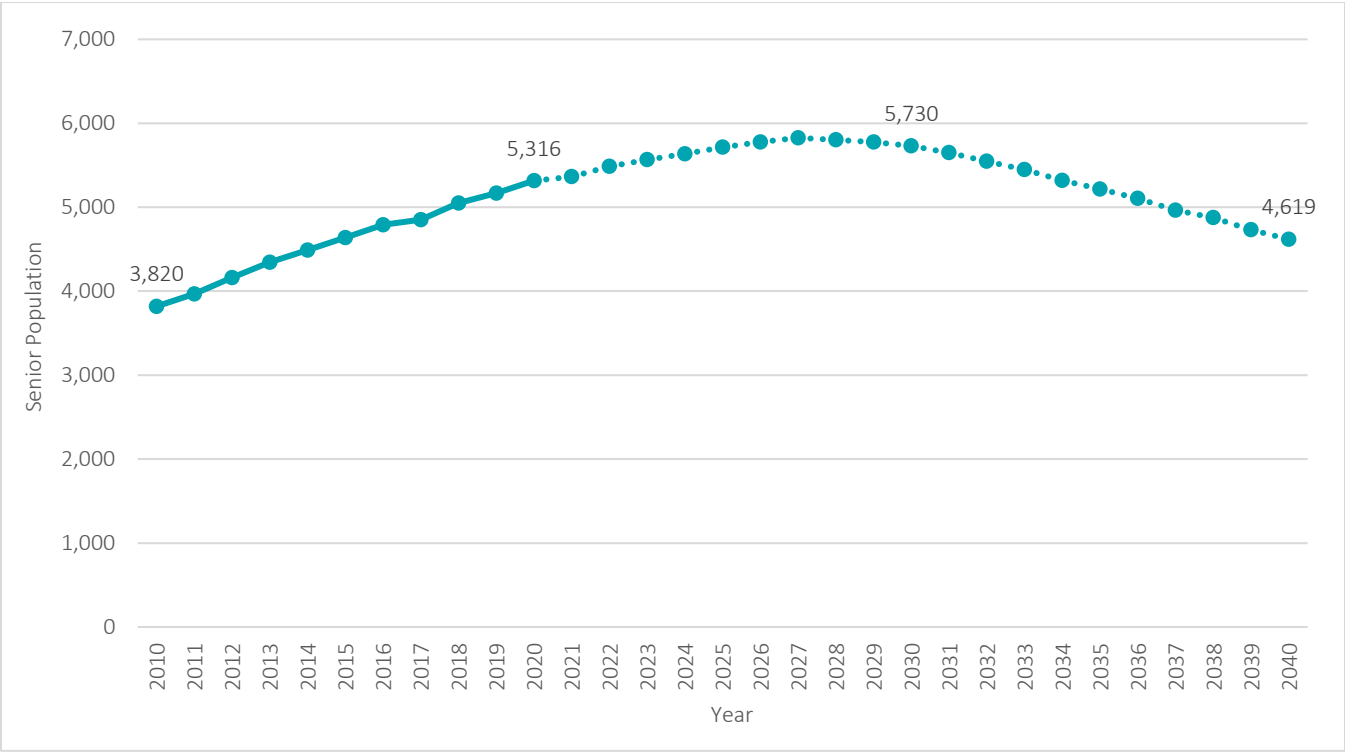
Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Figure 1: Future Population Growth in Mariposa County



Source: California Department of Finance Report P-2A: Total Population Projections, 2010-2060, Walker Consultants, 2021.

Figure 2: Future Senior Population Growth in Mariposa County



Source: California Department of Finance Report P-2A: Total Population Projections, 2010-2060, Walker Consultants, 2021.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Despite low growth in population, the aging population in the County, point to an increase in healthcare and mobility needs of many old adults in the next 10 years.

Employment

According to the California Employment Development Department, the unemployment rate in Mariposa County as of March 2021 was 9.4%, compared to California's rate of 8.2%. In March 2021, Mariposa County's civilian labor force was 6,690, which is approximately 38% of the County's total population. Table 7 summarizes the list of major employers in Mariposa County with 100 or more employees. The major employers consist of hospitality, government, real estate, and medical entities.

Three of the major hospitality employers are located within Yosemite National Park.

Table 7: Employers in Mariposa County with 100 or more Employees

Employer Name	Category	Location	Number of Employees
Yosemite Concession Services	Concessionaires	Yosemite National Park	1,000-4,999
Forestry and Fire Projection	Government Offices	Mariposa	500-999
Mariposa County*	Government Offices	Mariposa	500-999
Tenaya Lodge Inc	Resorts	Fish Camp	250-499
Big Trees Lodge	Hotels & Motels	Yosemite National Park	100-249
Majestic Yosemite Hotel	Hotels & Motels	Yosemite National Park	100-249
California Association of Realtors	Real Estate	Mariposa	100-249
John C Fremont Healthcare District	Hospitals	Mariposa	100-249

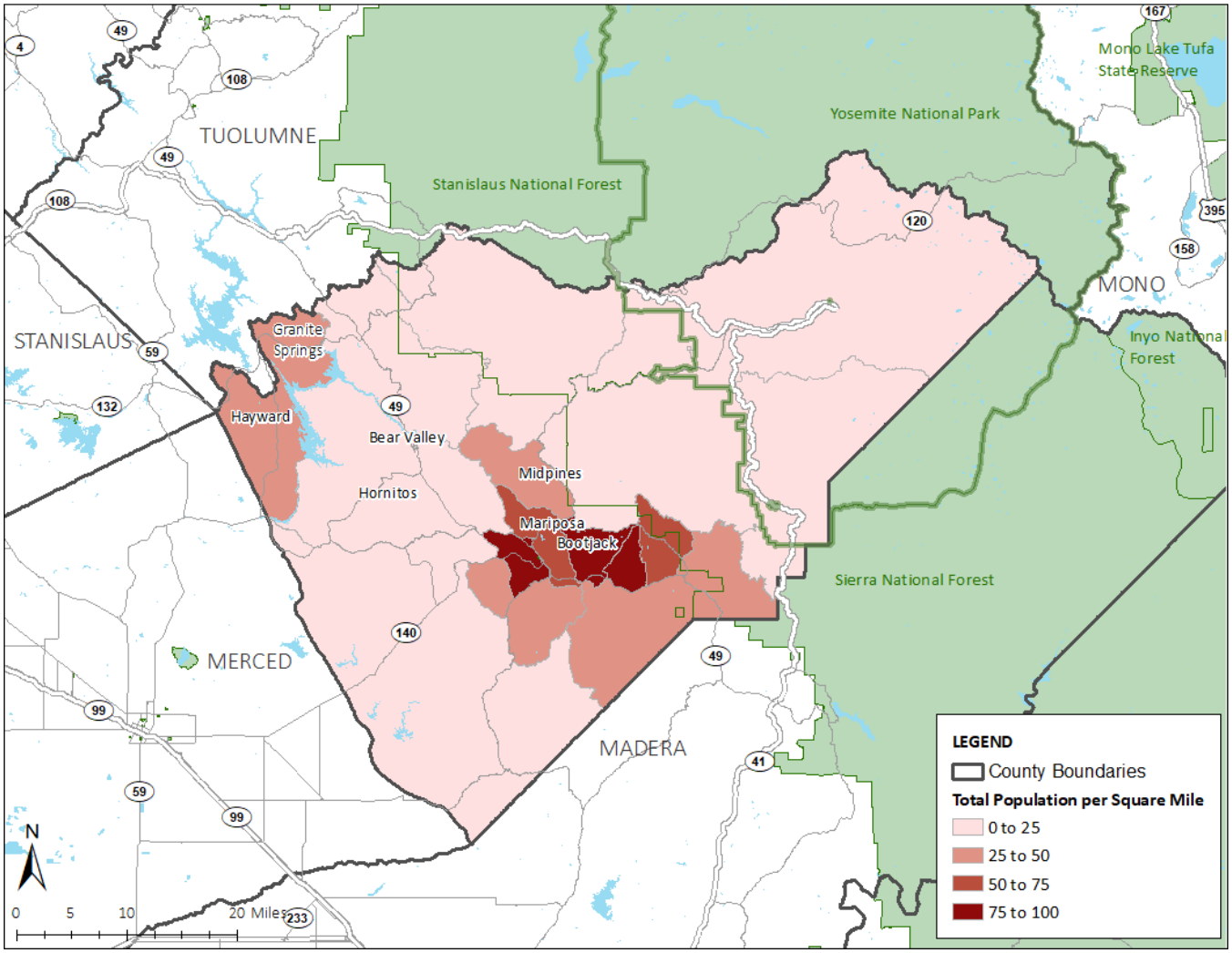
Source: California Employment Development Department
** Data from Mariposa County staff.*

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Population and Employment Density

Most of the population in Mariposa County primarily lives within, or within proximity to, the Mariposa and Bootjack CDPs. The highest population densities occur closest to these core areas. With a significant portion of land in Mariposa County devoted to national parks, population density is generally low throughout the rest of the County, other than near Hayward and Granite Springs in the northwest region. Figure 3 shows graphically the population density in Mariposa County by U.S. Census Block Groups.

Figure 3: Mariposa County Population Density (2019)



Source: Data - American Community Survey, U.S. Census, 2019; Graphic – Walker Consultants, 2021

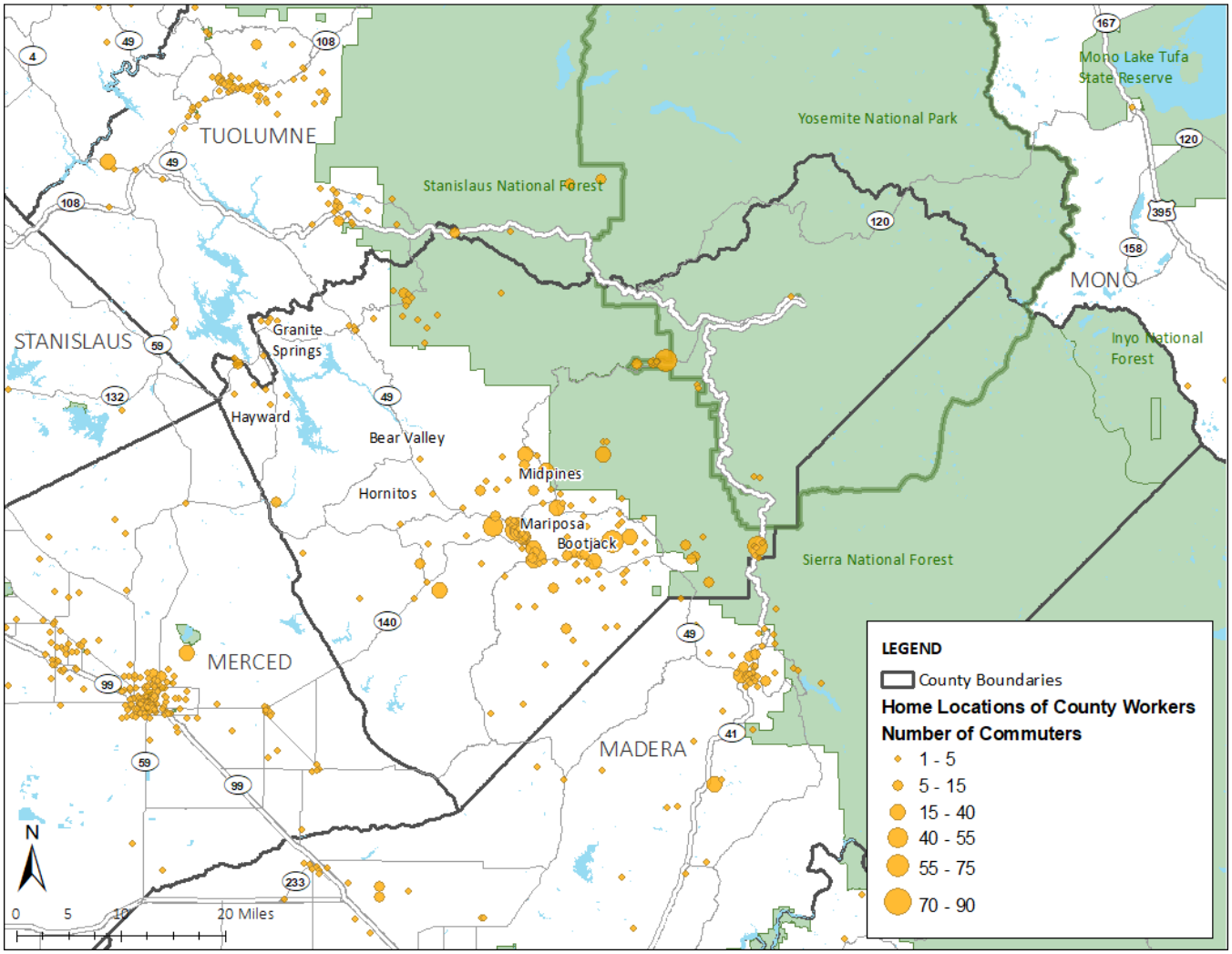
Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Figure 4 below shows the home locations of all people working in the County. It shows both the location of workers that live and work in the County and those that live outside the County but commute to the County for work.

The map shows the Mariposa and Bootjack CDPs having the highest concentration of residents who work in the County, and it shows the distribution of other county areas that have lower residential density such as Yosemite Valley and Coulterville.

The map also shows people who work in the County but live outside of it, with a particularly high concentration in the City of Merced and around Oakhurst, in Madera County. Route 49 between Mariposa and Oakhurst and Route 140 between Merced and Mariposa appear as primary markets for transit service in the County, due to their proximity to many residents and workers.

Figure 4: Home Locations of County Workers



Source: Data - Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics, U.S. Census, accessed via the OnTheMap application, 2018; Graphic – Walker Consultants, 2021

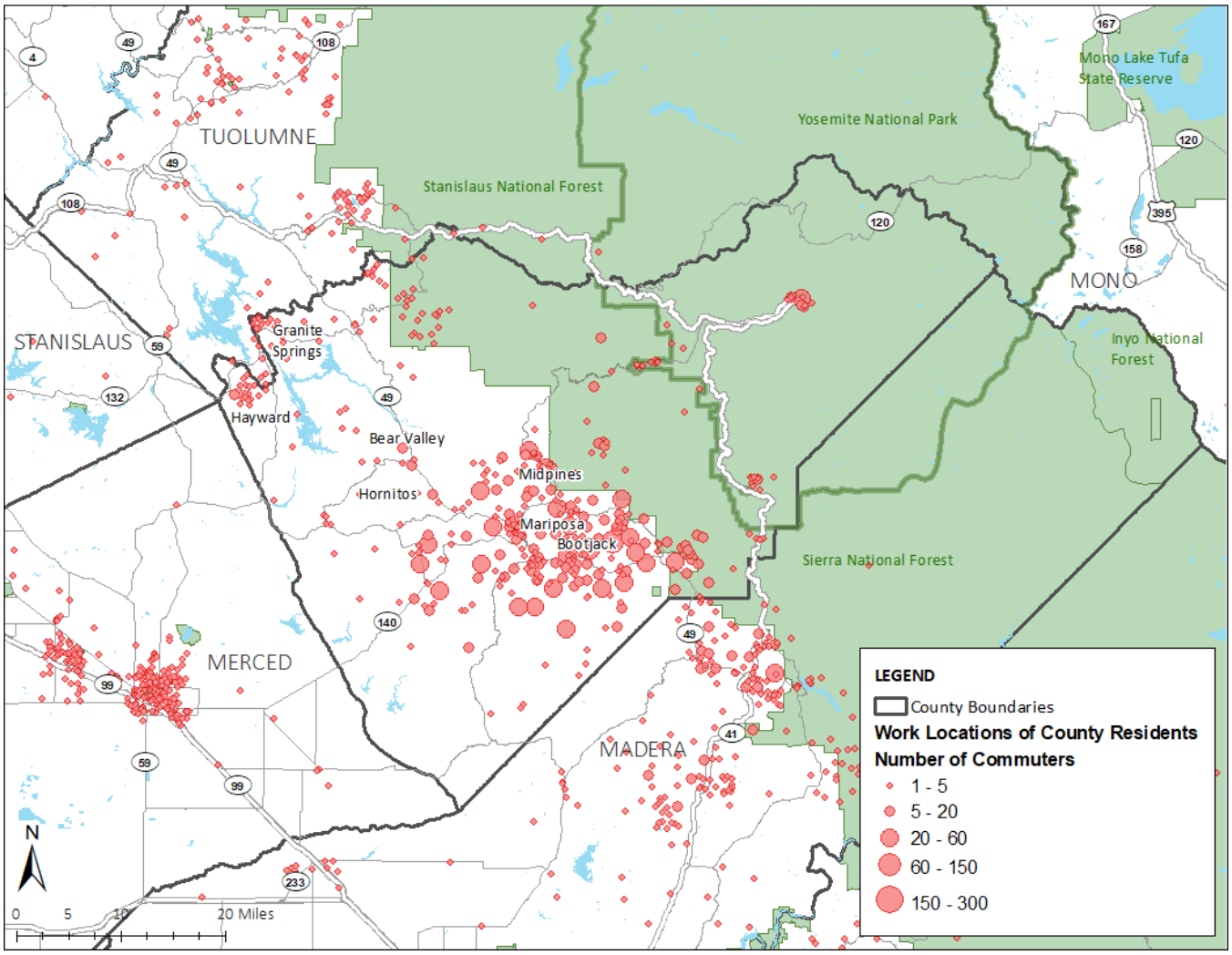
Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Figure 5 shows the work locations of County residents. The highest concentration of employment locations for County residents are primarily in the Mariposa CDP area and secondarily in the Bootjack CDP area.

There are also concentrations of employment in El Portal (related to Yosemite National Park) and around Wawona and Fish Camp, on Highway 41, likely related to the park's tourist and visitor-driven activity.

There are also many County residents who work outside of Mariposa County in Merced, Madera, and Tuolumne Counties, and specifically in Merced, Oakhurst and Sonora.

Figure 5: Work Locations of County Residents



Source: Data - Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics, U.S. Census, accessed via the OnTheMap application, 2018; Graphic – Walker Consultants, 2021

Transit Dependency

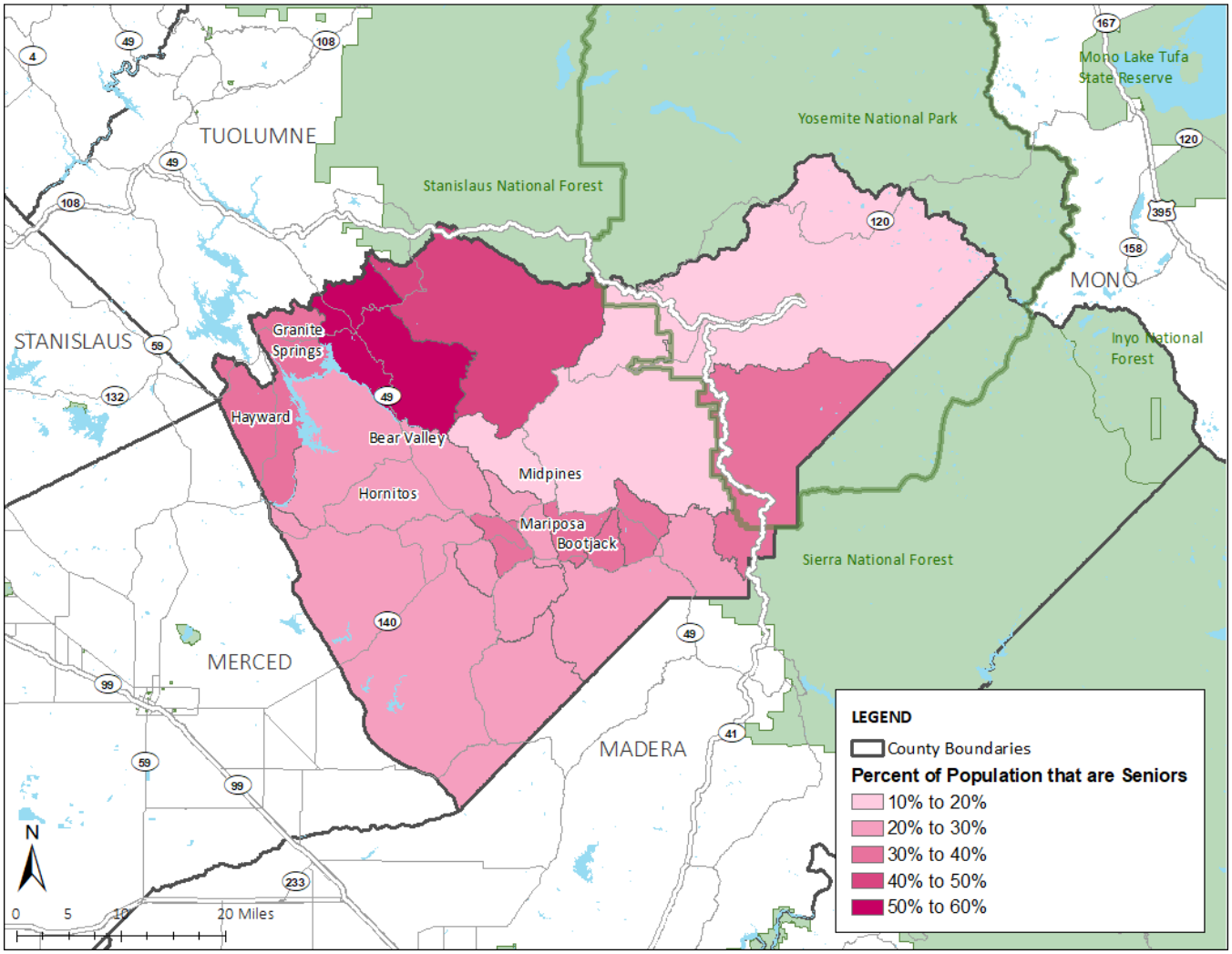
There are three key demographic characteristics that are shared among current Mariposa County transit users and that explain their reliance on county transit services for basic mobility. They include the presence of seniors (65 years old and older), people who are experiencing poverty (at or below the poverty line, as defined by the U.S. Census Bureau), and people with disabilities.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Figure 6 shows the relative concentration of seniors for each U.S. Census Block group in the County. The map shows that the senior population is not only concentrated in the Mariposa and Bootjack CDP areas, where most people live, but also in the northwest region of Mariposa County (primarily in Coulterville and Greeley Hill), and in the southeast region of the County (in Wawona and Fish Camp).

The map shows that a larger proportion of seniors live in outlying areas of the County, away from Mariposa and closer to Sonora and Oakhurst, in Tuolumne and Madera counties, respectively.

Figure 6: Senior Population



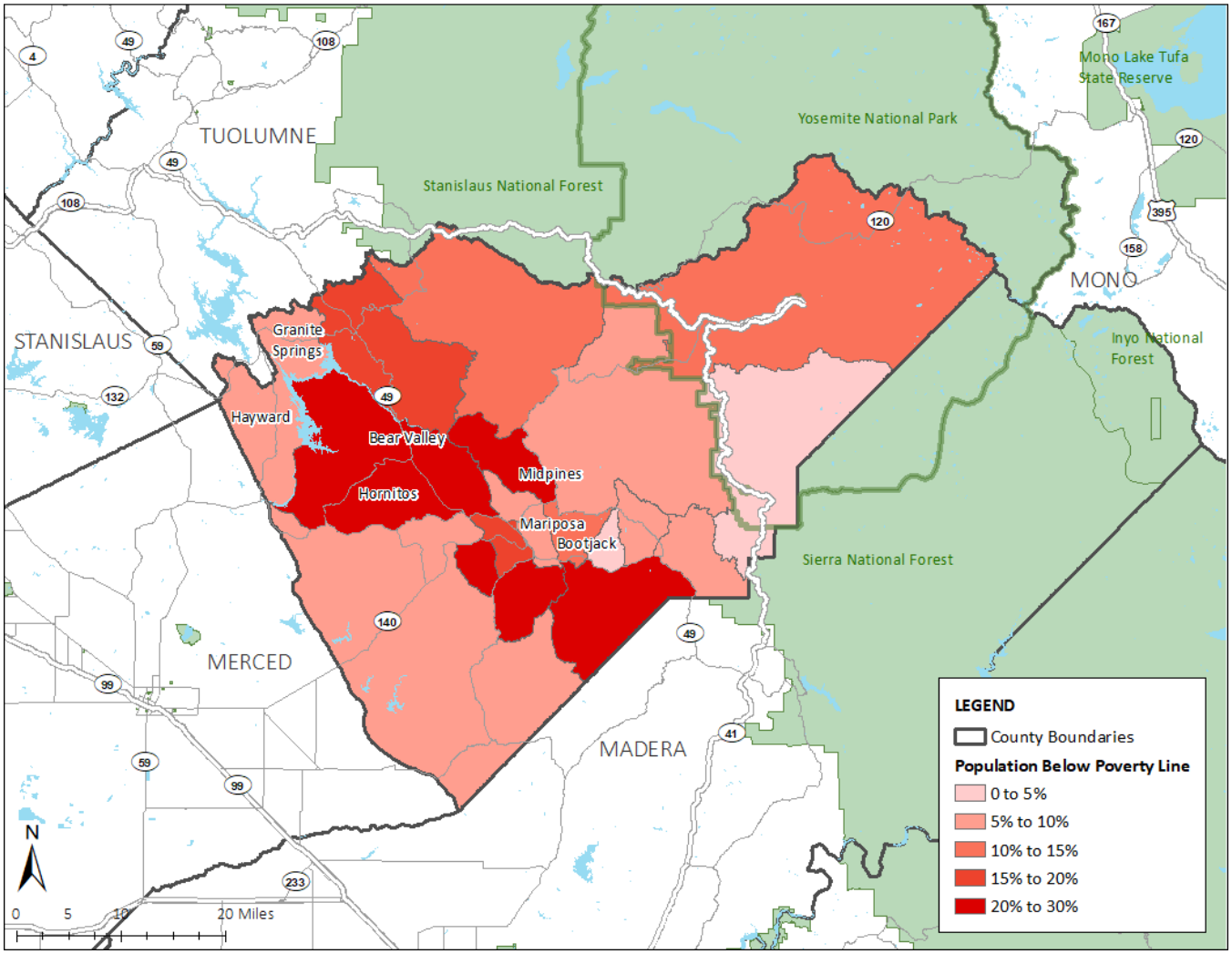
Source: Data - American Community Survey, U.S. Census, 2019; Graphic – Walker Consultants, 2021

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Figure 7 shows the relative concentration of people below the poverty line for each U.S. Census Block Group in the County. The map shows that the highest concentrations of those experiencing poverty are located not only in areas of high population density, but also in more rural areas of county such as Bear Valley, Hornitos and Cathey's Valley, and away from the Mariposa, Bootjack and Coulterville CDP areas.

The map shows that rural areas in the central part of the County, away from Highway 49 have a particular need for transit service.

Figure 7: Population Below the Poverty Line



Source: Data - American Community Survey, U.S. Census, 2019; Graphic – Walker Consultants, 2021

Persons with disabilities is reported at an aggregated level by U.S. Census Tract (each containing data for several block groups). The combination of senior population, population at or below the poverty line, and persons with disabilities, creates a combined index of transit dependency that helps identifying areas of greater need for transit service in the County.

To calculate the Transit Dependency Index (TDI), the density per square mile of seniors, population below the poverty line, and persons with a disability was determined for each block group. These three values were added

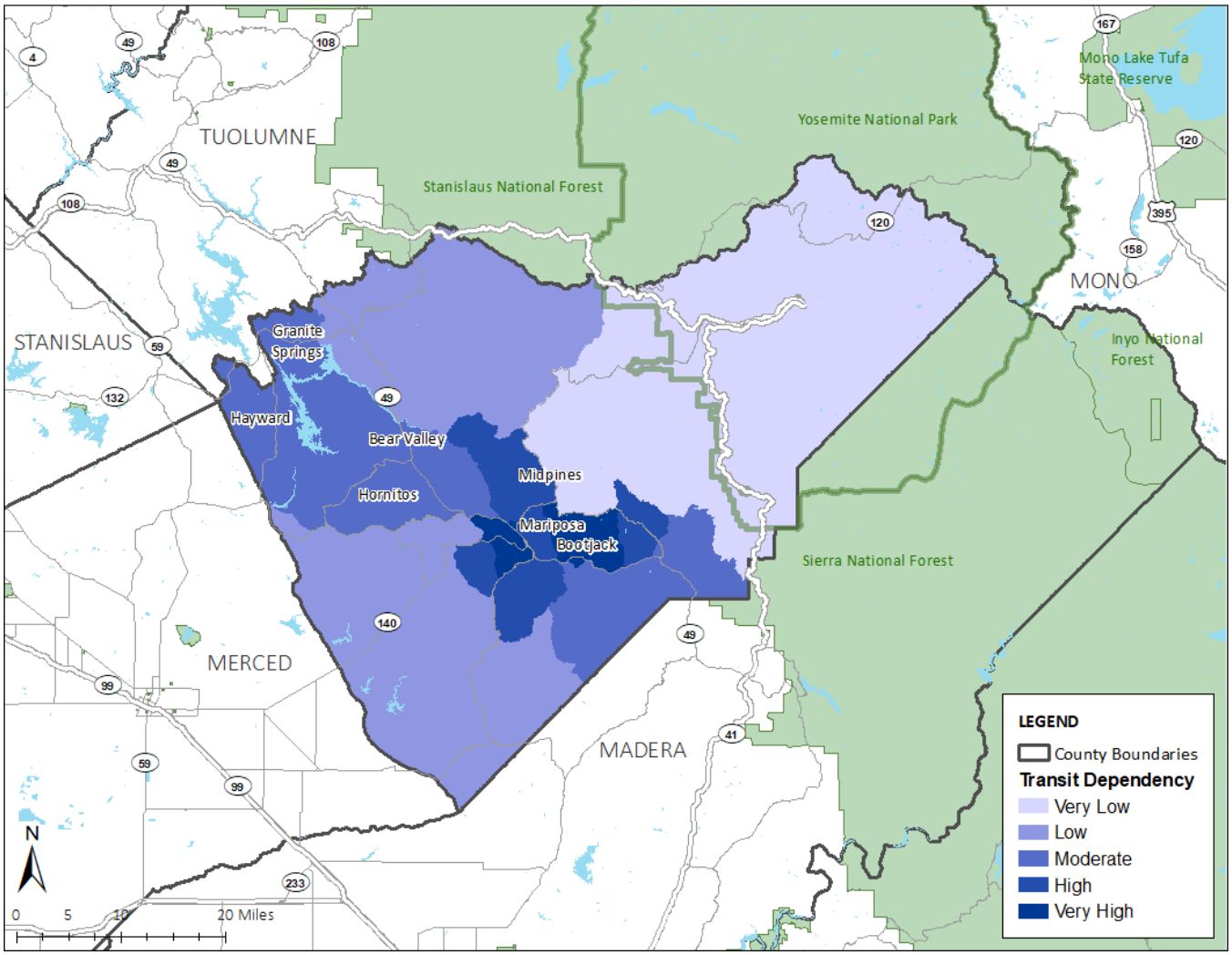
Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

together to determine the number of persons with transit dependency characteristics per square mile in each block group.

The average density of transit dependent people per square mile in Mariposa County is 16. Based on this average, TDI categories were developed by breaking down the range of values into five transit dependency groups, with 16 being the average number of transit dependent people per square mile.

Figure 8 shows the final TDI categories ranging from "Very Low" (less than 1.3 persons per sq. mile) to "Very High" (more than 30 persons per sq. mile). Based on this analysis, transit dependency was found to be highest in the central region of the County, along Highway 49, and especially around Mariposa, Bootjack, Cathey's Valley and Midpines, with multiple block groups experiencing moderate to very high transit dependency.

Figure 8: Transit Dependency Index



Source: Data - American Community Survey, U.S. Census, 2019; Graphic & Analysis – Walker Consultants, 2021

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Projected Demand for Public Transportation

While the population in Mariposa County overall is projected to stay at about the same level in the next 10 years (see Figure 1), the senior population is projected to increase over the next 6-7 years and peak in year 2027, and then decrease steadily in the continuing years (see Figure 2). Since the Mariposa County transit services are primarily used by seniors, this trend indicates that in the short-term (next 5 years) transit need is likely to increase.

However, growth in senior population is not the only indicator of projected demand for transit. Another important indicator is the amount of service and convenience of service that is provided. The transit services that are currently offered by Mariposa County are limited and cater to a small portion of the County population. Transit services in the County can also increase ridership by improving its operational efficiency and service offering to attract other segments of the population. This is explored in more detail in the next chapters.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

2. Existing Transit Services

2. Existing Transit Services

This section includes an overview of existing public transit services operating in Mariposa County as well as social service transportation services and private transportation operators. Table 8 summarizes the transportation services available in Mariposa County. The remaining portion of this section describes each service in further detail.

Table 8: Transportation Services Available in Mariposa County

Service	Operator	Description
Mari-Go	Mariposa County Transit	Dial-a-ride service that provides curb-to-curb service to the general public. The service is provided in designated areas of Mariposa County on specific days of the week.
Medi-Trans	Mariposa County Transit	Curb-to-curb non-emergency medical transportation (NEMT) service for seniors, persons with disabilities, and veterans. Provides service for Mariposa County residents to travel to medical appointments and in-office procedures within Mariposa County, and to Merced, Oakhurst and Fresno.
Yosemite Area Regional Transportation System (YARTS)	YARTS	Provides public fixed-route transit service into Yosemite Valley in Yosemite National Park from various gateway communities in the eastern and western slopes of the Sierra Nevada Mountains. YARTS serves the counties of Fresno, Madera, Mariposa, Merced, Mono, and Tuolumne.
Tuolumne County Transit	Tuolumne County Transit	Operates fixed-route and a general public demand response zone. Serves communities in Tuolumne County, including Sonora, Jamestown, Columbia, Tuolumne, Twain Harte, Sierra Village, Crystal Falls, and Groveland. Mariposa County residents can use Mari-Go service to connect to Tuolumne County Transit in Sonora.
Merced County Transit (The Bus)	The Bus	Operates fixed routes and two deviated fixed routes throughout Merced County and provides paratransit service for those qualifying individuals who cannot access the fixed route. Can be accessed from Mariposa County by taking the YARTS bus to Merced.
Greyhound Bus	Greyhound	Merced is served by Greyhound bus at its downtown station. Mariposa County residents can ride YARTS to Merced and transfer to Greyhound.
Amtrak	Amtrak	The Amtrak San Joaquin operates between the southern terminus of Bakersfield and northern termini of Sacramento and San Francisco. Mariposa County residents can connect to the Amtrak station in Merced via YARTS connector bus.
Taxi Service	Sierra Taxi	Sierra Taxi provides taxi service in Mariposa County.

Public Transit Operators

Mariposa County Transit

Prior to 2018, Mariposa County Transit was housed within the Mariposa County Community Services Department. As of July 1, 2018, the Community Services Department, the Health Department, and the Human Services Department were consolidated into an integrated Health and Human Service Department. Now, Mariposa County Transit is housed in the Mariposa County Department of Health and Human Services.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Mariposa County Transit provides two transit services: Mari-Go is a public dial-a-ride service providing curb-to-curb service to residents of Mariposa County for general purpose trips into the Mariposa CDP, Merced in Merced County and Sonora in Tuolumne County. Medi-Trans is a dial-a-ride service, also curb-to-curb, that provides medical transportation within and outside of Mariposa County for seniors, persons with disabilities, and veterans.

For both services, riders must call in dispatch at least a day in advance to arrange for a ride. Dispatch is managed out of the Health and Human Services Agency. Dispatchers do not have a software system to schedule riders, the schedules are made using a spreadsheet that includes the following information: pick-up time, location, phone number, medical appointment time, payment method, whether a wheelchair, and the type of vehicle that is needed to complete the trip. This spreadsheet is prepared the day before and paper copies of the daily schedule are distributed to the driver for the next day.

Mariposa County Transit consists of an Administrative Analyst, two Program Assistants (two dispatchers/ schedulers), 2.6 bus drivers for the Mari-Go service, one bus driver that provides extra help, and four drivers for Medi-Trans (shared with the Health and Human Services Agency social services transportation).

Mari-Go Service

Mari-Go is a dial-a-ride or demand responsive service that provides curb-to-curb service to the general public. The service is provided in designated areas of Mariposa County on specific days of the week. Mari-Go operates most of its service in the southern part of the County with service provided along different corridors and communities each day of the week.

The service is available Monday to Friday from 8:30 a.m. to 4:00 p.m., except holidays. All buses are equipped with a lift and tie-down straps for wheelchair passengers. The daily schedule generally picks up riders in the morning and brings them into Mariposa, then provides them with transit service within the town (riders and driver arrange this informally on the day of service), and at around 1:30 p.m. starts picking up riders to take them back home.

On Tuesday, Mari-Go operates two different services: a North County Mari-Go that provides general public service from Greeley Hill and Coulterville to Sonora, in Tuolumne County, and a South County Mari-Go that provides general public service from Mariposa to Merced, in Merced County.

Thursdays are also different in that Mari-Go is provided within the Mariposa CDP on demand, with service requests allowed on the day of service. On Mondays, Wednesdays and Fridays the service is provided to communities north, south and east of Mariposa.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Table 9 summarizes the services available by area and day of the week. As shown in the table, Mari-Go fares vary by area and distance. In the South County area, within the Mariposa CDP, all rides are $2 each way, with discounts for seniors. All other routes have a fare of $2 for trips up to 2 miles in length and $4 for trips outside the County. Fares have not been raised since July 1, 2010.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Table 9: Summary of Mariposa County Transit Services

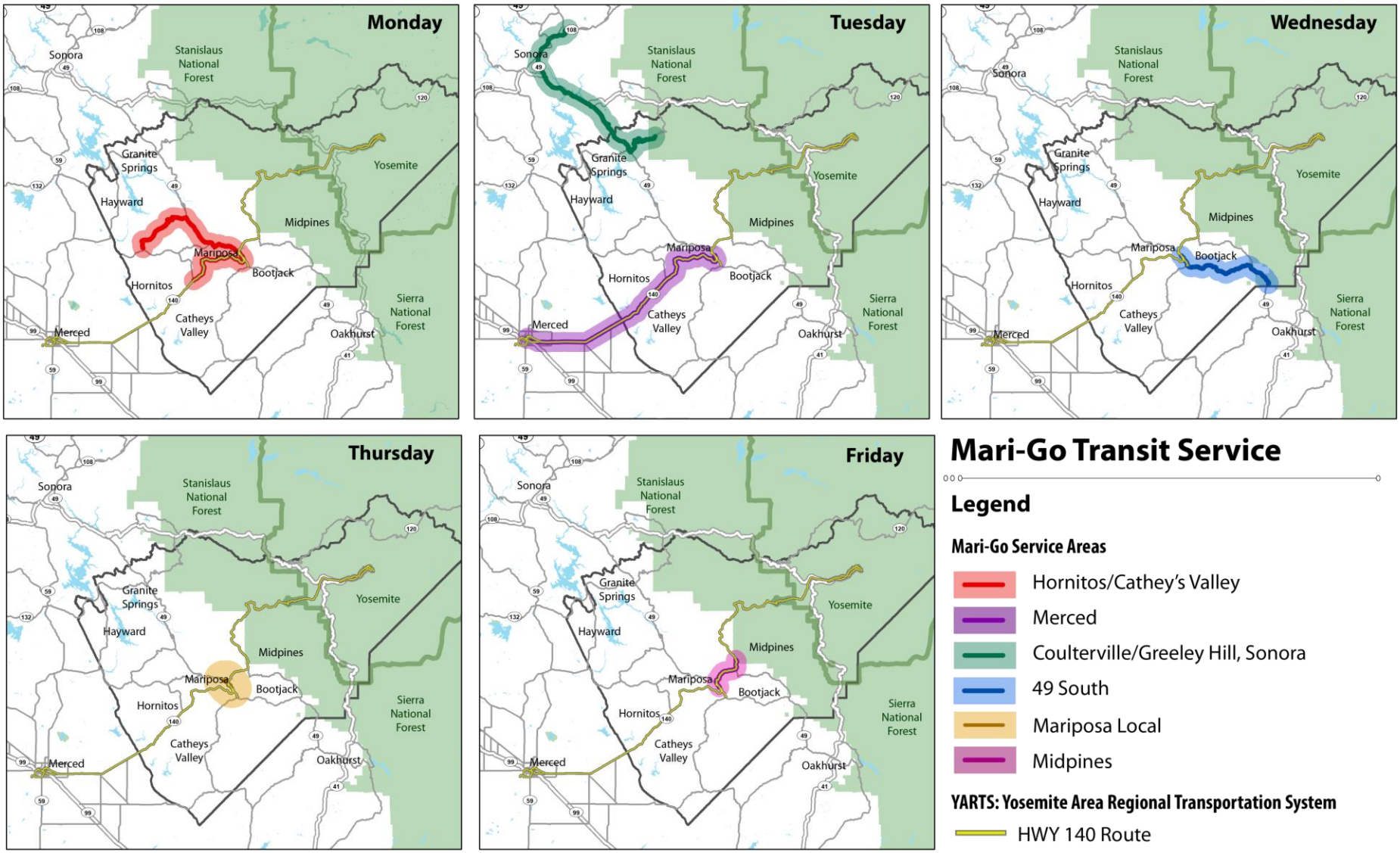
Service Day	Route	Fare
South County		
Monday	Hornitos, Bear Valley, Mt. Bullion and Cathey's Valley	$2.00 for 2 miles or less
Tuesday	Mariposa to Merced	$4.00 one-way from Mariposa to Merced
Wednesday	Highway 49 South (Bootjack)	$2.00 for 2 miles or less
Thursday	Local service within Mariposa (within 3-mile radius of Transit Office)	$2.00 one way $1.00 for seniors $1.00 round trip to Senior Center lunch
Friday	Midpines	$2.00 for 2 miles or less
North County		
Tuesday	Greeley Hill and Coulterville to Sonora	$4.00 one way

Source: Mariposa County, Walker Consultants, 2021.

Figure 9 displays the Mari-Go service corridors and areas that are served each day of the week that service is provided (Monday through Friday).

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Figure 9: Mari-Go Service Area Map



Source: Walker Consultants, 2021.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range

Medi-Trans Service

Medi-Trans service is a curb-to-curb non-emergency medical transportation (NEMT) service for seniors, persons with disabilities, and veterans. The hours of service are typically 8:30 a.m. to 4:00 p.m. but can vary depending on the need. The service is available Monday through Friday, with the exception of holidays. Medi-Trans provides service for Mariposa County residents to travel to medical appointments and in-office procedures within Mariposa County, and to Merced, Oakhurst and Fresno. The service is available for medical trips such as doctor or dental appointments, trips to the pharmacy, or therapy appointment. The rider needs to be able to get to the vehicle, then the driver assists the passenger in and out of the vehicle.

Caregivers can accompany the passenger at no additional charge. Non-seniors are also served, if they are going to roughly the same place at the same time as a senior, and there would be no additional expense to Mariposa County Transit.

The service is funded through State Transit Assistance, 5311, and TDA funds. The fares for the service are listed below:

- Round trip fare outside of Mariposa County = $15
- Local trip fare to appointments within Mariposa County = $5

Many of the people who use the service use it for medical appointments out of town. The Medi-Trans service is highly utilized, and at times dispatchers have had to turn down requests for service. Due to the limited number of spaces available for Medi-Trans, passengers are encouraged to coordinate scheduling of a medical appointment with Medi-Trans to ensure availability at their desired time slot. Typically, a 2:00 p.m. medical appointment is the latest appointment that would be eligible for use of the Medi-Trans service.

Service Fleet

Table 10 includes a summary of Mariposa County Transit's fleet of 8 vehicles. All vehicles are housed at the senior center and are maintained by the Fleet Department of Public Works. All shuttles and vans are wheelchair accessible. Shuttles have lifts and minivans are ADA accessible with a manual ramp.

The Mari-Go service is provided with any of the 4 shuttle vehicles that have capacity for 11-16 passengers and 2 wheelchair positions. Medi-Transit service is generally provided with either the SUVs or the minivans, depending on passenger need.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Table 10: Mariposa County Transit Fleet

Vehicle ID	Year	Make/Model	Mileage	Seats	Wheelchair Capacity	Useful Life Benchmark (ULB)	Past ULB	Replacement Plan/Schedule
1	2015	Chevy Equinox 4WD	1,390,687	5	None	8	No	Maintain & monitor until FY2023
2	2017	Chevy Equinox 4WD	1,463,868	5	None	8	No	Maintain & monitor until FY2025
24	2007	Ford E-350 Braun	1,258,280	11	7 Passenger w/2 Wheelchairs	13	Yes	Replace w/same capacity by early FY 2022
25	2009	Starcraft Allstar Bus	1,335,793	16	10 Passenger w/2 Wheelchairs	8	Yes	Investigating funding sources to replace
26	2011	Starcraft Allstar Bus	1,366,250	16	10 Passenger w/2 Wheelchairs	8	Yes	Investigating funding sources to replace
27	2011	Starcraft Allstar Bus	1,366,251	16	10 Passenger w/2 Wheelchairs	8	Yes	Investigating funding sources to replace
28	2011	Dodge Grand Caravan	1,366,338	7	5 Passenger w/1 Wheelchair	7	Yes	Replace w/same capacity end of FY2021
29	2011	Eldorado Entervan	1,366,337	7	5 Passenger w/1 Wheelchair	7	Yes	Replace w/same capacity end of FY2021

Source: Mariposa County Transit, Walker Consultants, 2021.

Mariposa County Department of Health and Human Services Transportation

Human Services encompasses both Social Services and Behavioral Health. Within Social Services are Child Protective Services (CPS), Adult Services and Eligibility. Social Services vehicles are mostly automobiles for use by social workers and others on staff, but clients are occasionally transported using one of these vehicles. DHHS has roughly 14 to 15 vehicles which they use to transport clients.

CPS has 6 vehicles to transport children in protective services. Children in CPS include foster children and detained children, many of whom are low income. Any of the 14 CPS staff members are qualified to drive the van. Children are transported as needed, but typically there is at least one trip per day.

Mariposa County Transit Performance

Table 11 summarizes a nine-year financial and operating performance of the Mari-Go and Medi-Trans services.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Table 11: Nine-Year Mariposa County Transit Financial and Operating Performance

	FY 2011/2012	FY 2012/2013	FY 2013/2014	FY 2014/2015	FY 2015/2016	FY 2016/2017	FY 2017/2018	FY 2018/2019	FY 2019/2020
Service Operation Statistics									
Operating Cost	$248,857	$254,534	$222,633	$276,746	$247,684	$284,860	$349,816	$287,161	$278,184
Passenger Trips	5,993	5,291	4,859	5,655	5,904	5,314	4,265	5,910	4,308
Service Hours	2,224	1,948	1,617	1,649	1,513	1,369	1,205	1,336	1,480
Vehicle Hours	4,000	3,640	3,813	3,863	3,497	3,387	3,002	3,162	4,418
Service Miles	48,242	46,052	49,265	49,158	42,683	40,900	33,921	35,510	44,063
Fare Revenue	$33,082	$40,658	$32,579	$45,462	$38,428	$37,423	$45,907	$70,638	59,562
Service Performance Indicators									
Cost per Passenger	$41.52	$48.11	$45.82	$48.94	$41.95	$53.61	$82.02	$48.59	$64.57
Cost per Service Hour	$111.90	$130.66	$137.68	$167.83	$163.70	$208.08	$290.30	$214.94	$187.96
Cost per Vehicle Hour	$62.22	$69.93	$58.39	$71.63	$70.83	$84.10	$116.55	$90.83	$62.97
Pass. per Service Hour	2.69	2.72	3.00	3.43	3.90	3.88	3.54	4.42	2.91
Fare per Passenger	$5.52	$7.68	$6.70	$8.04	$6.51	$7.04	$10.76	$11.95	$13.83
Subsidy per Passenger	$36.00	$40.42	$39.11	$40.90	$35.44	$46.56	$71.26	$36.64	$50.75
Fare Recovery Ratio	13.29%	15.97%	14.63%	16.43%	15.51%	13.14%	13.12%	24.60%	21.41%
Service Hours Ratio	55.6%	53.5%	42.4%	42.7%	43.3%	40.4%	40.1%	42.3%	33.5%

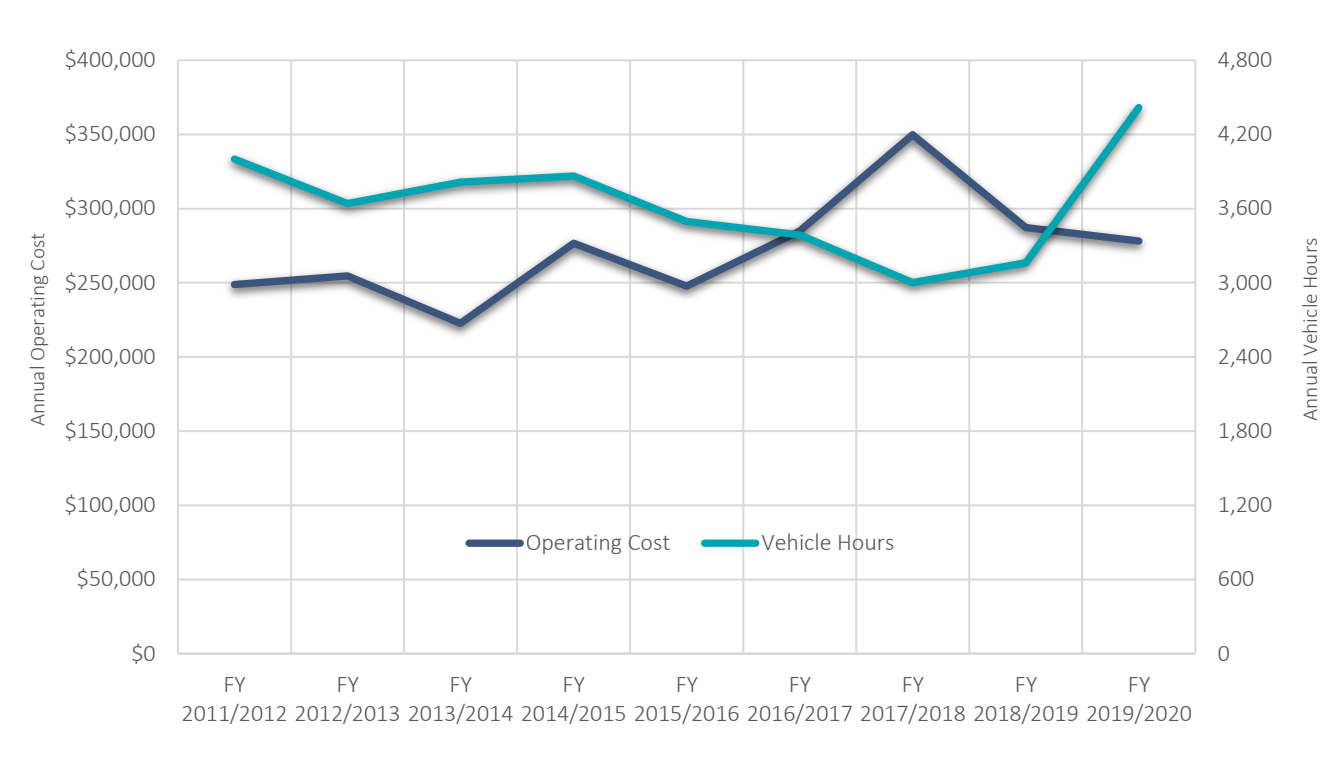
Source: Mariposa County Transit, Walker Consultants, 2021.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range

Figure 10 displays the operating cost and vehicle hours over a nine-year period. As shown in the figure, operating cost has trended upward over the nine-year period, while vehicle hours have trended downward. Therefore, the cost per vehicle hour has been increasing over the nine-year period. Vehicle hours were significantly higher in FY 2019/2020 due to the modified service operation that was implemented during the COVID-19 pandemic.

The main takeaway is that as operating costs have increased, fewer vehicle hours can be afforded.

Figure 10: Operating Cost and Vehicle Hours



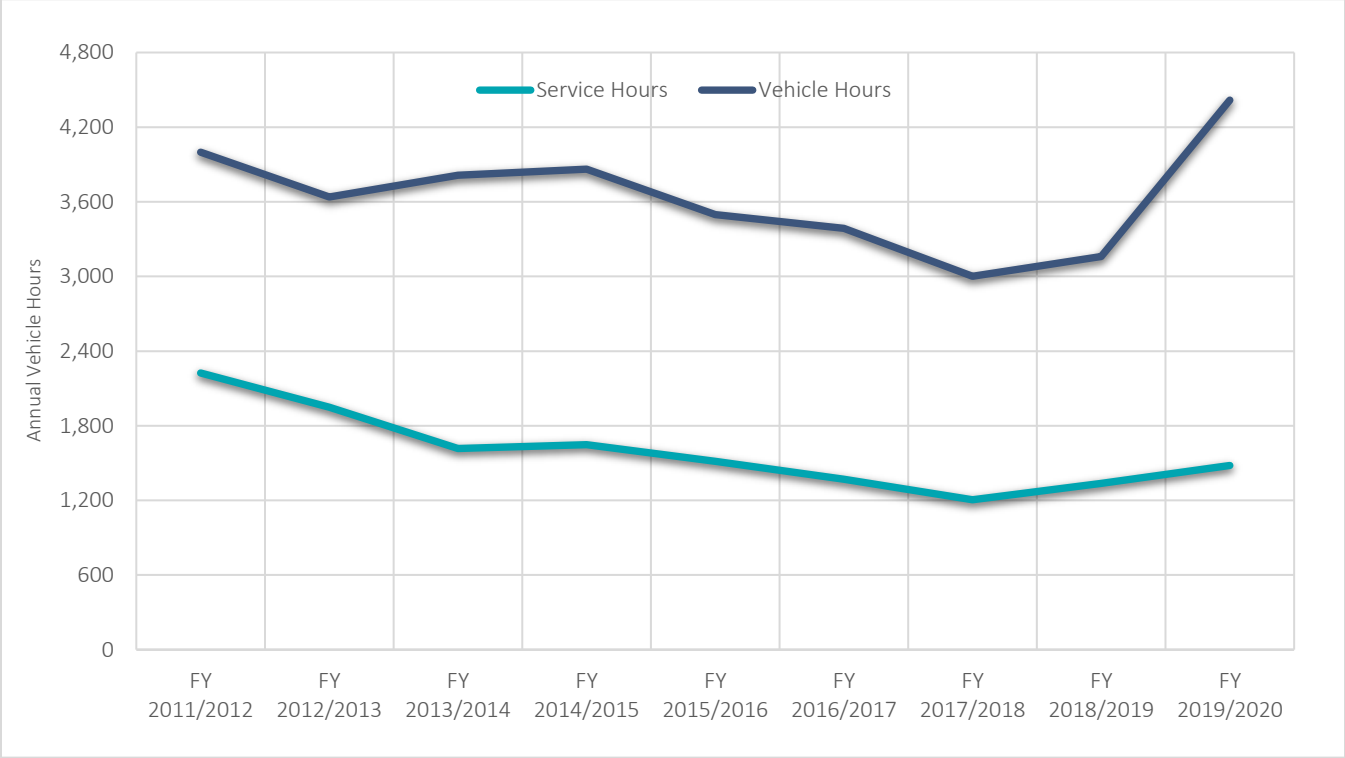
Source: Walker Consultants, 2021.

Figure 11 summarizes vehicle hours and service hours. Both the vehicle hours and service hours have trended downward for the past nine years. Again, vehicle hours trended upward during FY 2019/2020, due to the modified service operation during the COVID-19 pandemic.

Figure 12 summarizes the passengers per service hour for the Mari-Go versus the Medi-Trans service. As shown in the figure, the Mari-Go service serves substantially more passengers per hour than the Medi-Trans service.

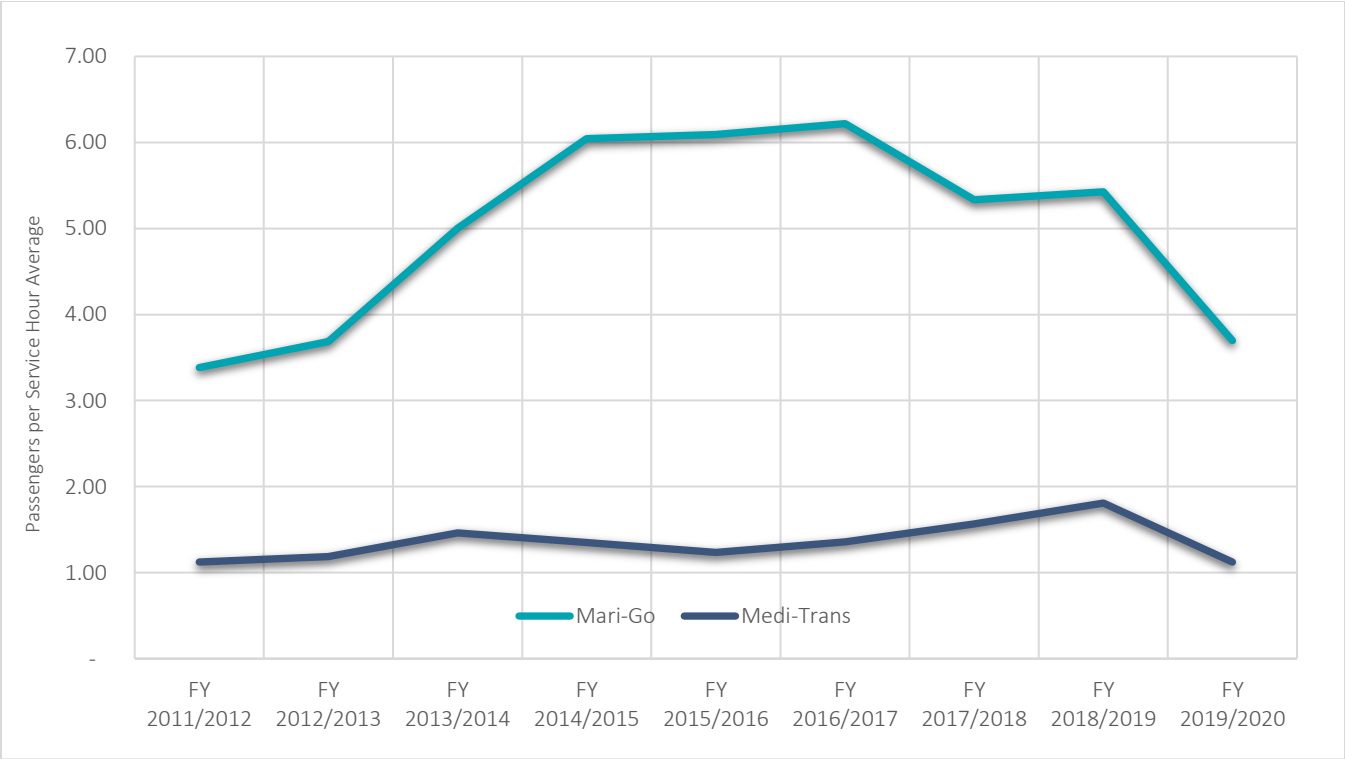
Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Figure 11: Vehicle Hours and Service Hours



Source: Walker Consultants, 2021.

Figure 12: Passengers per Service Hour



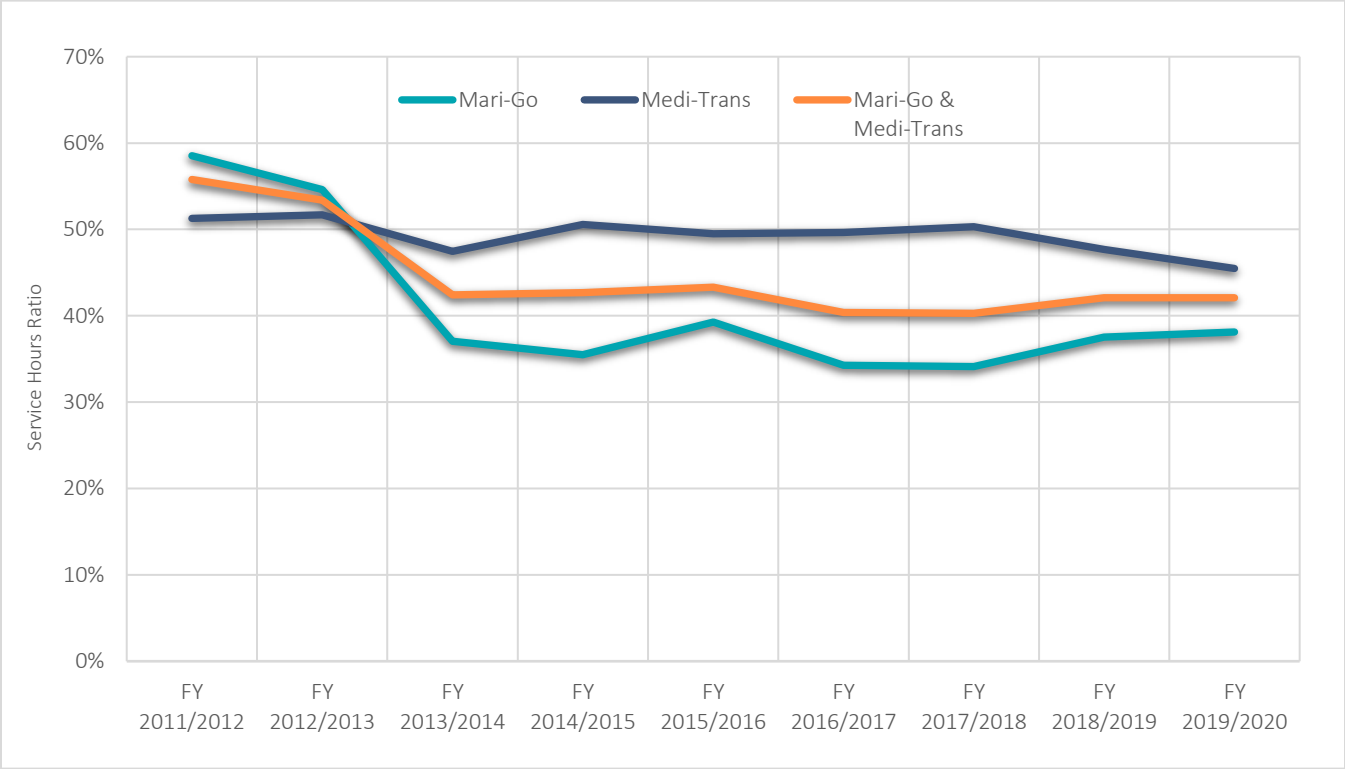
Source: Walker Consultants, 2021.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Figure 13 displays the ratio of service hours to vehicle hours for the Mari-Go and Medi-Trans services. Overall, the service efficiency of the Mariposa County Transit system has decreased to below 50%. This indicates that less than half of vehicle hours are spent operating service. Starting in FY 2013/2014, the Medi-Trans service had a higher ratio of service hour/vehicle hour than the Mari-Go service.

This is an area of concern. The service efficiency ratio of the Mari-Go service has been below 40% for the past 8 years. This indicates that vehicles are spending a good amount of time idling and not providing service, on a daily basis. Mari-Go should review the scheduling and reporting of its service and target an increase of its service efficiency to at least 50% in the next few years.

Figure 13: Service Efficiency Ratio (Service Hours per Vehicle Hours)



Source: Walker Consultants, 2021.

Local and Regional Transportation Services

This section provides an overview of transportation services provided in Mariposa County by other public transit agencies in the region.

Yosemite Area Regional Transportation System (YARTS)

The Yosemite Area Regional Transportation System (YARTS) began operating regional transit buses in year 2000 and provides public fixed-route transit service into Yosemite Valley in Yosemite National Park from various gateway communities in the eastern and western slopes of the Sierra Nevada Mountains. YARTS serves the counties of Fresno, Madera, Mariposa, Merced, Mono, and Tuolumne. YARTS also operates the National Park Service's Yosemite Valley shuttle bus system that provides free public access around Yosemite Valley.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

YARTS operates one year-round route, the Merced – Hwy 140 route (from Merced to Yosemite Valley, via Mariposa) and three seasonal routes, typically from May to September, the Fresno – Hwy 41 route (from Fresno to Yosemite Valley, via Oakhurst), the Sonora – Hwy 120 route (from Sonora to Yosemite Valley), and the Mammoth Lakes – Hwy 120/395 route (from Mammoth Lakes to Yosemite Valley).

Both the Merced – Hwy 140 and Fresno – Hwy 41 routes provide service through communities in Mariposa County, with the Hwy 140 route providing service to Cathey's Valley, Mariposa and Midpines, and the Hwy 41 route providing service to Wawona and Fish Camp.

YARTS fares vary based on distance, and all fares include the entrance fee to Yosemite National Park. Full fares are roughly equal to 18 cents per mile on the full length of the Hwy 120 route, and 15 cents per mile on the Hwy 140, Hwy 120/395, and Hwy 41 routes. Discounted fares are offered for persons 62 years old and older, children 12 years old and younger, and persons with disabilities. The discount is 18% on the Hwy 140 and Hwy 120 routes, 33% on the Hwy 41 route, but only 17% on the Hwy 120/395 route.

In addition to one-way and round-trip fares, commuter passes are offered on the Hwy 140 and Hwy 41 routes. Monthly passes, 20-ride passes, and 10-ride passes are all offered. The monthly pass and 20-ride passes are priced identically, while the 10-ride pass is offered for half the price. Commuter passes also vary based on distance. Table 12 summarizes service and fare cost for the four YARTS routes.

Table 12: Summary of YARTS Routes

Route	Time of Year	Communities Served	Inbound Trips to Yosemite	Outbound Trips from Yosemite	Round Trip and Monthly Pass Fares*
Hwy 140	365 days/year	Merced, Planada, Mariposa	8 trips in peak season 1 trip on weekends and holidays	9 trips in peak season 1 trip on weekends and holidays	Regular: $6-$25 Discounted: $2-$18 Monthly Pass/ 20 round trips: $26-$220
Hwy 41	7 days/week mid-May to mid-September	Fresno, Yosemite Lakes, Oakhurst	4 trips from Fresno to Yosemite Valley via Oakhurst 1 trip from Oakhurst to Yosemite Valley	4 trips from Yosemite Valley to Fresno via Oakhurst 1 trip from Yosemite Valley to Oakhurst	Regular: $6-$30 Discounted: $4-$20 Monthly Pass/ 20 round trips: $33-$252
Hwy 120	May 14 to September after Labor Day	Sonora/ Jamestown	3 trips in the morning for most of summer Between May 14-28 and in September after Labor Day, one trip is operated daily	3 trips in the afternoon for most of summer Between May 14-28 and in September after Labor Day, one trip is operated daily	Regular: $4-$25 Discounted: $3-$18
Hwy 120 /395	7 days/week July 1 to Labor Day Only on weekends June through September	Mammoth Lakes, Jane Lake	2 trips	2 trips	Regular: $6-$36 Discounted: $4-$30

Source: YARTS Short Range Transit Plan 2019, Walker Consultants, 2021.

* Discounted fares are offered for persons 62 years old and older, children 12 years old and younger, and persons with disabilities. Discounted fares are 50% of the price of the regular fare. 10 round-trip passes are available for 50% of the price of a monthly pass.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Tuolumne County Transit

Tuolumne County Transit serves communities in Tuolumne County, including Sonora, Jamestown, Columbia, Tuolumne, Twain Harte, Sierra Village, Crystal Falls, and Groveland. Five fixed route services are offered which operate Monday through Friday, with limited service provided for select routes on Saturday. The fixed-route fares are $2 ($1 for seniors, ADA, Medicare, students, and veterans). Day passes are available for $5/day and monthly passes are available for $60 ($40 for a discounted monthly pass, $28 for a 15-ticket book, and $14 for a discounted 15-ticket book).

General public on demand service is available to all riders with prior reservations. The general fare for the dial-a-ride service is $3, the day pass is $7, a 15-ticket book is $45, and a monthly pass is $100.

Tuolumne County Transit also operates the SkiBus, which provides services from Sonora to Dodge Ridge on weekends and holidays during the winter months. The fare for this service is $10 round trip and $25 for a family four pack. Additionally, Tuolumne County Transit operates a free summer trolley from 8:30 a.m. to 8:30 p.m. every Saturday from May through September.

Mariposa County residents can connect to Tuolumne County Transit on Tuesdays when the North County Mari-Go service goes to Sonora.

Merced County Transit (The Bus)

The Bus operates 15 fixed routes and two deviated fixed routes throughout Merced County and provides paratransit service for those qualifying individuals who cannot access the fixed route. The Bus can be accessed from Mariposa County by taking the YARTS bus to Merced. Transfers between YARTS and the Bus can be made at most of YARTS scheduled stops including the Merced Transit Center on 16th and O Streets. The service operates Monday through Friday from 6:00 a.m. to 7:30 p.m. and Saturday and Sunday from 8:00 a.m. to 5:30 p.m.

Local fixed route service is within a city or community including Merced-Atwater-Winton area and the fare is $1.50. Intercity fixed route service is provided from any city or community to another, and the fare is $3.00. Seniors, veterans and ADA eligible passengers can ride all fixed routes for free. The following passes are offered:

- Regular fixed route pass: unlimited use for 31 consecutive calendar days = $60
- Student route pass: student unlimited use for 31 consecutive calendar days = $45
- Student semester pass: unlimited use for either the spring semester (January through May) or the fall semester (August through December).
- 7-day pass: unlimited use for seven consecutive calendar days from the date of the first use = $20
- All day local pass: unlimited use on all fixed routes traveling within a city or community = $3
- All day intercity pass: unlimited use on all fixed routes, including commuter routes = $6

Greyhound

Merced is served by Greyhound bus at its downtown station. Mariposa County residents can ride YARTS to Merced and transfer to Greyhound. The Merced Greyhound station is located at 710 W 16th Street. Buses travelling

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

northbound from Merced travel to Sacramento or San Francisco and southbound buses travel to Los Angeles. Typical one-way fares from Merced are listed below:

- Merced – Bay Area: 3 hours = $26-$41
- Merced – Sacramento: 2.5 hours = $28 to $55
- Merced – Los Angeles: 6 hours = $40-$91

Amtrak

The Amtrak San Joaquin operates between the southern terminus of Bakersfield and northern termini of Sacramento and San Francisco. The San Joaquin stops at the Merced station located at 324 W 24th Street. Mariposa County residents can connect to the Amtrak station in Merced via YARTS connector bus.

Taxi Service

Sierra Taxi is a taxi service operated out of Mariposa and provides taxi service in Mariposa County.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

3. Stakeholder Outreach

3. Stakeholder Outreach

Driver and Dispatcher Interviews

To gain a better understanding of Mariposa County Transit services, interviews were conducted with drivers and dispatchers on April 27, 2021, and April 29, 2021. Key findings from these interviews are as follows:

Overview

- Mariposa County Transit recently moved from the Community Services Department to the Department of Health and Human Services.
- Rides for both Mari-Go and Medi-Trans are booked ahead of time by calling in.
- The population that uses Mari-Go is often seniors. New clients have been referred to the service from the Mariposa County Department of Health and Human Services. There tends to be a lot of repeat customers for the transit services.

Scheduling

- There are two dispatchers that are responsible for scheduling rides.
- Drivers work from 8:00 a.m. to 4:30 p.m. Typically the first pick-up is at 8:30 a.m. and try to have drivers back by 4:00 p.m. to complete the paperwork by 4:30 p.m.
- Drivers communicate with dispatcher via cell phone, radios are not often used. Cell service can be poor depending on the location in the County.
- For dispatchers, it takes time to train them and get them to know the layout of the town and learn how to schedule routes and get used to the system.
- A software system is not available to schedule rides, everything is done on a MS Excel spreadsheet, including the following information: pick up time, location, phone number, medical appointment time (if applicable), payment method, whether need a wheelchair lift, what kind of vehicle is needed (try to do medical vans for medical appointments). As riders call in, the dispatcher fills out the spreadsheet and prepares schedules for the next day. Drivers get a printed copy of the schedule and fill out throughout the day, as they pick up and drop off passengers. At the end of the day, drivers submit their completed forms, and the dispatcher enters it into Excel. Prior to September 2019, the schedules were hand-written. In October 2019, the Excel spreadsheet was started.
- Drivers need to review the area that they are serving ahead of time to determine the appropriate vehicle into the area, for example the width of the driveway may prohibit certain vehicles.
- There are visibility issues depending on the lighting and weather conditions (e.g., snow, wind, fires, floods). Animals can be in the middle of the road. These issues impact scheduling of rides early in the morning.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Vehicle Maintenance

- There is often a lack of staff to maintain the fleet vehicles, and drivers indicated that sometimes maintenance items are missed.
- Often times, there is a shortage of ADA accessible buses as they are in maintenance.

Mari-Go

- All riders are typically traveling in Mariposa County – different areas of the County are served on different days of the week. The service does not have a specific route.
- Schedule (prior to COVID):
  - Monday – Cathey's Valley, Bear Valley
  - Tuesday – Merced
  - Wednesday – Highway 49 South, drivers referred as "grocery day"
  - Thursday – in and around Mariposa (3-mile radius)
  - Friday – Midpines area
- Certain days are busier than others – Wednesday is typically the busiest day, followed by Friday.
- 14 passenger buses are typically used for the service, seats were barricaded due to COVID-19, and vehicles were reduced to a 4 or 5-seat maximum capacity.
- When the bus arrives in town, drivers decide what order passengers are dropped off depending on their destinations. Passengers tend to do more than one thing in town.
- Sometimes drivers and dispatchers have to educate riders that there are certain areas served, and the service does not operate like a taxi service.
- During COVID, use of the Mari-Go service was limited. During COVID, Mariposa County Transit delivered groceries and pharmacy prescriptions.

Medi-Trans

- Medi-Trans is exclusively for medical trips on a first-come, first-served basis.
- Dispatchers will pair trips if people are going to a destination such as Fresno, at the same time.
- 90% of Medi-Trans users travel to appointments out of town, such as in Merced or Fresno.
- Medi-Trans provides service to physical therapy or medical appointments.
- The service accommodates walkers and wheelchairs.
- The call volume for the service has increased.
- Trips are made from Mariposa down to dialysis in Merced – there are sanitation considerations for dialysis patients.
- Mariposa County Transit delivered groceries to resident's homes during COVID.
- Sometimes the driver days are longer than the 8:00 a.m. to 4:30 p.m., if a medical appointment is longer than anticipated, or trips are far away. Some trips can be very long – 450 miles round trip.
- If a trip is scheduled for a far-away destination such as Fresno, dispatchers check with drivers if they can arrive earlier.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

- December, February, March are busy times for the service, as riders start working on insurance deductibles and there are more colds coming out of winter season. Slow times is August when doctors take their vacations.
- Typically, a 2:00 p.m. doctor's appointment would be the latest that would be scheduled.
- The Medi-Trans service is a popular service. At times, dispatchers have to turn down a lot of people, who have to say no to appointments.

Suggestions for Improvement

- Riders have suggested more drivers are needed.
- Field trips to places such as Yosemite would be helpful.
- Drivers and dispatchers suggest having a software system to make things easier with a tablet [on board the bus] than can be used.
- Drivers and dispatchers expressed that more drivers are needed for the service. Mariposa county is in the process of hiring additional drivers.
- Drivers expressed a desire that a document is created to see what maintenance has been done to the vehicle.
- Drivers expressed a desire that vehicles should be more easily identified with County-markings.
- There have been positive remarks about the services from riders, drivers try to be accommodating and are sensitive to client's needs and unique situation.
- Quite a few passengers ask about Mari-Go service to Oakhurst.
- Eventually would like to open the Mari-Go service to general population and have a set route with set destinations, such as the library, grocery store, etc.

Stakeholder Interviews

Walker interviewed individuals who could provide insight into current efforts that may inform the SRTP.

Mikey Goralnik, Mariposa County Department of Planning

The following are key findings from the discussion with Mikey Goralnik with the Mariposa County Department of Planning on June 21, 2021:

Population and Housing Trends

- While the population in the County is going down, senior population is going up.
- Some of the population is moving out of state to states such as Idaho and Wyoming.
- More high-income individuals are moving to Mariposa County, due to the ability to work remotely during COVID, and many of these individuals are moving into the rural parts of the County.
- More people are moving to the highway 49 corridor: Oakhurst, Bootjack, Ponderosa Basin, Ahwahnee, Nipinnawasee.
- There are issues with housing affordability in Mariposa County, which is in part due to the vacation rental market; therefore, it can be difficult for long-term residents to find a place to rent.
- There is a lack of housing for all users, from people with mental health issues, emergency shelters.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

- It is challenging to add new housing supply due to landscape, topography and utility challenges.
- The County has hired a Housing staff member to help address the County's lack of housing availability.

Current and Future Projects and planning efforts in Mariposa County

- Caltrans is working on the Ferguson Rock Shed project for the Highway 140 Ferguson Slide Permanent Restoration Project.
- Caltrans is also leading a pedestrian safety improvement project, from the State Route 140 & Route 49 South junction to 12th Street. The project will include installation of pedestrian-activated signal phases, in-roadway warning lights, textured concrete crosswalks, sidewalk enhancements, historical style overhead lighting at intersections, ADA-compliant ramps with cast iron detectable warning pads, handrails, a raised textured concrete boardwalk within Art Park, and many more unique features.
- Mariposa County Department of Public Works received a disaster recovery federal grant for pedestrian improvements projects.
- Mariposa County Department of Public works is conducting a Safe Routes to School project in Downtown Mariposa.
- Mariposa County Department of Planning received a grant for the Mariposa Creek Parkway which include a linear park along Mariposa Creek in Mariposa.
- Mariposa County is working on a Mobility and Housing Strategy.
- Mariposa County has a Recreation and Resiliency Master Plan, which calls to improve the Midpines County Park to make it more of a destination for recreation, and to improve its resiliency.
- The Midpines County Park site is also the location of a YARTS bus stop and park-and-ride.

Debra Barcellos, Alliance for Community Transformation

The following are key findings from the discussion with Debra Barcellos with the Alliance for Community Transformation on June 30, 2021.

The Alliance for Community Transformations provides responsive and preventive services to individuals and families. The Alliance operates five programs in Mariposa County:

Programs

- Mountain Crisis Services – aimed to prevent domestic and sexual violence.
- Ethos Youth Center – empowers diverse young people in the community.
- Mariposa Heritage House – offers peer-counseling and recovery support services, drop-in center providing essential needs Monday through Friday from 8:00 a.m. – 5:00 p.m.
- Court-Appointed Special Advocates of Mariposa – volunteer advocacy for abused and neglected children.
- Connections - emergency shelter for people with a housing crisis.

Current transportation services

- Transportation to AA meetings, drug court appointments, behavioral health appointments.
- They currently operate a van that picks up three times per day to ensure homeless individuals can access services, including the Heritage House and emergency shelter.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Grants to expand transit services

- They recently applied for an implementation grant to purchase two vehicles (one for fixed route and one for health care), to bring back fixed route access to service in Mariposa – target population is those experiencing homeless or underserved population, but service would be open to the public:
    - The route would serve the emergency shelter, courthouse, library, legal self-help centers, schools, Pioneer Market, post office, park and ride, Health and Human Services, and the hospital.
- And another grant to hire a healthcare navigator to connect individuals to medical appointments.

Current housing and transportation issues

- There is tremendous need for housing in community.
- There is a lack of public transportation options in the community:
    - Mari-Go service needs to be booked in advance, and
    - YARTS fare can be cost prohibitive for low-income individuals ($8 per ride, and a monthly pass is $30-$40). The YARTS fare from Mariposa to Merced is more than double that of the Mariposa County Transit fare.
- Communication and advertising strategies are different in the Mariposa community, social media will only work in certain parts of the community where they can afford the internet or have access to it.

Planning Advisory Committee

For the SRTP update, a Planning Advisory Committee was formed, a team of community-minded leaders helping to guide the project process and ensure the strategies and recommendations developed will work well for Mariposa County.

Planning Advisory Committee Meeting #1

The first Project Advisory Meeting occurred on June 23, 2021, and included a discussion of existing transit service needs, challenges and opportunities. The list of attendees at the first Project Advisory Committee Meeting included:

Mauricio Torres – Merced County Association of Governments
Debra Barcellos – Alliance 4 You
Margarita King – Mariposa County
Jeannie Morvay- Clayton – Mariposa County
Kelly Taute – Mariposa County
Chrissy Mancini Nichols – Walker Consultants
Manuel Soto – Walker Consultants
Tania Schleck – Walker Consultants
Kholoud Rashid – DRAIL
Michael Cornwell – Mariposa County
Joshua Skunca – Mariposa County

The following are key findings from the meeting discussion:

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Existing Trends and Challenges

- In recent years, many people have moved from Mariposa to rural areas of the County.
- Majority of Mariposa County Transit riders do not pay standard fares, but rather use Area 12 on Aging (an agency on aging program provided by Mariposa County Health and Human Services) vouchers.
- The distance from Mariposa to [out of county] healthcare providers is far, often at least 45 minutes.
- A lack of sufficient funding for transit.
- For the existing Mariposa County transit services, need to call a week or two ahead to get a transit ride.
- Mariposa County does not currently have a thorough unmet needs assessment process.
- Lack of localized [transit] services in Mariposa.
- Finding sufficient drivers to grow the service is a challenge, need individuals who have transit certificate.
- Potentially unmet demand on the Highway 49 South corridor.
- General lack of sidewalks to access potential fixed-route service.

Local Stakeholder Needs and Initiatives

- Mariposa County Health and Human Services' public health clients are primarily the maternal child adolescence population. The existing concern is not having reliable transportation.
- The Disability Resources Agency for Independent Living (DRAIL) helps to provide back-up transportation services, such as transporting people to nearby hotels during power shut offs.
- Alliance 4 You works with low-income individuals who do not have access to a vehicle or cannot maintain vehicles and offers specific transportation services to a select population.
    - Provides food boxes to individuals.
    - Completed a County Medical Services Program Local Indigent Care Needs planning grant to identify the needs and barriers to individuals accessing healthcare (preventive and primary). Transportation was identified as a major barrier for the houseless population in accessing healthcare.
    - Applied for a grant to implement a program for healthcare navigation and transportation.
- Prior to COVID, Mariposa Health and Human Services implemented a pilot fixed route service in town that ran every hour, serving Health and Human Services, Heritage House drop-in center, Pioneer Market, and the courthouse area.
    - The service was provided using an 8-passenger van. Service was slow because an 8-passenger van takes longer to load and unload than a larger shuttle vehicle with wider doors and aisle to access seats. Access to seats in a van often requires other customers to get off and back on, slowing down the loading and unloading process.
    - There are plans to re-implement the service by mid-July [of 2021]. It would be beneficial to use a shuttle bus for this service.
- Merced County Association of Governments (MCAG)
    - MCAG provides administrative services and operational support for YARTS.
    - YARTS provides transportation from Mariposa to Yosemite National Park and from Merced to Yosemite National Park – service has historically been used primarily by tourists.
    - YARTS also serves the Midpines area and El Portal.
    - YARTS also operates a summer service from Sonora to Yosemite National Park.
    - YARTS manages the transit service in Merced, called The Bus.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

- And recently implemented a micro-transit [on-demand shared-ride] service on the west side of Merced County using a third-party vendor (Ride-Co).
- YARTS has identified the service from Mariposa to Oakhurst as an additional corridor that would be provided by YARTS, if funding becomes available.



Desired Service Goals in the Next Five Years

- Fixed route service around town
  - Service should be predictable.
  - Rebranding of service so that people know the service is for the general public, not just seniors.
  - Infrastructure delineating fixed-route stops. YARTS bus stops have a pole, sign, and concrete pad for a ramp, and depending on location a shelter, trash cans and bike racks.
- The service should be accessible for everyone (general population, seniors and persons with disabilities).
- Current operation Monday through Friday during normal business hours; however, to attract younger rides the service needs to extend hours to weekends or later in the day on weekdays.
- Outreach efforts:
  - Mariposa County should display details of all the types of transportation services that are available or provided by the County on their website, similar to San Joaquin County.
  - Cell service is a challenge throughout the County; therefore, there is still a need for traditional methods like newspaper and radio ads, mailers, and flyers for advertising.
  - Better coordination between transit agencies could be helpful to promote awareness of services – there is currently a quarterly transit managers' luncheon, where transit managers of surrounding counties meet to share knowledge and experiences.
  - Another option is to do an on-bus focus group or survey to gather rider feedback.
  - It would be helpful to disperse transit information to independent living centers.

Project Advisory Committee Meeting #2

The second Project Advisory meeting occurred on August 11, 2021 and included a discussion of draft SRTP recommendations. The list of attendees at the second Project Advisory Committee Meeting included:

Shannon Gadd – Mariposa County
Jeannie Morvay-Clayton – Mariposa County
Kelly Taute – Mariposa County
Michael Cornwell – Mariposa County
Donna Santi – Mariposa Safe Families
Manuel Soto – Walker Consultants
Chrissy Mancini Nichols – Walker Consultants
Tania Schleck – Walker Consultants

The following are key findings from the meeting discussion:

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

- Potential unmet service needs
    - A route that brings people from the Coulterville area and brings to appointments and destinations in Mariposa
    - The possibility of operating on later hours and on Saturday (unmet need)
        - Cost of operating the service until 6:30 p.m. and to add Saturday service
        - Will need more drivers to operate this route
- Potential alternatives
    - Potential for County to pay people to operate private on-demand transportation programs
    - Potential to provide vouchers for TNCs such as Uber/Lyft
    - The fixed route service could be operated as a micro-transit service
- Community-based transportation such as taxis and TNCs are expensive– community relies on the Mari-Go transportation
- Keeping the service in-house versus contracting the service out
    - The potential to operate the service by a third-party similar to The Bus
    - Contracting service to a third-party can help save on operating costs
    - Third-party providers do not typically procure electric vehicles which could conflict with County goals
    - An analysis of current County staffing roles would be needed
    - There are benefits and considerations to both approaches
- Taxi service
    - There is a taxi service based in Merced
    - There is also a taxi service in Mariposa – Sierra Taxi – owned by George Ship service is operated out of Mariposa
- A lot of people in the County are unaware of current services, routes, schedules – ideas discussed to market the service include:
    - Rebranding the service
    - Targeted social media advertisement, including Facebook
    - Updating the Mariposa County website
    - Newsletters
    - Working with partners
    - Regular mailers to households in the County

Passengers Surveys

A passenger survey campaign was conducted during the month of June 2021. Passenger surveys were distributed on board of Mariposa County Transit buses for a period of four weeks, from June 1st to June 25th. A post card was also mailed to former riders of Mari-Go and Medi-Trans services. Both the on-board survey and postcard included a QR code with the option to fill out the survey online. This section provides a summary of the survey responses:

- 23 total people responded to the passenger surveys, 12 of which use Mari-Go and 11 of which use Medi-Trans.
- 16 surveys were filled out on-board buses and 7 surveys were filled out online.
- Not all survey respondents responded to each survey question; therefore, the number of responses often do not add up to the total number of surveys issued.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Mari-Go Users



- Respondents live in the Town of Mariposa (5 respondents), Coulterville (2 respondents), and Cathey's Valley (2 respondents).
- The most common trip destination that Mari-Go passengers reported was medical (5 respondents) followed by shopping (4 respondents) and work (1 respondent).
- Respondents reported that their trip started in Mariposa (3 respondents), Coulterville (2 respondents), Cathey's Valley (1 respondent), and Bootjack (1 respondent), and ended in Mariposa (2 respondents), Coulterville (2 respondents), Cathey's Valley (2 respondents), and Merced (1 respondent). Everyone who responded was making a round-trip.
- Respondents reported that once they are dropped off, they either walk or get a ride to their destination.
- 1 respondent indicated they transferred to/from YARTS, and 1 respondent indicated they transferred to/from The Bus.
- 5 respondents indicated that if the service was not available, they would not make their trip, and 4 respondents indicated they would get a ride from someone.
- When asked to rate the service, all respondents either "strongly agree" or "agree" that the driver was courteous, and that the vehicle was clean and comfortable, and the fare is reasonable.
- All but 1 respondent reported that arranging a ride is easy and that the scheduled hours and days meet their needs. However, only 2 respondents reported that the website and printed brochure have the information they need.
- Overall, 7 out of 9 respondents rated the service as "excellent," 1 passenger rated the service as "very good," and 1 rated the service as "poor."
- When asked to select the top 3 improvements they would like to see implemented on the Mari-Go service, the top responses were "early morning service," "Saturday service," and "more frequent service."
- 2 respondents reported that they use Mari-Go for five or more trips per week, 1 respondent takes two to three trips per week, 3 respondents take one trip per week, and 3 respondents take two to three trips per month.
- Respondents reported that they have used the service for some time, ranging from riding the Mari-Go service less than six months (2 respondents), six months-one year (2 respondents), one to three years (2 respondents), three to five years (1 respondent), and more than five years (2 respondents).
- Demographic characteristics of the riders were as follows:
    - 6 male respondents and 4 female respondents
    - 1 respondent was under 16 years old, 1 was in the 25-44 years of age, 2 were 45-64 years old, 4 were 65-74 years old, and 2 were 75 years or older.
    - When asked about annual household income, 5 respondents reported under $15,000 per year, 3 respondents reported $15,001-$30,000 per year, and 1 respondent reported $30,001-$45,000.
- When asked to include additional comments, respondents indicated drivers are helpful and the service meets their needs.
- One respondent indicated that they have difficulty getting a ride on the bus.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Medi-Trans Users

- Most respondents live in the Town of Mariposa and 1 respondent lives in Cathey's Valley.
- All respondents were using the Medi-trans service for a medical appointment.
- Respondents reported that their trip started in Mariposa (5 respondents), Midpines (2 respondents), Hunters Valley (1 respondent) and Mt. Bullion (1 respondent), and ended in Merced (4 respondents), Mariposa (3 respondents), Hunters Valley (1 respondent), Fresno (1 respondent), and Los Baños (1 respondent). Most (9 out of 12) respondents were making a round trip.
- Similar to Mari-Go respondents, approximately half of Medi-Trans respondents indicated that if the Medi-Trans service was not available, they would not make their trip.
- When asked to rate the Medi-Trans service, similar to Mari-Go respondents, all respondents either indicated that they "agree" or "strongly agree" that the driver was courteous and helpful, the vehicle is clean, the scheduled hours and days meet their needs, and the fare was reasonable.
- All except for 1 respondent either "agree" or "strongly agree" that the vehicle was comfortable, and all except for 2 respondents indicated that arranging for a ride is easy. 7
- However, only 2 respondents indicated the website and printed brochure has the information they needed.
- Overall, 6 respondents rated the service as "excellent," 3 respondents rated the service as "very good," and 2 respondents rated the service as "good."
- As with the Mari-Go respondents, when asked to select the top three improvements they would like to see implemented on the Medi-Trans service, the top responses were "more frequent service," "Saturday service," and "earlier morning service."
- When asked about what other areas or destinations they would like to see served by Medi-Trans, respondents listed Fresno, Oakhurst, and Merced.
- 4 respondents reported that they take Medi-Trans two to four times per year, 4 respondents reported that they take the service once per week, 1 respondent reported that they take the service two to three times per month, and 2 respondents reported that they take the service very rarely.
- Similar to the Mari-Go respondents, Medi-Trans respondents ranged from riding the Mari-Go service less than six months (2 respondents), six months to one year (3 respondents), one to three years (3 respondents), three to five years (1 respondent), and more than five years (2 respondents).
- Demographic characteristics of the riders are as follows:
    - 10 female respondents and 1 male respondent.
    - 4 respondents were 45-64 years old, 1 respondent was 65-74 years old, and 6 respondents were 75 years or older.
    - When asked about annual household income, 3 respondents reported under $15,000, 4 respondents reported $15,000-$30,000, and 2 respondents reported $30,001-$45,000.
- When asked to include additional comments, respondents indicated that they were thankful for the service. One respondent filed a complaint about a driver indicating the following: "filed official complaint about driver that was eating and drinking while driving and looking back while talking to passenger. Left us waiting on the bus while she got off at Walmart for 30 minutes, texting and meeting boyfriend at In&Out Burger. I avoid riding with her."

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

4. Peer Transit Agency Review

4. Peer Transit Agency Review

A peer review was conducted of transit providers comparable to Mariposa County Transit. The transit agencies selected are consistent with those selected in the previous Mariposa County Transit Short Range Transit Plan prepared in August 2011. The transit agencies selected operate primarily in a rural environment, are largely dial-a-ride services and provide connections to a larger regional transit network. The dial-a-ride services from the following transit agencies were evaluated:

- Eastern Sierra Transit Authority
- Lassen Transit Service Agency
- Tuolumne County Transit
- Douglas Rides Community Transportation

Eastern Sierra Transit Authority

In 2006, Inyo and Mono counties, together with the City of Bishop and the Town of Mammoth Lakes, entered into a Joint Powers Agreement (JPA) to administer and operate the Eastern Sierra Transit Authority (ESTA). ESTA provides service for the four member jurisdictions and throughout the Eastern Sierra region. ESTA offers a variety of bus services, including deviated fixed routes, local in-town dial-a-ride services, town-to-town services, and interregional service.

There are four dial-a-ride services within the ESTA service area, serving in and around Bishop and Lone Pine in Inyo County, and Mammoth and Walker in Mono County. All four services are provided year-round and serve both general public and special needs riders. Similar to Mari-Go, riders call dispatch to schedule a ride during operating hours. Each of the four services have a different dispatch number. Each service is divided into two or more zones, and unlike Mari-Go in which a different portion of the County is served each day of the week, in most cases, the ESTA service is operated in the entire service area each day of the week the service is in operation. A discounted fare is offered for persons with disabilities, seniors 60 years and older, and youth passengers 5 to 15 years old. Children under 5 years old and Personal Care Attendants ride for free when accompanied by paying passenger. All four of the services provide curb-to-curb service. Each trip is scheduled within a 20-minute pick-up window. Riders are picked up by the next available driver, and wait times vary depending on the dial-a-ride service demand. Priority for the service is given to seniors and people with disabilities.

- The Bishop dial-a-ride service operates Monday through Thursday from 7:00 a.m. to 5:30 p.m., Friday from 7:00 a.m. to 10:00 p.m., Saturday from 8:30 a.m. to 10:00 p.m., and Sunday from 8:00 a.m. to 1:00 p.m. The service consists of two zones: one within the greater Bishop area and another in the outlying areas (fare are $3.00 and $4.20 per one-way trip, depending on the zone). There is also “check point” dial-a-ride service, where riders are taken to their desired location within the service area, and this service is $1.00 cheaper per ride.
- The Lone Pine dial-a-ride service operates Monday through Friday from 7:30 a.m. to 3:30 p.m. and consists of two zones: one within the greater Lone Pine area and another in the outlying area of Alabama Hills (fare is $4.20 per one-way trip).
- The Mammoth Lakes dial-a-ride service operates Monday through Friday from 8:00 a.m. to 5:00 p.m. and consists of two zones: one within the greater Mammoth area and one in the outlying areas of Mammoth

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Airport and Mammoth Mountain Ski Area Main Lodge (fares are $2.40 to $4.20 per one-way trip, depending on the zone).

- The Walker dial-a-ride service operates Monday, Wednesday, Thursday, and Friday from 8:00 a.m. to 4:00 p.m., and consists of four zones: Walker, Coleville, Topaz, Topaz Lodge, and Holbrook Junction (fares are $3.00 to $6.50 per one-way trip, depending on the zone).

Monthly passes are also available for dial-a-ride services and can be purchased online. A 30-day pass for all areas is available for $86.40 to $108.00. Dial-a-ride 10-ride ticket books are available for Bishop, Lone Pine and Mammoth Lakes for $21.60 to $27.00.

Lassen Transit Service Agency

Lassen Rural Bus (LRB) provides dial-a-ride service that complements the Susanville City fixed route service. Outside Susanville City limits, the fixed route bus will deviate up to three-quarters of a mile from its normal route to pick up an eligible rider at a more suitable or accessible location. Within Susanville City limits, LRB will typically use dial-a-ride to pick up passengers and bring them to their destination.

To book a ride, riders must call at least one day in advance of their scheduled ride time. All dial-a-ride passenger trips are $1.75 per trip. If an attendant or caregiver is necessary to provide assistance to a passenger, their trip is free of charge. The service is in operation Monday through Friday from 7:00 a.m. to 6:52 p.m. and on Saturday from 8:00 a.m. to 3:52 p.m. The bus arrives within 15 minutes before or after the scheduled time of the ride.

Tuolumne County Transit

Tuolumne County Transit operates dial-a-ride service within three quarters of a mile of all fixed routes Monday through Friday from 6:00 a.m. to 8:00 p.m. and 11:00 a.m. to 4:00 p.m. on Saturday. Unlike Mari-Go, the service is offered in the entire service area each day of the week that service is provided. The service is available on weekdays for ADA-certified and non-certified people with disabilities and seniors who are 60 years or older. On Saturdays, the service is available to the general public if space is available. The dial-a-ride general fare is $3.00 per passenger for a one-way trip. A dial-a-ride day pass is available for $7.00 and is valid for unlimited trips on the day in which it was first used. A dial-a-ride monthly pass is $100 and is valid for dial-a-ride and fixed route services. Dial-a-ride 15-ride ticket books are also available for $45.00.

Riders call to make a reservation for service at least one day in advance of the scheduled ride. Same day service may be accommodated on a space available basis. The bus arrives within 15 minutes before or after the scheduled time of the ride.

Douglas Rides Community Transportation

Douglas Rides is a network of community transportation services, including Dial-a-Ride, for Douglas County, Oregon. Douglas Rides offers transportation services for six service area: Reedsport, Yoncalla/Drain/Elkton, Sutherlin/Oakland, Roseburg, Winston, and Myrtle Creek/Riddle/Canyonville. The dial-a-ride service is provided free of charge, with the exception of Reedsport. Dial-a-ride service is open to the general public, but older adults and persons with disabilities receive priority if space is limited. Service is provided in all service areas Monday through Friday, and the hours of operation vary depending on the service area. Advanced reservations (prior day

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

or sooner) are preferred, but same day requests are accepted on a space available basis. Reservations can be made via phone or online.

Operating Characteristics and System Performance

This section includes a summary of the peer agency characteristics, as well as financial and operating performance data. The data was extracted from the Federal Transit Administration National Transit Database (NTP) from calendar year 2019 (the most recent available year on the NTP website). The following performance measures were benchmarked across the peer agencies:

- **Farebox Recovery Ratio**: Calculated by dividing all farebox revenue by total operating costs.
- **Operating Cost per Passenger Trip**: Calculated by dividing all operating costs by total unlinked boardings.
- **Subsidy per Passenger Trip**: Calculated by subtracting farebox revenue from operating costs and dividing by total passenger trips. This measure is useful when service cuts or enhancements are being considered.
- **Operating Cost per Revenue Hour**: Calculated by dividing all operating and administrative costs by the total number of vehicle revenue hours (with revenue hours defined as time when the vehicle is in service). Operating cost per revenue hour measures system-wide efficiency and should be tracked on a monthly and annual basis.
- **Passenger Trips per Revenue Hour**: Calculated by dividing the total number of passenger trips by the total number of vehicle revenue hours. The number of passengers per hour is a good measure of service productivity.

Table 13 below provides a summary of the peer agencies' service areas, including size of service area, population, density of population and types of service offered.

Table 13: Peer Agencies' Service Area Characteristics

	Mariposa County Transit	Eastern Sierra Transit Authority	Lassen Transit Service Agency	Tuolumne County Transit	Douglas Rides Community Transportation
Location	Mariposa County, CA	Inyo and Mono Counties, CA	Lassen County, CA	Tuolumne County, CA	Douglas County, OR
Type of Service	Dial-a-Ride for medical and non-medical trips	Dial-a-Ride for general public and persons with special needs	Dial-a-Ride for seniors/persons with disabilities	Dial-a-Ride for seniors/persons with disabilities	Dial-a-Ride for general public, seniors, and person with disabilities
Service Area (sq. miles)	1,448	13,226	4,540	2,220	5,034
Population	17,420	32,287	30,818	54,045	109,114
Population Density (persons/sq. mile)	12	2	7	24	22
Largest Community	Mariposa	Mammoth Lakes	Susanville	Sonora	Roseburg
Population of Largest Community (2019)	1,186	8,169	15,064	4,844	23,083

Source: Population and Service area statistics source is 2019 American Community Survey 5-Year Estimates. Financial and Operating Statistics and Performance Indicators source is Federal Transit Administration National Transit Database 2019 Transit Agency Profiles.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Table 14 below provides a summary of operating statistics, costs and revenue for each peer agency. Mariposa County operates a similar number of revenue hours than Lassen Transit, but twice as many revenue miles, while carrying about one third of the riders.

Table 14: Financial and Operating Statistics of Peers

Operating Statistics	Mariposa County Transit	Eastern Sierra Transit Authority	Lassen Transit Service Agency	Tuolumne County Transit	Douglas Rides Community Transportation
Vehicle Revenue Miles	35,510	165,559	15,897	130,882	258,437
Vehicle Revenue Hours	1,336	17,821	1,165	8,904	21,845
Unlinked Boardings	5,910	57,722	21,791	32,008	42,417
Operating Costs	$287,161	$1,142,581	$128,097	$924,645	$598,109
Fare Revenue	$70,638	$137,339	$56,277	$83,197	$13,511

Source: Population and Service area statistics source is 2019 American Community Survey 5-Year Estimates. Financial and Operating Statistics and Performance Indicators source is Federal Transit Administration National Transit Database 2019 Transit Agency Profiles.

Table 15 summarizes performance by peer agency. Overall, Mariposa County Transit has, by far, the highest operating cost per revenue hour and the highest operating cost per passenger trip as compared to peer agencies. However, Mariposa County Transit has the second highest farebox recovery ratio, passenger trip per revenue hour, and fare revenue per passenger trip.

Table 15: Performance Indicators of Peers

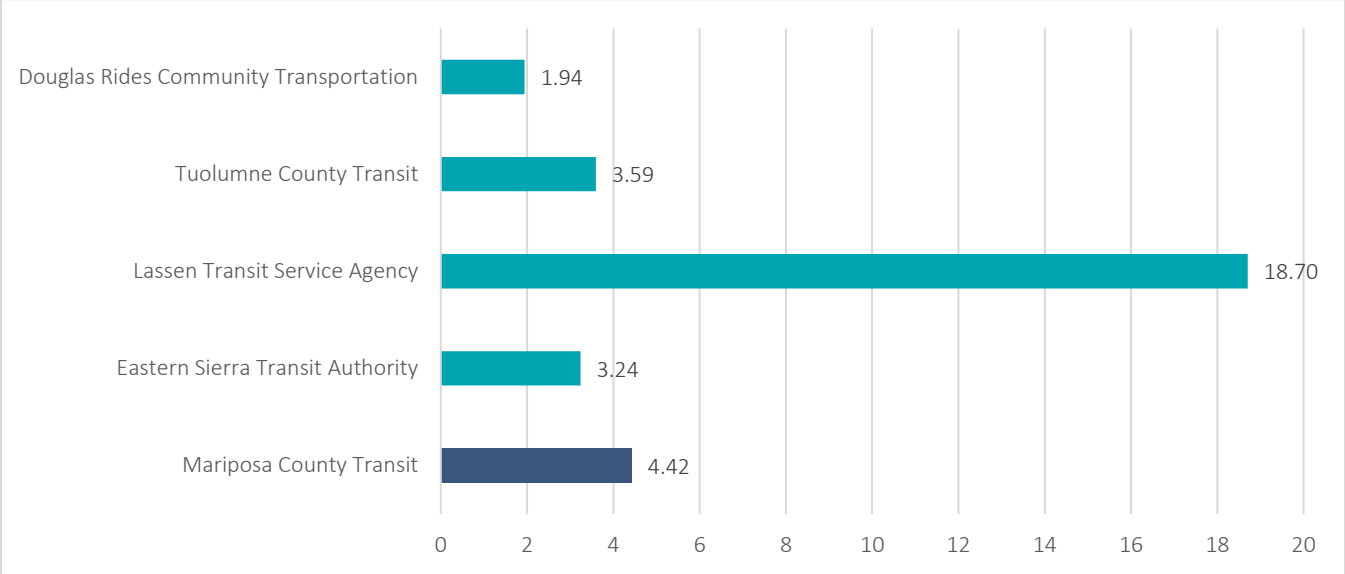
Performance Indicator	Mariposa County Transit	Eastern Sierra Transit Authority	Lassen Transit Service Agency	Tuolumne County Transit	Douglas Rides Community Transportation
Farebox Recovery %	24.6%	12.0%	43.9%	9.0%	2.3%
Cost per Boarding	$48.59	$19.79	$5.88	$28.89	$14.10
Subsidy per Boarding	$36.64	$17.42	$3.30	$26.29	$13.78
Fare Revenue per Passenger Trip	$11.95	$2.38	$2.58	$2.60	$0.32
Cost per Revenue Hour	$214.94	$64.11	$109.95	$103.85	$27.38
Boardings per Revenue Hour	4.42	3.24	18.70	3.59	1.94

Source: Population and Service area statistics source is 2019 American Community Survey 5-Year Estimates. Financial and Operating Statistics and Performance Indicators source is Federal Transit Administration National Transit Database 2019 Transit Agency Profiles.

Figure 14 summarizes passengers per revenue hour. Mariposa County Transit has 4.42 passengers per revenue hour, which is the second highest of the peer transit agencies. Lassen Transit Service Agency has the highest productivity at 18.70 passengers per revenue hour.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

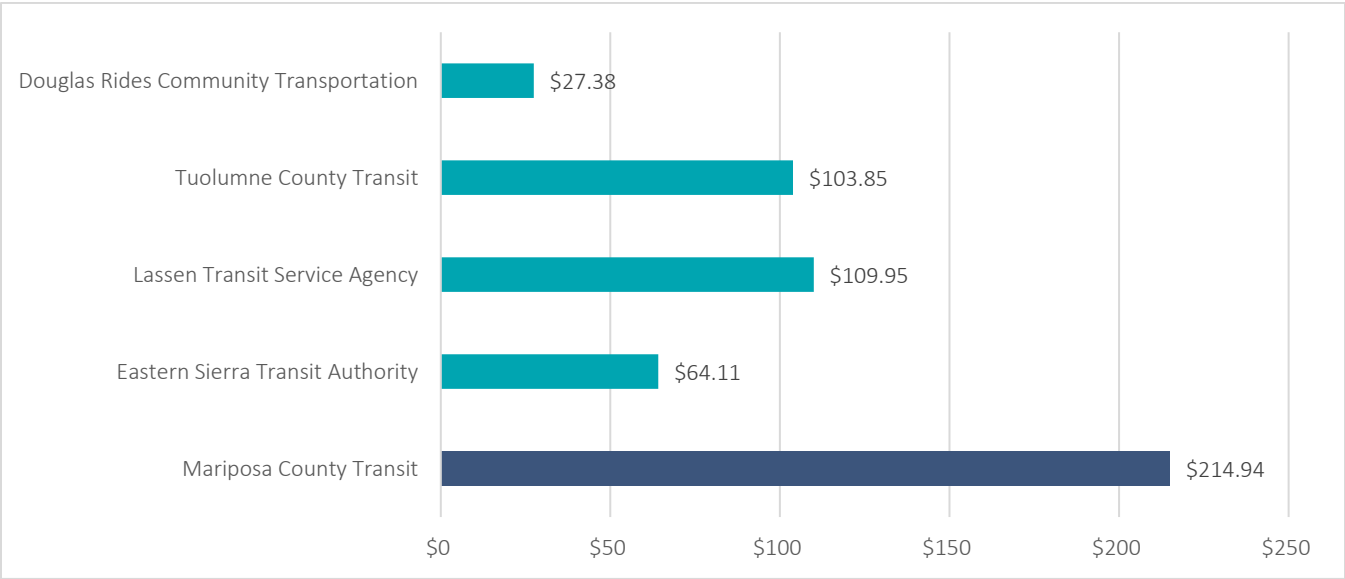
Figure 14: Passengers per Revenue Hour



Source: data - Federal Transit Administration National Transit Database 2019 Transit Agency Profiles

Figure 15 summarizes the operating cost per revenue hour. Mariposa County Transit has the highest operating cost per revenue hour at $214.94, which is almost double that of the second highest (Lassen Transit Service Agency at $109.95).

Figure 15: Operating Cost per Revenue Hour

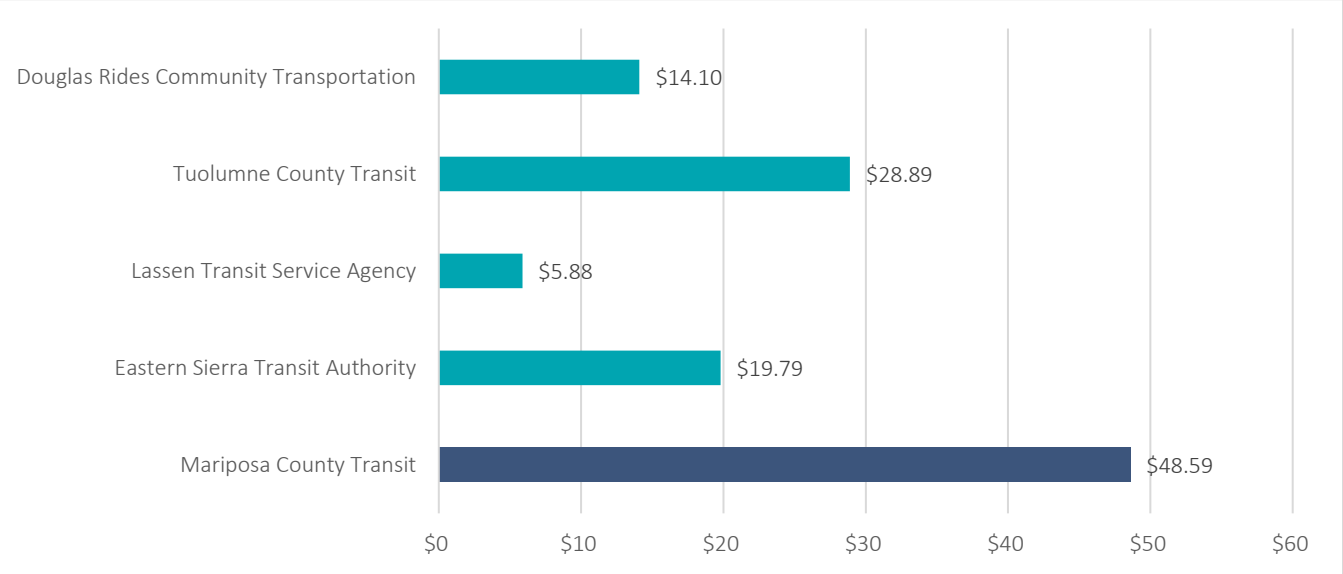


Source: data - Federal Transit Administration National Transit Database 2019 Transit Agency Profiles

Figure 16 summarizes the operating cost per passenger trip. Mariposa County Transit has the highest operating cost per passenger trip ($48.59) as compared to the peer transit agencies.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

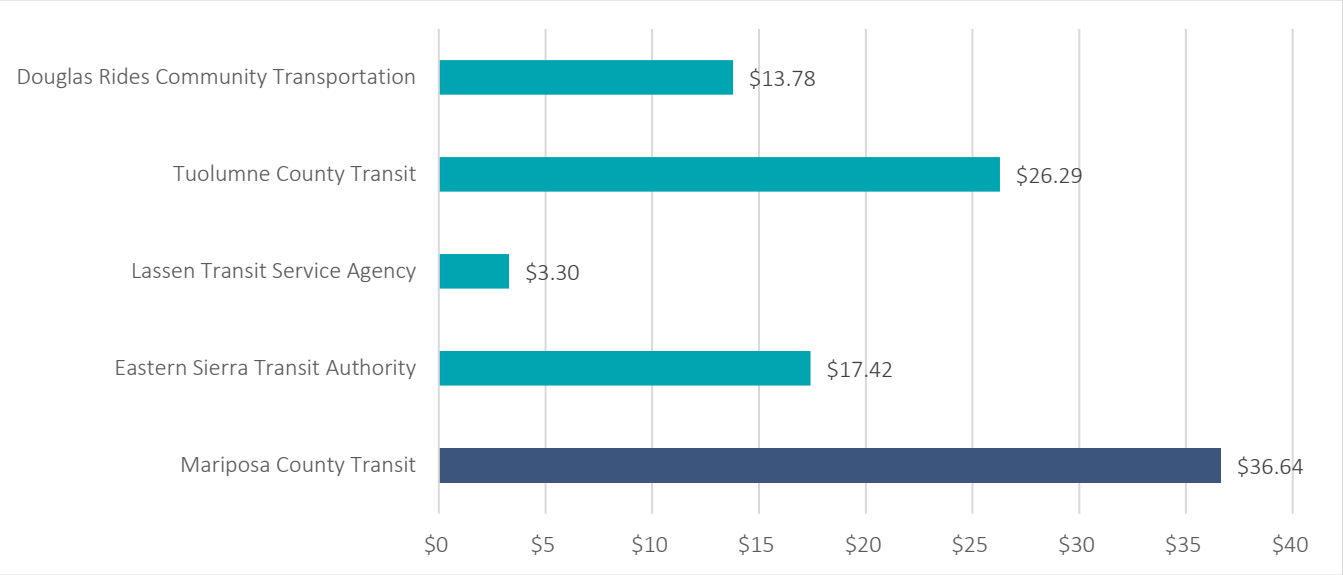
Figure 16: Operating Cost per Passenger Trip



Source: data - Federal Transit Administration National Transit Database 2019 Transit Agency Profiles

Figure 17 summarizes the subsidy per passenger trip. Mariposa County Transit has the highest subsidy per passenger trip ($36.64) as compared to the peer transit agencies.

Figure 17: Subsidy per Passenger Trip

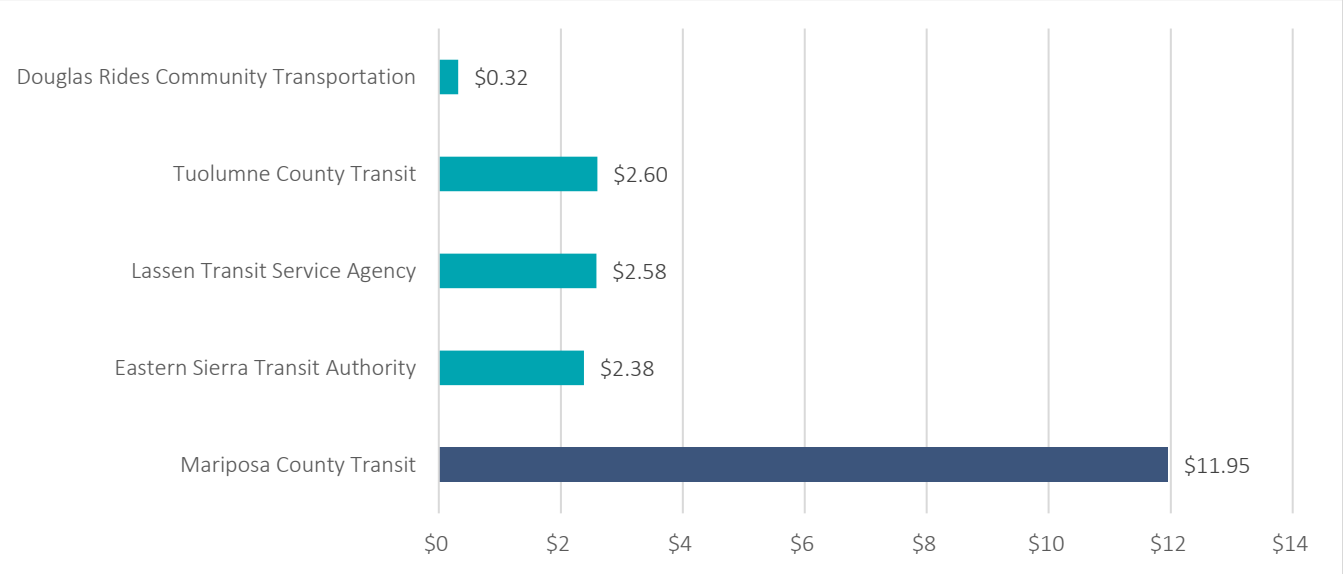


Source: data - Federal Transit Administration National Transit Database 2019 Transit Agency Profiles

Figure 18 summarizes the fare revenue per passenger trip. Mariposa County Transit has the highest fare revenue per passenger trip by far ($11.95 versus $2.60 for Tuolumne County Transit, the second highest fare revenue per passenger trip).

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

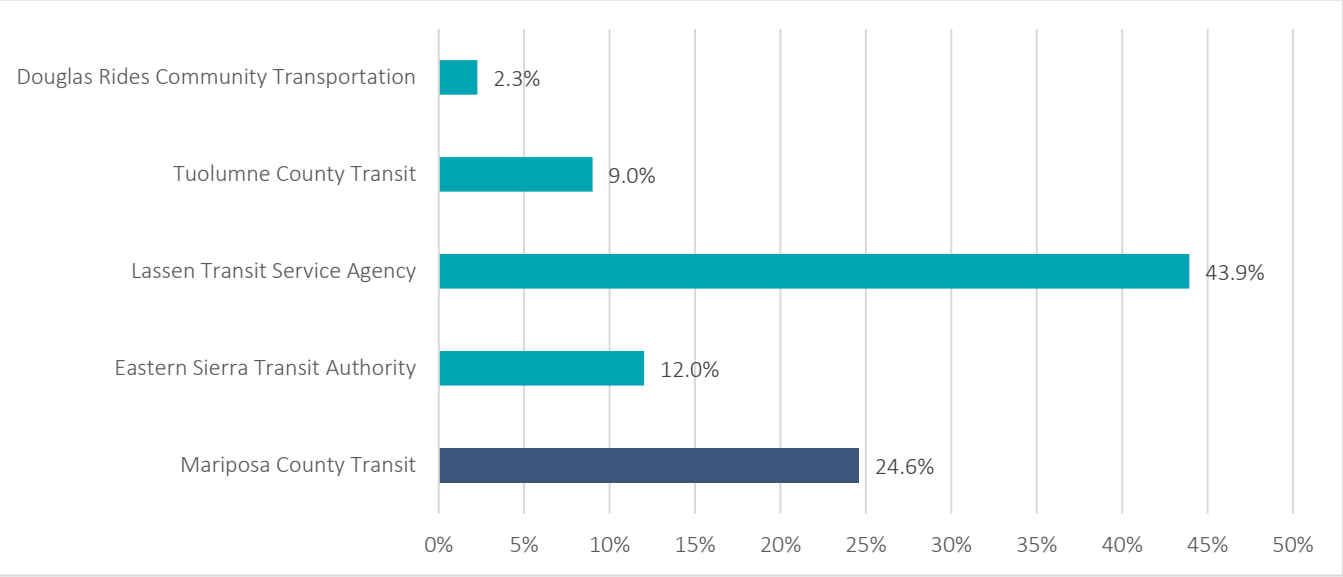
Figure 18: Fare Revenue/Passenger Trip



Source: data - Federal Transit Administration National Transit Database 2019 Transit Agency Profiles

Figure 19 summarizes the farebox recovery ratio. Mariposa County Transit has the second highest farebox recovery ratio (24.6%). Lassen Transit Service Agency has the highest farebox recovery ratio of all the peer agencies (43.9%).

Figure 19: Farebox Recovery Ratio



Source: data - Federal Transit Administration National Transit Database 2019 Transit Agency Profiles

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

5. Capital and Financial Plan

5. Capital and Financial Plan

This section presents the operating and capital needs of Mariposa County Transit for a six-year projection period. First, this chapter presents operating costs and key assumptions followed by a review of projected performance indicators. Then, this chapter discusses capital needs including vehicle replacements and other capital projects. The section concludes with a five-year funding plan outlining existing funding sources and potential new funding opportunities.

Revenue Sources

The current sources of funding for Mariposa County Transit's operating costs include Transportation Development Act's (TDA) Local Transportation Fund and State Transit Assistance fund, Federal Transit Administration (FTA) 5311, Area Agency on Aging (AAA), and Passenger Fares.

Transportation Development Act (TDA)

The State of California Transportation Development Act of 1971 provides funding for transit and non-transit related purposes that comply with regional transportation plans. TDA established two funding sources: the Local Transportation Fund (LTF) and the State Transit Assistance (STA) Fund.

Local Transportation Fund (LTF)

The Local Transportation Fund (LTF) is derived from a one-quarter cent of the general sales tax collected statewide. The State Board of Equalization, based on sales tax collected in each county, returns the general sales tax revenues to each county's LTF. Each county then apportions the LTF funds based on population. Provided that certain conditions are met, counties with a population under 500,000 (per the 1970 US Census) may also use the LTF funds for local streets and roads, construction, and maintenance. Mariposa County Transit LTF allocation was $15,000 in FY 2020/2021. While inflation may increase the sales tax amount, the funding is also based on population, which is expected to slightly decline in Mariposa County. Therefore, this plan projects that LTF funds will stay constant. Mariposa County Transit also received $190,000 of LTF funds in FY 2020/2021 to pass through to YARTS. This plan assumes that this amount will also stay constant.

State Transit Assistance (STA)

The State Transit Assistance (STA) funds are derived from a statewide tax on diesel fuel and appropriated by the legislature to the State Controller's Office (SCO). The SCO then allocates the tax revenue, by formula, to planning agencies and other selected agencies. Statute requires that 50 percent of STA funds be allocated according to population and 50 percent be allocated according to transit operator revenues from the prior fiscal year. The STA funds can only be used for transportation planning and mass transportation purposes. Mariposa County Transit was allocated $186,536 in STA funds for FY 2020/2021. Similar to the LTF funds, this plan projects that STA funds will stay constant.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Federal Transit Administration (FTA) 5311

FTA 5311 (Formula Grants for Rural Areas) funds are distributed to non-urbanized areas with populations under 50,000 people. The funds can be used for transit operating or capital expenses. The fund allocation is based on actual expenses from the prior fiscal year. Mariposa County Transit was allocated $110,488 in FY 2020/2021. This plan assumes that the 5311 funds will increase by two (2) percent per year, consistent with the operating expense projection.

Area Agency on Aging (AAA)

Area Agency on Aging funds are awarded by formula and provide supportive services to older persons, including operation of senior centers and transit vouchers. This plan assumes $36,000 per year from this funding source. As communicated by Mariposa County Transit staff, many passengers ride with vouchers funded by AAA funds.

Passenger Fares

For those who do not ride Mariposa County Transit services with vouchers, passenger fare revenues are a source of funding for the Mariposa County Transit services.

Table 16 below provides a summary of projected revenues, along with operating costs, for the system in the next six years, from FY 2020/2021 to FY 2025/2026.

Table 16: Operating Revenue Projections

	FY 2020/2021	FY 2021/2022	FY 2022/2023	FY 2023/2024	FY 2024/2025	FY 2025/2026
Operating Revenues						
LTF to Mariposa County Transit	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000
LTF to YARTS	$191,000	$191,000	$191,000	$191,000	$191,000	$191,000
STA	$95,703	$95,703	$95,703	$95,703	$95,703	$95,703
FTA Section 5311	$110,488	$112,635	$114,824	$117,055	$119,329	$121,648
AAA	$36,000	$36,000	$36,000	$36,000	$36,000	$36,000
Passenger Fares	$75,584	$79,363	$83,332	$87,498	$91,873	$96,467
Total – Operating Revenues	**$523,775**	**$529,701**	**$535,858**	**$542,256**	**$548,905**	**$555,817**
Operating Costs						
Dial-a-Ride and Medi-Trans	$304,643	$311,746	$318,850	$325,953	$333,057	$340,160
YARTS Funding Contribution	$191,000	$191,000	$191,000	$191,000	$191,000	$191,000
Total – Operating Costs	**$495,643**	**$502,746**	**$509,850**	**$516,953**	**$524,057**	**$531,160**
Projected Surplus	**$28,132**	**$26,955**	**$26,008**	**$25,302**	**$24,848**	**$24,657**

Source: Walker Consultants, 2021.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Operating Costs Projections

As shown in Table 16, operating costs are projected to be less than revenues and there is a projected surplus of operating revenue. Operating costs projections were made under the following assumptions:

- Number of Vehicle Hours. The number of vehicle hours is projected to be 3,600 per year. Currently Mariposa County Transit operates service approximately 295 vehicle days per year, and about 12 vehicle hours per day on both its Mari-Go and Medi-Trans services. The product of vehicle days and vehicle hours is 3,540 vehicle hours per year. This number has been rounded to 3,600 vehicle hours and held constant year over year, as a minimum level of service measure for the system.
- Operating Cost per Vehicle Hour. The cost per vehicle hour for FY 2020/2021 is based on historical cost per vehicle hour trends. Mariposa County Transit's National Transit Database reports show that the cost per vehicle hour has increased year over year, at a rate of about 2 percent, between 2014 and 2019.
- Service Hours per Vehicle Hours (Service Efficiency). As discussed in Section 2 of this report, the number of service hours that are operated for each vehicle hour of the Mari-Go service has trended downward, which has brought down the efficiency of the overall service. As of FY 2018/2019, the service efficiency was 42 percent. This plan recommends that Mariposa County Transit aim to increase the service efficiency by 2 percent points per year to achieve 50 percent by FY 2025/2026.
- Number of Service Hours. The number of service hours is projected to be the number of vehicle hours multiplied by the target service efficiency ratio for each year. The service hours are projected to increase each year because the service efficiency is assumed to increase by 2 percent points each year.
- Number of Passenger Trips. The number of passenger trips for FY 2020/2021 is projected to be the average number of yearly passenger trips from FY 2011/2012 to FY 2018/2019 (FY 2019/2020 was excluded from the average due to modified service during the COVID-19 pandemic). Since the number of passenger trips is highly correlated with actual service hours, the number of passenger trips is projected to increase at the same rate as the service hours (5 percent per year).
- Fare per Passenger Trip. The fare per passenger trip is based on the fares collected in FY 2019/2020 ($13.83 per trip) rounded to the nearest dollar ($14.00).
- Operating Cost. The operating costs (in Table 16 above) are the result of multiplying the target vehicle hours (3,600 vehicle hours per year) by the projected cost per vehicle hour.
- YARTS Funding Contribution. The YARTS funding contribution is assumed to be the same amount of TDA funding that Mariposa County Transit receives for the YARTS service. The YARTS funding contribution is assumed to remain constant.

Table 17 below presents the performance indicators projections that were made for the system. The main factor driving changes in performance and projections is to increase the service efficiency of the system (service hours per vehicle hour) from 40% currently to 50% in the next five years. This is a key goal and measure of performance for the system. The more service hours that can be operated per each vehicle hour, the more passenger trip opportunities the system will provide to existing and potential riders. This will increase the number of passenger trips and fare revenues, it will improve the farebox recovery ratio and all other performance indicators (including lower cost per passenger and cost per service hour, increased passengers per service hour, and decreased subsidy per passenger trip).

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Table 17: Projected Performance Indicators

	FY 2020/2021	FY 2021/2022	FY 2022/2023	FY 2023/2024	FY 2024/2025	FY 2025/2026
Service Hours, Vehicle Hours and Trips						
Service Hours	1,440	1,512	1,584	1,656	1,728	1,800
Vehicle Hours	3,600	3,600	3,600	3,600	3,600	3,600
Passenger Trips	5,399	5,669	5,952	6,250	6,562	6,890
Performance Indicators						
Cost per Passenger Trip	$56.4	$55.0	$53.6	$52.2	$50.8	$49.4
Cost per Service Hour	$211.6	$206.2	$201.3	$196.8	$192.7	$189.0
Cost per Vehicle Hour	$84.62	$86.60	$88.57	$90.54	$92.52	$94.49
Passengers per Service Hour	3.75	3.75	3.76	3.77	3.80	3.83
Fare Recovery Ratio	24.8%	25.5%	26.1%	26.8%	27.6%	28.4%
Subsidy per Passenger Trip	$42.4	$41.0	$39.6	$38.2	$36.8	$35.4
Fare per Passenger Trip	$14.0	$14.0	$14.0	$14.0	$14.0	$14.0
Service Efficiency Ratio	40%	42%	44%	46%	48%	50%

Source: Walker Consultants, 2021.

Capital Requirements

Table 18 summarizes the six-year capital budget. The following items are included in the capital budget:

- **Vehicle Replacement.** The budget assumes the replacement of one of the existing 2011 Starcraft Allstar buses, which has exceeded its useful life. The capital budget assumes that the shuttles will cost approximately $80,000 per shuttle. The one vehicle replacement would be in addition to the already approved purchase of two vans in 2021.
- **Dispatch Scheduling Software.** The budget assumes purchase of dispatch and scheduling software to improve the efficiency of the ride scheduling process. The capital budget assumes the software would cost approximately $45,000, which has been amortized over 6 years at a cost of $7,500 per year.
- **Hardware.** The budget assumes purchase and installation of hardware for each of the six vehicles in operation, which would include two-way radios, GPS/AVL, and a tablet to keep track of passenger boardings and trip schedules. The GPS/AVL would allow dispatch to track buses when in service, without needing cellular signal, and will also record routing and trip service time data that can be used for analytical and service improvement purposes. The tablets would allow bus drivers to enter data from their rides throughout the day, eliminating paperwork and the need for additional time entering data at the end of the day at the depot. The radios would allow for more effective communication between bus drivers and dispatch, reducing reliance on cellular signal. The capital budget assumes the hardware would cost approximately $5,000 per vehicle and would need to be upgraded every three years to stay current with

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

advances in technology. Therefore, it is assumed hardware would cost $60,000 spread over the six-year period ($5,000 investment for 6 vehicles, twice during the six-year period).

- **Office Space Purchase.** The last capital expense line item included is budget to purchase new office space. Mariposa County Department of Health and Human Services staff have communicated that it is challenging for the dispatch, vehicle storage, and management staff to be at different locations, and have expressed a desire to consolidate at one location. An example of an available building that could be rehabilitated for this purpose is located at 4995 Gold Leaf Drive, approximately two miles up Highway 49 from the Mariposa County Health and Human Services Agency. The property's listed sale price is $449,000.[2] It is assumed that Mariposa County could purchase the property with an annuity of $5,000 per month over 30 years. To fund the interior improvements, it is assumed that a grant would be obtained or another County budget source.

Table 18: Six-Year Capital Budget

	FY 2020/2021	FY 2021/2022	FY 2022/2023	FY 2023/2024	FY 2024/2025	FY 2025/2026
Capital Expenses						
Vehicle Replacement [1]	$13,333	$13,333	$13,333	$13,333	$13,333	$13,333
Dispatch Scheduling Software	$7,500	$7,500	$7,500	$7,500	$7,500	$7,500
Hardware	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000
Office Space Purchase [2]	$60,000	$60,000	$60,000	$60,000	$60,000	$60,000
Total Capital Expenses	**$90,833**	**$90,833**	**$90,833**	**$90,833**	**$90,833**	**$90,833**
Capital Revenues						
STA Funds [3]	$90,833	$90,833	$90,833	$90,833	$90,833	$90,833
Total Capital Revenues	**$90,833**	**$90,833**	**$90,833**	**$90,833**	**$90,833**	**$90,833**

[1] Assumes the replacement of one 2011 Starcraft Allstar bus. The one vehicle replacement would be in addition to the already approved purchase of two vans in 2021.
[2] Assumes the purchase price of a property is approximately $450,000 and an annuity of $5,000 per month for 30 years.
[3] Assumes STA funds would be used for capital expenses.

Financial Summary

Table 19 summarizes the six-year financial plan, including both capital and operating expenses/revenues. The six-year financial plan shows that increasing the service efficiency ratio (more service hours per each vehicle hour) will bring additional riders and revenue to the system, and that that will be able to compensate for increases in the costs of operating service and the cost of each vehicle hour. Operating 3,600 vehicle hours will get more expensive overtime and the system needs to increase its efficiency by operating more revenue hours of service.

The six-year plan also considers investments in scheduling software, hardware for tracking and reporting of passenger trips and service schedules (to increase efficiency and performance), and capital funds to replace one

[2] Source: https://commercial.century21.com/listing/4995-gold-leaf-drive-mariposa-ca-95338-REN016181206

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

shuttle vehicle every five years and lease or buy a facility to house all service operation functions and staff, including admin office space, dispatch and scheduling functions, driver break rooms, maintenance, and vehicle parking areas.

Table 19: Summary Six-Year Financial Plan

	FY 2020/2021	FY 2021/2022	FY 2022/2023	FY 2023/2024	FY 2024/2025	FY 2025/2026
System Expenses						
Operating Expenses	$495,643	$502,746	$509,850	$516,953	$524,057	$531,160
Capital Expenses	$90,833	$90,833	$90,833	$90,833	$90,833	$90,833
Total Expenses	**$586,476**	**$593,580**	**$600,683**	**$607,787**	**$614,890**	**$621,994**
System Revenues						
Passenger Fares	$75,584	$79,363	$83,332	$87,498	$91,873	$96,467
FTA Section 5311	$110,488	$112,635	$114,824	$117,055	$119,329	$121,648
AAA	$36,000	$36,000	$36,000	$36,000	$36,000	$36,000
STA	$186,536	$186,536	$186,536	$186,536	$186,536	$186,536
LTF to Mariposa County Transit	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000
LTF to YARTS	$191,000	$191,000	$191,000	$191,000	$191,000	$191,000
Total Revenues	**$614,608**	**$620,534**	**$626,691**	**$633,089**	**$639,738**	**$646,651**
Projected Surplus	***$28,132***	***$26,955***	***$26,008***	***$25,302***	***$24,848***	***$24,657***

Source: Walker Consultants, 2021.

Additional Revenue Sources

The follow funding sources could also be considered and pursued for capital and operating expenses:

FTA 5539 Bus and Bus Facilities

The FTA 5539 Bus and Bus Facilities program is a federal program for replacement and purchase of buses, bus equipment, and bus-related facilities such as signs and shelters for transportation providers in small urban and rural areas with population of 199,999 or less. The funds are competitive on an annual basis. For vehicles there is a required 15 percent local match and for vehicle-related equipment and facilities there is a required 20 percent local match.

FTA 5310 Enhanced Mobility of Seniors and Individuals with Disabilities

The 5310 Enhanced Mobility of Seniors and Individuals with Disabilities program can fund operations, mobility management, purchased service, and preventive maintenance. The 5310 funds are competitive on an annual basis.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

For operations, there is a minimum match requirement of 50 percent and for capital, there is a minimum match requirement of 20 percent.

Federal Transit Administration's (FTA) Low or No Emission Program (Low-No Program)

The Low-No Program is for the purchase or lease of zero-emission and low-emission transit buses. This also includes acquisition, construction, and leasing of required supporting facilities. An eligible applicant is a designated recipient of FTA 5307 grants, as well as states, local governmental authorities, and Indian tribes. Caltrans applies on behalf of subrecipients who are not 5307 direct recipients.

The funds are competitive on an annual basis. For vehicles, there is a minimum match requirement of 15 percent and for bus-related equipment and facilities (such as recharging or refueling facilities), there is a minimum 10 percent local match requirement.

California VW Mitigation Trust

The VW Mitigation Trust provides funds to California communities to replace older, high-polluting transit, school, and shuttle buses with new battery-electric or fuel-cell buses. Eligible applicants are owners of transit buses, school buses, and shuttle buses. As of the 2021 funding cycle, the maximum funding amount for a shuttle bus is $160,000 per vehicle.

Hybrid and Zero-Emission Truck and Bus Voucher Incentive Project (HVIP)

The HVIP program is provided through the California Air Resources Board and provides price breaks on hybrid and zero-emission vehicles. The incentive amount is included in the vehicle purchase order (purchaser gets the discount upon purchase and dealer submits the voucher request). Applications can be submitted on a rolling basis. As of the 2021 HVIP funding cycle, the incentive amount for an electric shuttle bus is approximately $45,000-$85,000 per vehicle.

Clean Mobility Options

The Clean Mobility Options program is funded by California cap-and-trade funds. The program provides funding for two different types of projects. One type of project is Clean Mobility projects such as zero-emission carsharing, carpooling/vanpooling, bike-sharing/scooter-sharing, innovative transit services, and ride on-demand services.

The other type of project is Community Transportation Needs Assessments which are used to help identify and understand unmet mobility needs of communities and develop solutions in collaboration with residents. Each new mobility project can receive up to $1,000,000, a project expanding existing mobility service can receive up to $600,000, and community transportation needs assessment can receive up to $50,000.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

6. Service Recommendations

6. Service Change Recommendations

Mari-Go Transit Service Plan

This section includes a series of alternatives and recommendations for the Mari-Go transit service operation, administration, and marketing in Mariposa County. Service alternatives were developed based on the stakeholder outreach effort, review of existing conditions, and opportunities to address identified needs or travel demands.

Mari-Go Service to Merced

Based on conversations with Mariposa County Transit staff, the Mari-Go service is already being operated slightly different than before the pandemic, for instance the North County service is provided on Mondays as opposed to Tuesdays, and the 49 South corridor has gotten so much demand that trips are provided on additional days, typically Thursdays. The demographic analysis (Chapter 1 of this report) also shows that the Highway 49 South corridor concentrates a large portion of the population of the County, and demand for transit service and unmet need.

Additionally, the financial analysis shows that a large portion of the Mariposa County Local Transportation Fund goes to fund the operation of YARTS, which provides year-round service along Highway 140, from Merced to Yosemite National Park with service through Cathey's Valley, Mariposa and Midpines. Mari-Go is currently duplicating this service on Tuesdays with operation of a service trip to Merced, that most riders use to go shopping for essentials in Merced, although Mari-Go provides a more personalized service for a discounted price.

Table 20 summarizes the differences between the two services. Mari-Go only operates on Tuesdays, while YARTS operates 365 days per year and offers more times to travel to Merced. The Mari-Go fare is less than half the price of the YARTS fare and it is a flex-route transit service, that deviates to pick up passengers, while YARTS serves designated transit stops and designated times.

Table 20: Mariposa County Transit versus YARTS Merced Service

Transit Service	Origin	Destination	Fare	Hours of Operation	Days of Operation
Mariposa County Transit	Mariposa Any location	Merced Any location	$4 (one way)	1 trip to Merced in the morning	Tuesdays
YARTS	Mariposa 3 designated stops	Merced 3 designated stops	$10 (one way)	9 westbound trips to Merced operated throughout the day in peak season, 1 trip on weekends and holidays	365 days/year

Source: YARTS, Walker Consultants, 2021.

The Mari-Go service to Merced is redundant. Mariposa County Transit is in essence funding two services that are largely duplicative. Due to the long distance of this service, the cost of operation and subsidy per passenger trip are high. Under the current limited financial conditions, this plan recommends re-allocating the resources dedicated to the Mari-Go Merced service and use those to fund a new service to Oakhurst.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Lifeline Service to Oakhurst

The 2019 Yosemite Area Regional Transportation System (YARTS) Short Range Transit Plan (SRTP) recommended new transit service corridors based on public input that informed the YARTS SRTP and stakeholder interviews. One of the new transit service corridors included a YARTS route connecting Oakhurst and Mariposa. The proposed service would consist of a single vehicle operating along a route between the shopping district of Oakhurst and the Mariposa park-and-ride. The route would be operated on a schedule with scheduled stops at key locations and would also accommodate on-demand stops at pre-determined locations. A sample schedule was provided in the YARTS SRTP that would operate the service between 8:00 a.m. and 8:15 p.m. A 15-20 passenger shuttle vehicle (similar to Mari-Go vehicles) was anticipated to provide the service.

The YARTS SRTP estimates that 4,000 passenger trips per year would be provided. The recommended passenger fare was $4.00 for each one-way trip and $2.50 for seniors and persons with disabilities, children, and veterans (similar to the fares on the current Mari-Go Merced service). While the YARTS SRTP recommends this proposed service corridor, it would only be provided if additional local funding is provided.

Because YARTS does not have immediate plans to provide the service from Mariposa to Oakhurst, the recommendation of this SRTP is for Mariposa County Transit to replace the service to Merced with the service to Oakhurst. The previous Mariposa County Transit Short Range Transit Plan (completed in 2011), the stakeholder process of this plan and the market analysis, show that a service between Mariposa and Oakhurst is a real need and a priority for service implementation.

Weekly Service Plan

Figure 20 below illustrates the proposed service plan for each day of the week, in consideration of current operations and recommendations to re-allocate the Merced service hours and vehicles. The daily service would be as follows:

- Monday: service in North County – Coulterville and Greeley Hill to Sonora, and service from Hornitos, Bear Valley and Cathey's Valley to Mariposa.
- Tuesday: service in the 49 South corridor, from the Madera County border to Mariposa with deviations to Ponderosa Basin, Elliott Corner and Bootjack.
- Wednesday: same as Tuesday.
- Thursday: in-town circulation service – same-day on-demand Mariposa Local service from any point within 3 miles of town, and new service to Oakhurst – to operate two roundtrips between Mariposa and Oakhurst with designated stops along Hwy 49.
- Friday: service from Midpines to Mariposa and in-town circulation service – Mariposa Local

An alternative to this plan is to operate the Oakhurst service on Saturday instead of Thursday.

Additionally, the Mariposa Local service could be replaced with a fixed-route transportation service that operates every day, during the middle of the day, that would replace not only the Mariposa Local service, but also the personalized trips that are currently provided by Mari-Go services on Monday, Wednesday and Friday, that seem to be reducing the number of service hours that get operated every day and the overall efficiency of service.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

North County to Mariposa Service

Some stakeholders have indicated that there is need for a route from North County to Mariposa. This option is informally available to the public as an on-demand service, but it is not widely publicized, and no fares have been formally established. Most North County residents can address medical and social service needs within North County and can access Sonora for retail and other recreational purchases.

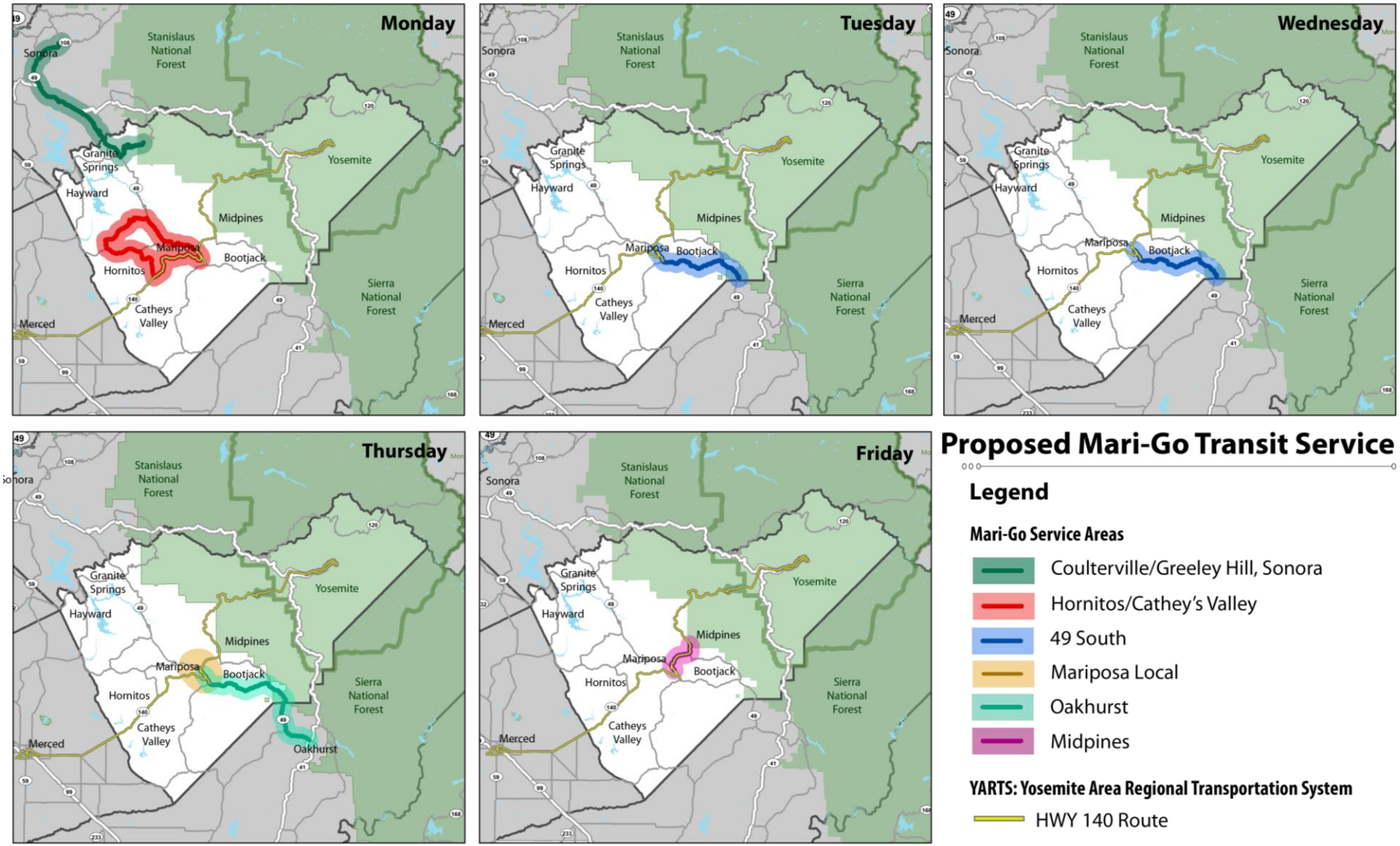
However, in instances where North County residents need access to County services in Mariposa, Mariposa County Transit should identify specific times in the month in which the service can be made available, as well as the fare for the service, to pool passengers and allow North County residents to plan trips.

Mariposa County Transit does not currently have financial and staffing capacity to allocate an additional vehicle to provide this service once a week between North County and Mariposa on its Mari-Go service, but it has capacity to accommodate requests on-demand on the Medi-Trans service.

Defining a set of clear policies on how to access and use this service would allow Mariposa County to publicize and promote the service, would help increase public awareness of the service, and help Mariposa County Transit address an unmet need.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Figure 20: Proposed Mari-Go Transit Service



Source: Walker Consultants, 2021.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range

Mariposa Circulator Alternatives

Local demand-response service is currently provided in Mariposa on Thursday from 8:00 a.m. to 4:00 p.m., and on Monday, Wednesday, and Friday from about 10:00 a.m. to 2:00 p.m. Monday, Wednesday and Friday service are essentially a personalized circulation service for passengers of the Hornitos/Bear Valley/Cathey's Valley, 49 South and Midpines service areas.

The hypothesis that this plan makes is that during these times vehicles are idling for a large portion of the time and not providing revenue service, which in turn impacts the overall efficiency of service.

Additionally, Mariposa County Transit staff, the Department of Health and Human Services and key stakeholders such as the Alliance for Transformation, have stated unmet local circulation needs and proposed operation of fixed-route transportation services in town, in addition to the existing Mari-Go services.

The previous SRTP (completed in 2011) also included alternatives for the operation of a circulator service in Mariposa, that range from hybrid operations (dial-a-ride and midday circulation service) to a fixed-route operation that allowed for deviations on-demand. A circulator service is a fixed-route service with designated stops at most major destinations in town, that provides frequent service (every 30 minutes or better) throughout the day.

This plan recommends implementation and operation of a fixed-route service in town that can deviate to specific destinations on demand. There are several benefits of operating a "community circulator" route in Mariposa that include addressing existing unmet transportation needs in the community, but also liberating Mari-Go vehicle resources to provide additional service trips from surrounding communities in Hornitos, Bear Valley/Mt. Bullion, Cathey's Valley, Bootjack/Hwy 49 South, and Midpines.

Operating a fixed-route transportation service in Mariposa provides a win-win opportunity to address mobility needs and improve efficiency of operations.

Department of Health and Human Services Transportation Pilot

The Mariposa Department of Health and Human Services initiated a three-month pilot fixed-route transit service in the Town of Mariposa in early 2020. The goal of the service was to help Mariposa County residents better access services, especially at the Connections shelter. The fixed-route service operated Monday through Friday and was operated using a Mariposa County van or SUV.

The fixed-route service served five key locations:

- Connections (5069 St Andrews)
- Health and Human Services (5362 Lemee Ln)
- Pioneer Market (5034 Coakley Cir)
- Courthouse (5808 Bullion St)
- Heritage House (5200 Hwy 49 N)

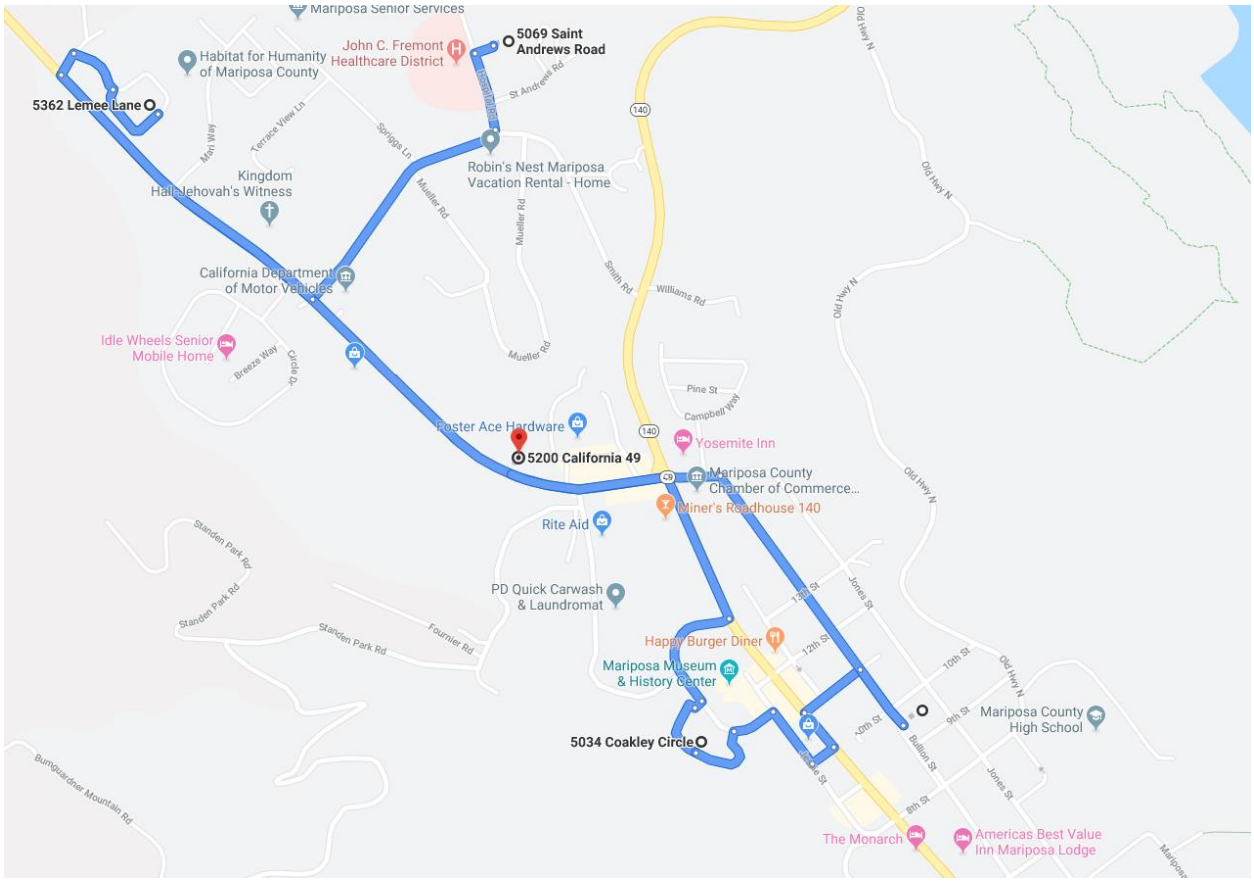
For the pilot service, (2) Extra-Help Program Assistant positions were required, who worked 6 hours per day. The route was divided into two 6-hour shifts:

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

- 8:00 a.m. - 2:30 p.m. (30-minute lunch at 11:00 a.m.)
- 10:00 a.m. - 4:30 p.m. (30-minute lunch at 1:00 p.m.)

The pilot fixed-route service ceased operation in early 2020 with the COVID-19 pandemic. Mariposa County plans to reinstate the service in July 2021, evaluate the ridership after two weeks, and make adjustments to route days and times accordingly.

Figure 21: DHHS Fixed-Route Transportation Pilot Route



Source: Mariposa County Department of Health and Human Services

Alliance for Transformation Grant Proposal for Transportation

The Alliance for Transformation submitted a grant proposal for an implementation project focusing on four areas: Healthcare Navigation, Transportation, Partnership Efficiencies, and Client Outreach and Education. The transportation component included two types of services – a regular route through Mariposa and transportation of individuals to healthcare appointments.

The fixed-route transit service would be provided using an eight-passenger van. The regular route through Mariposa would be offered five days a week from 8:30 a.m. to 4:30 p.m., 11 times per day. The services would be operated by a Program Aide. The vehicle would make six stops through town: Mariposa Heritage House, Connections Emergency Shelter, Mariposa County Health and Human Services, two pharmacies, and at the Courthouse/Probation Department.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

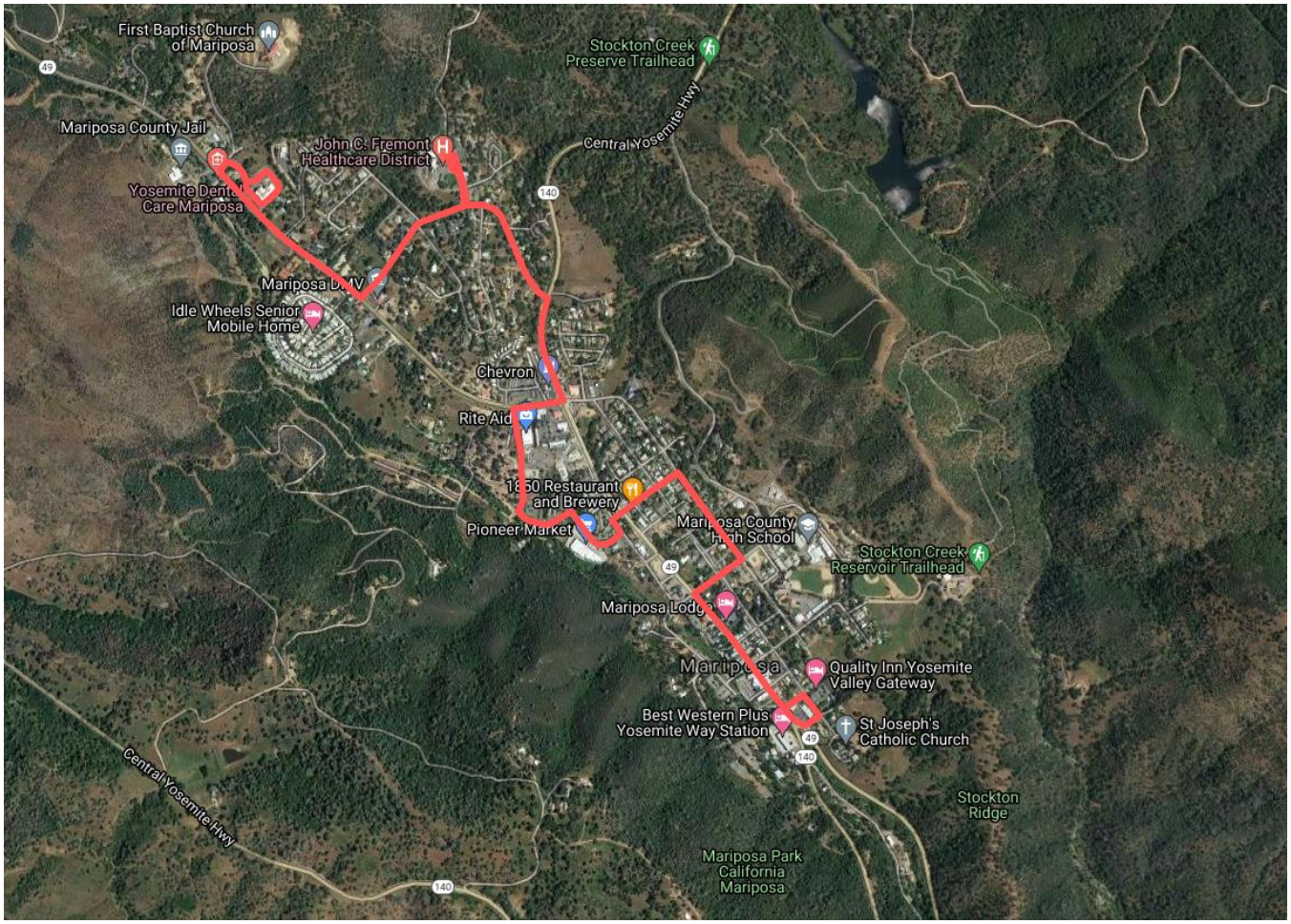
The transportation of individuals would be operated by a Program Aide who would be responsible for scheduling client transportation and transporting clients to healthcare appointments within Mariposa County and outside of the County. The service would be operated using an ADA van. If the grant is successful, it is anticipated the service would start operation no later than December 2021.

Long-Term Fixed-Route Proposal

An alternative proposal, or long-term proposal, for the operation of a community circulation service is to design the route and schedule to provide service trips to a wider segment of the population. Both the DHHS fixed-route pilot and Alliance for Transformation grant are being designed to provide service to groups with specific needs, and to a certain extent risk becoming over-specialized services that do not cater to the general population.

This plan recommends implementing the DHHS pilot service as a start, to prove the concept, and start growing the service to provide a midday circulation option for all residents and visitors of Mariposa.

Figure 22: Long-Term Fixed-Route Proposal



Source: Google Maps, Walker Consultants 2021.

In general, successful transit services are those that provide a convenient, easy to use, and easy to understand service that provides direct connections between multiple origins and destinations, and that provide usable service to multiple transportation markets and user groups.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Figure 22 above presents a possible future evolution of the service towards a fixed-route operation that provides service in both directions of travel – from DHHS to downtown and back, that can connect multiple origins and destinations within the town (DHHS, senior housing, hospital, pharmacies, park & ride and rest stop facilities, grocery shopping, bank and post office services, library, courts and utility offices, parks, shelters and social services, and retail and employment locations).

The recommendation is to operate the service with a shuttle vehicle, use designated stops like YARTS, and operate it at a frequency of 30 minutes or better (at least 2 trips per hour in any direction).

Other Recommendations

Upgrade to a Zero Emissions Fleet

Over the next ten years, Mariposa County should begin the transition to an all-electric fleet. In 2019, the Innovative Clean Transit (ICT) regulation, which is implemented by the California Air Resources Board (CARB), states that starting in 2029, public agencies will be limited to the purchase of Zero Emission Vehicle (ZEV) buses only, with a goal of complete transition to zero emissions buses by 2040. Further, CARB requires transit agencies to submit a ZEV Bus Rollout Plan by July 1, 2023, to be in compliance with this Innovative Clean Transit Regulation.

There are many funding sources at the federal and local level that can be used to purchase ZEV transit vehicles. These funding sources are presented in Chapter 5 Capital and Financial Plan.

Marketing and Branding

Project Advisory Committee members discussed the need to raise awareness about Mari-Go and Medi-Trans services and promote them throughout the community. Mariposa County residents complain about lack of public transportation options while not knowing that there are services available to them. The recent consolidation of Mariposa transit services under the Department of Health and Human Services opens the possibility to rebrand the service and develop a concerted marketing plan to increase awareness and use of service by other population groups in the county, in addition to current users.

Mariposa County should take a few simple steps to promote and raise the profile of Mari-Go and Medi-Trans services, these include:

- Rebranding the service, including a new name, logo and livery that can be applied to shuttle vehicles and collateral materials.
- Creating a standalone website for the service that is mobile friendly and easy to access from any personal computer device.
- Creating a social media campaign including paid advertisement to targeted groups, via Facebook and other platforms such as Twitter.
- Working with all public agency partners and social organizations to promote the service and create links to the new website on their websites.
- Sending mailers to all households in the County once or twice per year to build and maintain brand recognition of the service.
- Implement incentive campaigns such as ride-free days to attract new riders to the service.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Delivery and Responsiveness of Service

Project Advisory Committee members also discussed the possibility of increasing the responsiveness of service to make it "on-demand." This refers to the idea that Mari-Go and Medi-Trans services (although operating on demand), require booking trips at least 24 hours in advance, which makes them not practical for the majority of potential users.

This Short-Range Transit Plan recommends investing in scheduling software to automate the process of scheduling rides and communication hardware, such as radios and tablets, to communicate with vehicles and update service changes on the go, as close as real-time as it is possible in a mountainous region such as Mariposa County. This would allow service schedulers and dispatchers to handle requests more quickly, on demand, include them on the route service plans and communicate it to drivers while they are out providing the service, to deliver a more responsive system.

Coverage gaps in the cellular network to access the internet from mobile devices do create challenges and will continue to generate challenges for real-time communication between dispatcher and vehicle on-board systems, for the next few years. However, it is possible to operate the service with a latency[3] of one hour. This will be a significant increase in response time for all users, and it could deliver a much more responsive system to all County residents, on par with the responsiveness of an Uber-like service.

Investing in scheduling software and communication systems between dispatch and vehicle on-board systems, also allows the service to be more flexible in its operation. For instance, the community circulation route that is recommended for Mariposa, can be operated as a micro-transit service, which is truly an on-demand service that aggregates passenger trips while providing individual passengers with trips from "Point A to Point B." So, instead of having a fixed route the service can flex throughout the community on demand.

The micro-transit service operation can provide similar levels of service than the fixed-route service for the same operating cost. The main advantage of micro-transit services over fixed-route services is that in areas of low density and demand, it can provide users with higher customer service and reduced wait times, because users book rides through an app on their phones, which gives them maximum flexibility, certainty and control over their travel plans.

Contracting Service Operation

Another consideration that will be recurrent, in addition to operation of on-demand and microtransit services, is the possibility of contracting out the service to reduce costs or simply administration burden. This is something that deserves further study. There are pros and cons of contracting out the service and there are different models to do this, that range from a turnkey operation that includes provision of vehicles, drivers, operations management (schedulers, dispatchers and supervisors), maintenance of vehicles and customer service, to hybrid arrangements that only include drivers, operations management and maintenance of vehicles.

The ICT regulation that mandates transition to a ZEV fleet may require Mariposa County to retain vehicle procurement functions to access funding for battery electric vehicles.

[3] In computing, latency is defined as the delay before a transfer of data begins following an instruction for its transfer.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Similarly, the Department of Health and Human Services may be able to achieve higher cost efficiencies by sharing driver staff across Mari-Go, Medi-Trans and Human Services transportation operations. Therefore, outsourcing the operation of the service may end up providing Mariposa County with limited advantages to operating the system in-house. This needs to be researched further.

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

Attachment: Mariposa County SRTP Final Report 2021.11.18 (LTC-2021-31 : Adopt Final Short Range Transit Plan Update 2021)

MARIPOSA COUNTY

Public Works · 209-966-2498

RESOLUTION - ACTION REQUESTED 2021-669

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Shannon Hansen, Interim Director of Public Works & Transportation

RE: Update on Emergency Repair Work on White Rock Road

RECOMMENDATION AND JUSTIFICATION:

Review Emergency Repair Work on White Rock Road as Required by Public Contract Code Section 22050(c)(1); and Adopt a Finding that There is a Need to Continue the Emergency Action Pursuant to Public Contract Code Section 22050

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On October 14, 2021, an inspection occurred on a 10 ft x 10 ft box culvert located on White Rock Road approximately 0.40 miles north of the bridge across Mariposa Creek. The inspection revealed that there was extreme deterioration of the reinforced concrete structure and exposed steel throughout the concrete structure. The culvert posed a clear and imminent danger, requiring immediate action to prevent the loss or impairment of life, health, property, or essential public services.

On November 2, 2021, pursuant to Resolution 2021-606, the Board authorized an agreement with Palmer Tractor for emergency repair work on the box culvert located on White Rock Road.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
If the Board does not review this action and determine, by a four-fifths vote, that there is a need to continue the emergency action, the emergency contracting procedures contained in Public Contract Code Sections 22050 may not be utilized.

RESULT: **ADOPTED [UNANIMOUS]**
MOVER: Wayne Forsythe, District IV Supervisor
SECONDER: Miles Menetrey, District V Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

REF ID# 12357

MARIPOSA COUNTY

District Attorney/Victim Witness · (209) 966-3626

RESOLUTION - ACTION REQUESTED 2021-670

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Walter Wall, District Attorney

RE: Approve an Agreement with Assistance Dogs of the West for a Courthouse Facility Dog

---

RECOMMENDATION AND JUSTIFICATION:
Approve a Multi-year Agreement with Assistance Dogs of the West for a Courthouse Facility Dog to be used in the District Attorney's Office Victim Witness Services Program for the working life of the Courthouse Facility Dog; and Authorize the District Attorney and Courthouse Dog Handlers (Victim Witness Advocate and Supervisor) to Sign the Agreement.

The District Attorney's Office Victim Witness Services Program currently has no Courthouse Facility Dog Program. However, under California Penal Code Section 868.4, Witness Testimony: Therapy Dogs and Facility Dogs, the law allows for a trained and certified therapy or facility dogs to be utilized in violent criminal cases for victims and witnesses of crime.

This agreement allows for two handlers to be trained as Courthouse facility Dog handlers and a dog to be placed with our program. The agreement also allows for continued support from Assistance Dogs of the West through the working life of the dog and onsite instruction and training for the District Attorney's Office. The fees associated with this agreement is in the amount of twelve thousand dollars ($12,000) and shall be paid upon execution of the agreement with budgeted grant funds.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
Victim Witness Services applied for the County Victim Services Grant in 2019 which had included the cost for client training and dog placement for the District Attorney's Office Victim Witness Services Program through Assistance Dogs of the West. With COVID-19 Pandemic limitations, training and dog placement has been continuously delayed, however our primary handler and Victim Witness Supervisor has been matched with a dog and the District Attorney's Office Victim Witness Services Program can begin the process of placing a trained Courthouse Facility Dog.

The Board of Supervisors has approved the grant and costs for the Courthouse Facility Dog program in Resolutions: RES-2019-593, RES-2020-573 and RES-2021-532.

As a result of this agreement lasting the duration of the working life of the Courthouse

Facility Dog, the board must approve all multi-year contracts.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
If not approved, the District Attorney's Office Victim Witness Services Program will not fulfill grant obligations and the funding for the Courthouse Facility Dog will not be available past December 31st, 2021.

FINANCIAL IMPACT:
Available Funds from the County Victim Services Program Grant (XC) will be utilized which will not affect the General Fund.

ATTACHMENTS:
CPT Facility Courthouse Agreement LM 2019- Revised 11.29.2021- Mariposa County Victim Services (PDF)
ADW Courthouse facility dog bill of rights (PDF)

RESULT: **ADOPTED [UNANIMOUS]**
MOVER: Wayne Forsythe, District IV Supervisor
SECONDER: Rosemarie Smallcombe, District I Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

Attachment: CPT Facility Courthouse Agreement LM 2019- Revised 11.29.2021- Mariposa County Victim Services (RES-2021-670 : Approve an

Client Placement Facility Training
Letter of Agreement

Assistance Dogs of the West (ADW) provides trained assistance dogs to individuals working in professional settings. Upon acceptance into ADW Client Placement Training, certain obligations are expected from the ADW Client and dog Handlers. This letter of agreement and the Handler Agreement, which is attached and incorporated herein, are intended to define those obligations in order to clearly communicate expectations and to maintain Assistance Dogs of the West's standards and commitment to quality.

ADW and Mariposa County District Attorney's Office ("Client") hereby agree to cooperate to place an Assistance Dog (the "Dog")ADW Ellie. The Dog will be trained by ADW to assist and work in Client's facility, in accordance with the terms set forth below:

1. **Commitment.** Client understands and acknowledges that the continued care and training of an Assistance Dog require constant vigilance with respect to the needs of the Dog. As well as a commitment to care for that Dog during its working life and beyond in accordance with the standards of ADW and Assistance Dogs International. Client also understands and acknowledges that dogs learn at different rates and may require additional training prior to, during or after placement. ADW retains the sole discretion to whether the Dog requires any such additional training. In the event of any personnel changes that impact the program or management of the Handler; Client will contact ADW so that they can confer regarding the program and all issues regarding the Handlers and the Dog.

2. Handler Selection ADW will provide guidance to the Client with respect to criteria and qualifications needed for a Handler. The Client and Handlers will then complete the application paperwork. ADW will review the application paperwork and determine if the proposed use of the Dog and the proposed Handlers are suitable and meet its criteria. Upon approval of the Handlers by ADW and receipt of the application fee and retainer, the proposed Handler and, if applicable, secondary Handler will be interviewed at ADW in Santa Fe, New Mexico. The interview process usually takes two days during which time ADW staff will work closely with the Handlers and Client to understand the specific facility needs, environment and work style in order to assess the Handler's suitability and match the Handlers with the right dog. ADW reserves the right to determine whether the proposed Handlers are suitable and qualified.

3. **Dog Match**. Upon acceptance by ADW of the proposed Handlers following the interview process, the dog match process begins. This process will require at least two visits to the ADW office for interviews to assess potential matches. Sometimes this process may require additional visits to complete the process. If for any reason there is a Handler change this process must be repeated from the beginning. At the conclusion of the dog match process ADW and the Client designate Jessica Mimnaugh as the primary Handler of the Dog and Danielle Troup as the secondary Handler of the Dog ("Handlers"). Handlers agree to be bound by the terms of this Agreement except that Handlers are not responsible for the payment obligation described in Paragraph 4 below. Handlers are also responsible for compliance with the terms of the Handler Agreement and Dog Bill of Rights attached hereto, which describes the Handler responsibilities and commitment to the care of the Dog. Client shall maintain a qualified Handler and, if necessary, secondary Handler on its staff at all times. Each Handler must complete the Handler Selection and Dog Match process. ADW and Client agree that the primary services that the Dog is to perform for Client (or persons to whom Client renders services) are Courthouse Facility Dog.

4. **Client & Handler Training.** In Client Placement Training, participants will gain an understanding of theoretical concepts and a working knowledge of service dog training and handling skills. They will be introduced to and learn to apply observation skills, positive reinforcement methodologies, and problem solving skills necessary to manage their dog in all working environments. ADW instructors will explain issues of public access concerning the Dog, along with the Handlers' responsibilities in their working environments. Client Placement Training will occur at times agreed upon by Client and ADW. The Dog will be placed with Client in March or April of 2022 and upon Handlers' successful completion of Client Placement Training. Generally, training lasts ten days with four days of Zoom instruction learning: dog theory; husbandry; dog safety and health; courtroom etiquette; victim care and safety with working with a canine and public access followed by seven days of learning and practicing skills. This is intensive training and the amount of time required to complete it may vary. Therefore, the date and timing of the Client Placement Training may change depending on whether the dog is ready to be placed. ADW has the sole discretion to determine the placement date and whether the dog is ready to be placed In Client Placement Training sessions, Client agrees to:

a. Come to class prepared each day;

b. Practice the exercises learned in class with the Dog;

c. Use the humane training methods and tools Client/Handler will learn;

d. Raise and discuss any questions or concerns with the ADW instructor;

e. Focus on class content and learning assistance dog handling skills and not on personal issues; and,

f. Keep the Dog on a leash at all times when in class or out in public unless otherwise instructed.

g. Client/Handler will be required to pass the Assistance Dogs International Public Access Test before receiving an ADW vest and Handler card.

Attachment: CPT Facility Courthouse Agreement LM 2019- Revised 11.29.2021- Mariposa County Victim Services (RES-2021-670 : Approve an

In advance of the actual placement of Dog with its Handler, ADW will provide the Client with a list of requirements such as facilities or supplies required for on-site training, timeline and expectations of such training, required visits to work sites and Handler's homes.

5. **Training of Any Replacement Handlers.** In the event that either of the Handlers ceases to be employed by Client for any reason, ADW and Client will jointly work to approve a replacement Handler through the Handler Selection and Dog Selection processes described above. Client agrees to pay ADW for the Client Placement Training to that replacement Handler in advance of the training at its usual and customary charge for training plus expenses. [ADW acknowledges that sometimes Handler changes are necessary and will work with Client in the event of a change. However, because any change in Handler is stressful for the Dog there should be no more than one Handler change during the Dog's working life. ADW reserves the right to fully assess the proposed Handler and assess whether the Dog will be able to continue following any change.]

6. **Payment and Placement Retainer.** In order for all parties to budget, upon execution of this agreement Client shall pay ADW Twelve Thousand dollars ($12,000.00) as a retainer for ADW's fees for services under this Agreement. This retainer includes the Handler Selection, Dog Match, Client Placement Training for the Handlers. This retainer is an advance or deposit, which will be held in trust by ADW and applied as ADW's fees and charges are incurred. ADW will provide an invoice on a regular basis showing the withdrawal of funds from the retainer as services are rendered. Client shall also pay ADW Two Thousand dollars ($2,000.00) as a cost retainer against costs incurred by ADW during the site preparation and home visits. If at the end of the placement there are any funds remaining in the cost retainer those funds will be refunded to Client. If there are charges in addition to the retainers such as charges for additional site visits, replacement Handler training or additional on-site training ADW will estimate such costs and request a separate retainer at that time. By signing this agreement Client authorizes ADW to withdraw amount from the retainer to pay for the fees and costs described above.

7. **Client Costs.** All costs such as travel, lodging meals etc. incurred by the Client as the result of the Handler interviews, dog match process, training, placement and attendance at the ADW graduation ceremony or Public Access Tests are the sole responsibility of the Client. ADW will be happy to assist the Client in estimating these costs for their budget purposes.

8. **ADW remains the Owner of the Dog. Client is Custodian.** Client understands and acknowledges that ADW shall retain ownership of the Dog at all times and, upon placement of the Dog with Client, Client is the custodian of the Dog. [See item #11 Limited Agreement to Replace the Dog]

6. **Client & Handlers Provide Primary Care.** Upon physical placement of the Dog with Client, Client agrees to be financially and morally responsible for the Dog's wellbeing and primary care including but not limited to the following:

a. Providing the Dog with good health care, which includes taking the Dog to a veterinarian at least once a year for a complete health checkup as well as for

Attachment: CPT Facility Courthouse Agreement LM 2019- Revised 11.29.2021- Mariposa County Victim Services (RES-2021-670 : Approve an

booster shots, heartworm tests, and any required or recommended vaccinations or medication or teeth cleaning. Client will provide annual veterinary records to ADW through the working life of the Dog in compliance with Assistance Dogs International and ADW standards.

If the Dog becomes sick or injured, Client will take the Dog to a veterinarian immediately and will notify ADW immediately in writing of any illness or injury requiring veterinary care. Upon such notification, Client will consult with ADW and at ADW's request will have the Dog examined and treated by a veterinarian of ADW's choice. Client remains responsible for paying all veterinary fees.

b. Providing for the Dog's needs and properly feed, groom, and exercise the Dog. It is extremely important for working dogs to maintain a proper weight. Client and Handler will be provided with an ideal weight for the Dog in writing and will be required to weigh the Dog on a monthly basis and report the Dog's weight in writing to ADW on a monthly basis for the first year; or more often if requested or if the Dog weighs more than five pounds over the ideal weight.

c. At the time of the placement Client will provide ADW with a proposed work schedule for the Dog. For the first three months (90 days), the Dog should not work or should be given a very light workload of not more than two hours per day. ADW must approve the proposed work schedule. The first three months with the Handler is a critical bonding period and the Handler should not travel, without the Dog, with the Dog or leave it in respite care. The Client should check in on at least a yearly basis to discuss and determine if the schedule should be adjusted for the Dog's age, level of stress or other factors. Client is responsible for adhering to that schedule. Client will monitor and immediately report any signs of overwork or stress on the part of the Dog to ADW in writing.

c. Practice obedience and skill training with the Dog every day, as taught by the ADW trainers.

d. Ensure that the Dog has a happy and stable home environment where it can live and sleep in Handlers' home (house, apartment, etc.) Never allow the Dog to run loose outside unless in a fenced area.

e. Handlers may not leave the Dog alone in any motor vehicle unless it is a certified K9 vehicle with proper temperature control, crate, and other canine-centric accessories including alarms for theft and/or temperature control failure.

f. Always clean up after the Dog when out in public.

g. Keep the Dog under control, on a leash, and well behaved in public. If the person handling the Dog's leash is unable to hold the leash in a hand or attached to the peg of an electric wheelchair, a person so able will handle the Dog. The Dog's leash will never be fastened to unsafe or unstable locations (i.e., a manual wheelchair, walker, or outside posts).

Attachment: CPT Facility Courthouse Agreement LM 2019- Revised 11.29.2021- Mariposa County Victim Services (RES-2021-670 : Approve an

h. Pay for any injuries or damages to persons or property caused by the Dog.

i. Never allow the Dog to be used for a purpose for which it has not been trained and prevent any use of the Dog for any experiments and/or cruel or illegal purposes.

j. Allow any person not approved by ADW to act as a Handler or keep, house or care for the Dog.

j. Have the Dog wear the ADW Vest provided to Client by ADW whenever the Dog is performing service for the Client or persons to whom the Client provides services.

9. **Regular Contact with ADW.** After the Dog is placed, Client agrees to maintain regular contact with ADW. Client and Handlers agree to call or write to ADW immediately if there are any concerns or problems with the Dog that Client cannot solve or if there is a change in the Dog's circumstances (including a change in Handler's home or life such as another pet, child, partner etc., change in the Dogs' duties, or significant change in the Dog's work hours or usage by Client. Following any report of concern or problem, ADW will recap the issue and provide a list of next steps to resolve the issue, which must be agreed to by the Client. The Client will report in writing on progress with such steps at any interval specified by ADW depending on the nature of the concern or problem. Client will promptly respond to all inquiries from ADW and for the first year of placement of the Dog with Client, Client will respond promptly to ADW's Monthly Client Surveys; and, for thereafter, Client will respond promptly to ADW's Annual Client Survey, as well as submit Annual Veterinarian records.

10. **ADW Right to Visit.** ADW personnel may visit Client, Handlers, and Dog at any time. Client will cooperate with any such visits and provide any and all information concerning the Dog or the Handlers to ADW upon request.

11. **Client as Ambassador.** Client understands that when the Dog is in public places, the Dog, Handler and Client are ambassadors for Assistance Dogs of the West and the service dog industry and must not deliberately cause a negative reflection. When the opportunity presents itself, Client agrees to use reasonable efforts to assist in educating the community, in a non-confrontational manner, on the benefits a person receives through the use of a service dog.

12. **Graduation**. At least one representative of Client will attend the ADW Graduation Ceremony scheduled for the Dog in recognition of the student trainers who helped ADW train the Dog. No Client shall be required to participate in other fund raising or public relations activities without their permission.

13. **Limited Agreement to Replace the Dog**. If the Dog suffers from or dies of genetic health problems as determined by a veterinarian selected by ADW, within one (1) year of placement, ADW shall provide Client with a new trained assistance dog without cost in a regularly scheduled process as a trained assistance dog suitable to Client becomes available. ADW has no obligation to replace the Dog if the Dog's death or illness is caused by any reason other than genetic health problems.

Attachment: CPT Facility Courthouse Agreement LM 2019- Revised 11.29.2021- Mariposa County Victim Services (RES-2021-670 : Approve an

14. **Client's Primary Financial and Legal Responsibility; Covenant not to Sue.** ADW has trained the Dog but when Client takes physical possession of the dog, ADW is no longer financially or legally responsible for the Dog. Client and Handlers will not bring any action, lawsuit, or claim against ADW and/or any of its agents, representatives, volunteers, employees or anyone otherwise connected with ADW, if the Dog causes injuries or damages to persons or property; develops problems with obedience and/or skill training, or for any other reason. If an outside person or firm brings legal action against the Client and ADW, the Client will assume all financial responsibility for ADW's legal fees.

15. **Indemnification.** In the event that any person or other entity brings any action, lawsuit or claim against ADW, its agents, representatives, volunteers, employees or anyone otherwise connected with ADW for injuries or damages to persons or property caused by my/our Assistance Dog, I/we shall defend, indemnify and hold harmless ADW, its agents, representatives, volunteers, employees or anyone otherwise connected with ADW.

16. **Return of the Dog to ADW.** While it is the goal of ADW and Client that the placement of the Dog with Client be long term and possibly permanent, ADW has the right to immediate possession of the Dog upon demand to Client if ADW determines, in its sole discretion, that such return is in the best interests of the Dog. Reasons that ADW may elect to take immediate possession of the Dog include, but are not limited to:

a. Failure of Client and/or Handlers to properly care for the Dog as required by Paragraph 6 of this Agreement;

b. Failure to provide information or reports as required by ADW;

c. Use of the Dog for purposes other than those described in the last sentence of Paragraph 1 above;

d. Handler ceases to work for Client and/or handle the Dog, ADW at its sole discretion, determines that Client does not have an adequate replacement Handler;

e. Change in management at Client (which, if Client is a governmental agency, includes changes in administration resulting from an election, appointment, retirement, or similar changes);

f. Change in Client's mission; or in the specified work for which the Dog is used.

g. If applicable, failure to comply with any remedial measures required by ADW pursuant to Paragraph 17 below.

17. **Optional Remedial Measures.** In lieu of taking immediate possession of the Dog as provided in Paragraph 16 above, ADW, in its sole discretion, may require Client to take specified remedial actions. If those remedial actions involve any additional, supplemental, or

Attachment: CPT Facility Courthouse Agreement LM 2019- Revised 11.29.2021- Mariposa County Victim Services (RES-2021-670 : Approve an

remedial training by ADW, Client shall pay for such training in advance at ADW's then current rates for such training, plus expenses. A determination by ADW to require remedial measures by Client on one occasion does not obligate ADW to require remedial measures by Client on any other occasion in which ADW is otherwise permitted to take immediate possession of the Dog.

18. **Client Self-Determines it Cannot Keep the Dog.** In the event that Client's circumstances change and he/she is unable to keep the Dog, Client shall immediately notify and return the Dog to ADW or consult with ADW on the appropriate change of Handler. Client agrees that it shall not sell or give the Dog to anyone other than ADW and shall not abandon the Dog.

19. **ADW Logo Cape or Ves**t. ADW will provide Client a vest or cape with ADW's logo upon placement of the Dog with Client. That vest or cape must be returned to ADW upon ADW's request.

20. **Retirement of the Dog.** Assistance dogs have a working life that is less than their natural life. It is therefore important to plan for the future and assess the retirement needs of the Dog and discuss a timeline for finding a successor dog if desired, due to the time required to select and train any subsequent dog. Client and ADW will confer when the Dog turns five regarding the Dog's anticipated retirement from active work as an assistance dog. At that time they may discuss alterations in work schedule or other alternatives. Client and ADW will confer every year thereafter or more frequently if the Dog shows signs of aging or stress. ADW retains the sole discretion to decide when the Dog shall retire. When ADW, in its sole discretion, determines that it is time for the Dog to retire and if the Dog is still placed with Client, ADW will give the Handler the first option to take possession of the Dog in retirement.

21. **Governing Law; Mandatory Venue**. The interpretation and performance of this Agreement shall be governed by the law of the State of New Mexico. In the event any lawsuit is filed related to this Agreement, venue shall be in New Mexico state district court in Santa Fe County, New Mexico. Client and Handlers all agree unequivocally to submit to venue and the jurisdiction of New Mexico state district court in Santa Fe County, New Mexico for any lawsuits brought pursuant to this Agreement.

20. **Notices**. Any notices under this Agreement shall be made in accordance with this Paragraph.

Notice to ADW from Client shall be made to the following two persons:

Linda Milanesi, CEO/President
505-986-9748
linda@assistancedogsofthewest.org

Jill Felice, Founder/Senior Vice President
505-986-9748
info@assistancedogsofthewest.org

Notice to Client from ADW shall be made to the following person:
Jessica Mimnaugh, Victim Witness Supervisor, (209)742-7441, jmimnaugh@mariposacounty.org

Attachment: CPT Facility Courthouse Agreement LM 2019- Revised 11.29.2021- Mariposa County Victim Services (RES-2021-670 : Approve an

Agreed to by the undersigned this _____ day of _____, 20___:

Mariposa County District Attorney's Office("Client")

By:_____

Name: Walter W. Wall

Title: District Attorney

Primary Handler:

_____

Name: Jessica Mimnaugh

Secondary Handler:

_____

Name: Danielle Troup

Assistance Dogs of the West

By: _____

Linda Milanesi, its CEO/President

Attachment: CPT Facility Courthouse Agreement LM 2019- Revised 11.29.2021- Mariposa County Victim Services (RES-2021-670 : Approve an

ASSISTANCE DOGS OF THE WEST

Date _____

The ADW Courthouse/Facility Dog's Bill of Rights

As the handler of a courthouse/facility dog, I will:

- Obtain my dog's consent to participate in the work
- Provide gentle training to help my dog understand what they are supposed to do
- Be aware and considerate of my dog's perception of the world
- Not leave my dog with another handler in another house for the first 90 days (3 months.) Six months is best to relieve my dog's anxiety, and help with my dog's transition.
- Give my dog three months to adapt to the new work environment before adding a case load
- Keep my dog's best interest in mind while working with the secondary handler.
- Coach the secondary handler how to work effectively with my dog to provide a successful outcome.
- Guide the client, staff, and visitors to interact with my dog appropriately
- Focus on my dog as much as the client, staff, and visitors
- Pay attention to my dog's nonverbal cues
- Take action to reduce my own and my dog's stress
- Support my dog during interactions with the client
- Protect my dog from overwork, and be their advocate
- Give my dog ways to relax after sessions or provide a day off
- Provide my dog a well-rounded life with nutritious food, medical care, physical and intellectual exercise, social time, and activities beyond work
- Play with my dog when we are at work and at home
- Respect my dog's desire to retire from work when they think it is time, even if it is earlier than I think.

As the secondary handler of a courthouse/facility dog, I will

- Practice and reinforce the skills necessary to work effectively with the courthouse/facility dog
- Report behaviors to the primary handler ASAP.

_____ _____

Primary Handler Supervisor

_____ _____

Secondary Handler Assistance Dogs of the West

ADW builds successful working partnerships between clients and dogs that empower people and open doors to new opportunities.

p 505.986.9748 • f 505.989.9640 • P.O. Box 31027, Santa Fe, NM 87594 • assistancedogs

Attachment: ADW Courthouse facility dog bill of rights (RES-2021-670 : Approve an Agreement with Assistance Dogs of the West for a

MARIPOSA COUNTY

Fire · 209-966-4330

RESOLUTION - ACTION REQUESTED 2021-671

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Mike Van Loben Sels, Acting Fire Chief

RE: Approve the Submittal of an Assistance to Firefighters (AFG) Grant

---

RECOMMENDATION AND JUSTIFICATION:

Authorize the Fire Chief to Submit an Assistance to Firefighters Grant (AFG) Application through FEMA for reimbursement costs Up to $549,389.14 with a match of $27,469.46 for total of $576,858.60 for Purchase of Replacement Self Contained Breathing Apparatus; Approve Grant Agreement; and Authorize the Fire Chief to Sign the Agreement if Awarded (Subject to Approval as to Legal Form by County Counsel).

The AFG grant is a program administered by FEMA. The grant's purpose is to enable rural fire departments to purchase safety equipment so they can stay in compliance with National Fire Protection Association safety standards while engaged in firefighting activities.

Currently Mariposa County Fire utilizes Honeywell SCBA packs and bottles. This is required safety equipment to work in and around IDLH (Immediate dangerous to life and health) per NFPA 1500. Additionally Honeywell went out of business thus we have no ability to support repairs or replacement of packs or parts. The bottles utilized are coming upon their lifecycle and in need of replacement over the next 2 years. Currently these packs are beginning to show signs of wear with 10 packs that are out of service and no ability to repair. With needing to purchase replacement bottles and packs, Fire would like to change over to SCOTT brand who is a known reputable company and utilized by Cal Fire who is the largest cooperating agency we respond with. Total replacement vs partial over the next 2 years would reduce the need to train on two different style of pack, eliminate two different fit testing requirements, as well as better purchase price buying in bulk.

The approval to apply for this grant could enable Mariposa County Fire Department (MCFD) to purchase Ninety (90) new Scott X3 PRO Air-pack (SCBA) and Ninety (90) Carbon Wrapped 4500 psi/45 minute Cylinders. This grant will effectively purchase these required safety equipment for the Department with 5% match that has been budgeted towards this purchase.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

In early-2008 Mariposa County Fire Department (MCFD) purchased 99 new, National Fire Protection Association (NFPA) compliant SCBAs using Federal Emergency Management Agency-Assistance for Firefighters Grant (FEMA-AFG) funds.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Mariposa County Fire Department will lose the available grant funds to replace its SCBA's and will seek alternative means to purchase.

FINANCIAL IMPACT:
This is a request for up to $576,858.60 through an Assistance to Firefighters Grant (FEMA AFG) with a 5% match of $27,469.46 that is allocated and available within the Fire Department Budget.

ATTACHMENTS:
FEMAGO - Application (PDF)
SF424_4_Fed Assist form view (PDF)
SF424A-V1. budget view (PDF)
SF424B-V1.1 non construction view (PDF)
SFLLL_2_0-V2. lobyist view (PDF)

RESULT: **ADOPTED [UNANIMOUS]**
MOVER: Rosemarie Smallcombe, District I Supervisor
SECONDER: Tom Sweeney, District II Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Information is automatically saved as fields are modified and focus is changed. You do not need to manually save data in FEMA GO.

My application

SAM.gov profile

Applicant information

Applicant characteristics

Operating budget

Applicant and community trends

Community description

Call volume

Grant request details

Personal Protective Equipment (PPE)

Grant request summary

Budget summary

Contact information

Assurances and certifications

Review application

Main Content

Fiscal Year (FY) 2021 Assistance to Firefighters Grants

Status: Pending submission

Application ID: EMW-2021-FG-05602

OMB number: 1660-0054, Expiration date: 11/30/2022 View burden statement

System for Award Management (SAM.gov) profile

Please identify your organization to be associated with this application.
All organization information in this section will come from the System for Award Management (SAM) profile for that organization.

COUNTY OF MARIPOSA

Information current from SAM.gov as of:
12/08/2021
UEI-EFT:
PNG4LUYEKK53
DUNS (includes DUNS+4):
071859607
Employer Identification Number (EIN):
946000880
Organization legal name:
COUNTY OF MARIPOSA
Organization (doing business as) name:
Mailing address:
PO BOX 729 MARIPOSA, CA 95338-0729
Physical address:
5100 BULLION ST FL 2 MARIPOSA, CA 95338-0000
Is your organization delinquent on any federal debt?
N
SAM.gov registration status:
Active as of 09/12/2021
☑ We have reviewed our bank account information on our SAM.gov profile to ensure it is up to date

Applicant information

Please provide the following additional information about the department or organization applying for this grant.

Applicant name (i.e., fire department name)
Mariposa Cou

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Main address of location impacted by this grant

Main address 1
PO Box 162

Main address 2 *Optional*
4802 Highway

City
Mariposa

State/territory

Zip code
95338

Zip extension
0729

In what county/parish is your organization physically located? If you have more than one station, in what county/parish is your main station located?
Mariposa

Applicant characteristics

The Assistance to Firefighters Grants Program's objective is to provide funding directly to fire departments and nonaffiliated EMS organizations or a State Fire Training Academy for the purpose of protecting the health and safety of the public and first responder personnel against fire and fire-related hazards. Please review the Notice of Funding Opportunity Announcement (NOFO) for information on available program areas and for more information on the evaluation process and conditions of award.

Please provide the following additional information about the applicant.

Applicant type

Is this grant application a regional request? A regional request provides a direct regional and/or local benefit beyond your organization. You may apply for a regional request on behalf of your organization and any number of other participating eligible organizations within your region.

- ○ Yes
- ○ No

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

What kind of organization do you represent?

How many active firefighters does your department have who perform firefighting duties?

52

How many of your active firefighters are trained to the level of Firefighter I or equivalent?

0

How many of your active firefighters are trained to the level of Firefighter II or equivalent?

0

Are you requesting training funds in this application to bring 100% of your firefighters into compliance with NFPA 1001?

- ○ Yes
- ○ No

Which of the following standards does your organization meet regarding physicals? If physicals are not required then do not select any option. (optional)

- ☐ Meets NFPA or 1582 standard
- ☐ Meets NTSB or DOT standard
- ☐ Meets State/Local standard

Please describe in the box below your training program and your plans to bring your membership up to Firefighter II.

Mariposa County Fire training p

How many members in your department are trained to the level of EMR or EMT, Advanced EMT or Paramedic?

55

Does your department have a Community Paramedic program?

- ○ Yes
- ○ No

How many stations are operated by your department?

13

Does your organization protect critical infrastructure of the state?

- ○ Yes
- ○ No

Please describe the critical infrastructure protected below.

The McClure and McSwain dam

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Do you currently report to the National Fire Incident Reporting System (NFIRS)? You will be required to report to NFIRS for the entire period of the grant.

- ○ Yes
- ○ No

Please enter your FDIN/FDID.

22025

Do you offer live fire training?

- ○ Yes
- ○ No

What is the total number of live fire training exercises conducted per year on average?

1

Operating budget

What is your organization's operating budget (e.g., personnel, maintenance of apparatus, equipment, facilities, utility costs, purchasing expendable items, etc.) dedicated to expenditures for day-to-day activities for the current (at time of application) fiscal year, as well as the previous two fiscal years?

Current Fiscal Year

2021

Fiscal Year Operating budget

2021	$3,160,000
2020	$3,140,000
2019	$2,650,000

What percentage of the declared operating budget is dedicated to personnel costs (salary, benefits, overtime costs, etc.)?

18 %

Does your department have any rainy day reserves, emergency funds, or capital outlay?

- ○ Yes
- ○ No

What percentage of the declared operating budget is derived from the following	2021	2020	2019
Taxes	100 %	100 %	100 %

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

What percentage of the declared operating budget is derived from the following	2021	2020	2019
Bond issues	0 %	0 %	0 %
EMS billing	0 %	0 %	0 %
Grants	0 %	0 %	0 %
Donations	0 %	0 %	0 %
Fund drives	0 %	0 %	0 %
Fee for service	0 %	0 %	0 %
Other	0 %	0 %	0 %
Totals	100 %	100 %	100 %

Describe your financial need and how consistent it is with the intent of the AFG Program. Include details describing your organization's financial distress such as summarizing budget constraints, unsuccessful attempts to secure other funding, and proving the financial distress is out of your control.

In cases of demonstrated economic hardship, and upon the request of the grant applicant, the FEMA Administrator may grant an Economic Hardship Waiver. Is it your organization's intent to apply for an Economic Hardship Waiver?

- ○ Yes
- ○ No

Other funding sources

This fiscal year, are you receiving Federal funding from any other grant program for the same purpose for which you are applying for this grant?

- ○ Yes
- ○ No

This fiscal year, are you receiving Federal funding from any other grant program regardless of purpose?

- ○ Yes

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

○ No

Applicant and community trends

Please provide the following additional information about the applicant.

Injuries and fatalities	2020	2019	2018
What is the total number of fire-related civilian fatalities in your jurisdiction over the last three calendar years?	1	0	0
What is the total number of fire-related civilian injuries in your jurisdiction over the last three calendar years?	0	0	1
What is the total number of line of duty member fatalities in your jurisdiction over the last three calendar years?	0	0	0
What is the total number of line of duty member injuries in your jurisdiction over the last three calendar years?	1	3	1
What is the total number of members with self-inflicted fatalities over the last three years?	0	0	0

How many vehicles does your organization have in each of the type or class of vehicle listed below? You must include vehicles that are leased or on long-term loan as well as any vehicles that have been ordered or otherwise currently under contract for purchase or lease by your organization but not yet in your possession.

Seated riding positions

The number of seated riding positions must be equal or greater than the total number of frontline and reserve apparatus. If there are zero frontline and zero reserve apparatus, the number of seated riding positions must be zero.

Type or class of vehicles	Number of frontline apparatus	Number of reserve apparatus	Number of seated riding positions
Engines or pumpers (pumping capacity of 750 gallons per minute (GPM) or greater and water capacity of 300 gallons or more): pumper, pumper/tanker, rescue/pumper, foam pumper, CAFS	11	2	50

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Type or class of vehicles	Number of frontline apparatus	Number of reserve apparatus	Number of seated riding positions
pumper, type I, type II engine urban interface			
Ambulances for transport and/or emergency response	0	0	0
Tankers or tenders (water capacity of 1,000 gallons or more)	7	0	14
Aerial apparatus: aerial ladder truck, telescoping, articulating, ladder towers, platform, tiller ladder truck, quint	0	0	0
Brush/quick attack (pumping capacity of less than 750 GPM and water carrying capacity of at least 300 gallons): brush truck, patrol unit (pickup w/ skid unit), quick attack unit, mini-pumper, type III engine, type IV engine, type V engine, type VI engine, type VII engine	12	0	24
Rescue vehicles: rescue squad, rescue (light, medium, heavy), technical rescue vehicle, hazardous materials unit	2	0	4
Additional vehicles: EMS chase vehicle, air/light unit, rehab units, bomb unit, technical support (command, operational support/supply), hose tender, salvage truck, ARFF (aircraft rescue firefighting), command/mobile communications vehicle	4	5	9

How many ALS Response vehicles are in your fleet?

0

Is your department facing a new risk, expanding service to a new area, or experiencing an increased call volume?

- ○ Yes
- ○ No

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Please explain how your department is facing a new risk, expanding service to a new area, or experiencing an increased call volume.

Currently, Mariposa County Fire

Community description

Please provide the following additional information about the community your organization serves.

Type of jurisdiction served

What type of community does your organization serve?

What is the square mileage of your first due response zone/jurisdiction served?

1083

What percentage of your primary response area is protected by hydrants?

12.3

What percentage of your primary response area is for the following:	Percentage (must sum to 100%)
Agriculture, wildland, open space, or undeveloped properties	63
Commercial and industrial purposes	27
Residential purposes	10
Total	100

What is the permanent resident population of your first due response zone/jurisdiction served?

17131

Do you have a seasonal increase in population?

- Yes
- No

What is your seasonal increase in population (number of people)?

200000

Please describe your organization and/or community that you serve.

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Mariposa County Fire is an all v

Call volume

Please provide the total number of incidents that your organization responded to for each year of the previous three year period (Jan - Dec). Include only those alarms which your organization was a primary responder and not second due or giving Mutual Aid.

Note: Each incident must be counted only once regardless of the number of units or agencies that responded to that incident (e.g. a vehicle fire with entrapment and injuries may be counted as a vehicle fire or a rescue call or an EMS call, but not all three).

Summary

Summary of responses per year by category. Enter whole numbers only. If you have no calls for any of the categories, enter 0.

Summary of responses per year per category	2020	2019	2018
NFIRS Series 100: Fire	31	41	37
NFIRS Series 200: Overpressure Rupture, Explosion, Overheat (No Fire)	2	0	0
NFIRS Series 300: Rescue & Emergency Medical Service Incident	655	654	690
NFIRS Series 400: Hazardous Condition (No Fire)	26	43	24
NFIRS Series 500: Service Call	107	107	110
NFIRS Series 600: Good Intent Call	171	144	87
NFIRS Series 700: False Alarm & False Call	19	19	66
NFIRS Series 800: Severe Weather & Natural Disaster	0	0	0
NFIRS Series 900: Special Incident Type	1	1	0

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Summary of responses per year per category	2020	2019	2018
Total	1012	1009	1014

Fire

How many responses per year by category? Enter whole numbers only. If you have no calls for any of the categories, enter 0.

How many responses per year per category?	2020	2019	2018
Of the NFIRS Series 100 calls, how many are "Structure Fire" (NFIRS Codes 111-123)?	13	16	19
Of the NFIRS Series 100 calls, how many are "Vehicle Fire" (NFIRS Codes 130-138)?	17	20	10
Of the NFIRS Series 100 calls, how many are "Vegetation Fire" (NFIRS Codes 140-143)?	97	81	69
Total	127	117	98

What is the total acreage of all vegetation fires? Enter whole numbers only. If you have no vegetation fires, enter 0.

Total acreage per year	2020	2019	2018
What is the total acreage of all vegetation fires?	549	7892	275

Rescue and emergency medical service incidents

How many responses per year by category? Enter whole numbers only. If you have no calls for any of the categories, enter 0.

How many responses per year per category?	2020	2019	2018
Of the NFIRS Series 300 calls, how many are "Motor Vehicle Accidents" (NFIRS Codes 322-324)?	77	77	50
Of the NFIRS Series 300 calls, how many are "Extrications	3	3	2

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

How many responses per year per category?	2020	2019	2018
from Vehicles" (NFIRS Code 352)?			
Of the NFIRS Series 300 calls, how many are "Rescues" (NFIRS Codes 300, 351, 353-381)?	3	0	41
How many EMS-BLS Response Calls?	391	335	326
How many EMS-ALS Response Calls?	0	0	0
How many EMS-BLS Scheduled Transports?	0	0	0
How many EMS-ALS Scheduled Transports?	0	0	0
How many Community Paramedic Response Calls?	0	0	0
Total	474	415	419

Mutual and automatic aid

How many responses per year by category? Enter whole numbers only. If you have no calls for any of the categories, enter 0.

How many responses per year per category?	2020	2019	2018
How many times did your organization receive Mutual Aid?	1012	1011	1016
How many times did your organization receive Automatic Aid?	1012	1011	1016
How many times did your organization provide Mutual Aid?	97	81	69
How many times did your organization provide Automatic Aid?	97	81	69
Of the Mutual and Automatic Aid responses, how many were structure fires?	13	16	19
Total	2231	2200	2189

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Grant request details

Are you requesting a Micro Grant? A Micro Grant is limited to $50,000 in federal resources.

- ○ Yes
- ○ No

Instructions

If you intend to request funds for an activity, you must answer all of the activity specific questions and specify at least one budget item budget object class information. The cost figures you provide do not have to be firm quotes from your vendors, but they should be estimated based on research of current prices (i.e., check with at least two vendors for your estimates). If you do not have these estimates, you can come back and modify this area at any point before you submit your application to DHS. The Assistance to Firefighters Grant Program does not allow for any grant funds to be used for construction. Select grant writer fee when adding an activity if there is a grant-writing fee associated with the preparation of the request

Grand total: $576,858.60Add activity

Program area: Operations and safety

Total requested for Personal Protective Equipment (PPE) activity: $576,858.60

Remove activityAdd item to Personal Protective Equipment (PPE)

Please add the projects and items in your application for personal protective equipment (PPE). For each item you want funded, provide the requested information. Note the unit price amount should reflect any volume discounts, rebates, etc. The option to select additional funding is available when adding items to support your request.

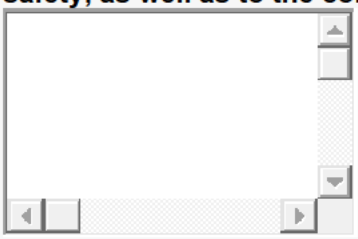
Narrative

The narrative statements must provide all the information necessary for you to justify your needs and for FEMA to make an award decision. A panel of peer reviewers will perform the second phase of the applications' evaluations by using the narrative statements below to determine the worthiness of the request for an award. Please ensure that your narrative clearly addresses each of the following evaluation criteria elements to the best of your ability with detailed but concise information.

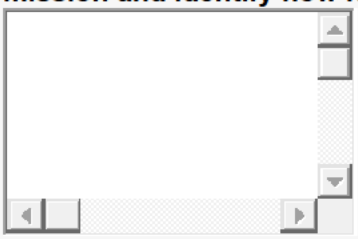
Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

You may either type your narrative statements in the spaces provided below or create the text in your word processing system and then copy it into the appropriate spaces provided below. Please note the narrative block does not allow for formatting but you can expand the size of the narrative block. Do not type your narrative using only capital letters. Additionally, do not include tables, special fonts (i.e., quote marks, bullets, etc.), or graphs.

Project Description and Budget: Clearly explain the organization's project objectives and the relationship to your organization's budget (e.g., personnel, equipment, contracts, etc.) and risk analysis by providing statistics to justify the needs. Describe the various activities to be implemented, including program priorities or facility modifications, to include details on how these are consistent with project objectives, your organization's mission and national, state, and/or local requirements. Provide details that link the proposed expenses to operations and safety, as well as to the completion of the project's goals.



Cost Benefit: Describe how you plan to address the operations and personal safety needs of your organization, including cost effectiveness and sharing assets. The Operations and Safety Cost Benefit statement should also include details about gaining the maximum benefits from grant funding by citing reasonable or required costs, such as specific overhead and administrative costs. The request should also be consistent with your organization's mission and identify how funding will benefit your organization and affected personnel.



Statement of Effect on Operations: Explain how this funding request will enhance the organization's overall effectiveness. Describe how the grant award will improve daily operations and reduce the organization's risk(s) including how frequently the requested item(s) will be used and in what capacity. Indicate how the requested item(s) will help the community and increase the organization's ability to save additional lives and property. Jurisdictions that demonstrate their commitment and proactive posture to reducing fire risk, by explaining their code enforcement (to include Wildland Urban Interface code enforcement) and mitigation strategies (including whether or not the jurisdiction has a FEMA-approved mitigation strategy) may receive stronger consideration under this criterion.

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)



Close SCBA: SCBA Unit includes: Harness/Backpack, Face Piece and 2 cylinders

Item

Remove item

Quantity

90

Unit price

$6,409.54

Total

$576,858.60

Budget class

Description

Scott x3 PRO Air-pak, 4500 ps

What is the purpose of this request?

Is your department trained in the proper use of the PPE/SCBA being requested?

- Yes
- No

Are you requesting funding for training for this PPE/SCBA?

- Yes
- No

If you are not requesting training funds through this application, will you obtain training for this PPE/SCBA through other sources?

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

- ○ Yes
- ○ No

How many of your seated riding positions currently have compliant SCBA assigned to it?

90

To which edition(s) of the NFPA 1981 standard are your SCBA or Cylinders compliant? Please account for all SCBA/Cylinders currently in your department's inventory, not just the SCBA/Cylinders you wish to replace. If you have damaged or inoperable items, please list them in the "Obsolete/non-compliant" section.

Year	SCBA Current Inventory	SCBA Being Replaced	Cylinders Current Inventory	Cylinders Being Replaced
2018 Edition	90	90	180	180
2013 Edition	0	0	0	0
2007 Edition and older	0	0	0	0
Obsolete/non-compliant	10	10	0	0

Grant request summary

The table below summarizes the number of items and total cost within each activity you have requested funding for. This table will update as you change the items within your grant request details.

Grant request summary

Activity	Number of items	Total cost
Personal Protective Equipment (PPE)	1	$576,858.60
Total	1	$576,858.60

Is your proposed project limited to one or more of the following activities : Planning and development of policies or processes. Management, administrative, or personnel actions. Classroom-based training. Acquisition of mobile and portable equipment (not involving installation) on or in a building.

- ○ Yes

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

No

Budget summary

Budget summary

Object class categories	Total
Personnel	$0.00
Fringe benefits	$0.00
Travel	$0.00
Equipment	$576,858.60
Supplies	$0.00
Contractual	$0.00
Construction	$0.00
Other	$0.00
Total direct charges	$576,858.60
Indirect charges	$0.00
TOTAL	$576,858.60

Non-federal resources

Applicant	$27,469.46
State	$0.00
Other sources	$0.00
Remarks	As a small rural County with a p

Total Federal and Non-federal resources

Federal resources	$549,389.14
Non-federal resources	$27,469.46
TOTAL	$576,858.60
Program income	$0

Contact information

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Did any individual or organization assist with the development, preparation, or review of the application to include drafting or writing the narrative and budget, whether that person, entity, or agent is compensated or not and whether the assistance took place prior to submitting the application?

- ○ Yes
- ○ No

Application participants

Please add all individuals or organizations who assisted with the application.

Include all individuals or organizations who assisted with the development, preparation, or review of the application to include drafting or writing the narrative and budget, whether that person, entity, or agent is compensated or not and whether the assistance took place prior to submitting the application or not.

Melinda Barrett

barrett.melinda1@gmail.com
Primary phone
5595800944
Mobile

Mailing address
PO Box 2403
Mariposa CA 95338
Fax

Edit

Add a participant

Secondary point of contact

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Please provide a secondary point of contact for this grant.

The Authorized Organization Representative (AOR) who submits the application will be identified as the primary point of contact for the grant. Please provide one secondary point of contact for this grant below. The secondary contact can be members of the fire department or organizations applying for the grant that will see the grant through completion, are familiar with the grant application, and have the authority to make decisions on and to act upon this grant application. The secondary point of contact can also be an individual who assisted with the development, preparation, or review of the application.

MR Chris Bernard
Battalion Chief

Chris.Bernard@fire.ca.gov
Primary phone
2093476242
Mobile
Additional phones
2099664330
Work
Fax

Edit

Assurances and certifications

SF-LLL: Disclosure of Lobbying Activities

OMB number: 4040-0013, Expiration date: 02/28/2022 View burden statement
Complete only if the applicant is required to do so by 44 C.F.R. part 18. Generally disclosure is required when applying for a grant of more than $100,000 and if any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions. Further, the recipient shall

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

file a disclosure form at the end of each calendar quarter in which there occurs any event described in 44 C.F.R. Â§ 18.110(c) that requires disclosure or that materially affects the accuracy of the information contained in any disclosure form previously filed by the applicant.

☐ The applicant is not currently required to submit the SF-LLL

1. Type of federal action:

2. Status of federal action:

3. Report Type:

4. Name and address of reporting entity:

○ Prime

○ SubAwardee

Name
Dallin Kimble

Street 1
5100 Bullion S

Street 2

City
Mariposa

State

Zip
95338

Zip Ext
0729

Congressional district, if known:

6. Federal department/agency:
FEMA

7. Federal program name/description:
Assistance to Firefighters Grant

CFDA number, if applicable:

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

8. Federal action number, if known:

9. Award amount, if known:
$

10a. Name and address of lobbying registrant:

Prefix *Optional*

First Name
Dallin

Middle Name *Optional*

Last Name
Kimble

Suffix *Optional*

Street 1
5100 Bullion S

Street 2 *Optional*

City
Mariposa

State *Optional*

Zip *Optional*
95338

Zip Ext *Optional*
0729

10b. Individual performing services: (including address if different from No. 10a)

Prefix *Optional*

First Name
Ben

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Middle Name*Optional*

Last Name
Goldeen

Suffix*Optional*

Is the individual performing services' address the same as the lobbying registrant's address?

- Yes
- No

Street 1
925 L Street

Street 2*Optional*

City
Sacramento

State*Optional*

Zip*Optional*
95814

Zip Ext*Optional*

11. Information requested through this form is authorized by title 31 U.S.C. section 1352. This disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when the transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be reported to the Congress semi-annually and will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

Review application

Submit for signature

Please select any of the following links to view or edit a particular section of your application. You may submit your application for signature once your application is complete and without any errors.

This application is ready to submit for signature

Submit this application for final signature to complete the application submission process.

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

SAM.gov profile
View/edit
Applicant information
View/edit
Applicant characteristics
View/edit
Operating budget
View/edit
Community description
View/edit
Applicant and community trends
View/edit
Call volume
View/edit
Grant request details
View/edit
Grant request summary
View/edit
Budget summary
View/edit
Contact information
View/edit
Assurances and certifications
View/edit

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

OMB Number: 4040-0004
Expiration Date: 12/31/2022

Application for Federal Assistance SF-424

* 1. Type of Submission:	* 2. Type of Application:	* If Revision, select appropriate letter(s):
☐ Preapplication	☒ New	
☒ Application	☐ Continuation	* Other (Specify):
☐ Changed/Corrected Application	☐ Revision	

* 3. Date Received:	4. Applicant Identifier:

5a. Federal Entity Identifier:	5b. Federal Award Identifier:
PNG4LUYEKK53	

State Use Only:

6. Date Received by State:	7. State Application Identifier:

8. APPLICANT INFORMATION:

* a. Legal Name:	
* b. Employer/Taxpayer Identification Number (EIN/TIN):	* c. UEI:

d. Address:

* Street1:	PO Box 162
Street2:	4802 Highway 140
* City:	Mariposa
County/Parish:	Mariposa
* State:	CA: California
Province:	
* Country:	USA: UNITED STATES
* Zip / Postal Code:	95338-0729

e. Organizational Unit:

Department Name:	Division Name:
Mariposa County Fire	Fire Department

f. Name and contact information of person to be contacted on matters involving this application:

Prefix:	Mr.	* First Name:	Steven
Middle Name:			
* Last Name:	Ward		
Suffix:			

Title:	Assistant Chief
Organizational Affiliation:	Assistant Chief Mariposa County Fire Department/CAL FIRE
* Telephone Number:	559-706-8803
Fax Number:	209-966-0252
* Email:	Steven.Ward@fire.ca.gov

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Application for Federal Assistance SF-424

*** 9. Type of Applicant 1: Select Applicant Type:**

B: County Government

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

* Other (specify):

*** 10. Name of Federal Agency:**

FEMA

11. Catalog of Federal Domestic Assistance Number:

97.044

CFDA Title:

Assistance to Firefighters Grant

*** 12. Funding Opportunity Number:**

DHS-21-GPD-004-00-98

* Title:

FY 2021 Assistance to Firefighters Grant Program (AFG)

13. Competition Identification Number:

Title:

14. Areas Affected by Project (Cities, Counties, States, etc.):

Mariposa County.png | Add Attachment | Delete Attachment | View Attachment

*** 15. Descriptive Title of Applicant's Project:**

Replacement of SCBA for Mariposa County Fire Department.

Attach supporting documents as specified in agency instructions.

Add Attachments | Delete Attachments | View Attachments

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Application for Federal Assistance SF-424

16. Congressional Districts Of:

* a. Applicant: 4th
* b. Program/Project: 4th

Attach an additional list of Program/Project Congressional Districts if needed.

Add Attachment | Delete Attachment | View Attachment

17. Proposed Project:

* a. Start Date: 05/01/2022
* b. End Date: 08/31/2022

18. Estimated Funding ($):

* a. Federal	549,389.14
* b. Applicant	
* c. State	
* d. Local	27,469.46
* e. Other	
* f. Program Income	
* g. TOTAL	576,858.60

*** 19. Is Application Subject to Review By State Under Executive Order 12372 Process?**

☐ a. This application was made available to the State under the Executive Order 12372 Process for review on .

☐ b. Program is subject to E.O. 12372 but has not been selected by the State for review.

☒ c. Program is not covered by E.O. 12372.

*** 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes," provide explanation in attachment.)**

☐ Yes ☒ No

If "Yes", provide explanation and attach

Add Attachment | Delete Attachment | View Attachment

21. *By signing this application, I certify (1) to the statements contained in the list of certifications and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances** and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)**

☒ ** I AGREE

** The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

Authorized Representative:

Prefix:	
* First Name:	Mike
Middle Name:	
* Last Name:	van Loben Sels
Suffix:	
* Title:	Fire Chief
* Telephone Number:	209-966-3622
Fax Number:	
* Email:	Mike.vanlobensels@fire.ca.gov
* Signature of Authorized Representative:	
* Date Signed:	

Attachment: FEMAGO - Application (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

OMB Number: 4040-0004
Expiration Date: 12/31/2022

Application for Federal Assistance SF-424

* 1. Type of Submission:	* 2. Type of Application:	* If Revision, select appropriate letter(s):
☐ Preapplication	☒ New	
☒ Application	☐ Continuation	* Other (Specify):
☐ Changed/Corrected Application	☐ Revision	

* 3. Date Received:	4. Applicant Identifier:

5a. Federal Entity Identifier:	5b. Federal Award Identifier:
PNG4LUYEKK53	

State Use Only:

6. Date Received by State:	7. State Application Identifier:

8. APPLICANT INFORMATION:

* a. Legal Name:	

* b. Employer/Taxpayer Identification Number (EIN/TIN):	* c. UEI:

d. Address:

* Street1:	PO Box 162
Street2:	4802 Highway 140
* City:	Mariposa
County/Parish:	Mariposa
* State:	CA: California
Province:	
* Country:	USA: UNITED STATES
* Zip / Postal Code:	95338-0729

e. Organizational Unit:

Department Name:	Division Name:
Mariposa County Fire	Fire Department

f. Name and contact information of person to be contacted on matters involving this application:

Prefix:	Mr.	* First Name:	Steven
Middle Name:			
* Last Name:	Ward		
Suffix:			

Title:	Assistant Chief

Organizational Affiliation:

Assistant Chief Mariposa County Fire Department/CAL FIRE

* Telephone Number:	559-706-8803	Fax Number:	209-966-0252

* Email:	Steven.Ward@fire.ca.gov

Attachment: SF424_4_Fed Assist form view (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Application for Federal Assistance SF-424

*** 9. Type of Applicant 1: Select Applicant Type:**

B: County Government

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

* Other (specify):

*** 10. Name of Federal Agency:**

FEMA

11. Catalog of Federal Domestic Assistance Number:

97.044

CFDA Title:

Assistance to Firefighters Grant

*** 12. Funding Opportunity Number:**

DHS-21-GPD-004-00-98

* Title:

FY 2021 Assistance to Firefighters Grant Program (AFG)

13. Competition Identification Number:

Title:

14. Areas Affected by Project (Cities, Counties, States, etc.):

Mariposa County.png | Add Attachment | Delete Attachment | View Attachment

*** 15. Descriptive Title of Applicant's Project:**

Replacement of SCBA for Mariposa County Fire Department.

Attach supporting documents as specified in agency instructions.

Add Attachments | Delete Attachments | View Attachments

Attachment: SF424_4_Fed Assist form view (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

Application for Federal Assistance SF-424

16. Congressional Districts Of:

* a. Applicant: 4th
* b. Program/Project: 4th

Attach an additional list of Program/Project Congressional Districts if needed.

Add Attachment | Delete Attachment | View Attachment

17. Proposed Project:

* a. Start Date: 05/01/2022
* b. End Date: 08/31/2022

18. Estimated Funding ($):

* a. Federal	549,389.14
* b. Applicant	
* c. State	
* d. Local	27,469.46
* e. Other	
* f. Program Income	
* g. TOTAL	576,858.60

*** 19. Is Application Subject to Review By State Under Executive Order 12372 Process?**

☐ a. This application was made available to the State under the Executive Order 12372 Process for review on .

☐ b. Program is subject to E.O. 12372 but has not been selected by the State for review.

☒ c. Program is not covered by E.O. 12372.

*** 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes," provide explanation in attachment.)**

☐ Yes ☒ No

If "Yes", provide explanation and attach

Add Attachment | Delete Attachment | View Attachment

21. *By signing this application, I certify (1) to the statements contained in the list of certifications and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances** and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)**

☒ ** I AGREE

** The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

Authorized Representative:

Prefix:
* First Name: Mike
Middle Name:
* Last Name: van Loben Sels
Suffix:

* Title: Fire Chief

* Telephone Number: 209-966-3622
Fax Number:

* Email: Mike.vanlobensels@fire.ca.gov

* Signature of Authorized Representative:
* Date Signed:

Attachment: SF424_4_Fed Assist form view (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

BUDGET INFORMATION - Non-Construction Programs

OMB Number: 4040-0006
Expiration Date: 02/28/2022

SECTION A - BUDGET SUMMARY

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. Assistance to Firefighters Grant (AFG)	97.004	$ 549,389.14	$ 27,469.46	$	$	$ 576,858.60
2.						
3.						
4.						
5. Totals		$ 549,389.14	$ 27,469.46	$	$	$ 576,858.60

Standard Form 424A (Rev. 7- 97)
Prescribed by OMB (Circular A -102) Page 1

Attachment: SF424A-V1. budget view (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

SECTION B - BUDGET CATEGORIES

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY (1)	(2)	(3)	(4)	Total (5)
	Assistance to Firefighters Grant (AFG)				
a. Personnel	$	$	$	$	$
b. Fringe Benefits					
c. Travel					
d. Equipment	576,858.60				576,858.60
e. Supplies					
f. Contractual					
g. Construction					
h. Other					
i. Total Direct Charges (sum of 6a-6h)	576,858.60				$ 576,858.60
j. Indirect Charges					$
k. TOTALS (sum of 6i and 6j)	$ 576,858.60	$	$	$	$ 576,858.60
7. Program Income	$ 0.00	$	$	$	$ 0.00

Authorized for Local Reproduction

Standard Form 424A (Rev. 7- 97)
Prescribed by OMB (Circular A -102) Page 1A

Attachment: SF424A-V1. budget view (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

SECTION C - NON-FEDERAL RESOURCES

(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e)TOTALS
8. Assistance to Firefighters Grant (AFG)	$ 27,469.46	$	$	$ 27,469.46
9.				
10.				
11.				
12. TOTAL (sum of lines 8-11)	$ 27,469.46	$	$	$ 27,469.46

SECTION D - FORECASTED CASH NEEDS

	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	$ 549,389.14	$ 549,389.14	$	$	$
14. Non-Federal	$ 27,469.46	27,469.46			
15. TOTAL (sum of lines 13 and 14)	$ 576,858.60	$ 576,858.60	$	$	$

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT

(a) Grant Program	FUTURE FUNDING PERIODS (YEARS) (b)First	(c) Second	(d) Third	(e) Fourth
16. Assistance to Firefighters Grant (AFG)	$	$	$	$
17.				
18.				
19.				
20. TOTAL (sum of lines 16 - 19)	$	$	$	$

SECTION F - OTHER BUDGET INFORMATION

21. Direct Charges:

22. Indirect Charges:

23. Remarks: This is a one time bulk purchase of Self Contained Breathing Apparatus.

Attachment: SF424A-V1. budget view (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

OMB Number: 4040-0007
Expiration Date: 02/28/2022

ASSURANCES - NON-CONSTRUCTION PROGRAMS

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0040), Washington, DC 20503.

PLEASE DO NOT RETURN YOUR COMPLETED FORM TO THE OFFICE OF MANAGEMENT AND BUDGET. SEND IT TO THE ADDRESS PROVIDED BY THE SPONSORING AGENCY.

NOTE: Certain of these assurances may not be applicable to your project or program. If you have questions, please contact the awarding agency. Further, certain Federal awarding agencies may require applicants to certify to additional assurances. If such is the case, you will be notified.

As the duly authorized representative of the applicant, I certify that the applicant:

1. Has the legal authority to apply for Federal assistance and the institutional, managerial and financial capability (including funds sufficient to pay the non-Federal share of project cost) to ensure proper planning, management and completion of the project described in this application.

2. Will give the awarding agency, the Comptroller General of the United States and, if appropriate, the State, through any authorized representative, access to and the right to examine all records, books, papers, or documents related to the award; and will establish a proper accounting system in accordance with generally accepted accounting standards or agency directives.

3. Will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain.

4. Will initiate and complete the work within the applicable time frame after receipt of approval of the awarding agency.

5. Will comply with the Intergovernmental Personnel Act of 1970 (42 U.S.C. §§4728-4763) relating to prescribed standards for merit systems for programs funded under one of the 19 statutes or regulations specified in Appendix A of OPM's Standards for a Merit System of Personnel Administration (5 C.F.R. 900, Subpart F).

6. Will comply with all Federal statutes relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin; (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C.§§1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps; (d) the Age Discrimination Act of 1975, as amended (42 U. S.C. §§6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (g) §§523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§290 dd-3 and 290 ee- 3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

7. Will comply, or has already complied, with the requirements of Titles II and III of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (P.L. 91-646) which provide for fair and equitable treatment of persons displaced or whose property is acquired as a result of Federal or federally-assisted programs. These requirements apply to all interests in real property acquired for project purposes regardless of Federal participation in purchases.

8. Will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

Attachment: SF424B-V1.1 non construction view (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

9. Will comply, as applicable, with the provisions of the Davis-Bacon Act (40 U.S.C. §§276a to 276a-7), the Copeland Act (40 U.S.C. §276c and 18 U.S.C. §874), and the Contract Work Hours and Safety Standards Act (40 U.S.C. §§327-333), regarding labor standards for federally-assisted construction subagreements.

10. Will comply, if applicable, with flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973 (P.L. 93-234) which requires recipients in a special flood hazard area to participate in the program and to purchase flood insurance if the total cost of insurable construction and acquisition is $10,000 or more.

11. Will comply with environmental standards which may be prescribed pursuant to the following: (a) institution of environmental quality control measures under the National Environmental Policy Act of 1969 (P.L. 91-190) and Executive Order (EO) 11514; (b) notification of violating facilities pursuant to EO 11738; (c) protection of wetlands pursuant to EO 11990; (d) evaluation of flood hazards in floodplains in accordance with EO 11988; (e) assurance of project consistency with the approved State management program developed under the Coastal Zone Management Act of 1972 (16 U.S.C. §§1451 et seq.); (f) conformity of Federal actions to State (Clean Air) Implementation Plans under Section 176(c) of the Clean Air Act of 1955, as amended (42 U.S.C. §§7401 et seq.); (g) protection of underground sources of drinking water under the Safe Drinking Water Act of 1974, as amended (P.L. 93-523); and, (h) protection of endangered species under the Endangered Species Act of 1973, as amended (P.L. 93-205).

12. Will comply with the Wild and Scenic Rivers Act of 1968 (16 U.S.C. §§1271 et seq.) related to protecting components or potential components of the national wild and scenic rivers system.

13. Will assist the awarding agency in assuring compliance with Section 106 of the National Historic Preservation Act of 1966, as amended (16 U.S.C. §470), EO 11593 (identification and protection of historic properties), and the Archaeological and Historic Preservation Act of 1974 (16 U.S.C. §§469a-1 et seq.).

14. Will comply with P.L. 93-348 regarding the protection of human subjects involved in research, development, and related activities supported by this award of assistance.

15. Will comply with the Laboratory Animal Welfare Act of 1966 (P.L. 89-544, as amended, 7 U.S.C. §§2131 et seq.) pertaining to the care, handling, and treatment of warm blooded animals held for research, teaching, or other activities supported by this award of assistance.

16. Will comply with the Lead-Based Paint Poisoning Prevention Act (42 U.S.C. §§4801 et seq.) which prohibits the use of lead-based paint in construction or rehabilitation of residence structures.

17. Will cause to be performed the required financial and compliance audits in accordance with the Single Audit Act Amendments of 1996 and OMB Circular No. A-133, "Audits of States, Local Governments, and Non-Profit Organizations."

18. Will comply with all applicable requirements of all other Federal laws, executive orders, regulations, and policies governing this program.

19. Will comply with the requirements of Section 106(g) of the Trafficking Victims Protection Act (TVPA) of 2000, as amended (22 U.S.C. 7104) which prohibits grant award recipients or a sub-recipient from (1) Engaging in severe forms of trafficking in persons during the period of time that the award is in effect (2) Procuring a commercial sex act during the period of time that the award is in effect or (3) Using forced labor in the performance of the award or subawards under the award.

SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL	TITLE
	Fire Chief
APPLICANT ORGANIZATION	DATE SUBMITTED
Mariposa County Fire Department	

Standard Form 424B (Rev. 7-97) Back

Attachment: SF424B-V1.1 non construction view (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

DISCLOSURE OF LOBBYING ACTIVITIES

Complete this form to disclose lobbying activities pursuant to 31 U.S.C.1352

OMB Number: 4040-0013
Expiration Date: 02/28/2022

1. * Type of Federal Action:
- [ ] a. contract
- [x] b. grant
- [ ] c. cooperative agreement
- [ ] d. loan
- [ ] e. loan guarantee
- [ ] f. loan insurance

2. * Status of Federal Action:
- [ ] a. bid/offer/application
- [x] b. initial award
- [ ] c. post-award

3. * Report Type:
- [x] a. initial filing
- [ ] b. material change

4. Name and Address of Reporting Entity:

[x] Prime [ ] SubAwardee

** Name:* Mariposa County
** Street 1:* 5100 Bullion Street
Street 2:
** City:* Mariposa
State: CA: California
Zip: 95338
Congressional District, if known: 4th

5. If Reporting Entity in No.4 is Subawardee, Enter Name and Address of Prime:

6. * Federal Department/Agency:
FEMA/Department of Homeland Security

7. * Federal Program Name/Description:
Assistance To Firefighters Grant (AFG)
CFDA Number, *if applicable:* 97.004

8. Federal Action Number, *if known:*

9. Award Amount, *if known:*
$ 576,858.60

10. a. Name and Address of Lobbying Registrant:

Prefix:
** First Name:* Townsend
Middle Name:
** Last Name:* Public Affairs
Suffix:
** Street 1:* 925 L Street
Street 2:
** City:* Mariposa
State: CA: California
Zip: 95338

b. Individual Performing Services (including address if different from No. 10a)

Prefix: Mr.
** First Name:* Richard
Middle Name:
** Last Name:* Harmon
Suffix:
** Street 1:* 744 P Street Suite 308
Street 2:
** City:* Fresno
State: CA: California
Zip: 93721

11. Information requested through this form is authorized by title 31 U.S.C. section 1352. This disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when the transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be reported to the Congress semi-annually and will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

*** Signature:**

***Name:** *Prefix:* ** First Name:* Dallin *Middle Name:* ** Last Name:* Kimble *Suffix:*

Title: CAO **Telephone No.:** 209-966-3222 **Date:**

Federal Use Only:

Authorized for Local Reproduction
Standard Form - LLL (Rev. 7-97)

Attachment: SFLLL_2_0-V2. lobyist view (RES-2021-671 : Approve the Submittal of an Assistance to Firefighters (AFG) Grant)

MARIPOSA COUNTY

Administration/Human Resources · 966-3222

RESOLUTION - ACTION REQUESTED 2021-672

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

RE: Amend Building Department Director and Director of Public Works & Transportation Job Descriptions

---

RECOMMENDATION AND JUSTIFICATION:
Approve an Amendment to the Building Department Director and the Director of Public Works and Transportation Job Descriptions to Allow Consideration of a Broader Combination of Education and Experience.

Mariposa County has been recruiting for the Building Department Director and the Director of Public Works and Transportation positions since early November with very few qualified applicants. To allow for broader consideration of candidates, staff recommends amending these job descriptions to include language permitting a more flexible combination of education and experience to meet minimum qualifications for the interview process. Any current certification requirements and all other elements of the job descriptions will remain unchanged.

Similar language has been added to several job descriptions already, including the Health and Human Services Agency Director job description amended prior to recruiting last year. In each case, expanding the flexibility in meeting minimum qualifications has resulted in larger candidate pools.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
From time to time the Board approves amendments to job descriptions.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Do not approve the change to the job descriptions as requested and continue with the current job descriptions, or amend as the Board desires and approve.

FINANCIAL IMPACT:
N/A

ATTACHMENTS:
Building Department Director - draft (PDF)
Director of Public Works and Transportation - draft (PDF)

REF ID# 12419

RESULT: **ADOPTED [UNANIMOUS]**
MOVER: Rosemarie Smallcombe, District I Supervisor
SECONDER: Wayne Forsythe, District IV Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

County of Mariposa

BUILDING DEPARTMENT DIRECTOR

DEFINITION

To plan, coordinate, direct and supervise the operations of the Building Department; to serve as the County's Chief Building Official and enforce building codes and ordinances; and to perform related duties and responsibilities as required.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Board of Supervisors. Appointed by and serves at the pleasure of the Board of Supervisors.

Exercises direction over technical and clerical staff.

EXAMPLES OF ESSENTIAL FUNCTIONS

Plans, organizes, administers and supervises all programs and activities of the Building Department.

Evaluates community needs related to building inspection and code enforcement, and formulates short and long-range plans to address them.

Develops, recommends, implements and evaluates cost-effective, innovative department programs, policies and procedures.

Interprets and provides guidance regarding goals and objectives, policies and procedures, to department personnel.

Confers with department staff, County staff and administrators, and the Board of Supervisors on operational and administrative problems, and helps to develop solutions.

Establishes, within County policy, appropriate staffing levels; allocates resources accordingly.

Prepares and administers the department budget; reviews and approves expenditures.

Selects, trains, supervises, motivates and evaluates the performance of department personnel; provides for staff training; implements disciplinary and termination processes as necessary.

Reviews and evaluates reports of subordinates for accuracy, completeness and compliance with departmental policies and procedures; determines and monitors follow-up actions required.

Coordinates department activities and services with other County and municipal departments as appropriate.

Enforces and supervises the enforcement of building, electrical, mechanical and plumbing codes.

Attachment: Building Department Director - draft (RES-2021-672 : Amend Building Department Director and Director of Public Works &

Attachment: Building Department Director - draft (RES-2021-672 : Amend Building Department Director and Director of Public Works &

Interprets codes and local ordinances to staff, architects, developers, contractors and property owners; investigates or resolves complaints or disputes regarding code interpretation and enforcement standards.

Performs residential and commercial plan checking of submitted building plans.

Develops strategies for the completion of assignments by staff; delegates daily building inspections to subordinates; performs the more difficult inspections as required.

Supervises and approves the issuance and renewal of building permits and licenses.

Receives and responds to inquiries, requests for assistance, concerns and complaints from the public regarding building code inspections and enforcement.

Keeps abreast of new developments and legislation affecting department operations and administration; recommends the adoption of ordinances, policies and procedures related to building code issues.

Prepares and submits reports on departmental programs and activities to the County Administrative Officer and Board of Supervisors.

Attends civic and other community meetings and events to explain and promote the activities and functions of the department and to establish favorable public relations; gives public speaking presentations as requested.

Performs general administrative work as required, including preparing reports and correspondence, conducting and attending meetings, reviewing mail and literature, etc.

EMPLOYMENT STANDARDS

Knowledge of:

Pertinent federal, state and local laws, regulations, codes and ordinances.

Organizational and management practices as applied to the analysis and evaluation of building code enforcement and inspection programs, policies and operational needs.

Principles of management, supervision, training and performance evaluation.

Budget preparation and administration practices.

Modern principles, practices, techniques and equipment of building inspection and code enforcement operations.

Recent developments, current literature and sources of information related to building codes and compliance.

Uniform building, plumbing, electrical and mechanical codes; state housing laws; occupancy, health and safety codes; zoning ordinances.

Electrical, carpentry, masonry, mechanical and plumbing work methods and materials.

Safety standards and methods of building construction for commercial, industrial and residential structures.

Basic principles of structural design and engineering mathematics.

Research methods and sources of information related to building code enforcement.

Report and business letter preparation techniques.

Modern office practices and technology, including the use of computers for data and word processing.

English usage, spelling, grammar and punctuation.

Mathematical computations.

Safe work practices.

Public / community relations techniques.

Ability to:
Interpret, analyze, apply and enforce federal, state and local laws, rules, regulations, codes and ordinances.

Effectively administer a variety of code enforcement, building inspection and plan review activities.

Develop, implement and interpret goals and procedures for providing effective and efficient building inspection and code enforcement services.

Research, analyze and evaluate new service delivery methods and procedures.

Read and understand complex plans, specifications and blueprints.

Apply technical knowledge and follow proper inspection techniques to examine workmanship and materials, and detect deviations from plans, regulations and standard construction practices.

Advise on standard construction methods and requirements for residential, commercial and industrial buildings.

Attachment: Building Department Director - draft (RES-2021-672 : Amend Building Department Director and Director of Public Works &

Plan, organize and supervise the work of subordinate staff.

Select, train and evaluate staff.

Schedule staff work assignments to ensure that required time lines and departmental goals and objectives are met.

Analyze problems, identify alternative solutions, determine consequences of proposed actions and implement recommendations in support of goals.

Exercise initiative, ingenuity and sound judgment in solving difficult administrative, technical and personnel problems.

Prepare clear and concise administrative reports.

Perform mathematical computations quickly and with accuracy.

Make effective public presentations.

Gain cooperation through discussion and persuasion.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

Effectively resolve conflicts and difficult and sensitive issues.

Meet the physical requirements necessary to safely and effectively perform assigned duties.

TYPICAL WORKING CONDITIONS

Work is performed in an office and field environment. Incumbent drives on surface streets and may be exposed to traffic hazards, construction hazards, electrical currents, air contaminants, adverse weather conditions, temperature and noise extremes, wetness, heights, fumes, dusts, odors, working at heights. Worker may be subject to fatigue from irregular working hours / incident call activity.

TYPICAL PHYSICAL REQUIREMENTS

Requires the mobility to work in an office and field environment. Requires the ability to sit at a desk for long periods of time and intermittently walk, stand, climb, balance, bend, crouch, and reach while performing office duties and/or field inspections; lift and/or move light to moderately heavy weights; perform simple grasping and fine manipulation. Must be able to maintain effective audio-visual discrimination and perception needed for making observations, communicating with others, reading and writing, and operating office and specialized field equipment. Must be able to use a telephone to communicate verbally and a keyboard to

Attachment: Building Department Director - draft (RES-2021-672 : Amend Building Department Director and Director of Public Works &

communicate through written means, to review information and enter/retrieve data, to see and read characters on a computer screen.

MINIMUM QUALIFICATIONS

Any combination of experience and education that would provide the required knowledge, skills and abilities would be qualifying. A typical way to obtain the knowledge, skills and abilities would be:

Experience:

Four years of increasingly responsible building inspection, plan checking and code enforcement experience, including at least three years in a supervisory or management capacity.

Education:

High school or GED equivalency is required. Graduation from an accredited college or university with a Bachelor's degree in structural engineering, architecture or a closely related field.

~~**Substitution:**~~

~~Additional qualifying experience in interpreting and enforcing building, electrical, mechanical and plumbing codes may be substituted on a year for year basis for the required education.~~

Additional Requirements:

Possession of a valid California driver's license. Under certain circumstances, ~~the~~ Human Resources ~~Director~~ may accept a valid driver's license from another state if applicant acknowledges his/her intent to acquire a California driver's license within three months by signing an acknowledgement form.

Possession of a Combination ICBO Inspection Certificate.

Possession of an ICBO Certificate as a Plans Examiner.

Possession of, or the ability to obtain within one year of employment, a Building Official certificate issued by a recognized state, national or international association such as the Council of American Building Officials (CABO).

Must pass a pre-employment physical.

This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbents may be expected to perform job-related duties other than those contained in this document.

Creation Date: 12/04 (B/S 04-545, 546)
Revision Date: 02/06 (B/S Res. 06-73); 12/21 (B/S Res. 21-)

Attachment: Building Department Director - draft (RES-2021-672 : Amend Building Department Director and Director of Public Works &

County of Mariposa

DIRECTOR OF PUBLIC WORKS AND TRANSPORTATION

(At-Will)

DEFINITION

To plan, coordinate, direct and supervise the administration and operation of all of the divisions and functions of the Public Works Department; to oversee the programs and activities of multiple department divisions through subordinate managers; and to perform related duties and responsibilities as required.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Board of Supervisors. Appointed by and serves at the pleasure of the Board of Supervisors.

Exercises direction over subordinate deputy/assistant directors and division managers of the Public Works Department.

EXAMPLES OF ESSENTIAL FUNCTIONS

Plans, organizes, administers and supervises all programs and activities of the Public Works Department and its divisions and special districts.

Develops, recommends, implements, and evaluates cost-effective and innovative department programs, policies, and procedures.

Interprets and provides guidance regarding goals and objectives, policies and procedures, to department personnel.

Acts as the Executive Director for the Local Transportation Commission.

Confers with department staff, County staff and administrators, and the Board of Supervisors on operational and administrative problems, and helps to develop solutions.

Establishes, within County policy, appropriate staffing levels; allocates resources accordingly.

Prepares and administers department budgets; reviews and approves expenditures.

Selects, trains, supervises, motivates, and evaluates the performance of department personnel; provides for staff training; implements disciplinary and termination processes as necessary.

Reviews and evaluates reports of subordinates for accuracy, completeness and compliance with departmental policies and procedures; determines and monitors follow-up actions required.

Oversees and ensures proper management of all major public works projects.

May review and approve engineering documents, including bid plans and specifications.

Attachment: Director of Public Works and Transportation - draft (RES-2021-672 : Amend Building Department Director and Director of Public

May perform professional engineering design and calculations.

Has responsibility for the development and administration of contracts related to department functions and operations; reviews and approves various contracts for construction, various services and consultation.

Administers the County's road system; determines improvements needed and develops an effective and efficient road work program in conjunction with the Road Superintendent.

Coordinates department activities and services with other County and municipal departments and other agencies as appropriate.

Receives and responds to inquiries, requests for assistance, concerns and complaints from the public regarding department policies, programs, and projects.

Keeps abreast of new developments and legislation affecting department operations and administration.

Prepares and submits reports on departmental programs and activities to the County Administrative Officer and Board of Supervisors.

Attends civic and other community meetings and events to explain and promote the activities and functions of the department and to establish favorable public relations; gives public speaking presentations as requested.

Performs general administrative work as required, including preparing reports and correspondence, conducting and attending meetings, reviewing mail and literature, etc.

Attends training, meetings, workshops, conferences, etc., as necessary to enhance job knowledge and skills.

Performs related duties as assigned.

EMPLOYMENT STANDARDS

Knowledge of:

Pertinent federal, state and local laws, regulations, codes and ordinances.

County government organization, policies and procedures.

Organizational and management practices as applied to the analysis and evaluation of public works programs, policies and operational needs.

Principles and techniques of planning, implementing and financing public works projects.

Attachment: Director of Public Works and Transportation - draft (RES-2021-672 : Amend Building Department Director and Director of Public

Recent developments, current literature, and sources of information related to public works operations and administration.

Principles of management, supervision, training, and performance evaluation.

Budget preparation and administration practices.

Report and business letter preparation techniques.

Modern office practices and technology, including the use of computers for data analysis and word processing.

English usage, spelling, grammar, and punctuation.

Advanced mathematics.

Safe work practices.

Public/community relations techniques.

If a licensed engineer:
Principles of civil engineering design and engineering mathematics.

Ability to:
Interpret, analyze, and apply pertinent federal, state, and local laws, rules, regulations, codes, and ordinances, and County policies and procedures.

Plan, organize, and direct the operations of a comprehensive public works department.

Select, train, plan, organize, and supervise the work of subordinate staff.

Schedule staff work assignments to ensure that required time lines and departmental goals and objectives are met.

Analyze problems, identify alternative solutions, determine consequences of proposed actions, and implement recommendations in support of goals.

Effectively lead the Local Transportation Commission.

Exercise initiative, ingenuity, and sound judgment in solving difficult administrative, professional, technical and personnel problems.

Prepare clear and concise administrative reports.

Attachment: Director of Public Works and Transportation - draft (RES-2021-672 : Amend Building Department Director and Director of Public

Prepare and administer budgets.

Perform mathematical computations quickly and with accuracy.

Make effective public presentations.

Gain cooperation through discussion and persuasion.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

Effectively resolve conflicts and difficult and sensitive issues.

Meet the physical requirements necessary to safely and effectively perform assigned duties.

If a licensed engineer:
Supervise and perform professional engineering design and calculations.

TYPICAL WORKING CONDITIONS

Work is performed in an office and field environment. Incumbent drives on surface streets and may be exposed to traffic hazards, construction hazards, air contaminants, adverse weather conditions, temperature and noise extremes, wetness, fumes, dusts, grease/oil, odors. Worker is subject to unusual fatigue from irregular working hours.

TYPICAL PHYSICAL REQUIREMENTS

Requires the mobility to work in an office and field environment. Requires the ability to sit at desk for long periods of time and intermittently walk, stand, climb, balance, bend, crouch, and reach while performing office duties and/or field inspections; lift and/or move light to moderately heavy weights; perform simple grasping and fine manipulation. Must be able to maintain effective audio-visual discrimination and perception needed for making observations, communicating with others, reading and writing, and operating office and specialized field equipment. Must be able to use a telephone to communicate verbally and a keyboard to communicate through written means, to review information and enter/retrieve data, to see and read characters on a computer screen.

Attachment: Director of Public Works and Transportation - draft (RES-2021-672 : Amend Building Department Director and Director of Public

MINIMUM QUALIFICATIONS

Any combination of experience and education that would provide the required knowledge, skills and abilities would be qualifying. A typical way to obtain the knowledge, skills and abilities would be:

Experience:

Six years of administrative experience in public works, construction management or a closely related field, including at least two years in a management position at a level equivalent to a Deputy/Assistant Director of Public Works in Mariposa County.

Education:

Graduation from an accredited college or university with a Bachelor's degree in civil engineering, public administration, or closely related fields.

Additional Requirements:

Possession of a valid California driver's license. Under certain circumstances, ~~the~~ Human Resources ~~Director~~ may accept a valid driver's license from another state if applicant acknowledges his/her intent to acquire a California driver's license within three months by signing an acknowledgement form.

Registration as a Professional Civil Engineer in California is highly desirable.

Must pass a pre-employment physical and thorough background check.

This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbents may be expected to perform job-related duties other than those contained in this document.

Creation Date: 12/04 (B/S 04-545, 546)
Revision Date: 02/06 (B/S Res. 06-73); 09/11 (B/S 11-436); 08/17 (B/S 17-555); 12/21 (B/S Res. 21-)

Attachment: Director of Public Works and Transportation - draft (RES-2021-672 : Amend Building Department Director and Director of Public

MARIPOSA COUNTY

Administration/Technical Services · 966-3222

RESOLUTION - ACTION REQUESTED 2021-673

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

RE: Agreement for Authorization to Order Under CALNET4/NextGen

---

RECOMMENDATION AND JUSTIFICATION:
Approve the Telecommunication Services Under the State of California CALNET4/NextGen Agreement; and Authorize the Board of Supervisor Chair to Sign Authorization Agreement.

CALNET is a competitively bid contract that provides a comprehensive array of telecommunications and network services to public entities throughout the State. Benefits include: Service Level Agreements, Competitive rates, Billing platform with invoicing and reporting capabilities, Custom portal program, End to End Solutions, and Competitively bid (no additional RFP processes may be necessary). In addition, there will be ongoing and annual reviews of pricing and service functionality to help ensure rates and services remain cost-effective and technologically competitive throughout the life of the Contract.

The Authorization to Order (ATO) allows Mariposa County to order off the CALNET4/NextGencontract. There is no obligation to purchase. Services can be purchased as needed. Additionally CALNET acts like a month to month agreement where service can be cancelled as needed. This contract affords great flexibility to Mariposa County.

Mariposa County is currently on CALNET3 and needs to transition to the new contract called CALNET4/NextGen to maintain CALNET status and contract rates.

Please see the attached Memorandums for additional information.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board had approved participation under the CALNET3 agreement in April 19, 2016.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
The County would not be able to purchase telecommunication services under the Calnet agreement which would increase our telecommunication costs.

FINANCIAL IMPACT:
None at this time

REF ID# 12427

ATTACHMENTS:
CALNET NON-STATE ENTITY SERVICE POLICY AND AGREEMENT (PDF)
CALNET-ATT-Legacy-ATO (PDF)
CALNET-ATT-DNCS-ATO (PDF)
Prior Mariposa County CALNET 3 Agreement (PDF)

RESULT: **ADOPTED [UNANIMOUS]**
MOVER: Wayne Forsythe, District IV Supervisor
SECONDER: Rosemarie Smallcombe, District I Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

DEPARTMENT OF TECHNOLOGY
NON-STATE ENTITY SERVICE POLICY AND AGREEMENT (NESPA)

The California Network and Telecommunications Program (CALNET) service offerings are primarily intended to meet State entity requirements. However, CALNET services may be purchased by qualified non-State entities. To use the CALNET next generation of contracts, non-State entities are required to self-certify that their organization qualifies for one of the CALNET eligibility criteria below.

Authorized Entity Criteria

Please select one of the following:

- [x] Local government entities are defined as "any city, county, city and county, district or other governmental body empowered to expend public funds for the acquisition of goods" per Public Contract Code Chapter 2, Paragraph 10298 (a) (b). While the State makes this contract available to local governmental entities, each local governmental entity should determine whether this contract is consistent with its procurement policies and regulations.
- [ ] **Entirely** 100% tax supported entity
- [ ] A governmental entity with a Joint Powers Agreement (JPA)
- [ ] Federally recognized Indian Tribe

NON-STATE ENTITY INFORMATION

REQUESTING NON-STATE ENTITY ORGANIZATION NAME
County of Mariposa

NAME AND TITLE OF AUTHORIZED REPRESENTATIVE SIGNING ON BEHALF OF NON-STATE ENTITY
Marshall Long, Chair Board of Supervisors

STREET ADDRESS
5100 Bullion Street

CITY, STATE, ZIP CODE
Mariposa, CA 95338

CONTACT PHONE NUMBER
209-966-3222

EMAIL ADDRESS
clerk-bos@mariposacounty.org

I certify under penalty of perjury the requesting entity meets the NESPA "Authorized Entity Criteria" selected above.

_____

NON-STATE ENTITY SIGNATURE DATE

CDT/CALNET PROGRAM

CUSTOMER CODE:

Attachment: CALNET NON-STATE ENTITY SERVICE POLICY AND AGREEMENT (RES-2021-673 : Agreement for Authorization to Order Under

CALNET
AUTHORIZATION TO ORDER (ATO)

AT&T Corp and the California Department of Technology (CDT) have entered into a multi-year statewide contract for CALNET Legacy Telecommunications Voice and Data Services, C4A1LEG18, Categories 15, 16, 17, and 18. The CDT may, at its sole option elect to extend the Contract Term for up to the number of years as indicated in the Contract.

Category 15, Dedicated Transport:

- Contract award: 01/03/2019
- Contract end: 01/02/2026
- Number of optional extensions and extension duration(s): 3 extensions, 1 year per extension

Category 15.2.2, Carrier DSO Service:

- Contract award: 01/03/2019
- Contract end: 01/02/2022
- Number of optional extensions and extension duration(s): 2 extensions, 1 year per extension

Category 16, Long Distance Calling:

- Contract award: 01/03/2019
- Contract end: 01/02/2024
- Number of optional extensions and extension duration(s): 5 extensions, 1 year per extension

Category 17, Toll Free Voice Calling:

- Contract award: 01/03/2019
- Contract end: 01/02/2024
- Number of optional extensions and extension duration(s): 5 extensions, 1 year per extension

Category 18, Legacy Telecommunications:

- Contract award: 01/03/2019
- Contract end: 01/02/2026
- Number of optional extensions and extension duration(s): 3 extensions, 1 year per extension

Category 18.3.1.1, Analog Service:

- Contract award: 01/03/2019
- Contract end: 01/02/2022
- Number of optional extensions and extension duration(s): 2 extensions, 1 year per extension

Attachment: CALNET-ATT-Legacy-ATO (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

Pursuant to the Contract C4-LEG-12-10-TS-01, which is incorporated herein by reference, any eligible on-state public entity (herein "Non-State Entity"), as authorized in Government Code section 11541 is allowed to order services and products (collectively "Services") solely as set forth in the Contract.

To establish CALNET eligibility, the Non-State Entity will be required to have a Non-State Entity Service Policy and Agreement (NESPA) on file with the CDT CALNET Program, prior to submitting the Authorization to Order (ATO).

Once the Non-State Entity and the Contractor approve and sign the ATO, the Contractor shall deliver the ATO to the CALNET Program for review and approval. No Service(s) shall be ordered by the Non-State Entity or provided by the Contractor until both parties and the CALNET Program execute the ATO.

By executing the ATO, the County of Mariposa
[Non-State Entity] may subscribe to the Service(s), and the Contractor agrees to provide the Service(s), in accordance with the terms and conditions of the ATO and the Contract. Service catalogs, rates and Contract terms are available at the CALNET Program website.

The ATO, and any resulting order for Service(s), is a contract between the Non-State Entity and the Contractor. As such, the CDT will not facilitate, intervene, advocate or escalate any disputes between the Non-State Entity and the Contractor or represent the Non-State Entity in resolution of litigated disputes between the parties.

The ATO shall not exceed the term of the Contract and shall remain in effect for the duration of the contract unless:

- The CDT, at its discretion, revokes the approved ATO; or
- The Non-State Entity terminates the ATO, for specific Services(s) in part or in total, prior to termination of the Contract, by providing the Contractor with a 30 calendar days' prior written notice of cancellation.

The Non-State Entity, upon execution of the ATO, certifies that:

- The Non-State Entity understands that the Contractor and the CDT may, from time to time and without the Non-State Entity's consent, amend the terms and conditions of the Contract thereby affecting the terms of service the Non-State Entity receives from the Contractor.
- The Non-State Entity has reviewed the terms and conditions, including the rates and charges, of the Contract.
- The Non-State Entity understands and agrees that the Contractor invoices for Service(s) subscribed to under the Contract are subject to review and/or audit by the CDT, pursuant to provisions of the Contract.

Attachment: CALNET-ATT-Legacy-ATO (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

- All Service(s) ordered under the ATO will be submitted to the Contractor using an authorized purchasing document, signed by the Non-State Entity's authorized signatory. Any additions, changes to, or deletions of Service(s) shall be accomplished by submission of a purchasing document to the Contractor, noting the changes.

- The Non-State Entity understands and agrees that the Contractor shall provide the CALNET Program all data, invoices, reports and access to trouble tickets for Service(s) subscribed to under the Contract, pursuant to provisions of the Contract. Upon execution of the ATO, the Non-State Entity authorizes the CALNET Contractor to release the Non-State Entity's Customer Proprietary Network Information (CPNI) to the CALNET Program for purposes of administering the Contract.

- The Non-State Entity understands that, the Contractor shall bill the Non-State Entity, and the Non-State Entity shall pay the Contractor according to the terms and conditions, and rates set forth in the Contract for such Service(s).

E-Rate Customers Only – Complete if applying for E-Rate funding:

County of Mariposa [Enter Non-State Entity name] intends to seek Universal Service Funding (E-Rate) for eligible Service(s) provided under the ATO. The Service(s) ordered under the ATO shall commence [MM/DD/YYYY] ("Service Date"). Upon the Service Date, the ATO supersedes and replaces any applicable servicing arrangements between the Contractor and the Non-State Agency for the Service(s) ordered under the ATO.

Contact Information

Any notice or demand given under this Contract to the Contractor or the Non-State Entity shall be in writing and addressed to the following:

Non-State Entity

Non-State Entity Name

County of Mariposa

Authorized Agent

Marshall Long

Title of Authorized Agent

Chair Board of Supervisors

Address

5100 Bullion Street

City, State, Zip Code

Mariposa, CA 95338

Contact Number

209-966-3222

Email

clerk-bos@mariposacounty.org

Attachment: CALNET-ATT-Legacy-ATO (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

Contractor

AT&T Corporation

Authorized Agent : Keith Nagel

Attention: Program Management Office

Address: 2700 Watt Avenue
Room 1213
Sacramento, CA 95821

Contact Number:
916-384-6175
Email:
KN7135@att.com

IN WITNESS WHEREOF, the parties below hereto have caused the execution of this ATO. The effective date of this ATO, between the Non-State Entity, the Contractor and CDT/CALNET shall be pursuant to the CDT/CALNET "**DATE EXECUTED**" shown below.

Non-State Entity

Authorized Agent Name

County of Mariposa

Title of Authorized Agent

Chair Board of Supervisors

Signature

Date Signed

Contractor

Authorized Agent Name

Title of Authorized Agent

Signature

Date Signed

Approved By: State of California Department of Technology

Authorized Agent Name

Title of Authorized Agent

Signature

Date Executed

Attachment: CALNET-ATT-Legacy-ATO (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

CALNET
AUTHORIZATION TO ORDER (ATO)

AT&T Corp. and the California Department of Technology (CDT) have entered into a five-year statewide contract for CALNET IFB C4DNCS19, Data Networks and Communications Services, Categories 20, 21, 22, 23, 24, 25, 27, 28, 29 and 30. The CDT may, at its sole option elect to extend the Contract Term for up to the number of years as indicated in the Contract.

Category: 20, MPLS Data Network Services

- Contract award: 04/15/2020
- Contract end: 06/30/2025
- Number of optional extensions and extension duration(s): 3 extensions, 1 year per extension

Category: 21, Standalone VoIP Services

- Contract award: 04/15/2020
- Contract end: 06/30/2025
- Number of optional extensions and extension duration(s): 3 extensions, 1 year per extension

Category: 22, Cloud Hosted VoIP Services

- Contract award: 04/15/2020
- Contract end: 06/30/2025
- Number of optional extensions and extension duration(s): 3 extensions, 1 year per extension

Category: 23, Metropolitan Area Network (MAN) Ethernet Services and Features

- Contract award: 04/15/2020
- Contract end: 06/30/2025
- Number of optional extensions and extension duration(s): 3 extensions, 1 year per extension

Category: 24, Flat Rate Internet Services

- Contract award: 04/15/2020
- Contract end: 06/30/2025
- Number of optional extensions and extension duration(s): 3 extensions, 1 year per extension

Attachment: CALNET-ATT-DNCS-ATO (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

Category: 25, Sustained Bandwidth Internet Services and Features

- Contract award: 04/15/2020
- Contract end: 06/30/2025
- Number of optional extensions and extension duration(s): 3 extensions, 1 year per extension

Category: 27, Standard Contact Center Services

- Contract award: 04/15/2020
- Contract end: 06/30/2025
- Number of optional extensions and extension duration(s): 3 extensions, 1 year per extension

Category: 28, Custom Contact Center Services

- Contract award: 04/15/2020
- Contract end: 06/30/2025
- Number of optional extensions and extension duration(s): 3 extensions, 1 year per extension

Category: 29, Converged VoIP Services

- Contract award: 04/15/2020
- Contract end: 06/30/2025
- Number of optional extensions and extension duration(s): 3 extensions, 1 year per extension

Category: 30, Broadband with Internet Services

- Contract award: 04/15/2020
- Contract end: 06/30/2025
- Number of optional extensions and extension duration(s): 3 extensions, 1 year per extension

Pursuant to the Contract C4-DNCS-19-001-40, which is incorporated herein by reference, any eligible non-state public entity (herein "Non-State Entity"), as authorized in Government Code section 11541 is allowed to order services and products (collectively "Services") solely as set forth in the Contract.

To establish CALNET eligibility, the Non-State Entity shall be required to have a Non-State Entity Service Policy and Agreement (NESPA) on file with the CDT CALNET Program, prior to submitting this Authorization to Order (ATO).

Attachment: CALNET-ATT-DNCS-ATO (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

Once the Non-State Entity and the Contractor approve and sign the ATO, the Contractor shall deliver this ATO to the CALNET Program for review and approval. No Service(s) shall be ordered by the Non-State Entity or provided by the Contractor until both parties and the CALNET Program execute this ATO.

By executing this ATO, the County of Mariposa [Non-State Entity] may subscribe to the Service(s), and the Contractor agrees to provide the Service(s), in accordance with the terms and conditions of this ATO and the Contract. Service catalogs, rates and Contract terms are available at the CALNET Program website.

The ATO, and any resulting order for Service(s), is a contract between the Non-State Entity and the Contractor. As such, the CDT will not facilitate, intervene, advocate or escalate any disputes between the Non-State Entity and the Contractor or represent the Non-State Entity in resolution of litigated disputes between the parties.

The ATO shall not exceed the term of the Contract and shall remain in effect for the duration of the contract unless:

- The CDT, at its discretion, revokes the approved ATO; or
- The Non-State Entity terminates the ATO, for specific Service(s) in part or in total, prior to termination of the Contract, by providing the Contractor with a 30 calendar days' prior written notice of cancellation.

The Non-State Entity, upon execution of the ATO, certifies that:

- The Non-State Entity understands that the Contractor and the CDT may, from time to time and without the Non-State Entity's consent, amend the terms and conditions of the Contract thereby affecting the terms of the service the Non-State Entity receives from the Contractor.
- The Non-State Entity has reviewed the terms and conditions, including the rates and charges, of the Contract.
- The Non-State Entity understands and agrees that the Contractor invoices for Service(s) subscribed to under the Contract are subject to review and/or audit by the CDT, pursuant to provisions of the Contract.
- All Service(s) ordered under the ATO will be submitted to the Contractor using an authorized purchasing document, signed by the Non-State Entity's authorized signatory. Any additions, changes to, or deletions of Service(s) shall be accomplished by submission of a purchasing document to the Contractor, noting the changes.

Attachment: CALNET-ATT-DNCS-ATO (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

- The Non-State Entity understands and agrees that the Contractor shall provide the CALNET Program all data, invoices, reports and access to trouble tickets for Service(s) subscribed to under the Contract, pursuant to provisions of the Contract. Upon execution of the ATO, the Non-State Entity authorizes the CALNET Contractor to release the Non-State Entity's Customer Proprietary Network Information (CPNI) to the CALNET Program for purposes of administering the Contract.
- The Non-State Entity understands that, the Contractor shall bill the Non-State Entity; and the Non-State Entity shall pay the Contractor according to the terms and conditions, and rates set forth in the Contract for such Service(s).

E-Rate Customers Only – Complete if applying for E-Rate funding:

County of Mariposa (Enter Non-State Entity name) intends to seek Universal Service Funding (E-Rate) for eligible Service(s) provided under the ATO. The Service(s) ordered under the ATO shall commence MM/DD/YYYY ("Service Date"). Upon the Service Date, the ATO supersedes and replaces any applicable servicing arrangements between the Contractor and the Non-State Agency for the Service(s) ordered under the ATO.

Contact Information

Any notice or demand given under this Contract to the Contractor or the Non-State Entity shall be in writing and addressed to the following:

Non-State Entity

Non-State Entity Name

County of Mariposa

Authorized Agent

Marshall Long

Title of Authorized Agent

Chair Board of Supervisors

Address

5100 Bullion Street

City, State, Zip Code

Mariposa, CA 95338

Contact Number

209-966-3222

Email

clerk-bos@mariposacounty.org

Attachment: CALNET-ATT-DNCS-ATO (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

Contractor

AT&T Corporation

Authorized Agent : Keith Nagel

Attention: Program Management Office

Address: 2700 Watt Avenue
Room 1213
Sacramento, CA 95821

Contact Number:
916-384-6175
Email:
KN7135@att.com

IN WITNESS WHEREOF, the parties below hereto have caused the execution of this ATO. The effective date of this ATO, between the Non-State Entity, the Contractor and CDT/CALNET shall be pursuant to the CDT/CALNET "**DATE EXECUTED**" shown below.

Non-State Entity

Authorized Agent Name

County of Mariposa

Title of Authorized Agent

Chair Board of Supervisors

Signature

Date Signed

Contractor

Authorized Agent Name

Title of Authorized Agent

Signature

Date Signed

Approved By: State of California, Department of Technology

Authorized Agent Name

Title of Authorized Agent

Signature

Date Executed

Attachment: CALNET-ATT-DNCS-ATO (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

MEMORANDUM

Date: April 21, 2016

To: Rick Peresan, Technical Services Director

From: Tracy Gauthier, Deputy Clerk to the Board TG

Re: CALNET 3 Authorization to Order

Res. 16-180

Enclosed are two originals of the above mentioned document signed by the Board Chair, and County Counsel, along with a copy of Resolution 16-180.

Please return one fully signed original document to our office for further processing and filing purposes.

If you have any questions please do not hesitate to contact me.

Attachments

cc: Pending file

Attachment: Prior Mariposa County CALNET 3 Agreement (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

MARIPOSA COUNTY

Technical Services · (209) 966-8029

RESOLUTION - ACTION REQUESTED 2016-180

MEETING: April 19, 2016

TO: The Board of Supervisors

FROM: Rick Peresan, Technical Services Director

RE: CALNET 3 Authorization to Order

RECOMMENDATION AND JUSTIFICATION:
Approve the Authorization to Order Telecommunication Services Under The State of California Department of Technology CALNET 3 contract; and Authorize the Board of Supervisors Chair to sign the Authorization.

Please see the attached Memorandum for additional information.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board had approved participation under the CALNET 2 agreement in August 2007.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
The County would not be able to purchase telecommunication services under the CALNET 3 agreement should we desire and we will not reduce our current LD rate.

FINANCIAL IMPACT:
None at this time

ATTACHMENTS:
Calnet 3 Authorization to Order Cover Letter (PDF)
Calnet 3 Authorization to Order (PDF)
Calnet 2 Authorization to Order (PDF)

CAO RECOMMENDATION
Requested Action Recommended

Mary Hodson

Mary Hodson, CAO 4/13/2016

Attachment: Prior Mariposa County CALNET 3 Agreement (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

RESULT: **ADOPTED BY CONSENT VOTE [UNANIMOUS]**
MOVER: Rosemarie Smallcombe, District I Supervisor
SECONDER: Merlin Jones, District II Supervisor
AYES: Smallcombe, Jones, Long, Cann, Carrier

Attachment: Prior Mariposa County CALNET 3 Agreement (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

AUTHORIZATION TO ORDER UNDER STATE CONTRACT

AT&T and the State of California ("State") have entered into a Contract for CALNET 3 Statewide Contract A (SWC-A), **C3-A-12-10-TS-01**, for the following Subcategories and terms. The State may, at its sole option, elect to extend the Contract term for up to the number of additional periods of one (1) year each as indicated below.

Subcategory	Contract Award	Contract End	1 year Optional Extensions
1.1 Dedicated Transport	November 15, 2013	June 30, 2018	2
1.2 MPLS, VPN and Converged VoIP	November 15, 2013	June 30, 2018	2
1.3 Standalone VoIP	November 15, 2013	June 30, 2018	2
1.4 Long Distance Calling	November 15, 2013	June 30, 2018	2
1.5 Toll-Free Calling	November 15, 2013	June 30, 2018	2
1.6 Legacy Telecommunications	November 15, 2013	June 30, 2017	3

Pursuant to the Contract, which is incorporated herein by reference, any public agency, as defined in Government Code section 11541, is allowed to order services and products ("Services") solely as set forth in the Contract.

A non-State public Entity (herein "Non-State Entity") shall also be required to complete and submit this Authorization to Order (ATO) Under State Contract prior to ordering Services. A description of the Service(s), applicable rates and charges and the specific terms and conditions under which the Service(s) will be provided to a Non-State Entity are fully set forth in the Contract. Access to the Contract is available at http://www.otech.ca.gov/stnd/calnet3/.

Mariposa County ("Non-State Entity") desires to order Service(s), and Contractor agrees to provide such Service(s), as identified in the State of California, Telecommunications Service Request (Form. 20), pursuant to the terms and conditions and rates contained in the Contract.

E-Rate Customers

Only complete if applying for E-Rate funding:

Insert Non-State Entity Name here intends to seek Universal Service Funding (E-Rate) for eligible services provided under this ATO.

The Service(s) ordered under this ATO shall commence **Insert month, day, year** ("Service Date"). Upon the Service Date, this ATO supersedes and replaces any applicable serving arrangements between Contractor and Non-State Agency for the Service(s) being ordered under this ATO.

Attachment: Prior Mariposa County CALNET 3 Agreement (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

This ATO shall become effective upon execution by Non-State Entity, Contractor, and the Office of Technology Services, Statewide Telecommunications and Network Division (OTech/STND). No Service(s) shall be ordered by Non-State Entity or provided by Contractor until this ATO has been executed by both parties and approved by OTech/STND.

By executing this ATO, Non-State Entity agrees to subscribe to the selected services, and Contractor agrees to provide selected services, in accordance with the terms and conditions of this ATO and the Contract. Upon execution of this ATO by Non-State Entity and Contractor, Contractor shall deliver this ATO to OTech/STND for review and approval. The State may, at its sole discretion, revoke any applicable previously approved ATO.

The OTech/STND will provide Contract management and oversight, and upon request by the Non-State Entity or Contractor, will advocate resolving any Contract service issues. The ATO, and any resulting Form 20, is a Contract between the Non-State Entity and the Contractor. The State will not represent the Non-State Entity in resolution of litigated disputes between the parties.

Non-State Entity may terminate this ATO, for specific Service(s) or in total, prior to termination of the Contract, by providing the Contractor with thirty (30) calendar days' of written notice of cancellation. This ATO shall not exceed the term of the CALNET 3 Contract.

Non-State Entity, upon execution of this ATO, certifies that Non-State Entity understands that Contractor and the State may, from time to time and without Non-State Entity's consent, amend the terms and conditions of the Contract thereby affecting the terms of service Non-State Entity receives from Contractor.

Non-State Entity, upon execution of this ATO, certifies that it has reviewed the terms and conditions, including the rates and charges, of the Contract.

Non-State Entity, upon execution of this ATO, certifies the Non-State Entity understands that billing invoices for Service(s) subscribed to under the Contract are subject to review and/or audit by the State, pursuant to provisions of the Contract.

All Service(s) ordered under this ATO will be submitted using the Form 20, signed by the Non-State Entity's authorized signatory. Any additions or deletions to Service(s) shall likewise be accomplished by submission of a Form 20, noting changes. The Non-State Entity understands that Form 20s are subject to review by the CALNET 3 CMO to ensure contract compliance.

Non-State Entity, upon execution of this ATO, certifies the Non-State Entity understands that the Contractor shall provide CALNET 3 CMO all data, reports, and access to trouble tickets for Service(s) subscribed to under the Contract, pursuant to provisions of the Contract.

Non-State Entity may, by placing Service orders issued by its duly authorized representative with Contractor, order any of the Service(s) listed in the Contract and selected below. Contractor shall bill Non-State Entity, and Non-State Entity shall pay Contractor according to the terms and conditions and rates set forth in the Contract for such Service(s).

Attachment: Prior Mariposa County CALNET 3 Agreement (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

ATTACHMENT 4 – AUTHORIZATION TO ORDER (ATO)

Whenever any notice or demand is given under this Contract to Contractor or Non-State Entity, the notice shall be in writing and addressed to the following:

Non-State Entity:

Mariposa County
5100 Bullion St.
Mariposa CA 95388
Attn: Rick Peresan
209-966-8029
rperesan@mariposacounty.org

Contractor:

AT&T
2700 Watt Avenue, Room 1213
Sacramento, CA 95821
Attn: Contract Program Manager

Notices delivered by overnight courier service shall be deemed delivered on the day following mailing. Notices mailed by U.S. Mail, postage prepaid, registered or certified with return receipt requested, shall be deemed delivered five (5) State business days after mailing. Notices delivered by any other method shall be deemed given upon receipt.

IN WITNESS WHEREOF, the parties hereto have caused this ATO to be executed on the date shown below by their respective duly authorized representatives:

NON-STATE ENTITY	CONTRACTOR
By: Authorized Signature	**By: Authorized Signature**
Printed Name and Title of Person Signing JOHN CARRIER BOARD CHAIR	**Printed Name and Title of Person Signing**
Date Signed: 4-25-16	**Date Signed:**

Approved By:
State of California
Department of Technology,
Statewide Telecommunications and Network Division

By: Authorized Signature:
Printed Name and Title of Person Signing:
Date Signed:

APPROVED AS TO FORM:
STEVEN W. DAHLEM
COUNTY COUNSEL

Attachment: Prior Mariposa County CALNET 3 Agreement (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

Mariposa County

Select services for

Selected Services	AT&T C3-A-12-10-TS-01	Customer Initials
☒	Dedicated Transport Subcategory 1.1	QC
☒	Multi-Protocol Label Switching (MPLS) Subcategory 1.2	QC
☒	Standalone Voice over Internet Protocol (VoIP) Subcategory 1.3	QC
☒	Long Distance Calling Subcategory 1.4	QC
☒	Toll Free Calling Subcategory 1.5	QC
☒	Legacy Telecommunications Subcategory 1.6	QC

Attachment: Prior Mariposa County CALNET 3 Agreement (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

ATTACHMENT 4 – AUTHORIZATION TO ORDER (ATO)

AUTHORIZATION TO ORDER UNDER STATE CONTRACT

AT&T and the State of California ("State") have entered into a Contract for CALNET 3 Statewide Contract A (SWC-A), **C3-A-12-10-TS-01**, for the following Subcategories and terms. The State may, at its sole option, elect to extend the Contract term for up to the number of additional periods of one (1) year each as indicated below.

Subcategory	Contract Award	Contract End	1 year Optional Extensions
1.1 Dedicated Transport	November 15, 2013	June 30, 2018	2
1.2 MPLS, VPN and Converged VoIP	November 15, 2013	June 30, 2018	2
1.3 Standalone VoIP	November 15, 2013	June 30, 2018	2
1.4 Long Distance Calling	November 15, 2013	June 30, 2018	2
1.5 Toll-Free Calling	November 15, 2013	June 30, 2018	2
1.6 Legacy Telecommunications	November 15, 2013	June 30, 2017	3

Pursuant to the Contract, which is incorporated herein by reference, any public agency, as defined in Government Code section 11541, is allowed to order services and products ("Services") solely as set forth in the Contract.

A non-State public Entity (herein "Non-State Entity") shall also be required to complete and submit this Authorization to Order (ATO) Under State Contract prior to ordering Services. A description of the Service(s), applicable rates and charges and the specific terms and conditions under which the Service(s) will be provided to a Non-State Entity are fully set forth in the Contract. Access to the Contract is available at http://www.otech.ca.gov/stnd/calnet3/.

Mariposa County ("Non-State Entity") desires to order Service(s), and Contractor agrees to provide such Service(s), as identified in the State of California, Telecommunications Service Request (Form. 20), pursuant to the terms and conditions and rates contained in the Contract.

E-Rate Customers

Only complete if applying for E-Rate funding:

Insert Non-State Entity Name here intends to seek Universal Service Funding (E-Rate) for eligible services provided under this ATO.

The Service(s) ordered under this ATO shall commence **Insert month, day, year** ("Service Date"). Upon the Service Date, this ATO supersedes and replaces any applicable serving arrangements between Contractor and Non-State Agency for the Service(s) being ordered under this ATO.

Attachment: Prior Mariposa County CALNET 3 Agreement (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

This ATO shall become effective upon execution by Non-State Entity, Contractor, and the Office of Technology Services, Statewide Telecommunications and Network Division (OTech/STND). No Service(s) shall be ordered by Non-State Entity or provided by Contractor until this ATO has been executed by both parties and approved by OTech/STND.

By executing this ATO, Non-State Entity agrees to subscribe to the selected services, and Contractor agrees to provide selected services, in accordance with the terms and conditions of this ATO and the Contract. Upon execution of this ATO by Non-State Entity and Contractor, Contractor shall deliver this ATO to OTech/STND for review and approval. The State may, at its sole discretion, revoke any applicable previously approved ATO.

The OTech/STND will provide Contract management and oversight, and upon request by the Non-State Entity or Contractor, will advocate resolving any Contract service issues. The ATO, and any resulting Form 20, is a Contract between the Non-State Entity and the Contractor. The State will not represent the Non-State Entity in resolution of litigated disputes between the parties.

Non-State Entity may terminate this ATO, for specific Service(s) or in total, prior to termination of the Contract, by providing the Contractor with thirty (30) calendar days' of written notice of cancellation. This ATO shall not exceed the term of the CALNET 3 Contract.

Non-State Entity, upon execution of this ATO, certifies that Non-State Entity understands that Contractor and the State may, from time to time and without Non-State Entity's consent, amend the terms and conditions of the Contract thereby affecting the terms of service Non-State Entity receives from Contractor.

Non-State Entity, upon execution of this ATO, certifies that it has reviewed the terms and conditions, including the rates and charges, of the Contract.

Non-State Entity, upon execution of this ATO, certifies the Non-State Entity understands that billing invoices for Service(s) subscribed to under the Contract are subject to review and/or audit by the State, pursuant to provisions of the Contract.

All Service(s) ordered under this ATO will be submitted using the Form 20, signed by the Non-State Entity's authorized signatory. Any additions or deletions to Service(s) shall likewise be accomplished by submission of a Form 20, noting changes. The Non-State Entity understands that Form 20s are subject to review by the CALNET 3 CMO to ensure contract compliance.

Non-State Entity, upon execution of this ATO, certifies the Non-State Entity understands that the Contractor shall provide CALNET 3 CMO all data, reports, and access to trouble tickets for Service(s) subscribed to under the Contract, pursuant to provisions of the Contract.

Non-State Entity may, by placing Service orders issued by its duly authorized representative with Contractor, order any of the Service(s) listed in the Contract and selected below. Contractor shall bill Non-State Entity, and Non-State Entity shall pay Contractor according to the terms and conditions and rates set forth in the Contract for such Service(s).

Attachment: Prior Mariposa County CALNET 3 Agreement (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

Whenever any notice or demand is given under this Contract to Contractor or Non-State Entity, the notice shall be in writing and addressed to the following:

Non-State Entity:

Mariposa County
5100 Bullion St.
Mariposa CA 95388
Attn: Rick Peresan
209-966-8029
rperesan@mariposacounty.org

Contractor:

AT&T
2700 Watt Avenue, Room 1213
Sacramento, CA 95821
Attn: Contract Program Manager

Notices delivered by overnight courier service shall be deemed delivered on the day following mailing. Notices mailed by U.S. Mail, postage prepaid, registered or certified with return receipt requested, shall be deemed delivered five (5) State business days after mailing. Notices delivered by any other method shall be deemed given upon receipt.

IN WITNESS WHEREOF, the parties hereto have caused this ATO to be executed on the date shown below by their respective duly authorized representatives:

NON-STATE ENTITY	CONTRACTOR
By: Authorized Signature	**By: Authorized Signature**
Printed Name and Title of Person Signing JOHN CARRIER BOARD CHAIR	**Printed Name and Title of Person Signing**
Date Signed: 4-25-16	**Date Signed:**

Approved By:
State of California
Department of Technology,
Statewide Telecommunications and Network Division

By: Authorized Signature:
Printed Name and Title of Person Signing:
Date Signed:

APPROVED AS TO FORM:
Steven W. Dahlem
STEVEN W. DAHLEM
COUNTY COUNSEL

Attachment: Prior Mariposa County CALNET 3 Agreement (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

Mariposa County

Select services for

Selected Services	AT&T C3-A-12-10-TS-01	Customer Initials
☒	Dedicated Transport Subcategory 1.1	
☒	Multi-Protocol Label Switching (MPLS) Subcategory 1.2	
☒	Standalone Voice over Internet Protocol (VoIP) Subcategory 1.3	
☒	Long Distance Calling Subcategory 1.4	
☒	Toll Free Calling Subcategory 1.5	
☒	Legacy Telecommunications Subcategory 1.6	

Attachment: Prior Mariposa County CALNET 3 Agreement (RES-2021-673 : Agreement for Authorization to Order Under CALNET4/NextGen)

MARIPOSA COUNTY

Administration/Community Development · 966-3222

RESOLUTION - ACTION REQUESTED 2021-674

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

RE: Ratify Agreements, Certifications that Have Been Signed for the OSBA Microenterprise Grant Program

---

RECOMMENDATION AND JUSTIFICATION:
Ratify the Letter of Designation Signed by the County Administrative Officer and the Certification Form; Ratify Agreements with University of California Board of Regents, Alliance for Community Transformations, the Economic Development Corporation of Mariposa County and Main Street Mariposa and Submitted Proposal; and Authorize the County Administrative Officer to Sign the Grant Agreement If Awarded (Subject to Approval as to Legal Form by County Counsel).

The purpose of this item is to approve a grant application to the Office of Small Business Advocate (OSBA) in the Governor's Office of Business Development (GoBiz). The grant would provide funds for a microenterprise grant program in Mariposa County with $2,500 awards for local business owners with five (5) employees or less and less than $50,000/year in revenue. Businesses would have to apply for the awards, which would be subject to available funding.

OSBA has allocated $50 million for the program to be distributed in two rounds. The first round was an allocation to counties based on population. Mariposa County was allocated $22,736.57.

The second round of funding will be distributed through competitive grants. OSBA released a Request for Proposal (RFP) for grant applications the first week of November 2021 with only three weeks to apply. In addition to the proposals, successful applicants were required to submit four agreements with nonprofits to provide business assistance.

Staff is now recommending approval of a grant application including the following actions:

1) Ratify the letter of designation, signed by the County Administrative Officer and submitted on 11/30/21, which identifies the economic development specialist as the primary contact for this grant award and program;
2) Approve the required agreements with four nonprofit organizations named in the title of this item; and
3) Authorize the CAO to sign the grant agreement, if awarded, subject to review and approval by County Counsel as to form.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board has previously authorized ratification of grant applications.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Rescind and cancel the grant application. Local microenterprises will not be able to access the OSBA funding.

FINANCIAL IMPACT:
Mariposa County may budget 20% of the total grant allocation for administrative costs.

ATTACHMENTS:
Admin Tara - Agreement_EDC 11-18-21 (PDF)
Admin Tara - Alliance_routing sheet with final agreement - 11-19-21 (PDF)
Admin Tara - Chamber_routing sheet with final agreement (003) - 11-22-21 (PDF)
Admin Tara - MSM_routing sheet with final agreement 11-19-21 (PDF)
Admin Tara - SBDC_agreement - 11-19-21 (PDF)
Letter of Designation_signed (PDF)
Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (PDF)
MBCRG-RFP-Budget-Mariposa County(PDF)
Process Flow Chart_Mariposa County (PDF)
MBCRG-Org-Chart-Mariposa County (PDF)
standard 204 (PDF)
standard 21 (PDF)

RESULT: **ADOPTED [UNANIMOUS]**
MOVER: Rosemarie Smallcombe, District I Supervisor
SECONDER: Tom Sweeney, District II Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

Time Sensitive! Will be ratified by the BoS on 12/07/2021.

H.6.a

AGREEMENT ROUTING SHEET

To: *Danielle Bondshu or Tracy Gauthier* **Dept.:** *Clerk of the Board* **Date:** 11/22/2021

From: Tara G. Schiff **Agreement with:** Economic Development Corporation of Mariposa County

Section 1: TYPE OF PROCESSING REQUESTED: *(Complete all Section 1. fields.)*

1) Is this a digital signature request? **Yes** ☒ **No** ☐ *(If No, please provide two original copies signed by vendor.)*

2) Is this the standard County Agreement Form? **Yes** ☐ **No** ☒ *If No, please answer the following question:*

a. Has this non-standard agreement been vetted by County Counsel? Yes ☒ **No** ☐
(If Yes, provide approval to COB via email. If No, see instructions below. **Non-standard agreements will NOT be processed without County Counsel's approval.**)

Section 2: VENDOR AND AGREEMENT TYPE *(Complete all Section 2. fields.)*

Vendor Signator & Title: Marilyn Saunders, President *(Name of person signing the agreement, and their title)*

Vendor Email: mewsaunders@mac.com *(Email of signee)*

For: Marketing/Promotion of OSBA Microenterprise Grant Program
(Provide a brief description of the service provided or product purchased, i.e. "Police service dog training", "Annual Senior Health Fair", etc.)

Term: 12/07/2021-06/07/2024
(Enter beginning "to" end. Must be 1 year or less for DH or CAO agreements.

Is this an Amendment to an Agreement? Yes ☐ **No** ☐
(If Yes, attach copies of all prior amendments, *AS WELL* as the initial agreement.)

Section 3: PURCHASING AUTHORIZATION *(Complete the appropriate Section 3. field.)*

☒ **BOARD ACTION** M/Traq ID # or Res No.: 12395 Scheduled Date: 12/07/2021

☐ **PURCHASING CODE (CAO or Department Heads - County Code Chapter 3.08):**

☐ $_____ **DEPARTMENT HEADS, Under $10,000 (**MCC Section 3.08.050):
Assistant Purchasing Agents (Department Heads) are authorized to obtain services, supplies and equipment; (Amount limited to what is budgeted and must be a one year, or less, contract term.) ***(May not purchase or lease real property or storage space without the Purchasing Agent's approval.)***

☐ $_____ **CAO as Purchasing Agent, Under $50,000** (MCC Section 3.08.090):
(Amount limited to what is budgeted and must be a one year, or less, contract term.)

☐ **INDEMNIFICATION AGREEMENTS (Res. 05-117 and 04-346)** $_____

☐ **INTERDEPARTMENTAL AGREEMENTS & MOUs** _____

DIGITAL SIGNATURE INSTRUCTIONS

A. DH/CAO Approvals:

- **If using the UNCHANGED County agreement template, proceed with routing to Clerk of the Board.**
- **If using vendor supplied agreements, or MODIFIED County Agreement template:**
  1) Email to County Counsel's Office for vetting first (without routing slip.)
  2) After approval by County Counsel, submit to Clerk of the Board's Office WITH email or other verification of County Counsel's approval, and a completed routing sheet.

B. BOARD Items:

- **Email a digital version of the agreement** *(indicating the pages needing to be signed)* **and this routing sheet to the Clerk of the Board's Office.**

ROUTING

- **HARD COPIES:** Route agreements and routing sheet via interoffice mail to Tracy or Danielle in the COB Department.
- **DIGITAL COPIES:** Combine agreement and new routing slip into one PDF document and email to Danielle (dwardle@mariposacounty.org) and Tracy (tgauthier@mariposacounty.org) in the COB's Office for procurement of signatures.

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

AGREEMENT

BETWEEN

MARIPOSA COUNTY

AND

THE ECONOMIC DEVELOPMENT CORPORATION (EDC) OF MARIPOSA COUNTY

FOR

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

THIS AGREEMENT ("Agreement") is entered into this 22nd day of November, 2021 by and between the County of Mariposa ("Grantee") and The Economic Development Corporation of Mariposa County ("Strategic Partner").

WHEREAS, the Grantee has applied for program funds from the California Office of Small Business Advocate (OSBA), Governor's Office of Business Development (GoBiz) enacted by Senate Bill No. 151 (Government Code 12100.90); and

WHEREAS, subject to the approval of the California Office of Small Business Advocate (OSBA), the Grantee wishes to engage the Strategic Partner to assist the Grantee in utilizing such funds.

NOW, THEREFORE, it is agreed between the parties hereto that:

I. SCOPE OF SERVICE

A. Activities

The Strategic Partner will be responsible for providing business assistance services for OSBA California Microbusiness Covid-19 Business Relief Grants as awarded under the Request for Proposals (RFP), Round 1, in a manner satisfactory to the Grantee and consistent with any standards required as a condition of providing these funds. Such project will include the activities specified in Exhibit A "Statement of Work".

General Administration

The Grantee will provide general administrative services in support of the activity noted above as required by the OSBA contract issued.

B. National Objectives

All activities funded with OSBA funds must meet one of the OSBA program's Objectives: identifying underserved small business groups that have faced historic

barriers to accessing capital, including businesses majority owned and operated on a daily basis by women, minorities or persons of color, veterans, undocumented individuals, and individuals living in rural or low-wealth areas on low incomes.

The Strategic Partner certifies that the activity carried out under this Agreement will meet the OSBA objective of providing access to the funding by business owners representing underserved groups.

C. Levels of Accomplishment – Goals and Performance Measures

The goals and performance measures are specified in Exhibit A, herein incorporated by reference.

D. Staffing

Strategic Partner staff, and selected contractors, will implement activities of the project according to OSBA requirements.

Any changes in the Strategic Partner's responsibilities under this project are subject to the prior approval of the Grantee.

E. Performance Monitoring

The Grantee will monitor the performance of the Strategic Parnter against goals and performance standards as stated above. Substandard performance as determined by the Grantee will constitute noncompliance with this Agreement. If action to correct such substandard performance is not taken by the Strategic Partner within a reasonable period of time after being notified by the Grantee, contract suspension or termination procedures will be initiated.

II. TIME OF PERFORMANCE

Services of the Strategic Partner shall start on the date of clearance of general conditions by OSBA and will end 30 months thereafter. The term of this Agreement and the provisions herein may be extended to cover any additional time period during which the Strategic Partner remains in control of OSBA funds or other OSBA assets, including program income, if any.

III. BUDGET

The total OSBA project budget for this project is **$22,736.57**. The Strategic Partner agrees to perform required assistance for $500, contingent upon receiving the grant award from OSBA.

IV. PAYMENT

It is expressly agreed and understood that the total amount to be paid by the Grantee under this Agreement shall not exceed the amounts specified in Section III Budget.

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

V. NOTICES

Notices required by this Agreement shall be in writing and delivered via mail (postage prepaid), commercial courier, or personal delivery or sent by facsimile or other electronic means. Any notice delivered or sent as aforesaid shall be effective on the date of delivery or sending. All notices and other written communications under this Agreement shall be addressed to the individuals in the capacities indicated below, unless otherwise modified by subsequent written notice.

Communication and details concerning this Agreement shall be directed to the following Agreement representatives:

Mariposa County
Tara G. Schiff

Economic Development Specialist
P.O. Box 784
Mariposa, CA 95338
Email: tschiff@mariposacounty.org
Phone: 209-742-1214

Subrecipient
Economic Development Corporation of Mariposa County
P.O. Box 751
Mariposa, CA 95338

Phone: 209-966-6660

VI. SPECIAL CONDITIONS

The Strategic Partner agrees to comply with all requirements of the OSBA RFP; which is hereby attached and incorporated by reference.

VII. GENERAL CONDITIONS

A. General Compliance

The Strategic Partner agrees to comply with all other applicable Federal, state and local laws, regulations, and policies governing the funds provided under this Agreement. The Strategic Partner further agrees to utilize funds available under this Agreement to supplement rather than supplant funds otherwise available.

B. "Independent Contractor"

Nothing contained in this Agreement is intended to, or shall be construed in any manner, as creating or establishing the relationship of employer/employee between the parties. The Strategic Partner shall at all times remain an "independent contractor" with respect to the services to be performed under this Agreement. The Grantee shall be exempt from payment of all Unemployment Compensation, FICA, retirement, life and/or medical insurance and Workers' Compensation Insurance, as the Strategic Partner is an independent contractor.

C. Hold Harmless

The Strategic Partner shall hold harmless, defend and indemnify the Grantee from any and all claims, actions, suits, charges and judgments whatsoever that arise out of the Strategic Partner's performance or nonperformance of the services or subject matter called for in this Agreement.

D. Workers' Compensation

The Strategic Partner shall provide Workers' Compensation Insurance coverage for all of its employees involved in the performance of this Agreement. If the Strategic Partner does not employ staff, this section does not apply.

E. Grantee Recognition

The Strategic Partner shall insure recognition of the role of the Grantee in providing services through this Agreement. All activities, facilities and items utilized pursuant to this Agreement shall be prominently labeled as to funding source. In addition, the Strategic Partner will include a reference to the support provided herein in all publications made possible with funds made available under this Agreement.

F. Amendments

The Grantee or Strategic Partner may amend this Agreement at any time provided that such amendments make specific reference to this Agreement, and are executed in writing, signed by a duly authorized representative of each organization, and approved by the Grantee's governing body. Such amendments shall not invalidate this Agreement, nor relieve or release the Grantee or Strategic Partner from its obligations under this Agreement.

The Grantee may, in its discretion, amend this Agreement to conform with Federal, state or local governmental guidelines, policies and available funding amounts, or for other reasons. If such amendments result in a change in the funding, the scope of services, or schedule of the activities to be undertaken as part of this Agreement, such modifications will be incorporated only by written amendment signed by both Grantee and Strategic Partner.

G. Suspension or Termination

The Grantee may suspend or terminate this Agreement if the Strategic Partner materially fails to comply with any terms of this Agreement, which includes (but are not limited to) the following:

1. Failure to comply with any of the rules, regulations or provisions referred to herein, or such statutes, regulations, executive orders, and OSBA guidelines, policies or directives as may become applicable at any time;

2. Failure, for any reason, of the Strategic Partner to fulfill in a timely and proper manner its obligations under this Agreement;

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

3. Ineffective or improper use of funds provided under this Agreement; or

4. Submission by the Strategic Partner to the Grantee reports that are incorrect or incomplete in any material respect.

This Agreement may also be terminated for convenience by either the Grantee or the Strategic Partner, in whole or in part, by setting forth the reasons for such termination, the effective date, and, in the case of partial termination, the portion to be terminated. However, if in the case of a partial termination, the Grantee determines that the remaining portion of the award will not accomplish the purpose for which the award was made, the Grantee may terminate the award in its entirety.

VIII. ADMINISTRATIVE REQUIREMENTS

A. Financial Management

1. Accounting Standards

The Strategic Partner agrees to adhere to the accounting principles and procedures required therein, utilize adequate internal controls, and maintain necessary source documentation for all costs incurred.

2. Cost Principles

The Strategic Partner shall administer its program in conformance with the OSBA. These principles shall be applied for all costs incurred whether charged on a direct or indirect basis.

B. Documentation and Record Keeping

1. Records to be Maintained

The Strategic Partner shall maintain all records required by the OSBA that are pertinent to the activities to be funded under this Agreement. Such records shall include but not be limited to:

a) Records providing a full description of each activity undertaken;
b) Records demonstrating that each activity undertaken meets one of the requirements of the OSBA program;
c) Records required to determine the eligibility of activities;
d) Records required to document the acquisition, improvement, use or disposition of real property acquired or improved with OSBA assistance;
e) Records documenting compliance with the equal opportunity components of the OSBA program;
f) Financial records; and
g) Other records necessary to document compliance.

2. Retention

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

The Strategic Partner shall retain all financial records, supporting documents, statistical records, and all other records pertinent to the Agreement for a period of five (5) years from contract close-out. Notwithstanding the above, if there is litigation, claims, audits, negotiations or other actions that involve any of the records cited and that have started before the expiration of the five-year period, then such records must be retained until completion of the actions and resolution of all issues, or the expiration of the five-year period, whichever occurs later.

3. Client Data

The Strategic Partner shall maintain client data demonstrating client eligibility for services provided. Such data shall include, but not be limited to, client name, address, income level or other basis for determining eligibility, and description of service provided. Such information shall be made available to Grantee monitors or their designees for review upon request.

4. Disclosure

The Strategic Partner understands that client information collected under this Agreement is private and the use or disclosure of such information, when not directly connected with the administration of the Grantee's or Subrecipient's responsibilities with respect to services provided under this Agreement, is prohibited by State or Federal law unless written consent is obtained from such person receiving service and, in the case of a minor, that of a responsible parent/guardian.

5. Closeouts

The Strategic Partner's obligation to the Grantee shall not end until all close-out requirements are completed. Activities during this close-out period shall include, but are not limited to: making final payments, disposing of program assets (including the return of all unused materials, equipment, unspent cash advances, program income balances, and accounts receivable to the Grantee), and determining the custodianship of records. Notwithstanding the foregoing, the terms of this Agreement shall remain in effect during any period that the Strategic Partner has control over OSBA funds, including program income.

6. Audits & Inspections

All Strategic Partner's records with respect to any matters covered by this Agreement shall be made available to the Grantee, grantor agency, and the Comptroller General of the United States or any of their authorized representatives, at any time during normal business hours, as often as deemed necessary, to audit, examine, and make excerpts or transcripts of all relevant data. Any deficiencies noted in audit reports must be fully cleared by the Subrecipient within 30 days after receipt by the Subrecipient. Failure of

the Subrecipient to comply with the above audit requirements will constitute a violation of this Agreement and may result in the withholding of future payments. The Subrecipient hereby agrees to have an annual agency audit conducted in accordance with current Grantee policy concerning subrecipient audits and OMB Circular A-133.[Would an audit of EDC records be included in County audit or must it be a stand-alone audit?]

C. Reporting and Payment Procedures

1. Program Income

The proposed program will not result in Program Income.

2. Indirect Costs

Indirect costs are not allowed under this contract. All costs must be direct costs documented to the satisfaction of the Grantee.

3. Payment Procedures

The Grantee will pay to the Strategic Partner funds available under this Agreement based upon information submitted by the Strategic Partner and consistent with any approved budget and Grantee policy concerning payments. With the exception of certain advances, payments will be made for eligible expenses actually incurred by the Strategic Partner, and not to exceed actual cash requirements. Payments will be adjusted by the Grantee in accordance with advance fund and program income balances available in Strategic Partner accounts. In addition, the Grantee reserves the right to liquidate funds available under this Agreement for costs incurred by the Grantee on behalf of the Strategic Partner.

4. Progress Reports

The Strategic Partner shall submit regular (at a minimum quarterly) progress reports to the Grantee in the form, content, and frequency as required by the Grantee. Progress reports should be submitted by the 15th of the month following the requested period.

D. Procurement

1. Compliance

The Strategic Partner shall comply with current Grantee policy concerning the purchase of equipment and shall maintain inventory records of all non-expendable personal property as defined by such policy as may be procured with funds provided herein. All program assets (unexpended program income, property, equipment, etc.) shall revert to the Grantee upon termination of this Agreement.

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

2. Regulation Standards

Unless specified otherwise within this Agreement, the Strategic Partner shall procure all materials, property, or services in accordance with the requirements of OSBA. All procurement must be approved by the Grantee prior to reimbursement. Failure to follow required procurement regulations may result in reimbursement requests not being approved.

3. Travel

Not applicable for this project.

E. Use and Reversion of Assets

The use and disposition of real property and equipment under this Agreement shall be in compliance with the requirements of OSBA, as applicable, which include but are not limited to the following:

1. The Strategic Partner shall transfer to the Grantee any OSBA funds on hand and any accounts receivable attributable to the use of funds under this Agreement at the time of expiration, cancellation, or termination.

2. Real property under the Strategic Partner's control that was acquired or improved, in whole or in part, with funds under this Agreement in excess of $25,000 shall be used to meet the OSBA Objectives until five (5) years after expiration of this Agreement.

3. In all cases in which equipment acquired, in whole or in part, with funds under this Agreement is sold, the proceeds shall be program income (prorated to reflect the extent to that funds received under this Agreement were used to acquire the equipment). Equipment not needed by the Strategic Partner for activities under this Agreement shall be (a) transferred to the Grantee for the OSBA program or (b) retained after compensating the Grantee an amount equal to the current fair market value of the equipment less the percentage of non-OSBA funds used to acquire the equipment.

IX.

X. PERSONNEL & PARTICIPANT CONDITIONS

A. Civil Rights

1. Compliance

The Strategic Partner agrees to comply with Title VI of the Civil Rights Act of 1964 as amended, Title VIII of the Civil Rights Act of 1968 as amended, Section

104(b) and Section 109 of Title I of the Housing and Community Development Act of 1974 as amended ("HCDA"), Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, the Age Discrimination Act of 1975, Executive Order 11063, and Executive Order 11246 as amended by Executive Orders 11375, 11478, 12107 and 12086.

2. Nondiscrimination

The Strategic Partner agrees to comply with the non-discrimination in employment and contracting opportunities laws, regulations, and executive orders referenced in 24 CFR 570.607, as revised by Executive Order 13279.

B. Affirmative Action

1. Approved Plan

The Strategic Partner agrees that it shall be committed to carry out pursuant to the Grantee's specifications an Affirmative Action Program in keeping with the principles as provided in President's Executive Order 11246 of September 24, 1966. The Grantee shall provide Affirmative Action guidelines to the Strategic Partner to assist in the formulation of such program. The Strategic Partner shall submit a plan for an Affirmative Action Program for approval prior to the award of funds.

2. Women- and Minority-Owned Businesses (W/MBE)

The Strategic Partner will use its best efforts to afford small businesses, minority business enterprises, and women's business enterprises the maximum practicable opportunity to participate in the performance of this Agreement. As used in this Agreement, the terms "small business" means a business that meets the criteria set forth in section 3(a) of the Small Business Act, as amended (15 U.S.C. 632), and "minority and women's business enterprise" means a business at least fifty-one (51) percent owned and controlled by minority group members or women. For the purpose of this definition, "minority group members" are Afro-Americans, Spanish-speaking, Spanish surnamed or Spanish-heritage Americans, Asian-Americans, and American Indians. The Strategic Partner may rely on written representations by businesses regarding their status as minority and female business enterprises in lieu of an independent investigation.

3. Access to Records

The Strategic Partner shall furnish and cause each of its own subrecipients or subcontractors to furnish all information and reports required hereunder and will permit access to its books, records and accounts by the Grantee, HUD or

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

its agent, or other authorized Federal officials for purposes of investigation to ascertain compliance with the rules, regulations and provisions stated herein.

4. Notifications

The Strategic Partner will send to each labor union or representative of workers with which it has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer, advising the labor union or worker's representative of the Strategic Partner's commitments hereunder, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

5. Equal Employment Opportunity and Affirmative Action (EEO/AA) Statement

The Strategic Partner will, in all solicitations or advertisements for employees placed by or on behalf of the Strategic Partner, state that it is an Equal Opportunity or Affirmative Action employer. Additional State of California requirements regarding the State Equal Opportunity provisions are contained within this Agreement.

6. Subcontract Provisions

The Strategic Partner will include the provisions of Paragraphs X.A, Civil Rights, and B, Affirmative Action, in every subcontract or purchase order, specifically or by reference, so that such provisions will be binding upon each of its own subrecipients or subcontractors.

C. Employment Restrictions

1. Prohibited Activity

The Strategic Partner is prohibited from using funds provided herein or personnel employed in the administration of the program for: political activities; inherently religious activities; lobbying; political patronage; and nepotism activities.

2. Labor Standards

The Strategic Partner agrees to comply with the requirements of the Secretary of Labor in accordance with the Davis-Bacon Act as amended, the provisions of Contract Work Hours and Safety Standards Act (40 U.S.C. 327 *et seq.*) and all other applicable Federal, state and local laws and regulations pertaining to labor standards insofar as those acts apply to the performance of this Agreement. The Strategic Partner agrees to comply with the Copeland Anti-Kick Back Act (18 U.S.C. 874 *et seq.*) and its implementing regulations of the U.S. Department of Labor at 29 CFR Part 5. The Strategic Partner shall maintain documentation that demonstrates compliance with hour and wage

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

requirements of this part. Such documentation shall be made available to the Grantee for review upon request.

The Strategic Partner agrees that, except with respect to the rehabilitation or construction of residential property containing less than eight (8) units, all contractors engaged under contracts in excess of $2,000.00 for construction, renovation or repair work financed in whole or in part with assistance provided under this Agreement, shall comply with Federal requirements adopted by the Grantee pertaining to such contracts and with the applicable requirements of the regulations of the Department of Labor, under 29 CFR Parts 1, 3, 5 and 7 governing the payment of wages and ratio of apprentices and trainees to journey workers; provided that, if wage rates higher than those required under the regulations are imposed by state or local law, nothing hereunder is intended to relieve the Strategic Partner of its obligation, if any, to require payment of the higher wage. The Strategic Partner shall cause or require to be inserted in full, in all such contracts subject to such regulations, provisions meeting the requirements of this paragraph.

.

D. Conduct

1. Assignability

The Strategic Partner shall not assign or transfer any interest in this Agreement without the prior written consent of the Grantee thereto; provided, however, that claims for money due or to become due to the Strategic Partner from the Grantee under this Agreement may be assigned to a bank, trust company, or other financial institution without such approval. Notice of any such assignment or transfer shall be furnished promptly to the Grantee.

2. Subcontracts

a) Approvals: The Strategic Partner shall not enter into any subcontracts with any agency or individual in the performance of this Agreement without the written consent of the Grantee prior to the execution of such agreement.

b) Monitoring: The Strategic Partner will monitor all subcontracted services on a regular basis to assure contract compliance. Results of monitoring efforts shall be summarized in written reports and supported with documented evidence of follow-up actions taken to correct areas of noncompliance.

c) Content: The Strategic Partner shall cause all of the provisions of this Agreement in its entirety to be included in and made a part of any subcontract executed in the performance of this Agreement.

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

d) Selection Process: The Strategic Partner shall undertake to insure that all subcontracts let in the performance of this Agreement shall be awarded on a fair and open competition basis in accordance with applicable procurement requirements. Executed copies of all subcontracts shall be forwarded to the Grantee along with documentation concerning the selection process.

3. Hatch Act

The Strategic Partner agrees that no funds provided, nor personnel employed under this Agreement, shall be in any way or to any extent engaged in the conduct of political activities in violation of Chapter 15 of Title V of the U.S.C.

4. Conflict of Interest

The Strategic Partner agrees to abide by the provisions of 24 CFR 84.42 and 570.611, which include (but are not limited to) the following:

a) The Strategic Partner shall maintain a written code or standards of conduct that shall govern the performance of its officers, employees or agents engaged in the award and administration of contracts supported by Federal funds.

b) No employee, officer or agent of the Strategic Partner shall participate in the selection, or in the award, or administration of, a contract supported by Federal funds if a conflict of interest, real or apparent, would be involved.

c) No covered persons who exercise or have exercised any functions or responsibilities with respect to OSBA-assisted activities, or who are in a position to participate in a decision-making process or gain inside information with regard to such activities, may obtain a financial interest in any contract, or have a financial interest in any contract, subcontract, or agreement with respect to the OSBA-assisted activity, or with respect to the proceeds from the OSBA-assisted activity, either for themselves or those with whom they have business or immediate family ties, during their tenure or for a period of one (1) year thereafter. For purposes of this paragraph, a "covered person" includes any person who is an employee, agent, consultant, officer, or elected or appointed official of the Grantee, the Strategic Partner, or any designated public agency.

5. Lobbying

The Strategic Partner hereby certifies that:

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

a) No Federal appropriated funds have been paid or will be paid, by or on behalf of it, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;

b) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, it will complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions; and

c) It will require that the language of paragraph (d) of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly:

d) Lobbying Certification

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, Title 31, U.S.C. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

6. Copyright

If this Agreement results in any patentable or copyrightable material or inventions, the Grantee and/or grantor agency reserves the right to a royalty-free, non-exclusive and irrevocable license to reproduce, publish or otherwise use and to authorize others to use, the work or materials for governmental purposes.

7. Religious Activities

The Strategic Partner agrees that funds provided under this Agreement will not be utilized for inherently religious activities prohibited by 24 CFR 570.200(j), such as worship, religious instruction, or proselytization.

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

8. Child Support Compliance Act

The Strategic Partner will comply with the Child Support Compliance Act, Section 5200 of Part 5 of Division 9 of the State Family Code.

XI. SEVERABILITY

If any provision of this Agreement is held invalid, the remainder of the Agreement shall not be affected thereby and all other parts of this Agreement shall nevertheless be in full force and effect.

XII. SECTION HEADINGS AND SUBHEADINGS

The section headings and subheadings contained in this Agreement are included for convenience only and shall not limit or otherwise affect the terms of this Agreement.

XIII. WAIVER

The Grantee's failure to act with respect to a breach by the Strategic Partner does not waive its right to act with respect to subsequent or similar breaches. The failure of the Grantee to exercise or enforce any right or provision shall not constitute a waiver of such right or provision.

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

XIV. ENTIRE AGREEMENT

This Agreement constitutes the entire agreement between the Grantee and the Strategic Partner for the use of funds received under this Agreement and it supersedes all prior or contemporaneous communications and proposals, whether electronic, oral, or written between the Grantee and the Strategic Partner with respect to this Agreement.

Date 11/22/2021

IN WITNESS WHEREOF, the Parties have executed this contract as of the date first written above.

EDC OF MARIPOSA COUNTY
(Subrecipient)

607ED2FA4AF
Marilyn W Saunders
ZorroSign
By_____
Marilyn Saunders, president

COUNTY OF MARIPOSA
(Grantee)

607ED2FA4A5
Marshall Long
ZorroSign
By_____
Marshall Long, Chair
Mariposa County Board of Supervisors

APPROVED AS TO LEGAL FORM

607ED2FA49B
Steven W. Dahlem
ZorroSign
By_____
Steven W. Dahlem, County Counsel

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

EXHIBIT A

STATEMENT OF WORK

TYPE OF PROJECT:
Public Service (24 CFR 570.201 (e)

PROJECT DESCRIPTION:
The Economic Development Corporation (EDC) of Mariposa County will provide review services of OSBA California Microenterprise Covid-19 Business Relief grant applications.

CLIENT DOCUMENTATION:
The Economic Development Corporation of Mariposa County will review all business relief grant applications for eligibility and award amount, then will submit the suggested award recipients and amounts to the County of Mariposa.

ELIGIBLE COSTS/PAYMENTS:
$500 of OSBA funding will be expended on this element of the program.

REPORTING/MONITORING:
All progress reports will be submitted to the Grantee by the 15th day of the month following the calendar month or at a minimum quarterly per the Grantee directive on reports provided by Grantee.

Any reports which will be sent to OSBA will be submitted to the Grantee 15 days prior to the due date at OSBA.

The Strategic Partner will provide all information necessary for Grantee to monitor Strategic Partner for compliance with OSBA requirements. The Grantee will be monitored at a minimum once per year and as needed to ensure compliance.

MITIGATION MEASURES:
None

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

Attachment: Admin Tara - Agreement_EDC 11-18-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

Time Sensitive! Will be ratified by the BoS on 12/07/2021.

H.6.b

AGREEMENT ROUTING SHEET

To: *Danielle Bondshu or Tracy Gauthier* **Dept.:** *Clerk of the Board* **Date:** 11/22/2021

From: Tara G. Schiff **Agreement with:** Alliance for Community Transformations

Section 1: TYPE OF PROCESSING REQUESTED: *(Complete all Section 1. fields.)*

1) Is this a digital signature request? **Yes** ☒ **No** ☐ *(If No, please provide two original copies signed by vendor.)*

2) Is this the standard County Agreement Form? **Yes** ☐ **No** ☒ *If No, please answer the following question:*

a. Has this non-standard agreement been vetted by County Counsel? Yes ☒ **No** ☐
(If Yes, provide approval to COB via email. If No, see instructions below. **Non-standard agreements will NOT be processed without County Counsel's approval.**)

Section 2: VENDOR AND AGREEMENT TYPE *(Complete all Section 2. fields.)*

Vendor Signator & Title: Alison Tudor, Executive Director
(Name of person signing the agreement, and their title)

Vendor Email: alison@alliance4you.org
(Email of signee)

For: Marketing/Promotion of OSBA Microenterprise Grant Program
(Provide a brief description of the service provided or product purchased, i.e. "Police service dog training", "Annual Senior Health Fair", etc.)

Term: 12/07/2021-06/07/2024
(Enter beginning "to" end. Must be 1 year or less for DH or CAO agreements.

Is this an Amendment to an Agreement? Yes ☐ **No** ☐
(If Yes, attach copies of all prior amendments, *AS WELL* as the initial agreement.)

Section 3: PURCHASING AUTHORIZATION *(Complete the appropriate Section 3. field.)*

☒ **BOARD ACTION** M/Traq ID # or Res No.: 12395 Scheduled Date: 12/07/2021

☐ **PURCHASING CODE (CAO or Department Heads - County Code Chapter 3.08):**

☐ $_____ **DEPARTMENT HEADS, Under $10,000 (**MCC Section 3.08.050):
Assistant Purchasing Agents (Department Heads) are authorized to obtain services, supplies and equipment; (Amount limited to what is budgeted and must be a one year, or less, contract term.) ***(May not purchase or lease real property or storage space without the Purchasing Agent's approval.)***

☐ $_____ **CAO as Purchasing Agent, Under $50,000** (MCC Section 3.08.090):
(Amount limited to what is budgeted and must be a one year, or less, contract term.)

☐ **INDEMNIFICATION AGREEMENTS (Res. 05-117 and 04-346)** $_____

☐ **INTERDEPARTMENTAL AGREEMENTS & MOUs** _____

DIGITAL SIGNATURE INSTRUCTIONS

A. DH/CAO Approvals:

- **If using the UNCHANGED County agreement template, proceed with routing to Clerk of the Board.**
- **If using vendor supplied agreements, or MODIFIED County Agreement template:**
  1) Email to County Counsel's Office for vetting first (without routing slip.)
  2) After approval by County Counsel, submit to Clerk of the Board's Office WITH email or other verification of County Counsel's approval, and a completed routing sheet.

B. BOARD Items:

- **Email a digital version of the agreement** *(indicating the pages needing to be signed)* **and this routing sheet to the Clerk of the Board's Office.**

ROUTING

- **HARD COPIES:** Route agreements and routing sheet via interoffice mail to Tracy or Danielle in the COB Department.
- **DIGITAL COPIES:** Combine agreement and new routing slip into one PDF document and email to Danielle (dwardle@mariposacounty.org) and Tracy (tgauthier@mariposacounty.org) in the COB's Office for procurement of signatures.

Attachment: Admin Tara - Alliance_routing sheet with final agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have

Attachment: Admin Tara - Alliance_routing sheet with final agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have

MEMORANDUM OF UNDERSTANDING

BETWEEN

MARIPOSA COUNTY

AND

ALLIANCE FOR COMMUNITY TRANSFORMATIONS

FOR

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

THIS MEMORANDUM OF UNDERSTANDING ("MOU") is entered into this 22nd day of November, 2021 by and between the County of Mariposa ("Grantee") and the Alliance for Community Transformations ("Strategic Partner").

WHEREAS, the Grantee has applied for program funds from the California Office of Small Business Advocate (OSBA), Governor's Office of Business Development (GoBiz) enacted by Senate Bill No. 151 (Government Code 12100.90); and

WHEREAS, subject to the approval of the California Office of Small Business Advocate (OSBA), the Grantee wishes to engage the Strategic Partner to assist the Grantee in utilizing such funds.

NOW, THEREFORE, it is agreed between the parties hereto that:

I. SCOPE OF SERVICE

A. Activities

The Strategic Partner will be responsible for providing business assistance services for OSBA California Microbusiness Covid-19 Business Relief Grants as awarded under the Request for Proposals (RFP), Round 1, in a manner satisfactory to the Grantee and consistent with any standards required as a condition of providing these funds. Such project will include the activities specified in Exhibit A "Statement of Work".

Marketing Outreach

The Grantee will conduct outreach and marketing to reach underserved microbusinesses in support of the activity noted above as required by the OSBA contract issued.

B. National Objectives

All activities funded with OSBA funds must meet one of the OSBA program's Objectives: identifying underserved small business groups that have faced historic

barriers to accessing capital, including businesses majority owned and operated on a daily basis by women, minorities or persons of color, veterans, undocumented individuals, and individuals living in rural or low-wealth areas on low incomes.

The Strategic Partner certifies that the activity carried out under this Agreement will meet the OSBA objective of providing access to the funding by business owners representing underserved groups.

C. Levels of Accomplishment – Goals and Performance Measures

The goals and performance measures are specified in Exhibit A, herein incorporated by reference.

D. Staffing

Strategic Partner staff, and selected contractors, will implement activities of the project according to OSBA requirements.

Any changes in the Strategic Partner's responsibilities under this project are subject to the prior approval of the Grantee.

E. Performance Monitoring

The Grantee will monitor the performance of the Strategic Partner against goals and performance standards as stated above. Substandard performance as determined by the Grantee will constitute noncompliance with this MOU. If action to correct such substandard performance is not taken by the Strategic Partner within a reasonable period of time after being notified by the Grantee, contract suspension or termination procedures will be initiated.

II. TIME OF PERFORMANCE

Services of the Strategic Partner shall start on the date of clearance of general conditions by OSBA and will end 30 months thereafter. The term of this MOU and the provisions herein may be extended by mutual agreement and amendment to this MOU.

III. BUDGET

The Strategic Partner agrees to perform required assistance for $500, contingent upon the Grantee receiving the grant award from OSBA and providing notification to the Strategic Partner to proceed with the Statement of Work as outlined in Exhibit A.

IV. PAYMENT

It is expressly agreed and understood that the total amount to be paid by the Grantee under this MOU shall not exceed the amounts specified in Section III Budget.

V. NOTICES

Attachment: Admin Tara - Alliance_routing sheet with final agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have

Notices required by this MOU shall be in writing and delivered via mail (postage prepaid), commercial courier, or personal delivery or sent by facsimile or other electronic means. Any notice delivered or sent as aforesaid shall be effective on the date of delivery or sending. All notices and other written communications under this MOU shall be addressed to the individuals in the capacities indicated below, unless otherwise modified by subsequent written notice.

Communication and details concerning this MOU shall be directed to the following MOU representatives:

Mariposa County
Tara G. Schiff
Economic Development Specialist
P.O. Box 784
Mariposa, CA 95338
Email: tschiff@mariposacounty.org
Phone: 209-742-1214

Subrecipient
Alison Tudor
Alliance for Community Transformations
5174 CA 140
Mariposa, CA 95338
Email: Alison@alliance4you.org
Phone: 209-742-6456

VI. SPECIAL CONDITIONS

The Strategic Partner agrees to comply with all requirements of the OSBA RFP; which is hereby attached and incorporated by reference.

VII. GENERAL CONDITIONS

A. "Independent Contractor"

Nothing contained in this MOU is intended to, or shall be construed in any manner, as creating or establishing the relationship of employer/employee between the parties. The Strategic Partner shall at all times remain an "independent contractor" with respect to the services to be performed under this MOU. The Grantee shall be exempt from payment of all Unemployment Compensation, FICA, retirement, life and/or medical insurance and Workers' Compensation Insurance, as the Strategic Partner is an independent contractor.

B. Hold Harmless

The Strategic Partner shall hold harmless, defend and indemnify the Grantee from any and all claims, actions, suits, charges and judgments whatsoever that arise out of the Strategic Partner's performance or nonperformance of the services or subject matter called for in this MOU.

The Grantee shall hold harmless, defend and indemnify the Strategic Partner from any and all claims, actions, suits, charges and judgments whatsoever that arise out of the Grantee's performance or nonperformance of the services or subject matter called for in this MOU.

Attachment: Admin Tara - Alliance_routing sheet with final agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have

C. Workers' Compensation

The Strategic Partner shall provide Workers' Compensation Insurance coverage for all of its employees involved in the performance of this MOU. If the Strategic Partner does not employ staff, this section does not apply.

D. Grantee Recognition

The Strategic Partner shall insure recognition of the role of the Grantee in providing services through this MOU. All activities, facilities and items utilized pursuant to this MOU shall be prominently labeled as to funding source. In addition, the Strategic Partner will include a reference to the support provided herein in all publications made possible with funds made available under this MOU.

E. Amendments

The Grantee or Strategic Partner may amend this MOU at any time provided that such amendments make specific reference to this MOU, and are executed in writing, signed by a duly authorized representative of each organization, and approved by the Grantee's governing body. Such amendments shall not invalidate this MOU, nor relieve or release the Grantee or Strategic Partner from its obligations under this MOU.

The Grantee may, in its discretion, amend this MOU to conform with Federal, state or local governmental guidelines, policies and available funding amounts, or for other reasons. If such amendments result in a change in the funding, the scope of services, or schedule of the activities to be undertaken as part of this MOU, such modifications will be incorporated only by written amendment signed by both Grantee and Strategic Partner.

F. Suspension or Termination

The Grantee may suspend or terminate this MOU if the Strategic Partner materially fails to comply with any terms of this MOU, which includes (but are not limited to) the following:

1. Failure to comply with any of the rules, regulations or provisions referred to herein, or such statutes, regulations, executive orders, and OSBA guidelines, policies or directives as may become applicable at any time;

2. Failure, for any reason, of the Strategic Partner to fulfill in a timely and proper manner its obligations under this MOU;

3. Ineffective or improper use of funds provided under this MOU; or

4. Submission by the Strategic Partner to the Grantee reports that are incorrect or incomplete in any material respect.

Attachment: Admin Tara - Alliance_routing sheet with final agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have

This MOU may also be terminated for convenience by either the Grantee or the Strategic Partner, in whole or in part, by setting forth the reasons for such termination, the effective date, and, in the case of partial termination, the portion to be terminated. However, if in the case of a partial termination, the Grantee determines that the remaining portion of the award will not accomplish the purpose for which the award was made, the Grantee may terminate the award in its entirety.

VIII. ADMINISTRATIVE REQUIREMENTS

A. Documentation and Record Keeping

1. Disclosure

The Strategic Partner understands that client information collected under this MOU is private and the use or disclosure of such information, when not directly connected with the administration of the Grantee's or Subrecipient's responsibilities with respect to services provided under this MOU, is prohibited by State or Federal law unless written consent is obtained from such person receiving service and, in the case of a minor, that of a responsible parent/guardian.

C. Reporting and Payment Procedures

1. Program Income

The proposed program will not result in Program Income.

2. Indirect Costs

Indirect costs are not allowed under this contract. All costs must be direct costs documented to the satisfaction of the Grantee.

3. Payment Procedures

The Grantee will pay to the Strategi Partner funds available under this Agreement based upon information submitted by the Strategic Partner and consistent with any approved budget and Grantee policy concerning payments. With the exception of certain advances, payments will be made for eligible expenses actually incurred by the Strategic Partner, and not to exceed actual cash requirements. Payments will be adjusted by the Grantee in accordance with advance fund and program income balances available in Strategic Partner accounts. In addition, the Grantee reserves the right to liquidate funds available under this Agreement for costs incurred by the Grantee on behalf of the Strategic Partner.

4. Progress Reports

Attachment: Admin Tara - Alliance_routing sheet with final agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have

The Strategic Partner shall submit a monthly report during the term of this MOU to the Grantee in the form, content, and frequency as required by the Grantee. Reports should be submitted by the 15th of the month following the requested period.

IX. PERSONNEL & PARTICIPANT CONDITIONS

A. Conduct

1. Assignability

The Strategic Partner shall not assign or transfer any interest in this MOU without the prior written consent of the Grantee thereto; provided, however, that claims for money due or to become due to the Strategic Partner from the Grantee under this MOU may be assigned to a bank, trust company, or other financial institution without such approval. Notice of any such assignment or transfer shall be furnished promptly to the Grantee.

2. Subcontracts

a) Approvals: The Strategic Partner shall not enter into any subcontracts with any agency or individual in the performance of this MOU without the written consent of the Grantee prior to the execution of such agreement.

3. Hatch Act

The Strategic Partner agrees that no funds provided, nor personnel employed under this MOU, shall be in any way or to any extent engaged in the conduct of political activities in violation of Chapter 15 of Title V of the U.S.C.

4. Conflict of Interest

The Strategic Partner agrees to abide by the provisions of 24 CFR 84.42 and 570.611, which include (but are not limited to) the following:

a) The Strategic Partner shall maintain a written code or standards of conduct that shall govern the performance of its officers, employees or agents engaged in the award and administration of contracts supported by Federal funds.

b) No employee, officer or agent of the Strategic Partner shall participate in the selection, or in the award, or administration of, a contract supported by Federal funds if a conflict of interest, real or apparent, would be involved.

Attachment: Admin Tara - Alliance_routing sheet with final agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have

c) No covered persons who exercise or have exercised any functions or responsibilities with respect to OSBA-assisted activities, or who are in a position to participate in a decision-making process or gain inside information with regard to such activities, may obtain a financial interest in any contract, or have a financial interest in any contract, subcontract, or agreement with respect to the OSBA-assisted activity, or with respect to the proceeds from the OSBA-assisted activity, either for themselves or those with whom they have business or immediate family ties, during their tenure or for a period of one (1) year thereafter. For purposes of this paragraph, a "covered person" includes any person who is an employee, agent, consultant, officer, or elected or appointed official of the Grantee, the Strategic Partner, or any designated public agency.

5. Lobbying

The Strategic Partner hereby certifies that:

a) No Federal appropriated funds have been paid or will be paid, by or on behalf of it, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;

b) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, it will complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions; and

c) It will require that the language of paragraph (d) of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly:

d) Lobbying Certification

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, Title 31, U.S.C. Any

Attachment: Admin Tara - Alliance_routing sheet with final agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have

person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

6. Copyright

If this MOU results in any ~~patentable or~~ copyrightable material or inventions, the Grantee and/or grantor agency reserves the right to a royalty-free, non-exclusive and irrevocable license to reproduce, publish or otherwise use and to authorize others to use, the work or materials for governmental purposes.

7. Religious Activities

The Strategic Partner agrees that funds provided under this MOU will not be utilized for inherently religious activities prohibited by 24 CFR 570.200(j), such as worship, religious instruction, or proselytization.

8. Child Support Compliance Act

The Strategic Partner will comply with the Child Support Compliance Act, Section 5200 of Part 5 of Division 9 of the State Family Code.

X. SEVERABILITY

If any provision of this MOU is held invalid, the remainder of the MOU shall not be affected thereby and all other parts of this MOU shall nevertheless be in full force and effect.

XI. SECTION HEADINGS AND SUBHEADINGS

The section headings and subheadings contained in this MOU are included for convenience only and shall not limit or otherwise affect the terms of this MOU.

XII. WAIVER

The Grantee's failure to act with respect to a breach by the Strategic Partner does not waive its right to act with respect to subsequent or similar breaches. The failure of the Grantee to exercise or enforce any right or provision shall not constitute a waiver of such right or provision.

Attachment: Admin Tara - Alliance_routing sheet with final agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have

XII. ENTIRE MOU

This MOU constitutes the entire agreement between the Grantee and the Strategic Partner for the use of funds received under this MOU and it supersedes all prior or contemporaneous communications and proposals, whether electronic, oral, or written between the Grantee and the Strategic Partner with respect to this MOU.

Date 11/28/2021

IN WITNESS WHEREOF, the Parties have executed this contract as of the date first written above.

ALLIANCE FOR COMMUNITY TRANSFORMATIONS
(Strategic Partner)

60810F2EB77
By ZorroSign
Alison Tudor, Executive Director

MARIPOSA COUNTY
(Grantee)

60810F2EB6D
By Marshall Long ZorroSign
Marshall Long, Chair
Mariposa County Board of Supervisors

APPROVED AS TO LEGAL FORM

60810F2EB63
By Steven W. Dahlem ZorroSign
Steven W. Dahlem, County Counsel

Attachment: Admin Tara - Alliance_routing sheet with final agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have

EXHIBIT A

STATEMENT OF WORK

TYPE OF PROJECT:
Public Service (24 CFR 570.201 (e)

PROJECT DESCRIPTION/Goals:
The Alliance for Community Transformations will provide marketing communications services for OSBA California Microenterprise Covid-19 Business Relief grant applications. Identify key outreach activities, such as creation and distribution of an informational flyer, for the specific county they will serve, aimed at identifying underserved small business groups that have faced historic barriers to accessing capital, including businesses majority owned and operated on a daily basis by women, minorities or persons of color, veterans, undocumented individuals, and individuals living in rural or low-wealth areas on low incomes.

CLIENT DOCUMENTATION:
The Alliance for Community Transformations will market the OSBA California Microenterprise Covid-19 Business Relief grant to local microbusinesses, particularly to business owners representing underserved communities.

ELIGIBLE COSTS/PAYMENTS:
$500 of OSBA funding will be expended on this element of the program. Payable upon completion of the project, which will be when the funding has been fully expended.

REPORTING/MONITORING:
All progress reports will be submitted to the Grantee by the 15th day of the month following the calendar month or at a minimum quarterly per the Grantee directive on reports provided by Grantee. Upon full disbursement of available funding, progress reports will no longer be required. Progress reports will be submitted to the Mariposa County Economic Development Specialist.

Any reports which will be sent to OSBA will be submitted to the Grantee 15 days prior to the due date at OSBA. The County will provide details of reporting requirements upon receipt of the grant award.

The Strategic Partner will provide all information necessary for Grantee to monitor Strategic Partner for compliance with OSBA requirements. The Grantee will be monitored at a minimum once per year and as needed to ensure compliance.

MITIGATION MEASURES:
None

Attachment: Admin Tara - Alliance_routing sheet with final agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have

Time Sensitive! Will be ratified by the BoS on 12/07/2021.

H.6.c

AGREEMENT ROUTING SHEET

To: *Danielle Bondshu or Tracy Gauthier* **Dept.:** *Clerk of the Board* **Date:** 11/22/2021

From: Tara G. Schiff **Agreement with:** Mariposa County Chamber of Commerce

Section 1: TYPE OF PROCESSING REQUESTED: *(Complete all Section 1. fields.)*

1) Is this a digital signature request? **Yes** ☒ **No** ☐ *(If No, please provide two original copies signed by vendor.)*

2) Is this the standard County Agreement Form? **Yes** ☐ **No** ☒ *If No, please answer the following question:*

a. Has this non-standard agreement been vetted by County Counsel? Yes ☒ **No** ☐
(If Yes, provide approval to COB via email. If No, see instructions below. **Non-standard agreements will NOT be processed without County Counsel's approval.**)

Section 2: VENDOR AND AGREEMENT TYPE *(Complete all Section 2. fields.)*

Vendor Signator & Title: Gabe Edwards, Chair
(Name of person signing the agreement, and their title)

Vendor Email: chairperson@mariposachamber.org
(Email of signee)

For: Marketing/Promotion of OSBA Microenterprise Grant Program
(Provide a brief description of the service provided or product purchased, i.e. "Police service dog training", "Annual Senior Health Fair", etc.)

Term: 12/07/2021-06/07/2024
(Enter beginning "to" end. Must be 1 year or less for DH or CAO agreements.

Is this an Amendment to an Agreement? Yes ☐ **No** ☐
(If Yes, attach copies of all prior amendments, *AS WELL* as the initial agreement.)

Section 3: PURCHASING AUTHORIZATION *(Complete the appropriate Section 3. field.)*

☒ **BOARD ACTION** M/Traq ID # or Res No.: 12395 Scheduled Date: 12/07/2021

☐ **PURCHASING CODE (CAO or Department Heads - County Code Chapter 3.08):**

☐ $_____ **DEPARTMENT HEADS, Under $10,000 (**MCC Section 3.08.050):
Assistant Purchasing Agents (Department Heads) are authorized to obtain services, supplies and equipment; (Amount limited to what is budgeted and must be a one year, or less, contract term.) ***(May not purchase or lease real property or storage space without the Purchasing Agent's approval.)***

☐ $_____ **CAO as Purchasing Agent, Under $50,000** (MCC Section 3.08.090):
(Amount limited to what is budgeted and must be a one year, or less, contract term.)

☐ **INDEMNIFICATION AGREEMENTS (Res. 05-117 and 04-346)** $_____

☐ **INTERDEPARTMENTAL AGREEMENTS & MOUs** _____

DIGITAL SIGNATURE INSTRUCTIONS

A. DH/CAO Approvals:

- **If using the UNCHANGED County agreement template, proceed with routing to Clerk of the Board.**
- **If using vendor supplied agreements, or MODIFIED County Agreement template:**
  1) Email to County Counsel's Office for vetting first (without routing slip.)
  2) After approval by County Counsel, submit to Clerk of the Board's Office WITH email or other verification of County Counsel's approval, and a completed routing sheet.

B. BOARD Items:

- **Email a digital version of the agreement** *(indicating the pages needing to be signed)* **and this routing sheet to the Clerk of the Board's Office.**

ROUTING

- **HARD COPIES:** Route agreements and routing sheet via interoffice mail to Tracy or Danielle in the COB Department.
- **DIGITAL COPIES:** Combine agreement and new routing slip into one PDF document and email to Danielle (dwardle@mariposacounty.org) and Tracy (tgauthier@mariposacounty.org) in the COB's Office for procurement of signatures.

Attachment: Admin Tara - Chamber_routing sheet with final agreement (003) - 11-22-21 (RES-2021-674 : Ratify Agreements, Certifications that

Attachment: Admin Tara - Chamber_routing sheet with final agreement (003) - 11-22-21 (RES-2021-674 : Ratify Agreements, Certifications that

MEMORANDUM OF UNDERSTANDING

BETWEEN

MARIPOSA COUNTY

AND

MARIPOSA COUNTY CHAMBER OF COMMERCE

FOR

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

THIS MEMORANDUM OF UNDERSTANDING ("MOU") is entered into this 22nd day of November, 2021 by and between the County of Mariposa ("Grantee") and the Mariposa County Chamber of Commerce ("Strategic Partner").

WHEREAS, the Grantee has applied for program funds from the California Office of Small Business Advocate (OSBA), Governor's Office of Business Development (GoBiz) enacted by Senate Bill No. 151 (Government Code 12100.90); and

WHEREAS, subject to the approval of the California Office of Small Business Advocate (OSBA), the Grantee wishes to engage the Strategic Partner to assist the Grantee in utilizing such funds.

NOW, THEREFORE, it is agreed between the parties hereto that:

I. SCOPE OF SERVICE

A. Activities

The Strategic Partner will be responsible for providing business assistance services for OSBA California Microbusiness Covid-19 Business Relief Grants as awarded under the Request for Proposals (RFP), Round 1, in a manner satisfactory to the Grantee and consistent with any standards required as a condition of providing these funds. Such project will include the activities specified in Exhibit A "Statement of Work".

Marketing Outreach

The Grantee will conduct outreach and marketing to reach underserved microbusinesses in support of the activity noted above as required by the OSBA contract issued.

B. National Objectives

All activities funded with OSBA funds must meet one of the OSBA program's Objectives: identifying underserved small business groups that have faced historic

barriers to accessing capital, including businesses majority owned and operated on a daily basis by women, minorities or persons of color, veterans, undocumented individuals, and individuals living in rural or low-wealth areas on low incomes.

The Strategic Partner certifies that the activity carried out under this Agreement will meet the OSBA objective of providing access to the funding by business owners representing underserved groups.

C. Levels of Accomplishment – Goals and Performance Measures

The goals and performance measures are specified in Exhibit A, herein incorporated by reference.

D. Staffing

Strategic Partner staff, and selected contractors, will implement activities of the project according to OSBA requirements.

Any changes in the Strategic Partner's responsibilities under this project are subject to the prior approval of the Grantee.

E. Performance Monitoring

The Grantee will monitor the performance of the Strategic Partner against goals and performance standards as stated above. Substandard performance as determined by the Grantee will constitute noncompliance with this MOU. If action to correct such substandard performance is not taken by the Strategic Partner within a reasonable period of time after being notified by the Grantee, contract suspension or termination procedures will be initiated.

II. TIME OF PERFORMANCE

Services of the Strategic Partner shall start on the date of clearance of general conditions by OSBA and will end 30 months thereafter. The term of this MOU and the provisions herein may be extended by mutual agreement and amendment to this MOU.

III. BUDGET

The Strategic Partner agrees to perform required assistance for $500, contingent upon the Grantee receiving the grant award from OSBA and providing notification to the Strategic Partner to proceed with the Statement of Work as outlined in Exhibit A.

IV. PAYMENT

It is expressly agreed and understood that the total amount to be paid by the Grantee under this MOU shall not exceed the amounts specified in Section III Budget.

V. NOTICES

Attachment: Admin Tara - Chamber_routing sheet with final agreement (003) - 11-22-21 (RES-2021-674 : Ratify Agreements, Certifications that

Notices required by this MOU shall be in writing and delivered via mail (postage prepaid), commercial courier, or personal delivery or sent by facsimile or other electronic means. Any notice delivered or sent as aforesaid shall be effective on the date of delivery or sending. All notices and other written communications under this MOU shall be addressed to the individuals in the capacities indicated below, unless otherwise modified by subsequent written notice.

Communication and details concerning this MOU shall be directed to the following MOU representatives:

Mariposa County
Tara G. Schiff
Economic Development Specialist
P.O. Box 784
Mariposa, CA 95338
Email: tschiff@mariposacounty.org
Phone: 209-742-1214

Subrecipient
Gabe Edwards, Chair
Mariposa County Chamber of Commerce
PO Box 425
Mariposa, CA 95338 Email:
chairperson@mariposachamber.org
Phone: 209-966-2456

VI. SPECIAL CONDITIONS

The Strategic Partner agrees to comply with all requirements of the OSBA RFP; which is hereby attached and incorporated by reference.

VII. GENERAL CONDITIONS

A. "Independent Contractor"

Nothing contained in this MOU is intended to, or shall be construed in any manner, as creating or establishing the relationship of employer/employee between the parties. The Strategic Partner shall at all times remain an "independent contractor" with respect to the services to be performed under this MOU. The Grantee shall be exempt from payment of all Unemployment Compensation, FICA, retirement, life and/or medical insurance and Workers' Compensation Insurance, as the Strategic Partner is an independent contractor.

B. Hold Harmless

The Strategic Partner shall hold harmless, defend and indemnify the Grantee from any and all claims, actions, suits, charges and judgments whatsoever that arise out of the Strategic Partner's performance or nonperformance of the services or subject matter called for in this MOU.

The Grantee shall hold harmless, defend and indemnify the Strategic Partner from any and all claims, actions, suits, charges and judgments whatsoever that arise out of the Grantee's performance or nonperformance of the services or subject matter called for in this MOU.

Attachment: Admin Tara - Chamber_routing sheet with final agreement (003) - 11-22-21 (RES-2021-674 : Ratify Agreements, Certifications that

Attachment: Admin Tara - Chamber_routing sheet with final agreement (003) - 11-22-21 (RES-2021-674 : Ratify Agreements, Certifications that

C. Workers' Compensation

The Strategic Partner shall provide Workers' Compensation Insurance coverage for all of its employees involved in the performance of this MOU. If the Strategic Partner does not employ staff, this section does not apply.

D. Grantee Recognition

The Strategic Partner shall insure recognition of the role of the Grantee in providing services through this MOU. All activities, facilities and items utilized pursuant to this MOU shall be prominently labeled as to funding source. In addition, the Strategic Partner will include a reference to the support provided herein in all publications made possible with funds made available under this MOU.

E. Amendments

The Grantee or Strategic Partner may amend this MOU at any time provided that such amendments make specific reference to this MOU, and are executed in writing, signed by a duly authorized representative of each organization, and approved by the Grantee's governing body. Such amendments shall not invalidate this MOU, nor relieve or release the Grantee or Strategic Partner from its obligations under this MOU.

The Grantee may, in its discretion, amend this MOU to conform with Federal, state or local governmental guidelines, policies and available funding amounts, or for other reasons. If such amendments result in a change in the funding, the scope of services, or schedule of the activities to be undertaken as part of this MOU, such modifications will be incorporated only by written amendment signed by both Grantee and Strategic Partner.

F. Suspension or Termination

The Grantee may suspend or terminate this MOU if the Strategic Partner materially fails to comply with any terms of this MOU, which includes (but are not limited to) the following:

1. Failure to comply with any of the rules, regulations or provisions referred to herein, or such statutes, regulations, executive orders, and OSBA guidelines, policies or directives as may become applicable at any time;

2. Failure, for any reason, of the Strategic Partner to fulfill in a timely and proper manner its obligations under this MOU;

3. Ineffective or improper use of funds provided under this MOU; or

4. Submission by the Strategic Partner to the Grantee reports that are incorrect or incomplete in any material respect.

This MOU may also be terminated for convenience by either the Grantee or the Strategic Partner, in whole or in part, by setting forth the reasons for such termination, the effective date, and, in the case of partial termination, the portion to be terminated. However, if in the case of a partial termination, the Grantee determines that the remaining portion of the award will not accomplish the purpose for which the award was made, the Grantee may terminate the award in its entirety.

VIII. ADMINISTRATIVE REQUIREMENTS

A. Documentation and Record Keeping

1. Client Data

The Strategic Partner shall maintain client data demonstrating client eligibility for services provided. Such data shall include, but not be limited to, client name, address, income level or other basis for determining eligibility, and description of service provided. Such information shall be made available to Grantee monitors or their designees for review upon request.

2. Disclosure

The Strategic Partner understands that client information collected under this MOU is private and the use or disclosure of such information, when not directly connected with the administration of the Grantee's or Subrecipient's responsibilities with respect to services provided under this MOU, is prohibited by State or Federal law unless written consent is obtained from such person receiving service and, in the case of a minor, that of a responsible parent/guardian.

B. Reporting and Payment Procedures

1. Program Income

The proposed program will not result in Program Income.

2. Progress Reports

The Strategic Partner shall submit a monthly report during the term of this MOU to the Grantee in the form, content, and frequency as required by the Grantee. Reports should be submitted by the 15th of the month following the requested period.

IX. PERSONNEL & PARTICIPANT CONDITIONS

A. Conduct

Attachment: Admin Tara - Chamber_routing sheet with final agreement (003) - 11-22-21 (RES-2021-674 : Ratify Agreements, Certifications that

1. Assignability

The Strategic Partner shall not assign or transfer any interest in this MOU without the prior written consent of the Grantee thereto; provided, however, that claims for money due or to become due to the Strategic Partner from the Grantee under this MOU may be assigned to a bank, trust company, or other financial institution without such approval. Notice of any such assignment or transfer shall be furnished promptly to the Grantee.

2. Subcontracts

a) Approvals: The Strategic Partner shall not enter into any subcontracts with any agency or individual in the performance of this MOU without the written consent of the Grantee prior to the execution of such agreement.

3. Hatch Act

The Strategic Partner agrees that no funds provided, nor personnel employed under this MOU, shall be in any way or to any extent engaged in the conduct of political activities in violation of Chapter 15 of Title V of the U.S.C.

4. Conflict of Interest

The Strategic Partner agrees to abide by the provisions of 24 CFR 84.42 and 570.611, which include (but are not limited to) the following:

a) The Strategic Partner shall maintain a written code or standards of conduct that shall govern the performance of its officers, employees or agents engaged in the award and administration of contracts supported by Federal funds.

b) No employee, officer or agent of the Strategic Partner shall participate in the selection, or in the award, or administration of, a contract supported by Federal funds if a conflict of interest, real or apparent, would be involved.

c) No covered persons who exercise or have exercised any functions or responsibilities with respect to OSBA-assisted activities, or who are in a position to participate in a decision-making process or gain inside information with regard to such activities, may obtain a financial interest in any contract, or have a financial interest in any contract, subcontract, or agreement with respect to the OSBA-assisted activity, or with respect to the proceeds from the OSBA-assisted activity, either for themselves or those with whom they have business or immediate family ties, during their tenure or for a period of one (1) year thereafter. For purposes of this paragraph, a “covered person” includes any person

Attachment: Admin Tara - Chamber_routing sheet with final agreement (003) - 11-22-21 (RES-2021-674 : Ratify Agreements, Certifications that

who is an employee, agent, consultant, officer, or elected or appointed official of the Grantee, the Strategic Partner, or any designated public agency.

5. Lobbying

The Strategic Partner hereby certifies that:

a) No Federal appropriated funds have been paid or will be paid, by or on behalf of it, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;

b) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, it will complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions; and

c) It will require that the language of paragraph (d) of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly:

d) Lobbying Certification

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, Title 31, U.S.C. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

6. Copyright

If this MOU results in any ~~patentable or~~ copyrightable material or inventions, the Grantee and/or grantor agency reserves the right to a royalty-free, non-exclusive and irrevocable license to reproduce, publish or otherwise use and to authorize others to use, the work or materials for governmental purposes.

Attachment: Admin Tara - Chamber_routing sheet with final agreement (003) - 11-22-21 (RES-2021-674 : Ratify Agreements, Certifications that

7. Religious Activities

The Strategic Partner agrees that funds provided under this MOU will not be utilized for inherently religious activities prohibited by 24 CFR 570.200(j), such as worship, religious instruction, or proselytization.

8. Child Support Compliance Act

The Strategic Partner will comply with the Child Support Compliance Act, Section 5200 of Part 5 of Division 9 of the State Family Code.

X. SEVERABILITY

If any provision of this MOU is held invalid, the remainder of the MOU shall not be affected thereby and all other parts of this MOU shall nevertheless be in full force and effect.

XI. SECTION HEADINGS AND SUBHEADINGS

The section headings and subheadings contained in this MOU are included for convenience only and shall not limit or otherwise affect the terms of this MOU.

XII. WAIVER

The Grantee's failure to act with respect to a breach by the Strategic Partner does not waive its right to act with respect to subsequent or similar breaches. The failure of the Grantee to exercise or enforce any right or provision shall not constitute a waiver of such right or provision.

Attachment: Admin Tara - Chamber_routing sheet with final agreement (003) - 11-22-21 (RES-2021-674 : Ratify Agreements, Certifications that

XIII. ENTIRE MOU

This MOU constitutes the entire agreement between the Grantee and the Strategic Partner for the use of funds received under this MOU and it supersedes all prior or contemporaneous communications and proposals, whether electronic, oral, or written between the Grantee and the Strategic Partner with respect to this MOU.

Date 11/29/2021

IN WITNESS WHEREOF, the Parties have executed this contract as of the date first written above.

MARIPOSA COUNTY CHAMBER OF COMMERCE
(Strategic Partner)

607E739C34B
By ZorraSign
Gabriel Edwards, Chair

MARIPOSA COUNTY
(Grantee)

607E739C341
Marshall Long
By ZorraSign
Marshall Long, Chair
Mariposa County Board of Supervisors

APPROVED AS TO LEGAL FORM

607E739C337
Steven W. Dahlem
By ZorraSign
Steven W. Dahlem, County Counsel

Attachment: Admin Tara - Chamber_routing sheet with final agreement (003) - 11-22-21 (RES-2021-674 : Ratify Agreements, Certifications that

EXHIBIT A

STATEMENT OF WORK

TYPE OF PROJECT:
Public Service (24 CFR 570.201 (e)

PROJECT DESCRIPTION:
The Mariposa County Chamber of Commerce will provide marketing communications services for OSBA California Microenterprise Covid-19 Business Relief grant applications.

CLIENT DOCUMENTATION:
The Mariposa County Chamber of Commerce will market the OSBA California Microenterprise Covid-19 Business Relief grant to local microbusinesses, particularly to business owners representing underserved communities.

ELIGIBLE COSTS/PAYMENTS:
$500 of OSBA funding will be expended on this element of the program.

REPORTING/MONITORING:
All progress reports will be submitted to the Grantee by the 15th day of the month following the calendar month or at a minimum quarterly per the Grantee directive on reports provided by Grantee.

Any reports which will be sent to OSBA will be submitted to the Grantee 15 days prior to the due date at OSBA. The County will provide details of reporting requirements upon receipt of the grant award.

The Strategic Partner will provide all information necessary for Grantee to monitor Strategic Partner for compliance with OSBA requirements. The Grantee will be monitored at a minimum once per year and as needed to ensure compliance.

MITIGATION MEASURES:
None

Attachment: Admin Tara - Chamber_routing sheet with final agreement (003) - 11-22-21 (RES-2021-674 : Ratify Agreements, Certifications that

Time Sensitive! Will be ratified by the BoS on 12/07/2021.

H.6.d

AGREEMENT ROUTING SHEET

To: *Danielle Bondshu or Tracy Gauthier* **Dept.:** *Clerk of the Board* **Date:** 11/22/2021

From: Tara G. Schiff **Agreement with:** Main Street Mariposa

Section 1: TYPE OF PROCESSING REQUESTED: *(Complete all Section 1. fields.)*

1) Is this a digital signature request? **Yes** ☒ **No** ☐ *(If No, please provide two original copies signed by vendor.)*

2) Is this the standard County Agreement Form? **Yes** ☐ **No** ☒ *If No, please answer the following question:*

a. Has this non-standard agreement been vetted by County Counsel? Yes ☒ **No** ☐
(If Yes, provide approval to COB via email. If No, see instructions below. **Non-standard agreements will NOT be processed without County Counsel's approval.**)

Section 2: VENDOR AND AGREEMENT TYPE *(Complete all Section 2. fields.)*

Vendor Signator & Title: Kara Inman, President *(Name of person signing the agreement, and their title)*

Vendor Email: brickwallboutique@gmail.com *(Email of signee)*

For: Marketing/Promotion of OSBA Microenterprise Grant Program
(Provide a brief description of the service provided or product purchased, i.e. "Police service dog training", "Annual Senior Health Fair", etc.)

Term: 12/07/2021-06/07/2024
(Enter beginning "to" end. Must be 1 year or less for DH or CAO agreements.

Is this an Amendment to an Agreement? Yes ☐ **No** ☐
(If Yes, attach copies of all prior amendments, *AS WELL* as the initial agreement.)

Section 3: PURCHASING AUTHORIZATION *(Complete the appropriate Section 3. field.)*

☒ **BOARD ACTION** M/Traq ID # or Res No.: 12395 Scheduled Date: 12/07/2021

☐ **PURCHASING CODE (CAO or Department Heads - County Code Chapter 3.08):**

☐ $_____ **DEPARTMENT HEADS, Under $10,000 (**MCC Section 3.08.050):
Assistant Purchasing Agents (Department Heads) are authorized to obtain services, supplies and equipment; (Amount limited to what is budgeted and must be a one year, or less, contract term.) ***(May not purchase or lease real property or storage space without the Purchasing Agent's approval.)***

☐ $_____ **CAO as Purchasing Agent, Under $50,000** (MCC Section 3.08.090):
(Amount limited to what is budgeted and must be a one year, or less, contract term.)

☐ **INDEMNIFICATION AGREEMENTS (Res. 05-117 and 04-346)** $_____

☐ **INTERDEPARTMENTAL AGREEMENTS & MOUs** _____

DIGITAL SIGNATURE INSTRUCTIONS

A. DH/CAO Approvals:

- **If using the UNCHANGED County agreement template, proceed with routing to Clerk of the Board.**
- **If using vendor supplied agreements, or MODIFIED County Agreement template:**
  1) Email to County Counsel's Office for vetting first (without routing slip.)
  2) After approval by County Counsel, submit to Clerk of the Board's Office WITH email or other verification of County Counsel's approval, and a completed routing sheet.

B. BOARD Items:

- **Email a digital version of the agreement** *(indicating the pages needing to be signed)* **and this routing sheet to the Clerk of the Board's Office.**

ROUTING

- **HARD COPIES:** Route agreements and routing sheet via interoffice mail to Tracy or Danielle in the COB Department.
- **DIGITAL COPIES:** Combine agreement and new routing slip into one PDF document and email to Danielle (dwardle@mariposacounty.org) and Tracy (tgauthier@mariposacounty.org) in the COB's Office for procurement of signatures.

Attachment: Admin Tara - MSM_routing sheet with final agreement 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been

MEMORANDUM OF UNDERSTANDING

BETWEEN

MARIPOSA COUNTY

AND

MAIN STREET MARIPOSA

FOR

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

THIS MEMORANDUM OF UNDERSTANDING ("MOU") is entered into this 22nd day of November, 2021 by and between the County of Mariposa ("Grantee") and the Main Street Mariposa ("Strategic Partner").

WHEREAS, the Grantee has applied for program funds from the California Office of Small Business Advocate (OSBA), Governor's Office of Business Development (GoBiz) enacted by Senate Bill No. 151 (Government Code 12100.90); and

WHEREAS, subject to the approval of the California Office of Small Business Advocate (OSBA), the Grantee wishes to engage the Strategic Partner to assist the Grantee in utilizing such funds.

NOW, THEREFORE, it is agreed between the parties hereto that:

I. SCOPE OF SERVICE

A. Activities

The Strategic Partner will be responsible for providing business assistance services for OSBA California Microbusiness Covid-19 Business Relief Grants as awarded under the Request for Proposals (RFP), Round 1, in a manner satisfactory to the Grantee and consistent with any standards required as a condition of providing these funds. Such project will include the activities specified in Exhibit A "Statement of Work".

Marketing Outreach

The Grantee will conduct outreach and marketing to reach underserved microbusinesses in support of the activity noted above as required by the OSBA contract issued.

B. National Objectives

All activities funded with OSBA funds must meet one of the OSBA program's Objectives: identifying underserved small business groups that have faced historic

Attachment: Admin Tara - MSM_routing sheet with final agreement 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been

barriers to accessing capital, including businesses majority owned and operated on a daily basis by women, minorities or persons of color, veterans, undocumented individuals, and individuals living in rural or low-wealth areas on low incomes.

The Strategic Partner certifies that the activity carried out under this Agreement will meet the OSBA objective of providing access to the funding by business owners representing underserved groups.

C. Levels of Accomplishment – Goals and Performance Measures

The goals and performance measures are specified in Exhibit A, herein incorporated by reference.

D. Staffing

Strategic Partner staff, and selected contractors, will implement activities of the project according to OSBA requirements.

Any changes in the Strategic Partner's responsibilities under this project are subject to the prior approval of the Grantee.

E. Performance Monitoring

The Grantee will monitor the performance of the Strategic Partner against goals and performance standards as stated above. Substandard performance as determined by the Grantee will constitute noncompliance with this MOU. If action to correct such substandard performance is not taken by the Strategic Partner within a reasonable period of time after being notified by the Grantee, contract suspension or termination procedures will be initiated.

II. TIME OF PERFORMANCE

Services of the Strategic Partner shall start on the date of clearance of general conditions by OSBA and will end 30 months thereafter. The term of this MOU and the provisions herein may be extended by mutual agreement and amendment to this MOU.

III. BUDGET

The Strategic Partner agrees to perform required assistance for $500, contingent upon the Grantee receiving the grant award from OSBA and providing notification to the Strategic Partner to proceed with the Statement of Work as outlined in Exhibit A.

IV. PAYMENT

It is expressly agreed and understood that the total amount to be paid by the Grantee under this MOU shall not exceed the amounts specified in Section III Budget.

V. NOTICES

Attachment: Admin Tara - MSM_routing sheet with final agreement 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been

Notices required by this MOU shall be in writing and delivered via mail (postage prepaid), commercial courier, or personal delivery or sent by facsimile or other electronic means. Any notice delivered or sent as aforesaid shall be effective on the date of delivery or sending. All notices and other written communications under this MOU shall be addressed to the individuals in the capacities indicated below, unless otherwise modified by subsequent written notice.

Communication and details concerning this MOU shall be directed to the following MOU representatives:

Mariposa County
Tara G. Schiff
Economic Development Specialist
P.O. Box 784
Mariposa, CA 95338
Email: tschiff@mariposacounty.org
Phone: 209-742-1214

Subrecipient
Kara Inman, President
Main Street Mariposa
PO Box
Mariposa, CA 95338
Email: brickwallboutique@gmail.com
Phone: 209.966.6246

VI. SPECIAL CONDITIONS

The Strategic Partner agrees to comply with all requirements of the OSBA RFP; which is hereby attached and incorporated by reference.

VII. GENERAL CONDITIONS

A. "Independent Contractor"

Nothing contained in this MOU is intended to, or shall be construed in any manner, as creating or establishing the relationship of employer/employee between the parties. The Strategic Partner shall at all times remain an "independent contractor" with respect to the services to be performed under this MOU. The Grantee shall be exempt from payment of all Unemployment Compensation, FICA, retirement, life and/or medical insurance and Workers' Compensation Insurance, as the Strategic Partner is an independent contractor.

B. Hold Harmless

The Strategic Partner shall hold harmless, defend and indemnify the Grantee from any and all claims, actions, suits, charges and judgments whatsoever that arise out of the Strategic Partner's performance or nonperformance of the services or subject matter called for in this MOU.

The Grantee shall hold harmless, defend and indemnify the Strategic Partner from any and all claims, actions, suits, charges and judgments whatsoever that arise out

Attachment: Admin Tara - MSM_routing sheet with final agreement 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been

of the Grantee's performance or nonperformance of the services or subject matter called for in this MOU.

C. Workers' Compensation

The Strategic Partner shall provide Workers' Compensation Insurance coverage for all of its employees involved in the performance of this MOU. If the Strategic Partner does not employ staff, this section does not apply.

D. Grantee Recognition

The Strategic Partner shall insure recognition of the role of the Grantee in providing services through this MOU. All activities, facilities and items utilized pursuant to this MOU shall be prominently labeled as to funding source. In addition, the Strategic Partner will include a reference to the support provided herein in all publications made possible with funds made available under this MOU.

E. Amendments

The Grantee or Strategic Partner may amend this MOU at any time provided that such amendments make specific reference to this MOU, and are executed in writing, signed by a duly authorized representative of each organization, and approved by the Grantee's governing body. Such amendments shall not invalidate this MOU, nor relieve or release the Grantee or Strategic Partner from its obligations under this MOU.

The Grantee may, in its discretion, amend this MOU to conform with Federal, state or local governmental guidelines, policies and available funding amounts, or for other reasons. If such amendments result in a change in the funding, the scope of services, or schedule of the activities to be undertaken as part of this MOU, such modifications will be incorporated only by written amendment signed by both Grantee and Strategic Partner.

F. Suspension or Termination

The Grantee may suspend or terminate this MOU if the Strategic Partner materially fails to comply with any terms of this MOU, which includes (but are not limited to) the following:

1. Failure to comply with any of the rules, regulations or provisions referred to herein, or such statutes, regulations, executive orders, and OSBA guidelines, policies or directives as may become applicable at any time;

2. Failure, for any reason, of the Strategic Partner to fulfill in a timely and proper manner its obligations under this MOU;

3. Ineffective or improper use of funds provided under this MOU; or

Attachment: Admin Tara - MSM_routing sheet with final agreement 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been

4. Submission by the Strategic Partner to the Grantee reports that are incorrect or incomplete in any material respect.

This MOU may also be terminated for convenience by either the Grantee or the Strategic Partner, in whole or in part, by setting forth the reasons for such termination, the effective date, and, in the case of partial termination, the portion to be terminated. However, if in the case of a partial termination, the Grantee determines that the remaining portion of the award will not accomplish the purpose for which the award was made, the Grantee may terminate the award in its entirety.

VIII. ADMINISTRATIVE REQUIREMENTS

A. Financial Management

1. Client Data

The Strategic Partner shall maintain client data demonstrating client eligibility for services provided. Such data shall include, but not be limited to, client name, address, income level or other basis for determining eligibility, and description of service provided. Such information shall be made available to Grantee monitors or their designees for review upon request.

2. Disclosure

The Strategic Partner understands that client information collected under this MOU is private and the use or disclosure of such information, when not directly connected with the administration of the Grantee's or Subrecipient's responsibilities with respect to services provided under this MOU, is prohibited by State or Federal law unless written consent is obtained from such person receiving service and, in the case of a minor, that of a responsible parent/guardian.

C. Reporting and Payment Procedures

1. Program Income

The proposed program will not result in Program Income.

4. Progress Reports

The Strategic Partner shall submit a monthly report during the term of this MOU to the Grantee in the form, content, and frequency as required by the Grantee. Reports should be submitted by the 15th of the month following the requested period.

Attachment: Admin Tara - MSM_routing sheet with final agreement 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been

IX. PERSONNEL & PARTICIPANT CONDITIONS

A. Conduct

1. Assignability

The Strategic Partner shall not assign or transfer any interest in this MOU without the prior written consent of the Grantee thereto; provided, however, that claims for money due or to become due to the Strategic Partner from the Grantee under this MOU may be assigned to a bank, trust company, or other financial institution without such approval. Notice of any such assignment or transfer shall be furnished promptly to the Grantee.

2. Subcontracts

a) Approvals: The Strategic Partner shall not enter into any subcontracts with any agency or individual in the performance of this MOU without the written consent of the Grantee prior to the execution of such agreement.

3. Hatch Act

The Strategic Partner agrees that no funds provided, nor personnel employed under this MOU, shall be in any way or to any extent engaged in the conduct of political activities in violation of Chapter 15 of Title V of the U.S.C.

4. Conflict of Interest

The Strategic Partner agrees to abide by the provisions of 24 CFR 84.42 and 570.611, which include (but are not limited to) the following:

a) The Strategic Partner shall maintain a written code or standards of conduct that shall govern the performance of its officers, employees or agents engaged in the award and administration of contracts supported by Federal funds.

b) No employee, officer or agent of the Strategic Partner shall participate in the selection, or in the award, or administration of, a contract supported by Federal funds if a conflict of interest, real or apparent, would be involved.

c) No covered persons who exercise or have exercised any functions or responsibilities with respect to OSBA-assisted activities, or who are in a position to participate in a decision-making process or gain inside information with regard to such activities, may obtain a financial interest in any contract, or have a financial interest in any contract, subcontract, or agreement with respect to the OSBA-assisted activity, or with respect to the proceeds from the OSBA-assisted activity, either for

Attachment: Admin Tara - MSM_routing sheet with final agreement 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been

themselves or those with whom they have business or immediate family ties, during their tenure or for a period of one (1) year thereafter. For purposes of this paragraph, a "covered person" includes any person who is an employee, agent, consultant, officer, or elected or appointed official of the Grantee, the Strategic Partner, or any designated public agency.

5. Lobbying

The Strategic Partner hereby certifies that:

a) No Federal appropriated funds have been paid or will be paid, by or on behalf of it, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;

b) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, it will complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions; and

c) It will require that the language of paragraph (d) of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly:

d) Lobbying Certification

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, Title 31, U.S.C. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

6. Copyright

If this MOU results in any ~~patentable or~~ copyrightable material or inventions,

Attachment: Admin Tara - MSM_routing sheet with final agreement 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been

the Grantee and/or grantor agency reserves the right to a royalty-free, non-exclusive and irrevocable license to reproduce, publish or otherwise use and to authorize others to use, the work or materials for governmental purposes.

7. Religious Activities

The Strategic Partner agrees that funds provided under this MOU will not be utilized for inherently religious activities prohibited by 24 CFR 570.200(j), such as worship, religious instruction, or proselytization.

8. Child Support Compliance Act

The Strategic Partner will comply with the Child Support Compliance Act, Section 5200 of Part 5 of Division 9 of the State Family Code.

X. SEVERABILITY

If any provision of this MOU is held invalid, the remainder of the MOU shall not be affected thereby and all other parts of this MOU shall nevertheless be in full force and effect.

XI. SECTION HEADINGS AND SUBHEADINGS

The section headings and subheadings contained in this MOU are included for convenience only and shall not limit or otherwise affect the terms of this MOU.

XII. WAIVER

The Grantee's failure to act with respect to a breach by the Strategic Partner does not waive its right to act with respect to subsequent or similar breaches. The failure of the Grantee to exercise or enforce any right or provision shall not constitute a waiver of such right or provision.

Attachment: Admin Tara - MSM_routing sheet with final agreement 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been

XIII. ENTIRE MOU

This MOU constitutes the entire agreement between the Grantee and the Strategic Partner for the use of funds received under this MOU and it supersedes all prior or contemporaneous communications and proposals, whether electronic, oral, or written between the Grantee and the Strategic Partner with respect to this MOU.

Date 11/29/2021

IN WITNESS WHEREOF, the Parties have executed this contract as of the date first written above.

MAIN STREET MARIPOSA
(Strategic Partner)

6080AFD0A45
By Kara K Inman
ZorroSign

Kara Inman, President
Main Street Mariposa

MARIPOSA COUNTY
(Grantee)

6080AFD0A3B
By Marshall Long
ZorroSign

Marshall Long, Chair
Mariposa County Board of Supervisors

APPROVED AS TO LEGAL FORM

6080AFD0A31
By Steven W. Dahlem
ZorroSign

Steven W. Dahlem, County Counsel

Attachment: Admin Tara - MSM_routing sheet with final agreement 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been

EXHIBIT A

STATEMENT OF WORK

TYPE OF PROJECT:
Public Service (24 CFR 570.201 (e)

PROJECT DESCRIPTION:
The Main Street Mariposa will provide marketing communications services for OSBA California Microenterprise Covid-19 Business Relief grant applications.

CLIENT DOCUMENTATION:
The Main Street Mariposa will market the OSBA California Microenterprise Covid-19 Business Relief grant to local microbusinesses, particularly to business owners representing underserved communities.

ELIGIBLE COSTS/PAYMENTS:
$500 of OSBA funding will be expended on this element of the program.

REPORTING/MONITORING:
All progress reports will be submitted to the Grantee by the 15th day of the month following the calendar month or at a minimum quarterly per the Grantee directive on reports provided by Grantee.

Any reports which will be sent to OSBA will be submitted to the Grantee 15 days prior to the due date at OSBA. The County will provide details of reporting requirements upon receipt of the grant award.

The Strategic Partner will provide all information necessary for Grantee to monitor Strategic Partner for compliance with OSBA requirements. The Grantee will be monitored at a minimum once per year and as needed to ensure compliance.

MITIGATION MEASURES:
None

Attachment: Admin Tara - MSM_routing sheet with final agreement 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been

Time Sensitive! Will be ratified by the BoS on 12/07/2021.

H.6.e

AGREEMENT ROUTING SHEET

To: *Danielle Bondshu or Tracy Gauthier* **Dept.:** *Clerk of the Board* **Date:** 11/22/2021

From: Tara G. Schiff **Agreement with:** REGENTS OF THE UNIVERSITY OF CALIFORNIA on behalf of the CENTRAL CA SBDC NETWORK

Section 1: TYPE OF PROCESSING REQUESTED: *(Complete all Section 1. fields.)*

1) Is this a digital signature request? **Yes** ☒ **No** ☐ *(If No, please provide two original copies signed by vendor.)*

2) Is this the standard County Agreement Form? **Yes** ☐ **No** ☒ *If No, please answer the following question:*

a. Has this non-standard agreement been vetted by County Counsel? **Yes** ☒ **No** ☐
(If Yes, provide approval to COB via email. If No, see instructions below. **Non-standard agreements will NOT be processed without County Counsel's approval.**)

Section 2: VENDOR AND AGREEMENT TYPE *(Complete all Section 2. fields.)*

Vendor Signator & Title: Jue Sun, Executive Director *(Name of person signing the agreement, and their title)*

Vendor Email: spo@ucmerced.edu *(Email of signee)*

For: Marketing/Promotion of OSBA Microenterprise Grant Program
(Provide a brief description of the service provided or product purchased, i.e. "Police service dog training", "Annual Senior Health Fair", etc.)

Term: 12/07/2021-06/07/2024
(Enter beginning "to" end. Must be 1 year or less for DH or CAO agreements.

Is this an Amendment to an Agreement? **Yes** ☐ **No** ☐
(If Yes, attach copies of all prior amendments, *AS WELL* as the initial agreement.)

Section 3: PURCHASING AUTHORIZATION *(Complete the appropriate Section 3. field.)*

☒ **BOARD ACTION** M/Traq ID # or Res No.: 12395 Scheduled Date: 12/07/2021

☐ **PURCHASING CODE (CAO or Department Heads - County Code Chapter 3.08):**

☐ $_____ **DEPARTMENT HEADS, Under $10,000 (**MCC Section 3.08.050):
Assistant Purchasing Agents (Department Heads) are authorized to obtain services, supplies and equipment; (Amount limited to what is budgeted and must be a one year, or less, contract term.) ***(May not purchase or lease real property or storage space without the Purchasing Agent's approval.)***

☐ $_____ **CAO as Purchasing Agent, Under $50,000** (MCC Section 3.08.090):
(Amount limited to what is budgeted and must be a one year, or less, contract term.)

☐ **INDEMNIFICATION AGREEMENTS (Res. 05-117 and 04-346)** $_____

☐ **INTERDEPARTMENTAL AGREEMENTS & MOUs** _____

DIGITAL SIGNATURE INSTRUCTIONS

A. DH/CAO Approvals:

- **If using the UNCHANGED County agreement template, proceed with routing to Clerk of the Board.**
- **If using vendor supplied agreements, or MODIFIED County Agreement template:**
  1) Email to County Counsel's Office for vetting first (without routing slip.)
  2) After approval by County Counsel, submit to Clerk of the Board's Office WITH email or other verification of County Counsel's approval, and a completed routing sheet.

B. BOARD Items:

- **Email a digital version of the agreement** *(indicating the pages needing to be signed)* **and this routing sheet to the Clerk of the Board's Office.**

ROUTING

- **HARD COPIES:** Route agreements and routing sheet via interoffice mail to Tracy or Danielle in the COB Department.
- **DIGITAL COPIES:** Combine agreement and new routing slip into one PDF document and email to Danielle (dwardle@mariposacounty.org) and Tracy (tgauthier@mariposacounty.org) in the COB's Office for procurement of signatures.

Attachment: Admin Tara - SBDC_agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

Attachment: Admin Tara - SBDC_agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

MEMORANDUM OF UNDERSTANDING

BETWEEN

MARIPOSA COUNTY

AND

REGENTS OF THE UNIVERSITY OF CALIFORNIA on behalf of the CENTRAL CA SBDC NETWORK

FOR

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

THIS MEMORANDUM OF UNDERSTANDING ("MOU") is entered into this 22nd day of November, 2021 by and between the County of Mariposa ("Grantee") and the Regents of the University of California on behalf of the Central CA SBDC Network ("Strategic Partner").

WHEREAS, the Grantee has applied for program funds from the California Office of Small Business Advocate (OSBA), Governor's Office of Business Development (GoBiz) enacted by Senate Bill No. 151 (Government Code 12100.90); and

WHEREAS, subject to the approval of the California Office of Small Business Advocate (OSBA), the Grantee wishes to engage the Strategic Partner to assist the Grantee in utilizing such funds.

NOW, THEREFORE, it is agreed between the parties hereto that:

I. SCOPE OF SERVICE

A. Activities

The Strategic Partner will be responsible for providing business assistance services for OSBA California Microbusiness Covid-19 Business Relief Grants as awarded under the Request for Proposals (RFP), Round 1, in a manner satisfactory to the Grantee and consistent with any standards required as a condition of providing these funds. Such project will include the activities specified in Exhibit A "Statement of Work".

Marketing Outreach

The Grantee will conduct outreach and marketing to reach underserved microbusinesses in support of the activity noted above as required by the OSBA contract issued.

B. National Objectives

All activities funded with OSBA funds must meet one of the OSBA program's Objectives: identifying underserved small business groups that have faced historic barriers to accessing capital, including businesses majority owned and operated on a daily basis by women, minorities or persons of color, veterans, undocumented individuals, and individuals living in rural or low-wealth areas on low incomes.

The Strategic Partner certifies that the activity carried out under this Agreement will meet the OSBA objective of providing access to the funding by business owners representing underserved groups.

C. Levels of Accomplishment – Goals and Performance Measures

The goals and performance measures are specified in Exhibit A, herein incorporated by reference.

D. Staffing

Strategic Partner staff, and selected contractors, will implement activities of the project according to OSBA requirements.

Any changes in the Strategic Partner's responsibilities under this project are subject to the prior approval of the Grantee.

E. Performance Monitoring

The Grantee will monitor the performance of the Strategic Partner against goals and performance standards as stated above. Substandard performance as determined by the Grantee will constitute noncompliance with this MOU. If action to correct such substandard performance is not taken by the Strategic Partner within a reasonable period of time after being notified by the Grantee, contract suspension or termination procedures will be initiated.

II. TIME OF PERFORMANCE

Services of the Strategic Partner shall start on the date of clearance of general conditions by OSBA and will end 30 months thereafter. The term of this MOU and the provisions herein may be extended by mutual agreement and amendment to this MOU.

III. BUDGET

The Strategic Partner agrees to perform required assistance for $500, contingent upon the Grantee receiving the grant award from OSBA and providing notification to the Strategic Partner to proceed with the Statement of Work as outlined in Exhibit A.

IV. PAYMENT

It is expressly agreed and understood that the total amount to be paid by the Grantee under this MOU shall not exceed the amounts specified in Section III Budget.

Attachment: Admin Tara - SBDC_agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

Attachment: Admin Tara - SBDC_agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

V. NOTICES

Notices required by this MOU shall be in writing and delivered via mail (postage prepaid), commercial courier, or personal delivery or sent by facsimile or other electronic means. Any notice delivered or sent as aforesaid shall be effective on the date of delivery or sending. All notices and other written communications under this MOU shall be addressed to the individuals in the capacities indicated below, unless otherwise modified by subsequent written notice.

Communication and details concerning this MOU shall be directed to the following MOU representatives:

Mariposa County
Tara G. Schiff
Economic Development Specialist
P.O. Box 784
Mariposa, CA 95338
Email: tschiff@mariposacounty.org
Phone: 209-742-1214

Subrecipient
Kurtis Clark
Central CA SBDC Network
655 W. 18th Street
Merced, CA 95340
Email: kclark5@ucmerced.edu
Phone: 209-228-3506

Christina Christensen
Sponsored Projects Office
University of California
5200 N. Lake Road
Merced, CA 95343
Email: spo@ucmerced.edu
Phone: 209-201-4823

VI. SPECIAL CONDITIONS

The Strategic Partner agrees to comply with all requirements of the OSBA RFP; which is hereby attached and incorporated by reference.

VII. GENERAL CONDITIONS

A. "Independent Contractor"

Nothing contained in this MOU is intended to, or shall be construed in any manner, as creating or establishing the relationship of employer/employee between the parties. The Strategic Partner shall at all times remain an "independent contractor" with respect to the services to be performed under this MOU. The Grantee shall be exempt from payment of all Unemployment Compensation, FICA, retirement, life and/or medical insurance and Workers' Compensation Insurance, as the Strategic Partner is an independent contractor.

B. Hold Harmless

The Strategic Partner shall hold harmless, defend and indemnify the Grantee from any and all claims, actions, suits, charges and judgments whatsoever that arise out of the Strategic Partner's performance or nonperformance of the services or subject matter called for in this MOU.

The Grantee shall hold harmless, defend and indemnify the Strategic Partner from any and all claims, actions, suits, charges and judgments whatsoever that arise out of the Grantee's performance or nonperformance of the services or subject matter called for in this MOU.

C. Workers' Compensation

The Strategic Partner shall provide Workers' Compensation Insurance coverage for all of its employees involved in the performance of this MOU. If the Strategic Partner does not employ staff, this section does not apply.

D. Grantee Recognition

The Strategic Partner shall insure recognition of the role of the Grantee in providing services through this MOU. All activities, facilities and items utilized pursuant to this MOU shall be prominently labeled as to funding source. In addition, the Strategic Partner will include a reference to the support provided herein in all publications made possible with funds made available under this MOU.

E. Amendments

The Grantee or Strategic Partner may amend this MOU at any time provided that such amendments make specific reference to this MOU, and are executed in writing, signed by a duly authorized representative of each organization, and approved by the Grantee's governing body. Such amendments shall not invalidate this MOU, nor relieve or release the Grantee or Strategic Partner from its obligations under this MOU.

The Grantee may, in its discretion, amend this MOU to conform with Federal, state or local governmental guidelines, policies and available funding amounts, or for other reasons. If such amendments result in a change in the funding, the scope of services, or schedule of the activities to be undertaken as part of this MOU, such modifications will be incorporated only by written amendment signed by both Grantee and Strategic Partner.

F. Suspension or Termination

The Grantee may suspend or terminate this MOU if the Strategic Partner materially fails to comply with any terms of this MOU, which includes (but are not limited to) the following:

Attachment: Admin Tara - SBDC_agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

1. Failure to comply with any of the rules, regulations or provisions referred to herein, or such statutes, regulations, executive orders, and OSBA guidelines, policies or directives as may become applicable at any time;

2. Failure, for any reason, of the Strategic Partner to fulfill in a timely and proper manner its obligations under this MOU;

3. Ineffective or improper use of funds provided under this MOU; or

4. Submission by the Strategic Partner to the Grantee reports that are incorrect or incomplete in any material respect.

This MOU may also be terminated for convenience by either the Grantee or the Strategic Partner, in whole or in part, by setting forth the reasons for such termination, the effective date, and, in the case of partial termination, the portion to be terminated. However, if in the case of a partial termination, the Grantee determines that the remaining portion of the award will not accomplish the purpose for which the award was made, the Grantee may terminate the award in its entirety.

VIII. ADMINISTRATIVE REQUIREMENTS

A. Record Keeping

1. Client Data

The Strategic Partner shall maintain client data demonstrating client eligibility for services provided. Such data shall include, but not be limited to, client name, address, income level or other basis for determining eligibility, and description of service provided. Such information shall be made available to Grantee monitors or their designees for review upon request.

2. Disclosure

The Strategic Partner understands that client information collected under this MOU is private and the use or disclosure of such information, when not directly connected with the administration of the Grantee's or Subrecipient's responsibilities with respect to services provided under this MOU, is prohibited by State or Federal law unless written consent is obtained from such person receiving service and, in the case of a minor, that of a responsible parent/guardian.

B. Reporting and Payment Procedures

1. Program Income

The proposed program will not result in Program Income.

Attachment: Admin Tara - SBDC_agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

2. Progress Reports

The Strategic Partner shall submit a monthly report during the term of this MOU to the Grantee in the form, content, and frequency as required by the Grantee. Reports should be submitted by the 15th of the month following the requested period.

IX. PERSONNEL & PARTICIPANT CONDITIONS

D. Conduct

1. Assignability

The Strategic Partner shall not assign or transfer any interest in this MOU without the prior written consent of the Grantee thereto; provided, however, that claims for money due or to become due to the Strategic Partner from the Grantee under this MOU may be assigned to a bank, trust company, or other financial institution without such approval. Notice of any such assignment or transfer shall be furnished promptly to the Grantee.

2. Subcontracts

a) Approvals: The Strategic Partner shall not enter into any subcontracts with any agency or individual in the performance of this MOU without the written consent of the Grantee prior to the execution of such agreement.

3. Hatch Act

The Strategic Partner agrees that no funds provided, nor personnel employed under this MOU, shall be in any way or to any extent engaged in the conduct of political activities in violation of Chapter 15 of Title V of the U.S.C.

4. Conflict of Interest

The Strategic Partner agrees to abide by the provisions of 24 CFR 84.42 and 570.611, which include (but are not limited to) the following:

a) The Strategic Partner shall maintain a written code or standards of conduct that shall govern the performance of its officers, employees or agents engaged in the award and administration of contracts supported by Federal funds.

b) No employee, officer or agent of the Strategic Partner shall participate in the selection, or in the award, or administration of, a contract

Attachment: Admin Tara - SBDC_agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

supported by Federal funds if a conflict of interest, real or apparent, would be involved.

c) No covered persons who exercise or have exercised any functions or responsibilities with respect to OSBA-assisted activities, or who are in a position to participate in a decision-making process or gain inside information with regard to such activities, may obtain a financial interest in any contract, or have a financial interest in any contract, subcontract, or agreement with respect to the OSBA-assisted activity, or with respect to the proceeds from the OSBA-assisted activity, either for themselves or those with whom they have business or immediate family ties, during their tenure or for a period of one (1) year thereafter. For purposes of this paragraph, a "covered person" includes any person who is an employee, agent, consultant, officer, or elected or appointed official of the Grantee, the Strategic Partner, or any designated public agency.

5. Lobbying

The Strategic Partner hereby certifies that:

a) No Federal appropriated funds have been paid or will be paid, by or on behalf of it, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;

b) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, it will complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions; and

c) It will require that the language of paragraph (d) of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly:

d) Lobbying Certification

Attachment: Admin Tara - SBDC_agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, Title 31, U.S.C. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

6. Copyright

If this MOU results in any ~~patentable or~~ copyrightable material or inventions, the Grantee and/or grantor agency reserves the right to a royalty-free, non-exclusive and irrevocable license to reproduce, publish or otherwise use and to authorize others to use, the work or materials for governmental purposes.

7. Religious Activities

The Strategic Partner agrees that funds provided under this MOU will not be utilized for inherently religious activities prohibited by 24 CFR 570.200(j), such as worship, religious instruction, or proselytization.

8. Child Support Compliance Act

The Strategic Partner will comply with the Child Support Compliance Act, Section 5200 of Part 5 of Division 9 of the State Family Code.

X. SEVERABILITY

If any provision of this MOU is held invalid, the remainder of the MOU shall not be affected thereby and all other parts of this MOU shall nevertheless be in full force and effect.

XI. SECTION HEADINGS AND SUBHEADINGS

The section headings and subheadings contained in this MOU are included for convenience only and shall not limit or otherwise affect the terms of this MOU.

XII. WAIVER

The Grantee's failure to act with respect to a breach by the Strategic Partner does not waive its right to act with respect to subsequent or similar breaches. The failure of the Grantee to exercise or enforce any right or provision shall not constitute a waiver of such right or provision.

XIII. ENTIRE MOU

Attachment: Admin Tara - SBDC_agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

This MOU constitutes the entire agreement between the Grantee and the Strategic Partner for the use of funds received under this MOU and it supersedes all prior or contemporaneous communications and proposals, whether electronic, oral, or written between the Grantee and the Strategic Partner with respect to this MOU.

Date 11/22/2021

IN WITNESS WHEREOF, the Parties have executed this contract as of the date first written above.

REGENTS OF THE UNIVERISTY OF CALIFORNIA
(Strategic Partner)

607D5581F15
By ZorroSign
Jue Sun, Executive Director
Sponsored Projects Office

MARIPOSA COUNTY
(Grantee)

607D5581F0B
By Marshall Long ZorroSign
Marshall Long, Chair
Mariposa County Board of Supervisors

APPROVED AS TO LEGAL FORM

607D5581F01
By Steven W. Dahlem ZorroSign
Steven W. Dahlem, County Counsel

Attachment: Admin Tara - SBDC_agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

EXHIBIT A

STATEMENT OF WORK

TYPE OF PROJECT:
Public Service (24 CFR 570.201 (e)

PROJECT DESCRIPTION:
Central CA SBDC network/Regents of UC, Merced will provide marketing communications services for OSBA California Microenterprise Covid-19 Business Relief grant applications.

CLIENT DOCUMENTATION:
Central CA SBDC network/Regents of UC, Merced will market the OSBA California Microenterprise Covid-19 Business Relief grant to local microbusinesses, particularly to business owners representing underserved communities.

ELIGIBLE COSTS/PAYMENTS:
$500 of OSBA funding will be expended on this element of the program.

Payment requests must be submitted monthly for reimbursement. All payment requests will be provided on forms provided by the County.

REPORTING/MONITORING:
All progress reports will be submitted to the Grantee by the 15th day of the month following the calendar month or at a minimum quarterly per the Grantee directive on reports provided by Grantee.

Any reports which will be sent to OSBA will be submitted to the Grantee 15 days prior to the due date at OSBA.

The Strategic Partner will provide all information necessary for Grantee to monitor Strategic Partner for compliance with CDBG requirements. The Grantee will be monitored at a minimum once per year and as needed to ensure compliance.

MITIGATION MEASURES:
None

Attachment: Admin Tara - SBDC_agreement - 11-19-21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

Mariposa County

DALLIN KIMBLE
County Administrative Officer

Post Office Box 784
Mariposa, CA 95338
(209) 742-1214
dkimble@mariposacounty.org
www.mariposacounty.org

November 17, 2021

Tara Lynn Gray, director
Office of the Small Business Advocate (CalOSBA)
Governor's Office of Business & Economic Development (GO-Biz)
1325 J Street, Suite 1800
Sacramento, CA 95814

Dear Ms. Gray,

Pursuant to and in accordance with the requirements with the CalOSBA Microenterprise Covid-19 Relief Grant Program Request for Proposal (RFP), Tara G. Schiff, Mariposa County economic development specialist, is designated to submit the grant proposal on behalf of Mariposa County. Tara G. Schiff is hereby authorized by this designation to take any and all action which could lawfully be taken by me as County Administrative Officer (CAO) with regard to the Micrenterprise Covid-19 Relief Grant Program proposal submission.

If you have any questions regarding this Letter of Designation, please do not hesitate to contact me.

Sincerely,

60415B5116B
Jay D Kimble
ZorroSign

J. Dallin Kimble
County Administrative Officer

Attachment: Letter of Designation_signed (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA

Grant Applicant Information:

Legal Name of Applicant: County of Mariposa

DBA (if applicable): Mariposa County

Employer/Taxpayer Identification Number: 94-6000880

Organizational DUNS (if available): 0718596070000

Mailing Address (and physical address if it is different): P.O. Box 784

Street 1: 5100 Bullion Street

Street 2:

City: Mariposa

County: Mariposa

State: CA

California Only Zip Code: 95338

Name and Contact Information of person to be contacted regarding this application:

First and Last Name: Tara G. Schiff

Title: Economic Development Specialist

Telephone Number: (209)742-1214

Email: tschiff@mariposacounty.org

Website: www.mariposacounty.org

Tara Schiff

Signature of Contact (E-signature is acceptable)

November 29, 2021

Date

By signing, I certify that the information in this application is true and correct to the best of my knowledge.

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

Narrative

Applicant Experience/Past Performance

The County of Mariposa has many years of experience in coordinating and administrating small business loan and grant programs. In 2007, the County was awarded a Community Development Block Grant (CDBG) in the amount of $500,000 to fund Business Assistance Loans. In 2009, the County was awarded another CDBG grant in the amount of $300,000 to fund Microenterprise Loans. The County disbursed the funds to more than 10 local businesses, many of which are thriving today and would not have been able to startup, but for the opportunity to receive a loan from Mariposa County.

The current economic development specialist, Tara Schiff, was hired in 2013 and acquired an existing Business Assistance Loan program with $300,000 available to local businesses. As the program manager, the economic development specialist worked with Community Service and Employment Training, Inc. (CSET), out of Visalia, California, to provide underwriting services and the local Small Business Development Center (SBDC) to provide application assistance to local businesses. The program manager created a brochure for the loans and marketed the program through local business organizations (The Mariposa County Chamber of Commerce, SBDC, the Economic Development Corporation (EDC) of Mariposa County and on a case-by-case basis to entrepreneurs and existing business owners.) The program was a success, resulting in several new businesses opening. The program manager completed the project and successfully closed out the CDBG grant with Housing and Community Development (HCD).

With the onset of Covid-19 and the Shelter-In-Place order, many local businesses were ordered to shutter their doors, while others, such as restaurants, had to reduce their businesses to take out

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

orders only or some, such as retail stores, were mandated to a maximum of 25% of their normal capacity. As a premiere tourist destination, Mariposa County's businesses lost more than 80% of their revenue in the two of months of the CDPH-ordered quarantine. When the orders were finally lifted, Yosemite National Park, the County's economic engine, required day use reservations, reducing the number of visitors to the area. This resulted in a continued decrease of revenue. With many local businesses at risk of closing permanently, Mariposa County made the decision to disburse Business Relief Grants to the local businesses and non-profit organizations. Utilizing funds provided to Mariposa County from the Coronavirus Aid, Relief and Economic Security (CARES) Act, the County was able to provide a total of $400,000 to 54 local businesses for revenue loss and nearly $80,000 for Covid-related expenses. The economic development specialist coordinated the program with the Deputy County Administrative Officer (CAO), the Health and Human Services Administrative director, and the County Auditor. An agreement with the EDC was signed to secure application review, vetting and recommendation services. The economic development specialist led the program and successfully distributed the checks to the businesses in need. Many local businesses attended a Board of Supervisors meeting to acknowledge their disbursements and testified that they would have closed if they had not received the relief funding.

In addition to the Mariposa County Covid-19 Business Relief Grant program, the economic development specialist also coordinate the Safety and Freedom Enhancement (SAFE) grant program to reimburse local businesses for continued Covid-related expenses. Utilizing CDBG program income in the amount of $78,000, the economic development specialist successfully coordinate the program by creating an application, posting it on the County website and then promoting it to local businesses via a contact list of close to 300 businesses and through other

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

business venues and local media. Working with the accounts payable department in the auditor's office, the economic development specialist has administered the program for nearly one year with more than 10 awards granted.

With the continued impact of Covid-19 to local businesses, the economic development specialist applied for a CDBG CV (CARES ACT) grant to fund an additional round of Covid-19 business relief grants. Due to CDBG requirements, the economic development had to change the eligibility of the program and targeted it to for-profit businesses only with the understanding that the businesses could show proof of hiring or creating one full-time (minimum 30 hours/week) job for a Low/Moderate Income individual. The program applications opened on November 1st and will close on November 15th. The economic development specialist is again coordinating with the auditor for grant award disbursement and subcontracted with the EDC for application review, vetting and award recommendations.

To sum up the experience and past performance, the County of Mariposa has more than 14 years of experience provide low-interest loans to local businesses, and the current economic development specialist has more than 8 years of experience administrating business loan and grant programs with proven success. With the leadership of the economic development specialist, Mariposa County has become a well-oiled business loan and grant machine.

Proposed Program Design & Implementation

As mentioned in the "Experience" section, Mariposa County is a well-equipped to administer and disburse loans and grants to local businesses. After many years of BA/Microenterprise loan administration, as well as three recent rounds of Covid Business Relief grants, the County has a program design and implementation template that has proven to be failsafe and protect against

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

fraud, waste and abuse. Our team is "lock step" in the process that runs very smoothly to provide much-needed funding for our local businesses. We have every step prepared and continue to improve with each new round of funding.

Step #1 – Applications

Mariposa County has an application template that was used for previous business relief grant programs. The application will be edited to adapt to the OSBA grant requirements. The application will include the business owner's name, business and email address, as well as self-attestation that the applicant has authority to apply on behalf of the business. The first five questions will be "closed questions" that will not allow applicants to move forward in the process if they do not qualify. Questions will be similar to:

1. Is the business a for-profit business? If yes, the applicant will move on to the next question.
2. Are you the business owner authorized to make decisions for your business? If yes, the applicant will move on to the next question.
3. Does your business qualify as a microenterprise? If yes, the applicant will move on to the next question.
4. Do you have more than five employees? If yes, the applicant is ineligible for funding and cannot continue with the application.
5. Is your annual revenue more than $50,000. If yes, the applicant is ineligible for funding and cannot continue with the application.

The application will include a field to describe the impact that Covid-19 had on the business. In addition, the applicant will need to provide profit and loss statements from 2021, 2020, and 2019. Revenue and expenses will be requested for the same time periods in order to calculate the

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

total revenue loss due to the Covid-19 pandemic. An upload tool will be used to attach the required documentation. Mariposa County also requires a W-9 for all grant applicants. W-9s can be uploaded within the application. In order to determine appropriate use of funding, the applicant will also be asked to describe how funds will be used.

The applicant will self-attest that they have read and understand the Business Assistance Grant Program. The applicant will sign that they understand the application becomes a binding contract between the entity named above and Mariposa County and in no event shall the County's financial responsibility exceed the approved amount set forth below. The applicant shall defend and indemnify the County and its employees from and against any claim, injury, liability, loss, cost and/or expense or damage from activities reimbursed under this program. The representations made by applicant in this application are material terms of the agreement. The County may cancel the agreement at any time upon discovery that any of the information set forth above is inaccurate, or that any terms set forth above have been violated.

The application will be translated into multiple languages. UC Merced SBDC has the ability to translate the grant documents and promote the program, as well as interpret any instructions, to alternate languages other than English.

As with previous business relief grant programs, the application will be posted on the County website and will be submitted digitally. The completed digital application will be delivered to the economic development specialist's email. Example of application is here.

Step #2 – Awards Process

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

The awards process will follow the template of previous business relief grant programs implemented by Mariposa County. Once applications have been received by the economic development specialist, a copy will be sent to the Economic Development Corporation (EDC) for review and vetting. The EDC has designated a committee to work on business relief grant programs. The committee has all signed non-compete and confidentiality statements.

The applicants' information will be input into an excel spreadsheet, similar to below:

California Microenterprise Covid-19
Business Relief Grants

App #	Business Name	COVID Impacted Period 2021		COVID Impacted Period 2020		Comparable Period 2019 or Other		Net Loss Calculation 2021	Net Loss Calculation 2020	Qualify for Award (Y/N) Award Calc	Award Amount
		Revenues	Non-COVID Expenses	Revenues	Non-COVID Expenses	Revenues	Expenses				
	Sample Business	$78,500	$100,000	$ 60,500	$ 100,000	$ 320,000	$ 100,000	$ 259,500	$ 440,000	Y	$2,500

Once the award applications have been reviewed and processed, award qualifications will be determined as indicated in the above spreadsheet. Since Mariposa County was allocated $22,736.57, and will be working with 5 non-profit organizations with $500 agreements each (total $2500) and will use $236.57 for general administration costs, the amount available for grant distribution is $20,000. With grant amounts at $2500, Mariposa County will be able to award funding to 8 businesses. The first 8 businesses that qualify for funding, based on eligibility on the application and vetting by the EDC, will be sent award letters similar to below:

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

Mariposa County

DALLIN KIMBLE
County Administrative Officer

Post Office Box 784
Mariposa, CA 95338
(209) 742-1214
dkimble@mariposacounty.org
www.mariposacounty.org

January 20, 2022

Business Owner
Sample Business
PO Box 802
Mariposa CA 95338

Dear Business Award,

RE: Award Announcement– CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM
Award #:

Mariposa County is pleased to announce that your business has been awarded a **CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT** on behalf of the Office of Small Business Advocate in the amount of $2,500. This letter constitutes notice of the award of Mariposa County Business Relief funds.

Your revenue loss was calculated using your 2021, 2020 and 2019 gross revenue and expense numbers. After review of your application by the Economic Development Corporation of Mariposa, it was determined that your business qualified for the funding.

Please remember that award payments are predicated on your ongoing successful efforts to adhere to all current public health guidelines with regard to mitigating the spread of COVID-19. If a business is determined to be out of compliance, not only will that business lose grant funds, but grant funds for all businesses would be in jeopardy.

Congratulations on your successful application. On behalf of Mariposa County and the Economic Development Corporation of Mariposa County, we hope these funds will help your business to continue to survive this difficult time and thrive into the future.

For further information, please contact Tara G. Schiff, economic development specialist, tschiff@mariposacounty.org or (209)742-1214. Mariposa County looks forward to working with you to promote the future success of your business.

Sincerely,

Dallin Kimble, County Administrative Officer
County of Mariposa

Step #3 – Grant Distribution Method

The award letter will be uploaded to the County's electronic financial system with a copy of the business' W-9. An invoice will be generated. Each applicant will also be sent the following notice:

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

On behalf of Mariposa County, we are pleased to announce the launch of our new on-line Supplier Portal! This portal is integrated with our new accounting system and offers several key features, which we believe will enhance our working relationship with suppliers like you:

- allows you to ensure your business information is accurate and up to date,
- enables you to register to receive electronic (ACH) payments,
- provides a secure portal in which you can upload required documents such as W-9 tax forms,
- streamlines communication with the payment processing staff in Mariposa County so they can keep you informed of changes, requirements, etc., and
- creates a portal in which you can view the status of invoices you have submitted for payment.

If your business is interested in using the portal, please register as soon as possible via the following URL: https://www.mariposacounty.org/2530/Supplier-Portal

If you have any questions while registering your business, please contact the Auditor's office at

- (209) 966-7606 or supplierassistance@mariposacounty.org

We will be rolling out other exciting features of the portal as they are implemented and will provide you with details via the e-mail address with which you register when they have been activated. We appreciate your commitment to the County of Mariposa and are excited to offer this new tool to our suppliers. We are excited about the added efficiency that the portal and our new system will provide us.

If the supplier portal is not a good fit for your organization, rest assured that your information can still be processed by our team. We require that you provide us with an up-to-date W-9 tax form before you can be paid.

We appreciate your patience and collaboration as we make this transition.

Once the successful applicant has entered their information into the County's system, they will be able to receive their grant award by direct deposit or check (their choice). All grant awards will be announced at a Mariposa County Board of Supervisors Meeting.

Step #4 – Prevention of Fraud, Waste and Abuse

With previous experience awarding and distributing business relief grants, Mariposa County has perfected the ability to prevent fraud, waste and abuse of grant funding. The application includes questions to eliminate fraudulence. With the EDC reviewing and vetting each application, they will help determine the validity of each applicant. All applicants will be required to explain how funding will be used, which will help eliminate waste and abuse of funding.

Once the applications have been reviewed and vetted by the EDC and awarded by the County, the County auditor's office will have an opportunity to review the award one last time before

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

awards are disbursed. With experience distributing previous business relief grants, the Mariposa County economic development specialist and the County auditor work very well together and have perfected the process to prevent fraud, waste and abuse.

Pre-award – Detailed Outreach and Marketing Plan

Mariposa County (facilitator) will implement a comprehensive strategic marketing plan utilizing multi-media platforms and community platforms to reach the target audience, which are the local microenterprise business owners. After coordinating and managing previous business relief grant programs, Mariposa County is experienced in successfully marketing grant programs to local businesses. In addition, the economic development specialist, Tara G. Schiff, has more than 30 years of experience in marketing communications, including owning a full-service marketing firm for more than 10 years. The plan will consist of: Public Relations, Social Media and Online Marketing, Community Outreach, Networking/Local Events and Word of Mouth.

Mariposa County will conduct marketing as the experience facilitator, as well as with four local community partners. The community partners will assist in reaching business owners in underserved communities. In addition, an in-county partnership with Health & Human Services can help reached marginalized business owners, e.g. people of color, LGBTQIA+, senior citizens, military combat veterans, hearing, visually, and physically challenged persons**,** and formally incarcerated individuals.

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

A draft marketing plan is as follows:

MARKETING PLAN
CALIFORNIA MICROENTERPRISE BUSINESS RELIEF GRANT

FACILITATOR

- Email Newsletter Via MailChimp Using Subscriber List of More Than 200 Local Business Owners
- Send Press Release to Local Media Sources
- Post on County Facebook Page
- Share FB Post with Community Members
- Announce at Board of Supervisors (BoS) Meeting
- Announce on Local Radio Station (KRZY)
- Announce at the following public meetings:
    - •Mariposa Business Association
    - •Mariposa Rotary Club
    - •Economic Development Corporation of Mariposa County
    - •MSM Coffee
- Post on Mariposa County Website
- Create News Flash on County Home Page
- Post on Community Social Media Pages Throughout the County
    - • Mariposa Chat
    - • Greely Hill News
    - • Coulterville, CA
    - • Mariposa Small Business Group

PARTNERS

- **Send email to business network**
- Main Street Mariposa (MSM) has a business list of more than 60 business owners in the downtown corridor
- Chamber of Commerce has a business list of more than 300 business owners countywide
- Chamber of Commerce will send to Made in Mariposa Contact List with more than 100 business owners
- UC Merced SBDC can translate emails to alternate languages and has a business list targeted to Mariposa Businesses
- The Alliance for Community Transformation works with the underserved population and will provide fliers in multiple languages to their clientele.
- **Social Media Posts**
- MSM has a FB Page of More Than 700 followers
- MSM will also post on Instagram
- Chamber of Commerce manages a Facebook Page with more than 2400 likes, as well as an Instagram Page
- Chamber of Commerce also manages the Made in Mariposa FB Page with more than 1700 followers

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

Strategic Partnership Plan

Mariposa County has secured agreements with five community partners to implement a strategic partnership plan that will assist with the validation of awards determination and community outreach, marketing and promotion The community partners were all strategically selected because of their relationships with specific community members/business owners, as well as their unique skillsets. The partners and their roles are listed below:

1. University of California, Merced Small Business Development Center (UC Merced SBDC)

   Role: Microenterprise Outreach/Translation & Interpretation - As Mariposa County's designated SBDC office, UC Merced hires consultants to work with local business owners on business plans, marketing and to provide training. UC Merced has staff that can translate documents and provide interpreting services in a variety of languages.

2. Mariposa County Chamber of Commerce

   Role: Microenterprise Outrach/Social Media Marketing/Direct Email - Not only does the local Chamber of Commerce possess a business contact list of more than 300 local business owners, many of whom are sole-proprietors or microenterprise owners, but the Chamber also manages the Made in Mariposa (MiM) program. MiM is an initiative that was created in 2016 to provide world-class marketing for local producers, the majority of whom are sole-proprietors. The MiM membership is in addition to the Chamber's regular membership base. The MiM Facebook page has more than 1700 followers and also has an Instagram page with close to 300 followers. MiM members are farmers, bakers, artists and other small manufacturers.

3. Economic Development Corporation of Mariposa County (EDC)

   Role: Grant Application Review and Vetting - The EDC has assisted Mariposa County with

two previous business relief grant programs within the past year. With members experienced in tax preparation, accounting and bookkeeping, the EDC is a perfect partner for the review/vetting role.

4. Main Street Mariposa

   Role: Social Media Marketing and Direct Email Marketing to Local Businesses - A 501(c)3 that is affiliated with Main Street America, Main Street Mariposa was founded in 2017 to build up the more than 100 businesses occupying the Main Street/Commercial District. With a Facebook following of more than 700 followers and a robust email list, Main Street Mariposa's contacts are predominantly women, with a high-percentage representing the underserved community.

5. The Alliance for Community Transformations

   Role: Direct Marketing and Public Awareness to Business Owners in the Underserved Community - The Alliance provides responsive and preventative services to individuals and families, and works through partnerships and collective action to create truly safe, healthy and socially just communities where every member thrives. As the key connection to Mariposa County's underserved population, the Alliance has agreed to distribute flyers and provide word-of-mouth information about the California Microenterprise Covid-19 Business Relief Program.

Program Implementation Schedule: Estimated Award Announcement: December 14, 2022

Press Release to Local Media of Grant Award/Opening: 12/17/21 with a print date of 12/23/21

Email to 250+ Businesses, re: Award Announcement & Grant Opening: 12/17/21

Grant Opening: December 27, 2021 – Applications Open on www.mariposacounty.org

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

Grant Closes: January 10, 2021 @ 5pm – Applications submitted online and forwarded to ED

Application Information in Spreadsheet: January 11, 2021

Applications and Spreadsheet to EDC: January 12, 2021

Review and Vetting/Award Recommendations by EDC: January 17, 2021

Award Letters/Invoices to Auditor: January 17, 2021

Notice of Award and Supplier Letter to Awardees (emailed): January 19, 2021

Check or Direct Deposit Out to Awardees: January 20, 2021

Program Management/Staffing Plan:

Tara G. Schiff, *Mariposa County economic development specialist* – Grant Administrator – 8 years of experience in business relief grant coordination, implementation and supervision

Marilyn Saunders, *president*, Economic Development Corporation of Mariposa County – Application Review/Vetting – 50+ years in bookkeeping, non-profit leadership and tax preparation

Jue Sun, *executive director*, UC Merced SBDC – Marketing/Promotions and Translation/Interpretation – Staff fluent in multiple languages for optimum business outreach

Kari Kisela, *marketing coordinator* - Mariposa County Chamber of Commerce – Marketing to County Businesses – 2+ years with Chamber, marketing to local businesses countywide

Main Street Mariposa – Social Media and Email Marketing to Local Small Businesses – 5+ volunteers with diverse marketing and microbusiness ownership backgrounds to reach underserved small business groups.

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

Alison Tudor, *executive director* - Alliance for Community Transformations – Direct Marketing and Networking to LMI Population – 10+ years working with marginalized community

Matthew Rouse, *Mariposa County accounts payable* – Award Disbursement – Has disbursed business relief grant awards for two previous programs.

Budget and Financial Management Systems:

a. **Budget Narrative:** Mariposa County will utilize the allocated $22,736.57 as follows: $20,000 will be disbursed to a total of 8 local qualifying microbusinesses with $2500 awards each. $500 will be contracted to 5 local non-profit organizations for a total of $2500. The EDC will receive $500 for grant application review/vetting and the remaining 4 NPOs will receive $500 each for marketing to microenterprise business owners, targeting underserved communities. The remaining $236.57 will be utilized by Mariposa County for general administration costs (copying, supplies, FB boosts).

b. **Financial management and controls narrative**: With experience administrating previous business relief grant programs, Mariposa County has fine-tuned financial management and controls. The grant administrator, Tara Schiff, has worked closely with the County accounts payable department to secure financial management and controls. All grant awards will be disbursed upon receipt of approval by EDC, an award letter signed by the County Administrative Director and an invoice generated by the grant administration. Each awardee will be required to set up an online supplier account with Mariposa County, which will allow either direct deposit or check payment.

c. Identify Fiscal Agent: With experience disbursing funding for previous county business relief grant programs, Mariposa County will be the fiscal agent for the grant program.

Attachment: Proposal_OFFICE OF THE SMALL BUSINESS ADVOCATE (RES-2021-674 : Ratify Agreements, Certifications that Have Been

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM
Grantmaking Entity - Proposed Budget Detail
COUNTY NAME - Mariposa County

Total allocation	$ 22,736.57

Staff Implementation: Personnel Salaries + Benefits	**Estimated Cost**
Program manager salary	$ -
Program manager benefits	$ -
	$ -
Program Related Technology, Tools, Supplies & Materials	
example: online application platform & related IT, supplies & materials to implement the Program	$ 236.57
	$ -
	$ -
	$ -
Marketing & Outreach Expenses	
Main Street Mariposa	$ 500.00
Mariposa County Chamber of Commerce	$ 500.00
UC Merced SBDC	$ 500.00
Alliance for Community Transformations	$ 500.00
	$ -
	$ -
	$ -
Other/Contractual Expenses	
EDC - Technical Assistance	$ 500.00
	$ -
County and/or nonprofit as fiscal agent	
example: 5% allocation to County 1 to administer funds for County 2	$ -
Total Administrative Cost Request	**$ 2,736.6**
	Admin Cost does not exceed 20% or $300,000

Elgible Small Business Subgrants	
Estimated # of Eligible Microbusinesses Served	8
Estimated Dollar Amount of Eligible Microbusiness Subgrants	$ 20,000.00

Total Proposed Budget	$ 22,736.57

GUIDANCE
All costs proposed in an applicant's budget must meet the tests of allow-ability, allot-ability, and reasonableness.

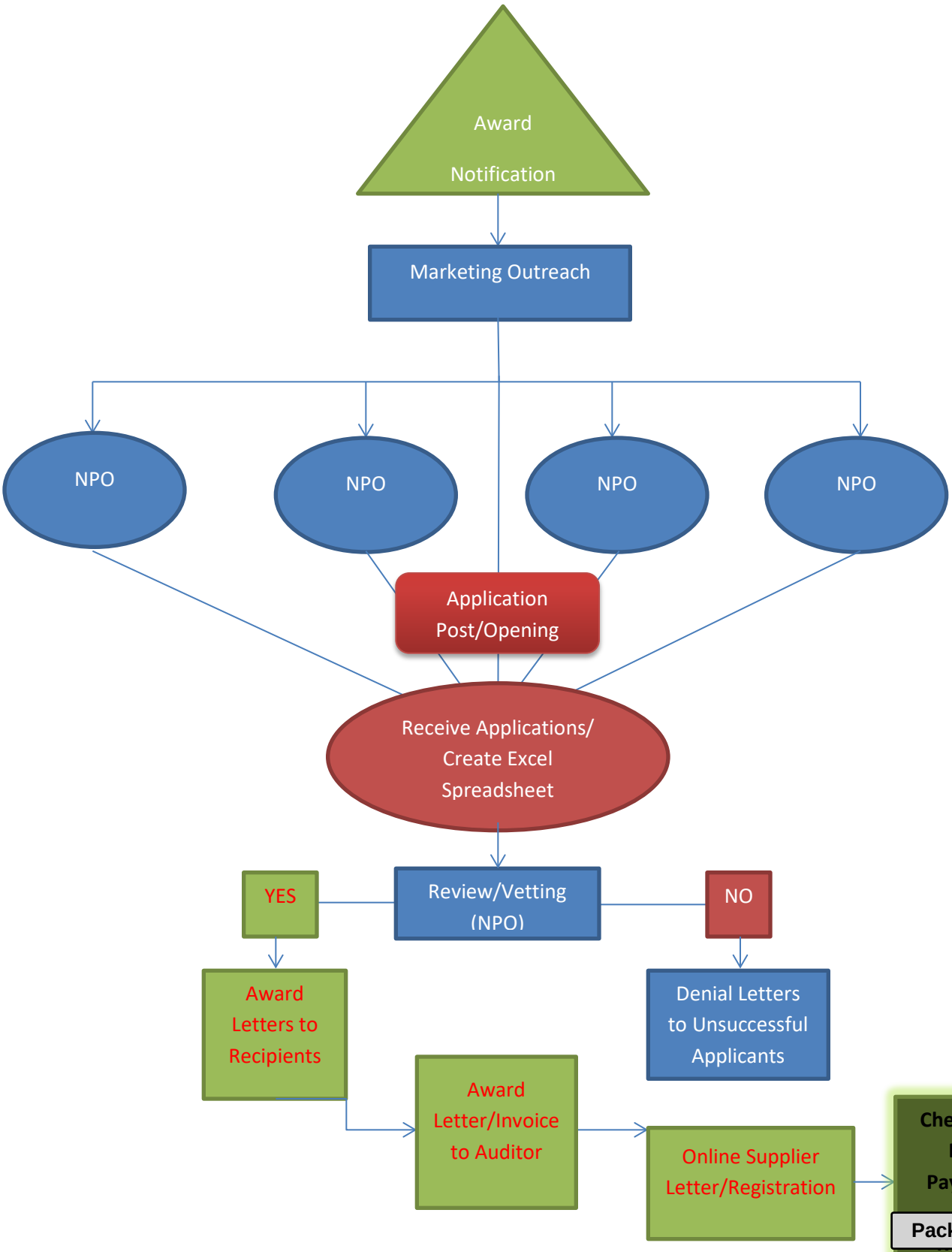
Attachment: MBCRG-RFP-Budget-Mariposa County (RES-2021-674 : Ratify Agreements, Certifications

Applicants must provide extensive line-item detail on all aspects of Program administrative costs required. Administrative costs must be essential to the effective implementation and performance outcomes of the program. Expenses may not include items like staff bonuses, office space, new equipment and fixtures, etc.
The State is seeking competitive proposals with platform efficiencies to reduce the cost and maximize grants awarded to eligible microbusinesses. All costs must be justified in detail
Awarded grantmaking entity may be subject to a full audit.
Additional lines may be inserted above as needed.
For applications that will serve multiple counties, please fill out one budget detail sheet for each county. Copy tabs as needed to reach the desired number of counties.

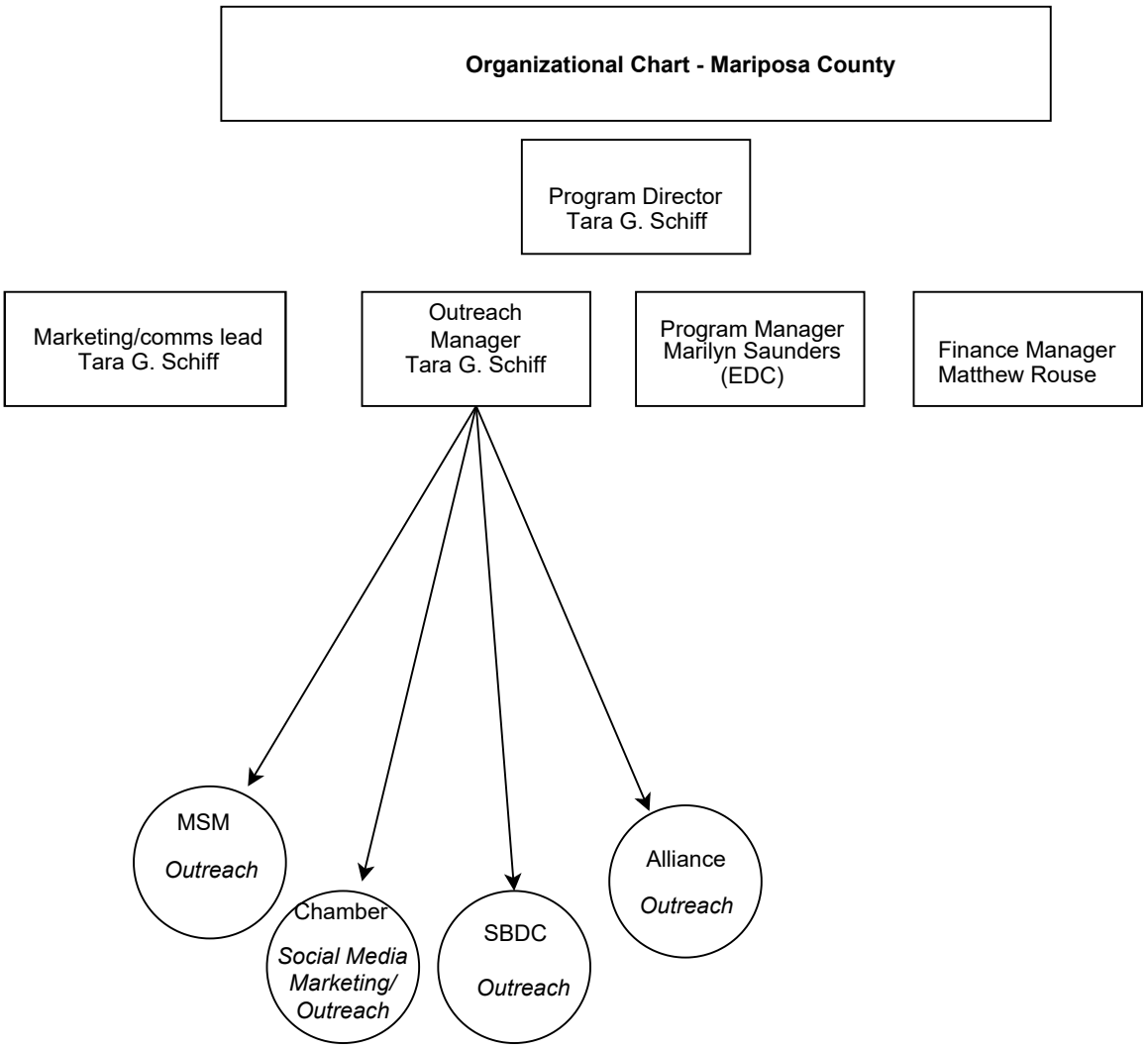
California Microenterprise Business Relief Grant Program

Mariposa County

Process Flow Chart



Attachment: Process Flow Chart_Mariposa County (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA



Attachment: MBCRG-Org-Chart-Mariposa County (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA Microenterprise

Print Form Reset Form

STATE OF CALIFORNIA – DEPARTMENT OF FINANCE

PAYEE DATA RECORD

(Required when receiving payment from the State of California in lieu of IRS W-9 or W-7)

STD 204 (Rev. 03/2021)

Section 1 – Payee Information

NAME (This is required. Do not leave this line blank. Must match the payee's federal tax return)

Keith Williams

BUSINESS NAME, DBA NAME or DISREGARDED SINGLE MEMBER LLC NAME (If different from above)

County of Mariposa

MAILING ADDRESS (number, street, apt. or suite no.) (See instructions on Page 2)

P.O. Box 784

CITY, STATE, ZIP CODE	E-MAIL ADDRESS
Mariposa, CA 95338	kwilliams@mariposacounty.org

Section 2 – Entity Type

Check one (1) box only that matches the entity type of the Payee listed in Section 1 above. (See instructions on page 2)

- ☐ **SOLE PROPRIETOR / INDIVIDUAL**
- ☐ **SINGLE MEMBER LLC** *Disregarded Entity owned by an individual*
- ☐ **PARTNERSHIP**
- ☐ **ESTATE OR TRUST**

CORPORATION (see instructions on page 2)

- ☐ **MEDICAL** *(e.g., dentistry, chiropractic, etc.)*
- ☐ **LEGAL** *(e.g., attorney services)*
- ☐ **EXEMPT** *(e.g., nonprofit)*
- ☒ **ALL OTHERS**

Section 3 – Tax Identification Number

Enter your Tax Identification Number (TIN) in the appropriate box. The TIN must **match** the name given in Section 1 of this form. Do not provide more than one (1) TIN. The TIN is a 9-digit number. **Note:** Payment will not be processed without a TIN.

- For **Individuals**, enter SSN.
- If you are a **Resident Alien**, and you do not have and are not eligible to get an SSN, enter your ITIN.
- Grantor Trusts (such as a Revocable Living Trust while the grantors are alive) may not have a separate FEIN. Those trusts must enter the individual grantor's SSN.
- For **Sole Proprietor or Single Member LLC (disregarded entity), in which the sole member is an individual**, enter SSN (ITIN if applicable) or FEIN (FTB prefers SSN).
- For **Single Member LLC (disregarded entity), in which the sole member is a business entity**, enter the owner entity's FEIN. Do not use the disregarded entity's FEIN.
- For all other entities including LLC that is taxed as a corporation or partnership, estates/trusts (with FEINs), enter the entity's FEIN.

Social Security Number (SSN) or Individual Tax Identification Number (ITIN

___ ___ ___ - ___ ___ - ___ ___ ___ ___

OR

Federal Employer Identification Number (FEIN)

9 4 - 6 0 0 0 8 8 0

Section 4 – Payee Residency Status (See instructions)

☐ **CALIFORNIA RESIDENT** – Qualified to do business in California or maintains a permanent place of business in California.

☐ **CALIFORNIA NONRESIDENT** – Payments to nonresidents for services may be subject to state income tax withholding.

☐ No services performed in California

☐ Copy of Franchise Tax Board waiver of state withholding is attached.

Section 5 – Certification

I hereby certify under penalty of perjury that the information provided on this document is true and correct. Should my residency status change, I will promptly notify the state agency below.

NAME OF AUTHORIZED PAYEE REPRESENTATIVE	TITLE	E-MAIL ADDRESS
Tara G. Schiff	Economic Development Speci	tschiff@mariposacounty.org

SIGNATURE	DATE	TELEPHONE *(include area code)*
Tara Schiff	11/30/2021	(209)742-1214

Section 6 – Paying State Agency

Please return completed form to:

STATE AGENCY/DEPARTMENT OFFICE	UNIT/SECTION	
MAILING ADDRESS	**FAX**	**TELEPHONE** *(include area code)*

CITY	STATE	ZIP CODE	E-MAIL ADDRESS

Attachment: standard 204 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA Microenterprise Grant

STATE OF CALIFORNIA – DEPARTMENT OF FINANCE

PAYEE DATA RECORD

(Required when receiving payment from the State of California in lieu of IRS W-9 or W-7)

STD 204 (Rev. 03/2021)

GENERAL INSTRUCTIONS

Type or print the information on the Payee Data Record, STD 204 form. Sign, date, and return to the state agency/department office address shown in Section 6. Prompt return of this fully completed form will prevent delays when processing payments.

Information provided in this form will be used by California state agencies/departments to prepare Information Returns (Form1099).
NOTE: Completion of this form is optional for Government entities, i.e. federal, state, local, and special districts.

A completed Payee Data Record, STD 204 form, is required for all payees (non-governmental entities or individuals) entering into a transaction that may lead to a payment from the state. Each state agency requires a completed, signed, and dated STD 204 on file; therefore, it is possible for you to receive this form from multiple state agencies with which you do business.

Payees who do not wish to complete the STD 204 may elect not to do business with the state. If the payee does not complete the STD 204 and the required payee data is not otherwise provided, payment may be reduced for federal and state backup withholding. Amounts reported on Information Returns (Form 1099) are in accordance with the Internal Revenue Code (IRC) and the California Revenue and Taxation Code (R&TC).

Section 1 – Payee Information

Name – Enter the name that appears on the payee's federal tax return. The name provided shall be the tax liable party and is subject to IRS TIN matching (when applicable).

- Sole Proprietor/Individual/Revocable Trusts – enter the name shown on your federal tax return.
- Single Member Limited Liability Companies (LLCs) that is disregarded as an entity separate from its owner for federal tax purposes - enter the name of the individual or business entity that is tax liable for the business in section 1. Enter the DBA, LLC name, trade, or fictitious name under Business Name.
- Note: for the State of California tax purposes, a Single Member LLC is not disregarded from its owner, even if they may be disregarded at the Federal level.
- Partnerships, Estates/Trusts, or Corporations – enter the entity name as shown on the entity's federal tax return. The name provided in Section 1 must match to the TIN provided in section 3. Enter any DBA, trade, or fictitious business names under Business Name.

Business Name – Enter the business name, DBA name, trade or fictitious name, or disregarded LLC name.
Mailing Address – The mailing address is the address where the payee will receive information returns. Use form STD 205, Payee Data Record Supplement to provide a remittance address if different from the mailing address for information returns, or make subsequent changes to the remittance address.

Section 2 – Entity Type

If the Payee in Section 1 is a(n)...	THEN Select the Box for...
Individual • Sole Proprietorship • Grantor (Revocable Living) Trust disregarded for federal tax purposes	Sole Proprietor/Individual
Limited Liability Company (LLC) owned by an individual and is disregarded for federal tax purposes	Single Member LLC-owned by an individual
Partnerships • Limited Liability Partnerships (LLP) • and, LLC treated as a Partnership	Partnerships
Estate • Trust (other than disregarded Grantor Trust)	Estate or Trust
Corporation that is medical in nature (e.g., medical and healthcare services, physician care, nursery care, dentistry, etc. • LLC that is to be taxed like a Corporation and is medical in nature	Corporation-Medical
Corporation that is legal in nature (e.g., services of attorneys, arbitrators, notary publics involving legal or law related matters, etc.) • LLC that is to be taxed like a Corporation and is legal in nature	Corporation-Legal
Corporation that qualifies for an Exempt status, including 501(c) 3 and domestic non-profit corporations.	Corporation-Exempt
Corporation that does not meet the qualifications of any of the other corporation types listed above • LLC that is to be taxed as a Corporation and does not meet any of the other corporation types listed above	Corporation-All Other

Section 3 – Tax Identification Number

The State of California requires that all parties entering into business transactions that may lead to payment(s) from the state provide their Taxpayer Identification Number (TIN). The TIN is required by R&TC sections 18646 and 18661 to facilitate tax compliance enforcement activities and preparation of Form 1099 and other information returns as required by the IRC section 6109(a) and R&TC section 18662 and its regulations.

Section 4 – Payee Residency Status

Are you a California resident or nonresident?

- A corporation will be defined as a "resident" if it has a permanent place of business in California or is qualified through the Secretary of State to do business in California.
- A partnership is considered a resident partnership if it has a permanent place of business in California.
- An estate is a resident if the decedent was a California resident at time of death.
- A trust is a resident if at least one trustee is a California resident.
  - For individuals and sole proprietors, the term "resident" includes every individual who is in California for other than a temporary or transitory purpose and any individual domiciled in California who is absent for a temporary or transitory purpose. Generally, an individual who comes to California for a purpose that will extend over a long or indefinite period will be considered a resident. However, an individual who comes to perform a particular contract of short duration will be considered a nonresident.

For information on Nonresident Withholding, contact the Franchise Tax Board at the numbers listed below:
Withholding Services and Compliance Section: 1-888-792-4900 E-mail address: wscs.gen@ftb.ca.gov
For hearing impaired with TDD, call: 1-800-822-6268 Website: www.ftb.ca.gov

Section 5 – Certification

Provide the name, title, email address, signature, and telephone number of individual completing this form and date completed. In the event that a SSN or ITIN is provided, the individual identified as the tax liable party must certify the form. Note: the signee may differ from the tax liable party in this situation if the signee can provide a power of attorney documented for the individual.

Section 6 – Paying State Agency

This section must be completed by the state agency/department requesting the STD 204.

Privacy Statement

Section 7(b) of the Privacy Act of 1974 (Public Law 93-579) requires that any federal, state, or local governmental agency, which requests an individual to disclose their social security account number, shall inform that individual whether that disclosure is mandatory or voluntary, by which statutory or other authority such number is solicited, and what uses will be made of it. It is mandatory to furnish the information requested. Federal law requires that payment for which the requested information is not provided is subject to federal backup withholding and state law imposes noncompliance penalties of up to $20,000. You have the right to access records containing your personal information, such as your SSN. To exercise that right, please contact the business services unit or the accounts payable unit of the state agency(ies) with which you transact that business.

All questions should be referred to the requesting state agency listed on the bottom front of this form.

Attachment: standard 204 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA Microenterprise Grant

STATE OF CALIFORNIA

DRUG-FREE WORKPLACE CERTIFICATION

STD. 21 (Rev. 10/2019)

CERTIFICATION

I, the official named below, hereby swear that I am duly authorized legally to bind the contractor or grant recipient to the certification described below. I am fully aware that this certification, executed on the date below, is made under penalty of perjury under the laws of the State of California.

CONTRACTOR/BIDDER FIRM NAME	FEDERAL ID NUMBER
County of Mariposa	94-6000880
BY (Authorized Signature)	DATE EXECUTED
	11/29/2021
PRINTED NAME AND TITLE OF PERSON SIGNING	TELEPHONE NUMBER (Include Area Code)
Jay Dallin Kimble	(209) 742-1214
TITLE	
County Administrative Officer	
CONTRACTOR/BIDDER FIRM'S MAILING ADDRESS	
P.O. Box 784, Mariposa, CA 95338	

The contractor or grant recipient named above hereby certifies compliance with Government Code Section 8355 in matters relating to providing a drug-free workplace. The above named contractor or grant recipient will:

1. Publish a statement notifying employees that unlawful manufacture, distribution, dispensation, possession, or use of a controlled substance is prohibited and specifying actions to be taken against employees for violations, as required by Government Code Section 8355(a).

2. Establish a Drug-Free Awareness Program as required by Government Code Section 8355(b), to inform employees about all of the following:

   (a) The dangers of drug abuse in the workplace,

   (b) The person's or organization's policy of maintaining a drug-free workplace,

   (c) Any available counseling, rehabilitation and employee assistance programs, and

   (d) Penalties that may be imposed upon employees for drug abuse violations.

3. Provide as required by Government Code Section 8355(c), that every employee who works on the proposed contract or grant:

   (a) Will receive a copy of the company's drug-free workplace policy statement, and

   (b) Will agree to abide by the terms of the company's statement as a condition of employment on the contract or grant.

4. At the election of the contractor or grantee, from and after the "Date Executed" and until _____ (DATE) (NOT TO EXCEED 36 MONTHS), the state will regard this certificate as valid for all contracts or grants entered into between the contractor or grantee and this state agency without requiring the contractor or grantee to provide a new and individual certificate for each contract or grant. If the contractor or grantee elects to fill in the blank date, then the terms and conditions of this certificate shall have the same force, meaning, effect and enforceability as if a certificate were separately, specifically, and individually provided for each contract or grant between the contractor or grantee and this state agency.

Attachment: standard 21 (RES-2021-674 : Ratify Agreements, Certifications that Have Been Signed for the OSBA Microenterprise Grant

MARIPOSA COUNTY

Administration/Community Development · 966-3222

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

RE: Receive a Presentation from Diane Kruse, NeoConnect, Regarding Regional Broadband Roadmap

---

RECOMMENDATION AND JUSTIFICATION:

Receive a Presentation from Diane Kruse Regarding the Central Sierra Broadband Roadmap.

Ms. Diane Kruse is president of NeoConnect, a firm contracted to develop a regional broadband roadmap for the counties of Alpine, Amador, Calaveras, Tuolumne and Mariposa. The Central Sierra Broadband Roadmap will focus on identifying gaps in broadband service, establishing priorities, and identifying funding opportunities to accelerate investment in broadband infrastructure. This presentation will discuss the status of work completed to date and future plans including community outreach.

The development of the Central Sierra Broadband Roadmap is supported by a $500,000 grant received from the U.S. Department of Commerce's Economic Development Administration (EDA).

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board has received similar presentations from other entities in the past.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

N/A. No action requested; presentation for informational purposes only.

ATTACHMENTS:
Mariposa, Broadband Update, 12-2021 (PDF)

RESULT: INFORMATION RECEIVED

Attachment: Mariposa, Broadband Update, 12-2021 (12396 :



Mariposa County, Central Sierra Broadband Roadmap

December, 2021

Diane Kruse, NEO Connect

Agenda

- Introduction
- Broadband Planning Activities Underway and Timeline
- Current Broadband Landscape in Mariposa County
- What Can be Done?
- Aligning Needs with Funding

Attachment: Mariposa, Broadband Update, 12-2021 (12396 :

Broadband Planning Activities and Timeline



Attachment: Mariposa, Broadband Update, 12-2021 (12396 :

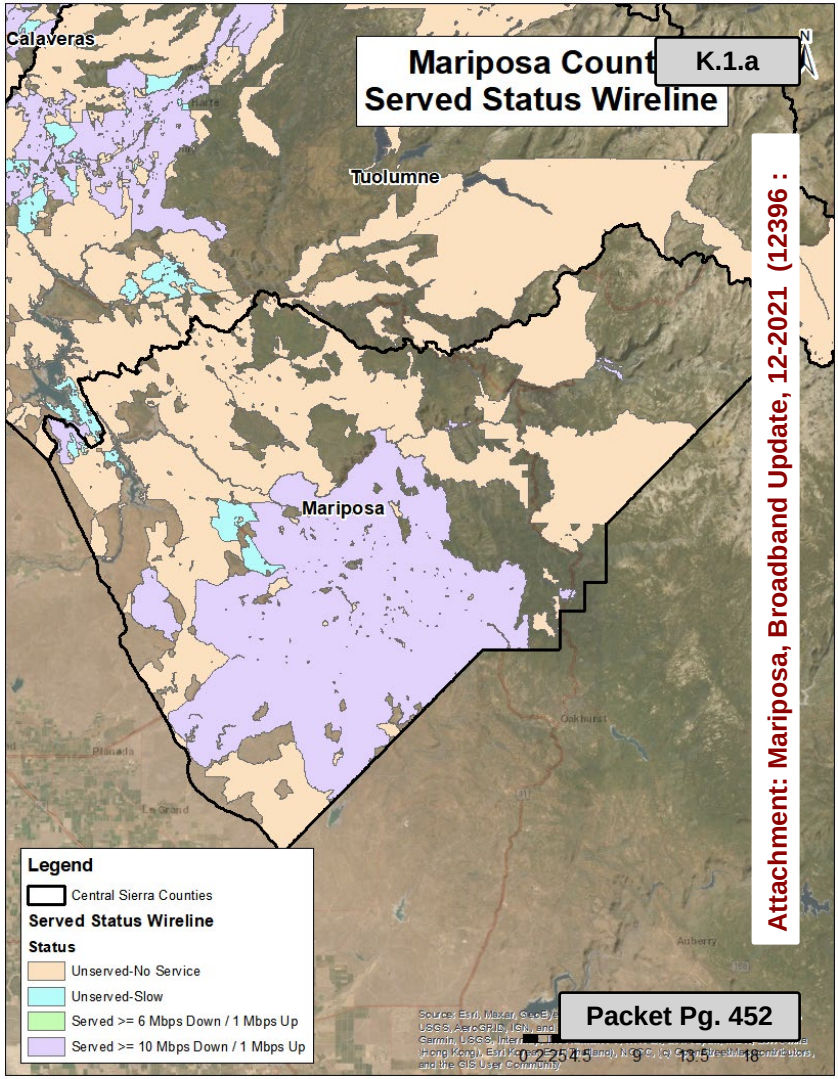
Current Environment

"Served" has several standards:

- CPUC – 10/1 Mbps
- FCC – 25/3 Mbps
- New rules from Treasury: 25/3 Mbps in Wireline Service
- State of California Goals: 100/100 Mbps

24% of population in Mariposa have no broadband at all.

74% have 6/1 Mbps
68% have 25/3 Mbps
9% have 100 Mbps
0% have a Gig (1000/1000 Mbps)



What Can be Done to Improve Broadband?

- Do Everything Plan
- Do Nothing Plan or
- 100+ Do Something Plans
  - Good Policies that are Broadband Friendly
  - Create Roadmap and Tools for Service Providers
  - Build Middle-Mile Infrastructure
  - Build Last-Mile Infrastructure
    - Partner with the Private Sector Service Providers
    - Partner with Others – Caltrans, Power Company, Cell Companies, etc.

Policies that are Broadband Friendly

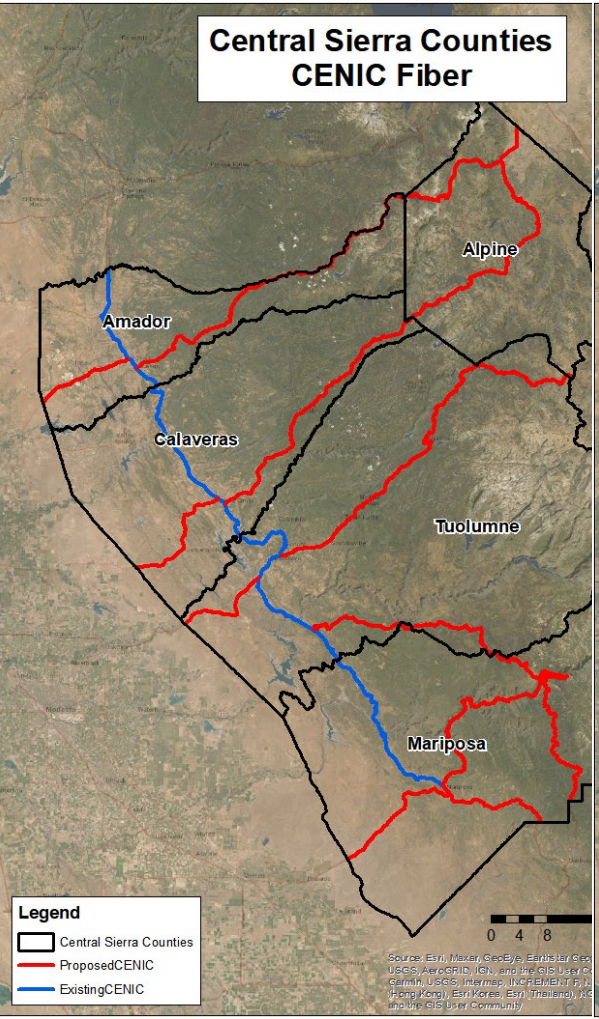
- Shadow Conduit or Dig Once Policy
  - Meeting with Utilities and Providers
  - No Time Delay for Permit Approval
  - Additional, Incremental Costs are City or County Responsibility
  - Coordination with Contractor, not necessarily the Utility or Provider
  - Municipalities Should be Included in This Discussion

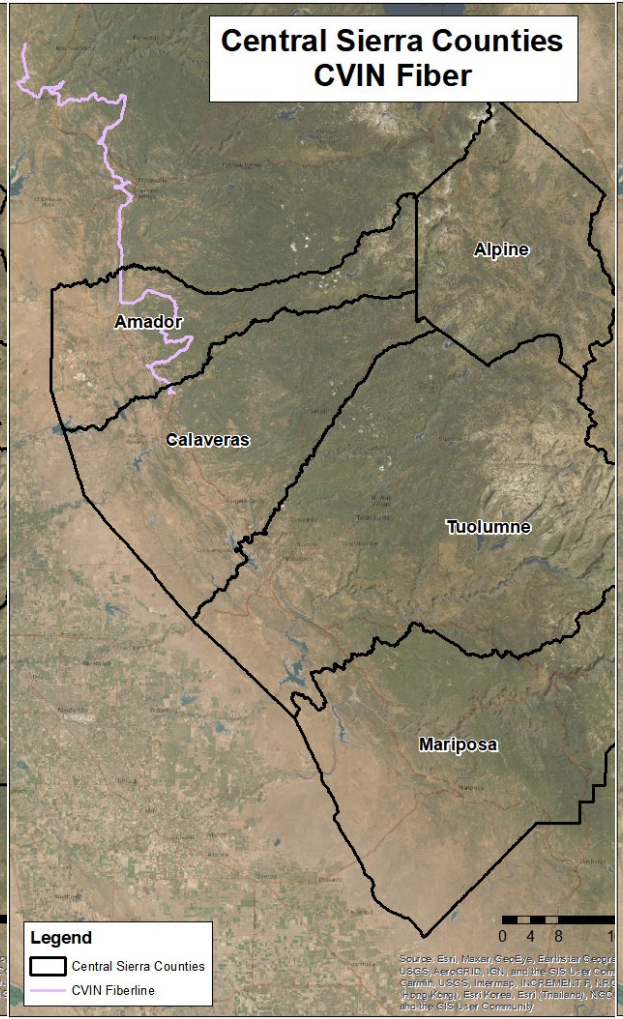
Attachment: Mariposa, Broadband Update, 12-2021 (12396 :

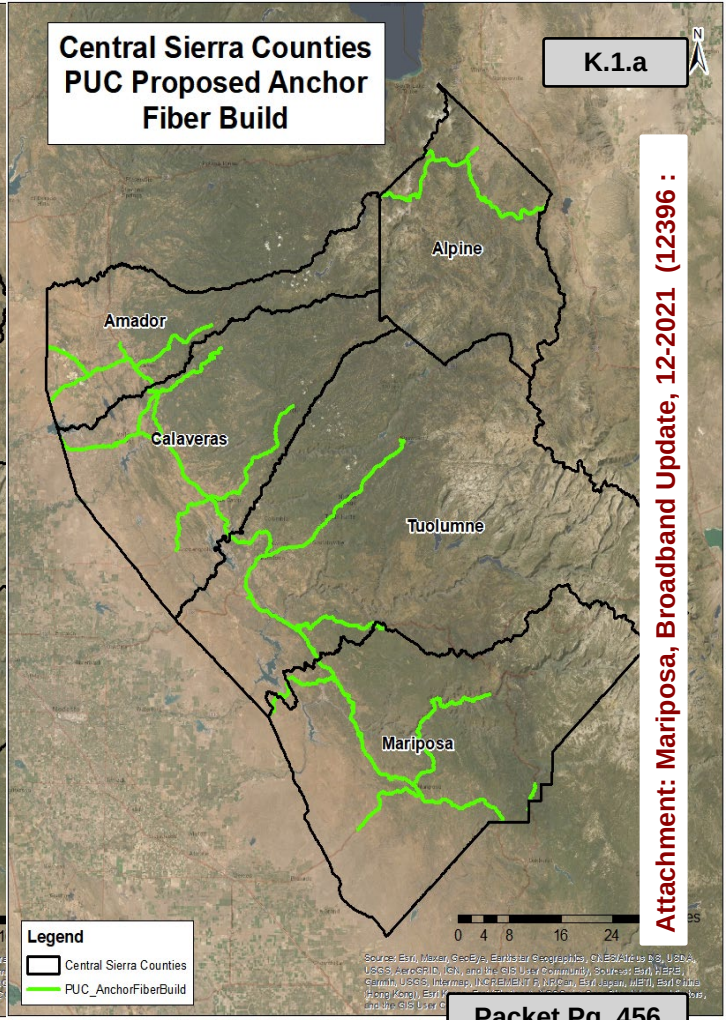
Middle Mile Infrastructure

- Reduces the cost for backhaul or transport for the Internet Service Providers; “Internet Supply”
- Toolkit for Service Providers: Provide Maps of Existing Fiber Infrastructure and Planned Infrastructure

Attachment: Mariposa, Broadband Update, 12-2021 (12396 :







Attachment: Mariposa, Broadband Update, 12-2021 (12396 :

American Rescue Plan Act, $340 Billion Available in Broadband Funding

- **Economic Development Administration (Department of Commerce):** *$3 billion* in additional funding to the Public Works and Economic Adjustment Assistance (PWEAA) program through September 2022
- **Coronavirus Capital Projects Fund (Department of the Treasury):** *$10 billion* for "capital projects directly enabling work, education, and health monitoring, including remote options, in response to the public health emergency"; in addition to capital projects, eligible efforts include ancillary services (such as broadband mapping) to increase efficiencies of capital projects, and cost support efforts (such as subsidies)
- **Emergency Connectivity Fund (FCC):** *$7.2 billion* for E-Rate support to reimburse schools and libraries for provision of eligible equipment and advanced telecommunications and information services during the pandemic, including for locations other than schools and libraries
- **Coronavirus State Fiscal Recovery Fund:** *$219.8 billion* for investments in water, sewer, or broadband infrastructure
- **Coronavirus Local Fiscal Recovery Fund:** *$130.2* billion for rural community development block grants (CDBG) ($45.6 billion), rural areas ($19.5 billion), and counties ($65.1 billion, population-based), including for investments in water, sewer, or broadband infrastructure
- **Local Assistance and Tribal Consistency Fund:** *$500 million* (*$250 million* per year for 2022 and 2023) for Tribal use only "for any governmental purpose other than a lobbying activity"

Attachment: Mariposa, Broadband Update, 12-2021 (12396 :

State Funding

AB/SB 156 invests $6 billion in broadband infrastructure

- $3.25 billion to build, operate and maintain an open access, state-owned middle mile network – high-capacity fiber lines that carry large amounts of data at higher speeds over longer distances between local networks.
- $2 billion to set up last-mile broadband connections that will connect homes and businesses with local networks. The legislation expedites project deployment and enables Tribes and local governments to access this funding.
- $750 million for a loan loss reserve fund to bolster the ability of local governments and nonprofits to secure financing for broadband infrastructure.
- Creation of a broadband czar position at the California Department of Technology, and a broadband advisory committee with representatives from across state government and members appointed by the Legislature.

Federal Infrastructure Bill: $65 Billion for Broadband

Attachment: Mariposa, Broadband Update, 12-2021 (12396 : 1

Next Steps

- Capital costs to Align with State and Federal Grant Opportunities
- Outreach, Community Webinars, Surveys, Engagement with Service Providers
- Report in the January-February timeframe
- “Shovel-ready” projects

Attachment: Mariposa, Broadband Update, 12-2021 (12396 :

Questions

Diane Kruse, NEO Connect

970-309-3500

diane@NEOconnect.us

MARIPOSA COUNTY

Administration/Community Development · 966-3222

RESOLUTION - ACTION REQUESTED 2021-695

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

RE: Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study

---

RECOMMENDATION AND JUSTIFICATION:

Authorize the Board of Supervisors Chair to Sign a Letter of Support for an Office of Planning and Research Grant to Fund a Central Sierra Woody Feedstock Supply Organization Study (Cole Przybyla, Tuolumne County Innovation/Business Assistance Director).

Tuolumne County Innovation/Business Assistance Director Cole Przybyla will present a grant proposal for a Central Sierra Woody Feedstock Supply Organization study. The study would assist the Central Sierra region, including Mariposa County, in the development of an organizational plan for natural resource industries. Mr. Przybyla will be applying for a grant of $500,000 from the Office of Planning and Research and will request a letter of support for the grant application and study.

The current mechanisms for delivery of woody feedstock to natural resources manufacturing end users are fragmented by diverse suppliers, limited in their ability to support long-term feedstock supply, and not organized to promote private property, forest resilience or wildfire containment. As a result, there is minimal incentive for investment outside of public funding.

The Central Sierra Woody Feedstock Supply is a conceptual organization with a new model for leveraging private business capital to support forest restoration focused on connecting biomass to business. The organization would act as a broker of woody feedstock by operating an aggregation mapping tool to deliver accurate supply availability for demand by natural resource manufacturers and offering long-term feedstock contracts.

Tuolumne County is requesting our support for a grant application to study the possibility of such an organization. A draft letter and more information is attached for reference.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board has provided various letters of support for partner grant applications and funding requests.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not approve the letter. Individual members of the Board may write their own letters of support.

ATTACHMENTS:
woody feedstock organizational supply study_letter of support (PDF)
OPR Pilot Project Proposal (PDF)

RESULT: TABLED AND RESCHEDULED Next: 12/21/2021 9:00 AM

Attachment: woody feedstock organizational supply study_letter of support (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of

December 3, 2021

Office of Planning and Research
Attn: Scott Morgan, Chief Deputy Director
1400 10th street
Sacramento, CA 95814

Dear Mr. Morgan,

On behalf of Mariposa County Board of Supervisors, and in partnership with the five-county Central Sierra region, I am writing today in support of the Central Sierra Woody Feedstock Supply organization study grant application. The proposed natural resources supply organization and digital mapping tool will assist with woody feedstock aggregation using a business model that promotes vegetation management, community fire resilience, forest restoration and local economic development. This bridge between private investment and public need is a critical step for the long-term sustainability of our region, our natural resources, and the related industry present and needed in our communities.

In 2016, Mariposa County was part of a ten-county area in the Sierra Nevada that was most impacted by drought and bark beetle infestation. More than a hundred million trees died across the Sierra Nevada. Catastrophic wildfires followed, feeding on dry and overgrown forests, including the two largest in Mariposa County's storied history. Thousands of tons of lumber have been left with virtually no resources to use the woody feedstock for commercial enterprise.

Government agencies, environmental organizations, and scientific research all support forest restoration as being imperative to reversing the negative impacts of tree mortality and unhealthy forests. Forest restoration will help to rebalance ecological function and result in a healthier and more resilient forest that produces strong trees, clean air and water, enhanced wildlife habitat and improved community protection against catastrophic wildfire.

The County of Mariposa, as part of the Central Sierra Economic Development District, has collaborated for decades with our neighbors in the Central Sierra to maximize public and philanthropic funds and advance region-wide initiatives. Leveraging a regional partnership approach, the Central Sierra counties can develop a model organization that is sustainable for our economies and our natural resources, partners with community vegetation programs, attracts public and private investment and improves the health of the forests loved by locals and millions of annual visitors alike.

Thank you for your time and consideration.

Sincerely,

Marshall Long, Chair
Mariposa County Board of Supervisors

COUNTY OF TUOLUMNE
Innovation and Business Assistance



Central Sierra
Natural Resources Organizational Study
OPR Pilot Project Proposal
OPR21110

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

OPR21110

Table of Contents

Exhibit A – SCOPE OF WORK
SECTION ONE: GENERAL SUMMARY....2

SECTION TWO: PROGRAM BACKGROUND AND OVERVIEW....3
A. PROGRAM OVERVIEW....3
B. GANTT CHART....5

SECTION THREE: DELIVERABLES OF ORGANIZATIONAL STUDY....6

SECTION FOUR: SCOPE OF SERVICES....6

SECTION FIVE: PROJECT PARTNERS....11

SECTION SIX: WORKS CITED....12

EXHIBIT B - BUDGET ITEMS
SECTION SEVEN: EXHIBITS....14
A. BUDGET....14
B. BUDGET JUSTIFICATION....16
C. INVOICING....17

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

Exhibit A – Scope of Work

☐ Contract ☒ Grant

Project Title: Central Sierra Natural Resources Organizational Study

SECTION ONE: GENERAL SUMMARY

The County of Tuolumne on behalf of the five-County Central Sierra is taking the next step to create a Supply Organization and Digital Mapping tool to assist with Natural Resource aggregation, while creating a business model to promote vegetation management, community fire resilience, forest restoration, and local economic development.

The current model of forest management does not efficiently deliver woody feedstock to natural resources manufacturing end-users. The current system is fragmented among many diverse suppliers, has limited mechanisms to support long term feedstock supply, and is not organized to promote private property or national forest fire resilience. As a result, it does not encourage investment beyond the capacity of public funding.

The County of Tuolumne is equipped to administer, implement, and maintain the CalFRAME grant and project with the Economic Development Director leading a team in creating an Organizational Study. As such, Tuolumne County will not be acting alone in the development of this project. The Central Sierra region has successfully administered and completed several multi-million dollar improvement projects and plans, while bringing a combined total of 20 years in grant management experience.

The Innovation and Business Assistance Department is the new organizational structure for Economic Development in the County of Tuolumne. As such, the county capabilities and accountability will operate in a consistent manner and keep honest, clear communication with the State of California and Office of Planning and Research staff throughout the duration of the grant term and beyond.

The final deliverables of an organizational study, minimum viable tool developed with Innovation Backwards and all developmental research associated with the Central Sierra Woody Feedstock Supply Organization will be made available upon request or online via the Office of Planning and Research.

NAME, PRICE, TERMCounty of Tuolumne
The County of Tuolumne has been awarded the grant with the total sum of $500,000.00, spanning from TBD to March 1st, 2025.

SECTION TWO: PROGRAM BACKGROUND AND OVERVIEW

California's Wildfire and Forest Resilience Action Plan, a Comprehensive Strategy of the Governor's Forest Management Task Force, was released in January 2021. The strategy included several action for the Governor's Office of Planning and Research to implement

including "**3.10 Address Feedstock Barriers through Pilot Projects:** Office of Planning and Research will develop five pilot projects to test new mechanisms for developing long-term feedstock contracts. Information and templates from the pilot projects will be shared broadly to provide a menu of options for broader adoption."
Senate Bill 85, The Budget Act of 2020 made appropriations for the support of state government for the 2020–21 fiscal year. This bill amended the Budget Act of 2020 by amending and adding items of appropriation and making other changes. "This bill would declare that it is to take effect immediately as a Budget Bill." Section 2 of the SB 85 includes funding for the Pilot Projects in the Wildfire and Forest Resilience Action Plan:

> "The funds appropriated in this item are available for support or local assistance and shall be used to (a) develop a framework for the state's wood utilization policies and priorities, **(b) support new long-term wood feedstock pilot projects, (c) spur innovation in the wood sector,** (d) partner with the IBank to develop a focused market strategy, and (e) complete a statewide wood products workforce assessment. These funds are available for expenditure or encumbrance until June 30, 2022, and for liquidation until June 30, 2025."

The Joint Institute for Wood Products Innovation at the Board of Forestry and Fire Protection developed draft criteria for the Pilot Projects and provided areas/regions of the state and entities within the regions to manage and implement the Pilot Projects. Those regions and pilot entities include the North Bay Area/Marin County, managed by XXX, the North Coast, managed by the North Coast Resource Partnership, Northeastern/Shasta region, managed by the Pit River Resource Conservation and Fall River Resource Conservation District, the Tahoe Central Sierra region, managed by the Sierra Nevada Conservancy and Stewardship West, and the 5 County Central Sierra region, managed by the County of Tuolumne. The areas and entities represent a broad area of forested lands and communities with a diverse group of entities managing the grants that will provide the state with great information on how different organizations can work together across counties to support innovative solutions to long-term wood feedstock aggregation, contracting, and economic development activities.
Based on the action item identified by the Governor's Forest Management Task Force, the urgency measures of Senate Bill 85, and the direction from the Joint Institute, the Office of Planning and Research (OPR) is providing grants to the identified regions and entities for the required Pilot Projects.

The Central Sierra Woody Feedstock Supply Organization will be a new model for leveraging private business capital to support forest restoration with its focus on connecting biomass to business. The organization would act as a broker of woody feedstock by operating an aggregation mapping tool to deliver accurate supply availability to demand by Natural Resource Manufacturers and offer long-term feedstock contracts. Needs to have background info for the funding of this project. Needs language from SB 85 and any other legislative language to support.

The pivotal piece in the organization will be to leverage private, non-commercial vegetation management as a base feedstock supply to balance the risk associated with maintaining reliable supply from public lands and state assets. Furthermore, the organization would aggregate from Master Stewardship Agreements, Good Neighbor Authority's, PG&E and state organizations such as

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

Caltrans, Cal FIRE and the Department of Conservation. The organization will work with **our** partners in the region to protect assets and conduct community scale vegetation management on private property. The addition of a private vegetation management component is vital as the Central Sierra region includes a large mix of public and private lands. For example, while Tuolumne County is 70% federal lands with the Stanislaus and Yosemite National Forest, Calaveras is the exact opposite with 70% private lands between major landowners and private residencies.

To address the necessity of industry investment in the region, Tuolumne County received $70 million from the federal government to address unmet recovery needs from the 2013 Rim Fire and its associated footprint, while also supporting public safety, economic recovery, and community fire resilience. The Rim Fire was one of the first in the current wave of megafires exacerbated by bark beetle infestations, drought and extreme heat. Of the $70 million investment, there are three pillars with funds going toward restoration projects, two resiliency centers and a $22 million allocation dedicated to The Biomass Utilization Fund. The fund provides loans to businesses located in, or relocating to, Tuolumne County that increase the utilization of woody feedstock from the surrounding forests. **The Central Sierra** region is anticipating six natural resource companies with four of those companies utilizing the BUF loan, this will be an increase of 200-300 fulltime natural resources industry careers added by 2024. Those careers will be at a biochar business, small scale biomass energy plant, a company which sorts biomass for multiple product lines, a potential biofuel plant in Mariposa, old mill conversion in Amador and a $150,000,000 pellet plant with contracts to ship material to Japan for energy production.

Despite the progress that has been made in the biomass utilization space in recent years, it is evident that **the Central Sierra** egion has not assisted in developing a sufficient foundation of biomass businesses due to an inconsistent supply of feedstock. For example, a local wood shavings company in Tuolumne County indicated **a** desire to expand operations and explore new business opportunities, but due to such large fluctuations in feedstock supply over the previous five years, long-term contract supply issues prevented additional future investments. In addition, a national biofuel organization, Aemetis, headquartered in California, is open to investing in the Central Sierra region, but indicated they would not invest without secure woody feedstock supply contracts. The supply conversations across the five counties with current businesses in operation, detailed a similar story: (1) short timelines for public land logging which leads to large stockpiling during late summer/fall months, (2) unreliable rates with fluctuations in excess of $25+ per bone dry tonne, and (3) an inconsistent supply. This inconsistency and unreliability leads to a large amount of risk when creating projections for future capital investments.

The Central Sierra Woody Feedstock Supply Organization is concurrently in development with Amazon Web Services and CalPoly Innovation Backwards on a digital tool that will correlate tree-level data directly from satellite imagery to produce LiDAR-like measurements of vegetation structure at a regional and parcel level scale. The goal would be to provide data on species classification, mortality and quantity to identify, plan, execute, and monitor woody feedstock supply aggregation and harvests. On September 15, 2021, the first working session for the digital tool was virtually attended by 15 key stakeholders to develop the base working idea for a problem statement. On October 25, 2021 the Tuolumne County Innovation and Business Assistance department convened 45+ expanded stakeholders to develop the next steps in developing a FAQ sheet to inform the process of tool development. In the following months, the group will convene 1-2 more times to expand and finalize tool development.

The tool will allow the organization to properly plan the desired allocations per business by correlating the species, board feet and distance from the source to businesses in residential or regional blocks, to create efficiencies in delivering a reliable supply based on a purchased contract. Furthermore, because the proposed data will be taken from satellite imagery, **our** organization can update the annual changes on the landscape and document improvements in forest health and community wildfire resilience. Additionally, annual updates will provide data to do the following: (1) assess the carbon sequestration value of forest restoration activities in treated regions, (2) identify wildfire risk metrics that can incentivize private property landowner participation through a pilot project opt-in program, and (3) create a mechanism for Natural Resources businesses to have certifications to track the chain of custody of harvested material (feedstock type, harvest location and harvest technique).

The Central Sierra Woody Feedstock Supply Organization will be the convergence point for significant innovation in creating potential solutions for change in the natural resources manufacturing industry and forestry management in California by spearheading a regional approach with a Joint Powers Authority (JPA) between Alpine, Amador, Tuolumne, Calaveras and Mariposa County. A regional JPA will be the mechanism to create a cross-generational approach to forest management with sustainable economic drivers as the best way to assure consistent sustainable forest and community vegetation management between public and private property. Integrating a wood products campus and sustainable forest management with an emphasis on removing otherwise non-merchantable material, through a joint effort model will attract investments from philanthropic, forest industries, private sector, federal and state agencies. The project will also enable the development of small business incubation spaces where innovative forestry business concepts can develop in low-cost rent buildings, with a reduced rate agreement, consistent feedstock supply and a business assistance atmosphere.

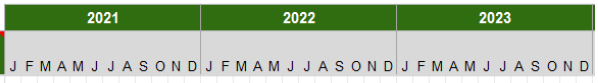
Above all, the Organizational Study and associated deliverables as proposed will address how forest restoration, climate adaptation, and stakeholder engagement can arise from delivering biomass to businesses, all while promoting community fire resilience and enhancing public safety.

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

Central Sierra Supply Organization

Gantt Chart

TASK DESCRIPTION	ROLE	START	END	TYPE
Short Term Deliverables				
RFP Development	Grantee	6/1/2021	11/1/2021	P
Organizational RFP Release	Grantee	12/1/2021	12/31/2021	P
Organizational Study Development	Subawardee	1/1/2022	4/1/2022	B
Near Term Deliverables				
Implementation Plan	Subawardee	3/15/2022	5/1/2022	B
Action Plan	Subawardee	3/15/2022	5/1/2022	B
Project Report Update	Grantee	4/1/2022	4/1/2022	P
Working Backwards Process	External Partner	9/15/2021	4/1/2022	R
Convenings	Grantee	9/15/2021	4/1/2022	P
Final Deliverables				
Final Report	Grantee	6/1/2022	9/1/2022	P
Next Steps				
JPA Creation	Grantee	7/1/2022	9/1/2022	P
First Long-Term Feedstock Contract	Grantee	9/1/2022	11/1/2022	P



Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

SECTION THREE: DELIVERABLES OF ORGANIZATIONAL STUDY

Short-term deliverable – December 2021 to March 2021

- GRANTEE-
  - Central Sierra Supply Organization Study RFP
    - Grantee RFP Release Date: December 1, 2021
    - Subawardee Start Date: January 1, 2021
    - Subawardee End Date: March 1, 2021

Near-term deliverables – September 2021 to April 1, 2021

- SUBAWARDEE TBD –
  - Legal Structure Implementation Plan to describe the steps needed to build the JPA and establish it's governance structure.
    - Grantee Implementation Estimate RFP Release Date: March 1, 2021
    - Subawardee Start Date: March 15, 2021
    - Subawardee End Date: May 1, 2021
- SUBAWARDEE TBD –
  - Entity Action Plan to guide long-term entity activities and operations. This plan will include a rough budget to account for costs needed to open and operate the entity.
    - Grantee Implementation Estimate RFP Release Date: March 1, 2021
    - Subawardee Start Date: March 15, 2021
    - Subawardee End Date: May 1, 2021
- GRANTEE –
  - Next step update based on initial findings, update on Innovation Backwards Process, and updated GANTT Chart for JPA Implementation
    - Grantee Estimate Update Report Date: April 1, 2021
- GRANTEE –
  - In coordination with the Innovation Backwards Team and CalPoly, the Grantee will coordinate an estimated Natural Resource convenings with the budgeted allocation of $10,000 covering the cost of in-person convenings.
    - Virtual Convenings
      - September 15, 2021
      - November 8, 10 & 19, 2021
      - TBD Update Convenings once per month 2022
        - January - March
    - In-Person Convenings
      - October 25, 2021
      - April 1, 2022

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

Final Deliverable - TBD September 2022

- GRANTEE – Aggregation Document of all material responses from Organizational Study, Working Backwards and additional processes
- GRANTEE – Lessons learned through project development and implementation process

SECTION FOUR: SCOPE OF SERVICES

The next step the Central Sierra counties will take in development is a Natural Resources Organizational Study. This study will include four primary topics:

- Feedstock Analysis
- Legal Analysis
- Financial Analysis
- Community Analysis

Below is an outline of the desired expectations the Central Sierra Counties associate with developing a Supply Organization and the questions **the Central Sierra** have before taking the next steps in implementing a Woody Feedstock Aggregation Organization, however this list is not exhaustive list. *Please include organizational questions, ideas, or concepts, in your firm's expert opinion, the organizational study should include as a topic of importance.*

1) Feedstock Analysis – This analysis will cover the how much and the where of woody feedstock (low-to-no-value biomass). The study should build off of already completed studies such as the Sierra Nevada Conservancy report, Joint Institute for Wood Innovations report, Sierra Nevada Biomass Opportunities report, Central Sierra Economic Development District Biomass Report (reports in appendix), and additionally add in parcel level data for a private vegetation management analysis. Also, the chosen firm should outline where supply does not equal demand to assist in the logistics of biomass to business. The analysis will also cover what's the cost to move material and combine this all into a dataset for future digital mapping integration. Finally, the goal of utilizing all this information will be to supply long-term feedstock contracts, thus the desired firm will need to offer assessments of such contracts.

    - How many bone-dry tons of woody feedstock could be generated in what time frame if community scale vegetation management occurred across the five-county region in regular intervals?
    - How would the supply of material fit the existing demand across the region?
    - Brush
    - Log
    - How would such an organization distinction the differences between biomass, woody feedstock, logs, etc.?

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

- How would such an organization secure contracts for both public and private feedstock sources?
- How does such a proposed organization assist with the State of California's Fuel Reduction targets and does it hamper/assist vegetation management programs?
- How would project activities impact forest health and/or what methods will be used to assess, and if necessary, mitigate adverse environmental impacts? Can data collected through these activities track changes to forest health in treated regions?
- What kinds of business opportunities would be a good match for the woody feedstock material that would be harvested in the Central Sierra region?
- Based on the best uses of woody feedstock by industry partners, what type of material will supply the industry needs from vegetation management? Small vs large diameter trees, ladder fuels, dead vs alive, high water content vs low, etc?
- What is a practical minimum size for industry use?
- How much will it cost to move woody feedstock from communities to wood products business campuses or centers?
- How would a JPA Supply Organization successfully develop a price to offer long-term feedstock contracts of 5, 10, and 20 years to local end-users and do such contracts already have a known cost estimate and how does it account for inflation?

- Significant advances in satellite technologies have offered the opportunity for high-resolution imagery to create lidar-like data maps, what models can the Central Sierra adopt, purchase or create to a usable tool for woody feedstock aggregation.
- How should **the supply** organization assess and ensure that activities under the proposed model (i.e. feedstock harvest, aggregation, transportation, processing and production of biofuels, bioenergy and/or wood-based products), will be aligned with local and state climate goals?
- How can timber market fluctuations, including saturated markets from wildfire salvage, impact economics and long-term feedstock supply in your region?
- Compile a list of any and all known facilities that are either currently operational and can be expanded or those that are idle and can be retrofitted/modified with best available control technology (BACT) for bioenergy generation or wood product development. Compile any EDA eligible sites (wood product or bioenergy facilities) that are contained within or adjacent to disadvantaged communities in the Central Sierra.
- If **a supply** organization could agree with a landowner, industry partner, or similar on space what would be your firms suggested model for a Innovation Wood-Campus? Could **the Central Sierra** spur industry research through subsidized space, wood or other?
- Can a JPA develop a strategic reserve of woody feedstock, or log decks, in locations across the Central Sierra? What would be the minimum acreage?

2) Legal Analysis – **The Central Sierra** also will need to discuss the who of authority. Does a JPA, FRA, non-profit, private industry or county entity have the authority for such projects and who has authority to issue contracts, etc? Which organizational

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

structure would be of most benefit? The Central Sierra would like to pursue a JPA structure based on the merits of regional projects and the ability to accessible implement such an organization. Additionally, work by the Conservation Strategy Group in an August 2020 paper gave precedence for the concept of a JPA/FRA type structure for regional wood waste management.

- Who has authority for such projects, what should a potential structure of an organization consist of, can such an entity issue/sell long-term feedstock contracts?
- What kinds of authorities are necessary to support community scale vegetation management? Are local police powers an appropriate enforcement mechanism? Others?
- Who in the five-county region has those authorities? Can local land-use authorities develop metrics for fire defensible space requirements?
- What kind of organizational structure would best serve the purpose of coordinating and executing community scale vegetation management?
- Would that organizational structure be an appropriate legal structure for entering into feedstock contracts?
- Is there reason, liability for example, to consider a separate legal structure to offer long-term feedstock contracts?
- Are there legal mechanisms to protect the entity(s) from risk and liability, including insurance products?
- How would such an organization legally partner with insurance companies to offer a pilot insurance product specifically for forested areas and communities opting into community scale vegetation management?
- Should such an organization consider local, state and federal air quality constraints, land-use constraints, and wood product market constraints?
- Can such an organization consider a Programmatic EIR to mitigate the concerns in questions 4.2.9? How does Exemption 1038 fit in to **the supply organization** concept?
- Can a cost-share program be developed for the procurement and transportation to log decks of wildfire biomass?

3) Financial Analysis – This analysis will help to explain how the Central Sierra will fund such an organization with a mix of public, private funds etc, while creating revenue projections for a revenue positive triple bottom line community asset. The analysis will address if the organization needs an economy of scale benefits recommendation (for example, shouldthe organization include Mono County and/or El Dorado County?) Finally, considerations need to include how the organization leverages existing investments to produce greater impact with federal funds, property investments, and local dollars.

- How do**es the Central Sierra** fund an organization of this type with a mix of public and private investments?

- How would **the Central Sierra** fund the first few years of **a supply organization** prior to revenue generation?
- Is there economy of scale benefits?
- Revenue projections
- Would such an organization have opportunities for alternative revenue generating sources?
- How can public funding be integrated across NRCS, CAL FIRE, USFS, local assessments, philanthropy, tribal and others to assure that every landowner can participate and that there is continuity across private parcels?
- What benefits would accrue based on the economies of scale that a coordinated community scale program would produce?
- How can public funding be integrated across agencies including CAL FIRE, USFS, Caltrans, tribal, WUI and others to fund vegetation management on the one-mile public lands buffer?
- How much revenue could be generated from selling the material and would any of that revenue be available to subsidize vegetation management for community members who wouldn't otherwise be able to afford it and/or along the one-mile buffer on public lands?
- What are the potential/estimated annual liability costs associated with enforcing JPA authorities (i.e. fire defensible space requirements)

4) Community Analysis – This is the analysis of how **the Central Sierra will** garner support of the Central Sierra communities and how **the supply organization will** consider property owner concerns, especially around county code compliance when contractors do work on private property. The final component will be can **a supply organization** incentivize participation through property tax or insurance subsidies.

- How does an organization garner the support of property owner issues of compliance, incentives?
- How does such an organization collaborate with Community Development Districts, Firewise Communities, Utilities and tribal entities to enhance community scale vegetation management?
- What questions do local decision-makers and community members need answered to support action and use this information to assure these questions are incorporated into the analysis?
- Are communities interested in and willing to consider community scale vegetation management?
- Can a JPA or other organizational structure require private property owners to participate?
- Are there incentives that could be offered to community members to enhance the benefits they receive from participation?
- Can vegetation management activities be coordinated with home hardening and other property improvements?

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

- Can a property owner be assured that allowing access to their land will not subject them to unrelated code enforcement or other regulatory consequences?

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

SECTION FIVE: PROJECT PARTNERS

1. The Counties of Alpine, Amador, Calaveras, Tuolumne and Mariposa
    a. Economic Development Directors as Leads
        i. Cole Przybyla of County of Tuolumne as POC
2. Governor's Office of Planning and Research
    a. CalFRAME Grant Originator
3. Governor's Office of Business and Economic Development
4. Forest Resource Management of California Natural Resource Agency
5. Wood Innovations, Cooperative Forestry USDA
6. Rural Counties Representatives of California
7. Sierra Business Council
8. Center for the Study of the Force Majeure
9. Sierra Nevada Conservancy
10. Sierra Institute
11. California Forestry Association
12. Blue Forest Conservation
13. Stanislaus National Forest USFS
14. USFS Pacific Southwest Research Station
15. Forest Economic Advisors
16. UC Agriculture and Natural Resources Cooperative Extension
17. Mother Lode Job Training
18. Central Sierra Economic Development District
19. Innovation Backwards
    a. Amazon Web Services
    b. CalPoly DxHub
20. Industry Partners of Note
    a. Sierra Pacific Industries
    b. Walla Walla Resources
    c. Sierra Resource Management
    d. American Wood Shavings

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

SECTION SIX: WORKS CITED AND ARTICLES OF MERIT

- 1 - Lupien, S., & Harrison, J. (2019). (rep.). *Identifying Market Interests and Opportunities for Sierra Nevada Sustainable Forestry Materials* (pp. 1–28). Santa Cruz, CA: Center for the Study of the Force Majeure.
- 2 - Sanchez, D., Zimring, T., Mater, C., & Harrell, K. *Literature Review and Evaluation of Research Gaps to Support Wood Products Innovation*. Joint Institute for Wood Products Innovation.
- 3 - Darlington, Christiana. *Forest Resilience Authorities ("FRAs") : How Regional Wood Waste Management Can Support Forest Health, Climate Mitigation, and Economic Development Goals in California*. Conservation Strategy Group , Aug. 2020.
- 4 - "Biomass Utilization Fund." *National Disaster Resilience Competition*, Sierra Nevada Conservancy, sierranevada.ca.gov/what-we-do/ndrc/
- 5 - "Programs of Study." *Forestry and Natural Resources*, Columbia College, www.gocolumbia.edu/programsofstudy/area_forestry_natural_resources/fnr.php.
- 6 – "Calaveras County trying to wrap up Tree Mortality Program." MyMotherLode, https://www.mymotherlode.com/news/local/1250639/calaveras-county-trying-to-wrap-up-tree-mortality-program.html

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

SECTION SEVEN: EXHIBITS

Exhibit B – Budgets

Subawardee Name: County of Tuolumne

Principal Investigator (Last, First): Przybyla, Cole

Exhibit B

COMPOSITE SUBAWARDEE BUDGET FOR ENTIRE PROPOSED PROJECT PERIOD
07/01/2021 to 06/30/2024

From: / To:	07/01/2021 06/30/2022	07/01/2022 06/30/2023	07/01/2023 06/30/2024	
BUDGET CATEGORY	**Year 1**	**Year 2**	**Year 3**	**TOTAL**
PERSONNEL: *Salary and fringe benefits.*	$3,000	$2,000	$0	$5,000
CONVENINGS	$5,000	$5,000	$0	$10,000
INNOVATION CAMPUS	$50,000	$50,000	$0	$100,000
SATTELITE TO GROUND TRUTHING	$50,000	$0	$0	$50,000
ORG STUDY CONSULTANT	$310,000	$0	$0	$305,000
IMPLEMENTATION & ACTION PLAN	$0	$30,000	$0	$30,000
OTHER DIRECT COSTS (ODC) *Subject to IDC Calc*				
ODC #1: Subject Compensation *Y*	$0	$0	$0	$0
ODC #2 *Y*	$0	$0	$0	$0
ODC #3 *Y*	$0	$0	$0	$0
ODC #4 *Y*	$0	$0	$0	$0
ODC #5 *Y*	$0	$0	$0	$0
ODC #6 *Y*	$0	$0	$0	$0
TOTAL DIRECT COSTS	**$0**	**$0**	**$0**	**$0**
Indirect (F&A) Costs *Rate* **F&A Base** *MTDC **	*$0* **$0**	*$0* **$0**	*$0* **$0**	*$0* **$0**
TOTAL COSTS PER YEAR	$413,000	$87,000	$0	
TOTAL COSTS FOR PROPOSED PROJECT PERIOD				$500,000

* MTDC = Modified Total Direct Cost

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

JUSTIFICATION. *See Exhibit B1 - Follow the budget justification instructions.*

Annual Budget Flexibility (lesser of % or Amount)

Prior approval required for budget changes between approved budget categories above the thresholds identified.	**%**	**10.00%**
		or
	Amount	*$10,000*

Attachment: OPR Pilot Project Proposal (RES-2021-695 : Authorize the BoS Chair to Sign a Letter of Support for a Natural Resources Study)

MARIPOSA COUNTY

Administration/Human Resources · 966-3222

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

RE: Closed Session - Deputy Sheriffs' Association (DSA)

[ ] **CONFERENCE WITH LEGAL COUNSEL**:

[ ] **Existing Litigation:**
[ ] Disclosure will jeopardize existing settlement negotiations.

[ ] **Anticipated Litigation**
[ ] Significant exposure to litigation pursuant to subdivision (b) of Government Code section 54956.9.
Number of cases to be discussed:

[ ] Initiating of litigation pursuant to subdivision (c) of Government Code section 54956.9.
Number of cases to be discussed:

[X] **CONFERENCE WITH COUNTY LABOR NEGOTIATOR**
Name of Employee Organization: Deputy Sheriffs' Association (DSA)
Name of County Designated Representative: Richard C. Bolanos
Title(s) of unrepresented individuals with whom negotiations are being conducted: _____

[ ] **PUBLIC EMPLOYEE EMPLOYMENT TITLE OR POSITION TO BE FILLED:**
(Government Code Section 54957 (b) (1))
_____

[ ] **PUBLIC EMPLOYEE PERFORMANCE EVALUATION**
Position of employee under review: _____ (Government Code Section 54954.5)

[ ] **PUBLIC EMPLOYEE DISCIPLINE/DISMISSAL/RELEASE** (Government Code Section 54954.5)

[ ] **CONFERENCE WITH REAL PROPERTY NEGOTIATOR**
Description of real property: _____
Agency negotiator: _____
Closed session will concern: ( ) price; ( ) terms of lease/purchase.

[ ] **THREAT TO PUBLIC SERVICE FACILITIES**
Name of law enforcement agency involved: _____
Title of officer of law enforcement agency: _____

[ ] **LICENSE/PERMIT DETERMINATION**
License or Permit applied for: _____
Number of license or permit applicants: _____
Name of applicant(s): _____

Agenda Item - No Resolution Requested

RESULT: CLOSED SESSION HELD

MARIPOSA COUNTY

Administration/Human Resources · 966-3222

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

RE: Closed Session - Sheriff's Management Association (SMA)

[ ] **CONFERENCE WITH LEGAL COUNSEL**:

[ ] **Existing Litigation:**
[ ] Disclosure will jeopardize existing settlement negotiations.

[ ] **Anticipated Litigation**
[ ] Significant exposure to litigation pursuant to subdivision (b) of Government Code section 54956.9.
Number of cases to be discussed:

[ ] Initiating of litigation pursuant to subdivision (c) of Government Code section 54956.9.
Number of cases to be discussed:

[X] **CONFERENCE WITH COUNTY LABOR NEGOTIATOR**
Name of Employee Organization: Sheriff's Management Association (SMA)
Name of County Designated Representative: Richard C. Bolanos
Title(s) of unrepresented individuals with whom negotiations are being conducted: _____

[ ] **PUBLIC EMPLOYEE EMPLOYMENT TITLE OR POSITION TO BE FILLED:**
(Government Code Section 54957 (b) (1))
_____

[ ] **PUBLIC EMPLOYEE PERFORMANCE EVALUATION**
Position of employee under review: _____ (Government Code Section 54954.5)

[ ] **PUBLIC EMPLOYEE DISCIPLINE/DISMISSAL/RELEASE** (Government Code Section 54954.5)

[ ] **CONFERENCE WITH REAL PROPERTY NEGOTIATOR**
Description of real property: _____
Agency negotiator: _____
Closed session will concern: ( ) price; ( ) terms of lease/purchase.

[ ] **THREAT TO PUBLIC SERVICE FACILITIES**
Name of law enforcement agency involved: _____
Title of officer of law enforcement agency: _____

[ ] **LICENSE/PERMIT DETERMINATION**
License or Permit applied for: _____
Number of license or permit applicants: _____
Name of applicant(s): _____

Agenda Item - No Resolution Requested

RESULT: **CLOSED SESSION HELD**

MARIPOSA COUNTY

Planning · 209-966-5151

RESOLUTION - ACTION REQUESTED 2021-675

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Sarah Williams, Planning Director

RE: Land Conservation Act Application No. 2021-150

RECOMMENDATION AND JUSTIFICATION:
PUBLIC HEARING: Adopt a Resolution Approving Land Conservation Act (LCA) Contract Application No. 2021-150, for One (1) New LCA Contract Applicable to One (1) Parcel Located at 3671 Old Toll Road, APN 011-260-0060, 299.48 Acres. We Weave Dreams Academy, the Yuan & Dong Trust, Owners. Yong Yuan Aka Andy Yuan, Applicant.

This action is recommended by the Planning Commission and Agricultural Advisory Committee.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
None.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Negative action would result in no new LCA contract.

Please see the attached report for additional information.

FINANCIAL IMPACT:
None

ATTACHMENTS:
Staff Report (PDF)
Attachment A - Vicinity Map (PDF)
Attachment B - Application (PDF)
Attachment C - BOS Resolution (PDF)
Attachment D - NOE (PDF)
BOS Presentation LCA 2021-150 (PDF)

RESULT: **ADOPTED [UNANIMOUS]**
MOVER: Wayne Forsythe, District IV Supervisor
SECONDER: Rosemarie Smallcombe, District I Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

REF ID# 12413

See Attached Report

MARIPOSA PLANNING STAFF REPORT

From: Sarah Williams, Planning Director

Prepared By: Kaitlyn Casner, Planner II

Board of Supervisors Meeting Date: December 14, 2021

PROJECT: Land Conservation Act (LCA) Application No. 2021-150

PROPOSAL: Land Conservation Act (LCA) Application No. 2021-150 is proposed for one (1) new LCA Contract applicable to one (1) parcel located at 3671 Old Toll Road, APN 011-260-0060, 299.48 acres.

PROCESS: The process is as follows:

1. Agricultural Advisory Committee consideration and recommendation to the Planning Commission (Recommended Approval on October 21, 2021)
2. Planning Commission consideration and recommendation to the Board of Supervisors (Recommended approval on November 19, 2021)
3. Board of Supervisors consideration and approval **(Current Step)**

OWNER/ APPLICANT: We Weave Dreams Academy, The Yuan & Dong Trust, owners. Yong Yuan aka Andy Yuan, applicant.

LOCATION: Project parcel is located at 3671 Old Toll Road, Hornitos area just north of the intersection of Old Toll Road and Hornitos Road.

ASSESSOR PARCEL NUMBER: 011-260-0060

SUPERVISORIAL DISTRICT: District 3

GENERAL PLAN LAND USE: Agriculture/Working Landscape

ZONING: Agriculture Exclusive

ACTION: The Planning Commission recommends the Board of Supervisors adopt a resolution:

a. Finding that the project is exempt from environmental review; and

b. Approving Land Conservation Act Application No. 2021-150

Attachment: Staff Report (RES-2021-675 : Land Conservation Act Application No. 2021-150)

PROJECT DESCRIPTION

Background

The project parcel is in the Agriculture Exclusive (AE) Zone with a General Plan Land Use Classification of Agriculture/Working Landscape (AWL).

The LCA contracted area would be one parcel totaling 299.48 acres.

The applicant intends to continue to run cattle on the property.

(Attachment A- Vicinity Map)

Code Compliance

Code compliance review of the LCA application identified that there are two open compliance cases (RFI 2013-482 & 2016-018) existing on the referenced property. Both cases involve the installation of a mobile home on the property without permits.

In 2019, a second violation was added to the case file. During the Detwiler Fire in July of 2017, the legal stick-built dwelling on the property was destroyed. Currently the ash and burn debris from that fire remain onsite. The debris and ash must be removed using Environmental Health's Ash disposal procedure, which includes soil testing to ensure that any contaminated soil is removed from the site.

Due to the code compliance abatement efforts, and because the request is for an LCA tax offset contract with the county, a condition of approval is recommended to require remedy of the code case/s prior to execution of the LCA contract.

The Agricultural Advisory Committee and the Planning Commission recommend approval of this application, provided this condition is met.

Agricultural Preserve Size and Use:

Staff provides review comments pursuant to Mariposa County Resolution No. 10-150 (effective policies).

Minimum Size -- The proposed contract will result in a single Land Conservation Act Contract of one (1) parcel with a total area of 299.48 acres. The proposed acreage exceeds the 160-acre minimum size requirement of Mariposa County's Rules of Procedure to Implement the California LCA of 1965 for rangeland and pasture for livestock production and forage (Resolution 2010-150).

Agricultural Use - In order to qualify for inclusion in an agricultural preserve and contract, Mariposa County Policy requires that evidence be submitted that shows that the parcel has been used for commercial agricultural purposes for three years.

The applicant has reported that the subject property has been used for grazing of pasture cattle. The application included the County Agricultural Preserve Questionnaire which reports that cattle grazing uses occurred over the last 3 years on the subject parcel and that cattle grazing will continue on the proposed parcel in the future.

Attachment: Staff Report (RES-2021-675 : Land Conservation Act Application No. 2021-150)

Biennial Report - Mariposa County Policy requires the filing of a biennial report on odd numbered years. The proposed parcel was not required to report as they were not a part of a contract, however, if approved reporting will be required in the future.

California Land Conservation (Williamson) Act

The California Land Conservation Act or Williamson Act was passed to preserve agricultural and open space lands by discouraging premature and unnecessary conversion to urban uses. Private landowners voluntarily restrict their land to agricultural uses under a 20-year rolling term contract with Mariposa County. In return, restricted parcels are assessed for property tax purposes at a significantly reduced rate (approximately 75% less) rather than at their potential market value. Because the contracts are "rolling terms", there are always 20 years remaining in a contract (unless the contract is non-renewed).

The purpose of the Land Conservation (Williamson) Act includes the following:

- Preservation of the maximum amount of the limited supply of agricultural land is necessary.
- Discouragement of premature and unnecessary conversion of agricultural land to urban uses is in the public interest and is a benefit to the state.
- Agricultural lands have important and valuable open space aspects in an urbanizing society, and should be kept in production.

Procedural Requirements

Agricultural Advisory Committee:

Pursuant to Section 2.110.060.C, County Code, and the Agricultural Advisory Committee:

"shall provide comment, recommendation, and advice to the Planning Commission, Board of Supervisors and its personnel on the following matters: …C. Review and provide recommendations on applications for new Williamson Act (Land Conservation Act) contracts, applications for cancellation of Williamson Act (Land Conservation Act) contracts, and non-renewal of Williamson Act (Land Conservation Act) contracts…"

The Board of Supervisors will consider the Planning Commission recommendation to approve the project and the adoption of a resolution approving LCA Application Number 2021-150 with findings and conditions, including a finding that the project is exempt from environmental review.

Department of Conservation:

The Department of Conservation is a State Agency which performs primarily educational and resource functions to the local agencies which are empowered to interpret and implement the California Land Conservation Act in their jurisdictions.

No comments from the Department of Conservation were received. Staff will send a copy of the executed and recorded contract to the Department of Conservation.

Attachment: Staff Report (RES-2021-675 : Land Conservation Act Application No. 2021-150)

Agency Comments: One (1) comment was received from the Agricultural Commissioner which stated that the contract does not present any significant agricultural concerns or issues which require additional recommendations from their office.

Public Comments: Prior to the Board of Supervisors public hearing, a notice was published in the Mariposa Gazette on November 18th, 2021. A direct mailed notice was mailed to all property owners within 600 feet of the project parcels on November 22nd, 2021. Notices were also posted in the community and on the County's website.

Staff will include any comments received as a result of this noticing. If any comments are received prior to the public hearing, they will be provided to the Board of Supervisors at the hearings.

Options: The Board of Supervisors can approve, deny, or modify of any of the proposed actions. In addition, the Board of Supervisors can amend the environmental determination.

Fish & Wildlife Fees: Because the project is exempt from environmental review, the Department of Fish and Wildlife Fees for the filing of a Negative Declaration does not apply to the project. If a Notice of Exemption (NOE) is filed, a County administrative filing fee of $50.00 for the notice will be required. Filing the NOE is optional for the applicants.

ENVIRONMENTAL REVIEW

California Environmental Quality Act (CEQA):

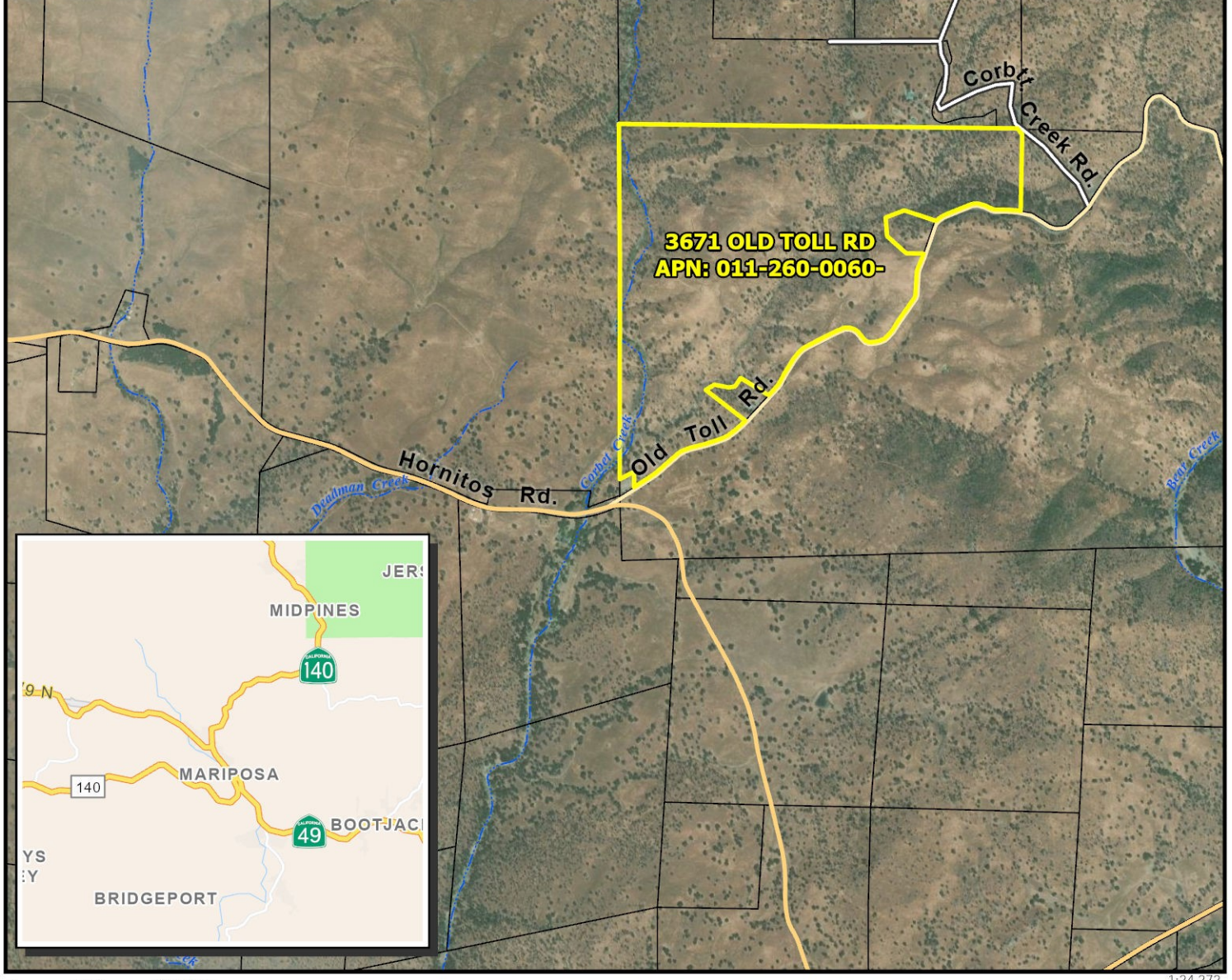
In order to approve a project, including this project, a CEQA or environmental determination would need to be made by the lead agency (the government agency which has action authority over the permit). The Land Conservation Act contract is exempt from CEQA pursuant to: Class 17; Section 15317, Open Space Contracts or Easements, CEQA Guidelines.

*See attached Board of Supervisors Resolution for full list of Findings and Conditions.

Attachments:

A. Vicinity Map
B. Application
C. Board of Supervisors Resolution
D. Notice of Exemption

Attachment: Staff Report (RES-2021-675 : Land Conservation Act Application No. 2021-150)



PROJECT TYPE: LCA 2021-150

APPLICANT: APPLICANT/OWNER: Yong Yuan aka Andy Yuan

We Weave Dreams Academy and The Yuan & Dong Trust

APN: 011-260-0060

SITE ADDRESS: 3671 Old Toll Rd, Cathey's Valley

Coordinate System: NAD 1983 State Plane California III FIPS 0403 Feet
Date: Thursday, August 26, 2021
Data Source: Mariposa County Planning Department GIS;
Assessor's Parcel Map Update: 07/2021

Map Credit: jwhite



Mariposa County Planning Department

200510

LAND CONSERVATION ACT (WILLIAMSON ACT) CONTRACT APPLICATION

Mariposa County Planning Department
5100 Bullion Street, P.O. Box 2039
Mariposa, CA 95338
Telephone (209) 966-5151 FAX (209) 742-5024
www.mariposacounty.org planningdept@mariposacounty.org

FOR OFFICE USE ONLY

Date Submitted 8/18/21 Received By SSE

Fees Paid $ 8/26/21 Receipt No 317492 Received By

Application No. 2021-150 Application Complete

Final Action Date

Applicant:

Name Yong Yuan aka Andy Yuan

Mailing Address PO Box 1232

Fremont, CA 94538

Daytime Telephone [redacted]

E-Mail Address [redacted]

Agent: (if applicable)

Yong Yuan aka Andy Yuan

PO Box 1232

Fremont, CA 94538

[redacted]

[redacted]

Property Owner Name(s)*

We Weave Dreams Academy and The Yuan & Dong Trust

*If different than applicant, attach letter of authorization or other document that authorizes the applicant to submit an application on the owner's behalf. Applicant must also be a lessee, purchaser in escrow, or optionee of the subject property. If there is more than one property owner, please list the name and mailing address of all other individuals holding an interest.

Yong Yuan aka Andy Yuan, President of We Weave Dreams Academy

Yong Yuan aka Andy Yuan, Trustee of The Yuan & Dong Trust

Attachment: Attachment B - Application (RES-2021-675 : Land Conservation Act Application No. 2021-150)

200510
Property Information:

Assessor's Parcel Number (APN):	Acreage:	Land Use Classification:	Zoning:
011-260-0060	299.48	agriculture	

Present use of property:
cattle and horse grazing and poultry farming

Date the property was acquired by applicant:
10/26/2018

Deed Reference Volume _____ Page _____

I. Applicant requests that Agricultural Preserve of less than 100 acres be established by Mariposa County Board of Supervisors due to the following unique characteristics of the agricultural enterprise:

II. The names and addresses of the holders of First Trust deeds upon said property included in the application: (Note Trust Deed Beneficiary must sign Consent to Execute Land Conservation Contract by land owner attached to the contract.)

Assessors Parcel Number	Trust Deed Beneficiary	Mailing Address
011-260-0060	We Weave Dreams Academy	PO Box 1232, Fremont, CA 94538
011-260-0060	The Yuan & Dong Trust	PO Box 1232, Fremont, CA 94538

Attachment: Attachment B - Application (RES-2021-675 : Land Conservation Act Application No. 2021-150)

STATE OF CALIFORNIA
COUNTY OF MARIPOSA
BOARD OF SUPERVISORS

Resolution
No. 2021-XXX

A resolution approving Land Conservation Act (LCA) Contract Application No. 2021-150; APN 011-260-0060; 299.48 acres; Yong Yuan aka Andy Yuan, Applicant.

WHEREAS, an application for a Land Conservation (Williamson) Act Contract was received on the 18th day of August, 2021, from We Weave Dreams Academy, The Yuan & Dong Trust, owners. Yong Yuan aka Andy Yuan, applicant for property located at Old Toll Road in Mariposa, also known as Assessor Parcel Number 011-260-0060; totaling 299.48 acres and

WHEREAS, the property has been used for commercial agricultural purposes for a minimum of three years; and

WHEREAS, the Planning Department circulated the application among trustee and responsible agencies, interested public organizations, and others as appropriate; and

WHEREAS, a project review was scheduled for the duly noticed Agricultural Advisory Committee meeting of the 21st day of October, 2021; and

WHEREAS, a Staff Report and environmental determination were prepared pursuant to the California Government Code, Mariposa County Code, California Environmental Quality Act, and local administrative procedures; and

WHEREAS, the Agricultural Advisory Committee recommended that the Planning Commission recommend that the Board of Supervisors approve the Agricultural Preserve on the subject property and enter into a Land Conservation Act Contract with the applicant, covering the subject property; and

WHEREAS, a duly noticed Planning Commission public hearing for the project was scheduled for the duly noticed meeting the 19th day of November, 2021; and

WHEREAS, the Planning Department determined that the establishment of a new agricultural preserve and execution of the new Land Conservation Act Contract on the property is an action that is categorically exempt from the provisions of the California Environmental Quality Act; and

WHEREAS, the Planning Commission did hold a public hearing on the noticed date and considered all of the information in the public record, including the Staff Report, testimony presented by the public concerning the application and the recommendation of staff; and

WHEREAS, the Planning Commission of the County of Mariposa Adopted Resolution No. 2021-17 recommending that the Board of Supervisors approve Land Conservation Act Contract Application No. 2021-150 and establish an Agricultural Preserve on the subject property and enter into a Land Conservation Act Contract with the owner covering the subject property; and

WHEREAS, a duly noticed Board of Supervisors public hearing for the project was scheduled for the 14th day of December, 2021; and

WHEREAS, the Board of Supervisors did hold a public hearing on the noticed date and considered all of the information in the public record, including the Staff Report, testimony presented by the public

Attachment: Attachment C - BOS Resolution (RES-2021-675 : Land Conservation Act Application No. 2021-150)

concerning the application, and the comments of the applicant and the Planning Commission's and Agricultural Advisory Committee's recommendations.

NOW THEREFORE, BE IT RESOLVED THAT the Board of Supervisors finds that the project is exempt from environmental review pursuant to the California Environmental Quality Act.

BE IT THEREFORE FURTHER RESOLVED THAT the Board of Supervisors hereby approves Land Conservation Act Contract Application No. 2021-150, to establish an Agricultural Preserve on the subject property and enter into a Land Conservation Act Contract with the applicant, covering the subject property as requested by the applicant.

BE IT THEREFORE FINALLY RESOLVED THAT this action is recommended based upon the findings set forth in Exhibit 1 and the conditions/steps established in Exhibit 2.

ON MOTION BY Supervisor_____, seconded by Supervisor_____, this resolution is duly passed and adopted this 14th day of December 2021 by the following vote:

AYES:

NOES:

EXCUSED:

ABSTAIN:

_____
Marshall Long, Chair
Mariposa County Board of Supervisors

Attest:

_____
René LaRoche, Clerk of the
Board of Supervisors

Approved as to Form:

_____
Steven W. Dahlem
County Counsel

Attachment: Attachment C - BOS Resolution (RES-2021-675 : Land Conservation Act Application No. 2021-150)

EXHIBIT 1
Project Findings

This project is reviewed in accordance with Mariposa County Resolution No. 10-150 implementing the Land Conservation Act in Mariposa County and California Government Code Section 51257 (Williamson Act Law), the following findings are made:

1. **FINDING:** The project is found to support, accomplish, or have no effect on the goals, policies, and standards of the General Plan as a whole and will not obstruct the achievement of the Plan's purpose.

   The Land Conservation Act promotes the preservation and development of agricultural lands, as encouraged by the Agricultural Element and its emphasis on preserving agricultural lands (Section 10.1.01 of The General Plan) and maintaining the rural character of the county (Section 10.1.04 of The General Plan). The Conservation and Open Space Element confirms the importance of maintaining the open space nature of the county. This project will result in the execution of a Land Conservation Act contract, which is a 20-year commitment to agriculture and open space uses for the site. The preserve is consistent with the General Plan. The current and past use of the property is for agricultural purposes. This finding is made in accordance with Section 51234 of Government Code.

2. **FINDING:** The contract exceeds the minimum size (160 acres) established by the Board of Supervisors for an agricultural preserve. The use of this property is for cattle grazing, or other Agricultural Production Uses or Compatible Uses as will be specified in the contract.

3. **FINDING:** All of the land will be under the new contract; thereby increasing new Land Conservation Act contracted lands in the County by 299.48 acres.

4. **FINDING:** The contract will be large enough to sustain a commercial agricultural use (dryland grazing) at 299.48 acres. Objective evidence has been submitted that the properties have been used for grazing. Review by the Agricultural Advisory Committee did not identify any concerns. The contracted acreage exceeds the minimum 160 acres requirement for grazing.

5. **FINDING:** The new Land Conservation Act contract will not compromise the long-term agricultural productivity of the as the Land Conservation Act contracted lands requires agricultural productivity in conformance to Mariposa County Resolution No. 10-150 over the existing applicable zoning of Agriculture Exclusive. The land will continue to be used for cattle grazing.

6. **FINDING:** The inclusion of this land is not likely to result in the removal of adjacent land from agricultural use. There is no evidence to support a finding that this new contract will have any effect on any adjacent agricultural uses.

7. **FINDING:** The approval of the Land Conservation Act Contract is based upon review of the project specific and site-specific details of this case.

8. **FINDING:** This project is Categorically Exempt based on the following: Class 17; Section 15317, Open Space Contracts or Easements, CEQA Guidelines.

Attachment: Attachment C - BOS Resolution (RES-2021-675 : Land Conservation Act Application No. 2021-150)

EXHIBIT 2
Project Steps/Conditions
FOR
Land Conservation Act No. 2021-150

1. Prior to completion of the steps for completing Land Conservation Act Application No. 2021-150 and execution of the Land Conservation Act Contract, the Code Compliance Cases (RFI No. 2013-482 & No. 2016-018) and related 2019 structure fire ash clean up, shall be abated. A verification letter from the Code Compliance Division demonstrating to the Planning Director that the abatement is achieved, shall be required prior LCA contract recordation.

2. **Preparation of Legal Description (APPLICANT'S RESPONSIBILTY):** Prior to recordation of the Williamson Act Contract, a typed, stamped, and signed copy of the approved legal description for the land that is to be placed under the contract must be provided by the applicant to Mariposa Planning.

3. **Preparation of the Land Conservation Act Contract (MARIPOSA PLANNING RESPONSIBILITY):** In order to complete this project, the Williamson Act Contract will be prepared by Mariposa Planning. Mariposa Planning will coordinate obtaining the signature of the representative authorized by the Board of Supervisors to sign the contract. Mariposa Planning will send the original contract to the property owner(s) involved in the application.

4. **Signing and Notarizing the Land Conservation Act Contract (APPLICANT'S REPSPONSIBITY):** The contract must be signed by the property owner(s), and the signature(s) must be notarized.

5. **Recordation of Contract (MARIPOSA PLANNING RESPONSIBILITY):** When the contract has been signed and notarized by both parties, Mariposa Planning will record the contract. This step completes the Land Conservation Act Contract Process.

Attachment: Attachment C - BOS Resolution (RES-2021-675 : Land Conservation Act Application No. 2021-150)

MARIPOSA COUNTY
NOTICE OF EXEMPTION

TO: **County Clerk**
County of Mariposa
P.O. Box 247
Mariposa, CA 95338

FROM: **Mariposa County**
Board of Supervisors
P.O. Box 784
Mariposa, CA 95338

Project Title: Land Conservation Act Contract No. 2021-150

Project Location: The project site is Assessor Parcel Number (APN) 011-260-0060, 299.48 acres located at 3671 Old Toll Rd in Mariposa.

Description of Project: Land Conservation Act (LCA) Application No. 2021-150 is proposed for one (1) new LCA Contract applicable to one (1) parcel located at 3671 Old Toll Road, APN 011-260-0060, 299.48 acres.

Name of Public Agency Approving Project: Mariposa County Board of Supervisors

Name of Person/Agency Carrying Out Project: Yong Yuan aka Andy Yuan

Exempt Status: CEQA Guidelines Class 17 §15317 Open Space Contract or Easement

Reason Why Project Is Exempt: Project is a Land Conservation Act contracts where no physical change will occur.

Lead Agency Contact Person: Kaitlyn Casner, Planner II

Phone Number: (209) 966-5151

Sarah Williams, Planning Director

Date

Attachment: Attachment D - NOE (RES-2021-675 : Land Conservation Act Application No. 2021-150)



Land Conservation Act Application No. 2021-150

Yong Yuan aka Andy Yuan, applicant.

We Weave Dreams Academy & The Yuan & Dong Trust, owners.

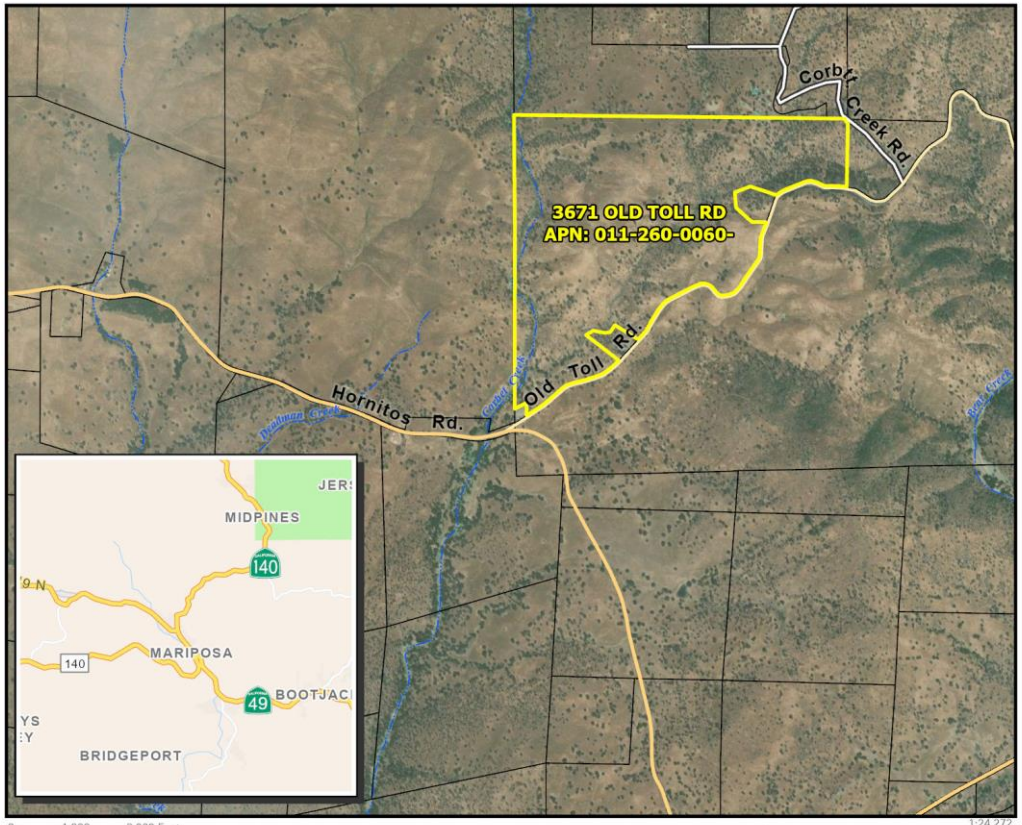
Board of Supervisors Public Hearing
December 14, 2021

Attachment: BOS Presentation LCA 2021-150 (RES-2021-675 : Land Conservation Act

Project Description

- Land Conservation Act (LCA) Application No. 2021-150 is proposed for one (1) new LCA Contract applicable to one (1) parcel located at 3671 Old Toll Road, APN 011-260-0060, 299.48 acres.
- General Plan Land Use: Agricultural/ Working Landscape – 160 acre minimum
- Zoning: Agriculture Exclusive – 160 acre minimum

Mariposa County Planning Department
Project Vicinity Map



PROJECT TYPE: LCA 2021-150

APPLICANT: APPLICANT/OWNER: Yong Yuan aka Andy Yuan

We Weave Dreams Academy and The Yuan & Dong Trust

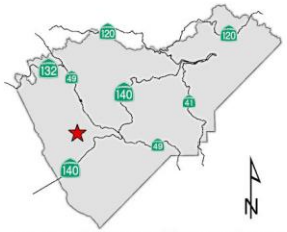
APN: 011-260-0060

SITE ADDRESS: 3671 Old Toll Rd, Cathey's Valley

Coordinate System: NAD 1983 State Plane California III FIPS 0403 Feet
Date: Thursday, August 26, 2021
Data Source: Mariposa County Planning Department GIS;
Assessor's Parcel Map Update: 07/2021

Map Credit: jwhite

Mariposa County Planning Department
PO BOX 2039 5100 Bullion Street
Mariposa, California 95338-2039
209.966.5151 FAX 209.742.5024
mariposaplanning@mariposacounty.org
http://www.mariposacounty.org/planning



Location in Mariposa County

Mariposa County makes no warranty regarding the accuracy of the GIS or the analysis and conclusions resulting from using our GIS data.

Attachment: BOS Presentation LCA 2021-150 (RES-2021-675 : Land Conservation Act

Procedural Steps- Process

- Agricultural Advisory Committee consideration and recommendation to the Planning Commission (October 21, 2021) – Recommended Approval
- Planning Commission Consideration and Action (November 19, 2021) – Recommended Approval
- Board of Supervisors Consideration **(Current Step)**
- If approved the project will have a LCA Contract that will start a 20-year rolling term for conservation on the parcel.

Attachment: BOS Presentation LCA 2021-150 (RES-2021-675 : Land Conservation Act

Land Conservation Act

- **Minimum Size** – The project parcels meet the minimum of 160 acres required and is, therefore, consistent with the minimum size requirement of the Board of Supervisors Resolution 2010- 150 of 160 acres for range and forage.
- **Agricultural Use** – Mariposa County Policy requires that evidence be submitted that shows that the parcel has been used for agricultural purposes for three years and the agricultural use is and has been used for the purpose of producing an agricultural commodity for commercial uses.
  - The applicant has reported that the subject property has been used for grazing of cattle for the require preceding 3 years
- **Biennial Reports-** Mariposa County Policy requires the filing of a biennial report on o numbered years. The proposed parcel was not required to report as it was not a part of contract, however, if approved reporting will be required in the future.

Code Compliance

- Open code compliance cases on subject property.
- Due to code compliance abatement efforts & request is for an LCA tax offset w[illegible]n Mariposa County a Condition of Approval (see Board of Supervisors Resolution) is recommended to require remedy prior to execution of the LCA contract.
- The Agricultural Advisor Committee and Planning Commission have recommend[illegible]d approval of application, granted the condition is met.

Attachment: BOS Presentation LCA 2021-150 (RES-2021-675 : Land Conservation Act

Attachment: BOS Presentation LCA 2021-150 (RES-2021-675 : Land Conservation Act

Public Comment

- Comments
  - No public comments received to date
  - Department of Conservation will be provided a copy of the new contract

Environmental Determination

- This project is Categorically Exempt based on the following Class 17; Section 15317, Open Space Contracts or Easemen , CEQA Guidelines.

Attachment: BOS Presentation LCA 2021-150 (RES-2021-675 : Land Conservation Act

Recommendation

- The Planning Commission Recommends the Board of Supervisors adopt a resolution:
  - Finding that the project is exempt from environmental review; and
  - Approving Land Conservation Act (LCA) Contract Application No. 2021-150 with the recommended findings, conditions and procedural steps.

MARIPOSA COUNTY

Planning · 209-966-5151

RESOLUTION - ACTION REQUESTED 2021-676

MEETING: December 14, 2021

TO: The Board of Supervisors

FROM: Sarah Williams, Planning Director

RE: Land Conservation Act Application No. 2021-167

RECOMMENDATION AND JUSTIFICATION:
PUBLIC HEARING: Adopt a Resolution Approving Land Conservation Act (LCA) Contract Modification Application No. 2021-167, a Modification of LCA Contract No. 2019-051 for the Addition of Three Parcels (APNs 017-100-0180, 017-100-0210 and 017-100-0240) Resulting in (8) Contiguous Parcels Totaling 1,331.73 Acres. James W. Larrick and Jun Chen Living Trust, Applicants.

This action is recommended by the Planning Commission and Agricultural Advisory Committee.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
Board Resolution No. 2008-558 adopted December 2, 2008 approving LCA Contract Application No. 2008-149.

Board Resolution No. 2020-576 adopted September 22, 2020 approving LCA Contract Application No. 2020-051, a modification of LCA Contract No. 2008-149.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Negative action would result in no modified contract.

Please see the attached report for additional information.

FINANCIAL IMPACT:
None

ATTACHMENTS:
Staff Report (PDF)
Attachment A - Vicinity Map (PDF)
Attachment B - Application (PDF)
Attachment C - BOS Resolution (PDF)
Attachment D - Notice of Exemption (PDF)
BOS Presentation LCA 2021-167 (PDF)

REF ID# 12412

RESULT: **ADOPTED [UNANIMOUS]**
MOVER: Rosemarie Smallcombe, District I Supervisor
SECONDER: Wayne Forsythe, District IV Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

.

MARIPOSA PLANNING STAFF REPORT

From: Sarah Williams, Planning Director

Prepared By: Kaitlyn Casner, Planner II

Board of Supervisors Meeting Date: December 14, 2021

PROJECT: Land Conservation Act (LCA) Modification Application No. 2021-167

PROPOSAL: A modification of LCA Contract No. 2019-051 for the addition of three (3) parcels, Parcel 1- APN 017-100-0180 (162.31 acres), Parcel 2- APN 017-100-0210 (137.84 acres), and Parcel 3- APN 017-100-0240 (237.18 acres) to the existing contract containing five (5) parcels resulting in eight (8) contiguous parcels totaling 1,331.73 acres.

PROCESS: The process is as follows:

1. Agricultural Advisory Committee consideration and recommendation to the Planning Commission (Recommended approval on October 21, 2021)
2. Planning Commission consideration and recommendation to the Board of Supervisors (Recommended approval on November 19, 2021)
3. Board of Supervisors consideration and approval **(Current Step)**

OWNER/ APPLICANT: James W. Larrick and Jun Chen Living Trust

LOCATION: Project parcels are located approximately 1/2 of a mile north of the intersection of Ben Hur Road and Silver Bar Road (unassigned address). All parcels are contiguous to one another and situated between Ben Hur Road and Silver Bar Road.

ASSESSOR PARCEL NUMBERS: 017-100-0180, 017-100-0210 & 017-100-0240 (all unassigned addresses) in Mariposa

SUPERVISORIAL DISTRICT: District 3

GENERAL PLAN LAND USE: Agriculture/Working Landscape

ZONING: Agriculture Exclusive

ACTION: The Planning Commission recommends the Board of Supervisors adopt a resolution:

a. Finding that the project is exempt from environmental review; and

b. Approving Land Conservation Act Modification Application No. 2021-167

Attachment: Staff Report [Revision 1] (RES-2021-676 : Land Conservation Act Application No. 2021-167)

PROJECT DESCRIPTION

Background

The project parcels are all in the Agriculture Exclusive (AE) Zone with a General Plan Land Use Classification of Agriculture/Working Landscape (AWL).

The resultant total LCA contracted area would be eight (8) parcels totaling 1,331.73 acres. All parcels included are listed below.

Assessor Parcel Numbers	Acreage
017-100-0180	162.31*
017-100-0210	137.84*
017-100-0240	273.18*
017-100-0300	160
017-100-0330	200
017-100-0350	147.69
017-100-0410	81.02
017-100-0430	169.69

* New parcels (this application)

The site is undeveloped land. The applicant intends to continue to run cattle on the property.

(Attachment A- Vicinity Map)

Code Compliance

Code compliance review of the LCA Modification application identified a "Request for Investigation" (RFI 2021-038) for potential violations on a parcel already under LCA Contract 2019-051.

Due to the code compliance abatement efforts, and because the request is for an LCA tax offset contract with the county, a condition of approval is recommended to require remedy of the potential code case/s prior to execution of the LCA contract.

Agricultural Preserve Size and Use:

Staff provides review comments pursuant to Mariposa County Resolution No. 10-150 (effective policies).

Minimum Size -- The modification proposed will result in a single Land Conservation (Williamson) Act Contract of eight (8) parcels with a total area of 1,331.73 acres. The proposed acreage exceeds the 160 acre minimum size requirement of Mariposa County's Rules of Procedure to Implement the California LCA of 1965 for rangeland and pasture for livestock production and forage (Resolution 2010-150).

Multiple Parcels/ Merging of Parcels – Mariposa County Policy states that a Land Conservation Act Application involving multiple contiguous legal parcels that are less than the minimum size necessary shall either require merger (prior to contract execution) or the Land Conservation Act contract shall

Attachment: Staff Report [Revision 1] (RES-2021-676 : Land Conservation Act Application No. 2021-167)

include an express provision that prohibits the sale of the parcels individually during the term of the Land Conservation Act Contract. This application is proposing to place a total of eight (8) parcels under one (1) LCA Contract, three (3) of which do not meet the minimum 160-acre requirement. A provision prohibiting the sale of parcels individually during the term of the contract will be included in the contract which encumber the parcels.

Agricultural Use - In order to qualify for inclusion in an agricultural preserve and contract, Mariposa County Policy requires that evidence be submitted that shows that the parcel has been used for commercial agricultural purposes for three years.

The subject property has been used for grazing of pasture cattle. The application included the County Agricultural Preserve Questionnaire which reports that cattle grazing uses occurred over the last 3 years on all of the subject parcels and that cattle grazing will continue on the existing contracted lands and the proposed additional 6^{th,} 7th and 8th parcel in the future.

Biennial Report - Mariposa County Policy requires the filing of a biennial report on odd numbered years. A biennial report was filed for the existing contracted lands proposed for modification (Contract No. 2019-051) in January 2021. The report was found compliant as the property was used for commercial agricultural purposes (grazing cattle). The three proposed additional parcels were not required to report as they were not a part of the contract, however, if approved reporting will be required in the future.

California Land Conservation (Williamson) Act

The California Land Conservation Act or Williamson Act was passed to preserve agricultural and open space lands by discouraging premature and unnecessary conversion to urban uses. Private landowners voluntarily restrict their land to agricultural uses under a 20-year rolling term contract with Mariposa County. In return, restricted parcels are assessed for property tax purposes at a significantly reduced rate (approximately 75% less) rather than at their potential market value. Because the contracts are "rolling terms", there are always 20 years remaining in a contract (unless the contract is non-renewed).

The purpose of the Land Conservation (Williamson) Act includes the following:

- Preservation of the maximum amount of the limited supply of agricultural land is necessary.
- Discouragement of premature and unnecessary conversion of agricultural land to urban uses is in the public interest and is a benefit to the state.
- Agricultural lands have important and valuable open space aspects in an urbanizing society, and should be kept in production.

Procedural Requirements

Agricultural Advisory Committee:

Pursuant to Section 2.110.060.C, County Code, and the Agricultural Advisory Committee:

"shall provide comment, recommendation, and advice to the Planning Commission, Board of Supervisors and its personnel on the following matters: …C. Review and provide recommendations on applications for new Williamson Act (Land Conservation Act) contracts, applications for

Attachment: Staff Report [Revision 1] (RES-2021-676 : Land Conservation Act Application No. 2021-167)

cancellation of Williamson Act (Land Conservation Act) contracts, and non-renewal of Williamson Act (Land Conservation Act) contracts…"

The Board of Supervisors will consider the Planning Commission recommendation to approve the project and the adoption of a resolution approving LCA Modification Application Number 2021-167 with findings and conditions, including a finding that the project is exempt from environmental review.

Department of Conservation:

The Department of Conservation is a State Agency which performs primarily educational and resource functions to the local agencies which are empowered to interpret and implement the California Land Conservation Act in their jurisdictions.

No comments from the Department of Conservation were received. Staff will send a copy of the executed and recorded contract to the Department of Conservation.

Agency Comments: One (1) comment was received from the Agricultural Commissioner which stated that the addition of the three parcels into the contract does not present any significant agricultural concerns or issues which require additional recommendations from their office.

Public Comments: Prior to the Board of Supervisors public hearing, a notice was published in the Mariposa Gazette on November 18th, 2021. A direct mailed notice was mailed to all property owners within 600 feet of the project parcels on November 22, 2021. Notices were also posted in the community and on the County's website.

Staff will include any comments received as a result of this noticing. If any comments are received prior to the public hearing, they will be provided to the Board of Supervisors at the hearings.

Options: The Board of Supervisors may recommend approval, denial, or modification of any of the proposed actions. In addition, the Commission can amend the environmental determination.

Fish & Wildlife Fees: Because the project is exempt from environmental review, the Department of Fish and Wildlife Fees for the filing of a Negative Declaration does not apply to the project. If a Notice of Exemption (NOE) is filed, a County administrative filing fee of $50.00 for the notice will be required. Filing the NOE is optional for the applicants.

ENVIRONMENTAL REVIEW

California Environmental Quality Act (CEQA):

In order to approve a project, including this project, a CEQA or environmental determination would need to be made by the lead agency (the government agency which has action authority over the

Attachment: Staff Report [Revision 1] (RES-2021-676 : Land Conservation Act Application No. 2021-167)

permit). The Land Conservation Act contract is exempt from CEQA pursuant to: Class 17; Section 15317, Open Space Contracts or Easements, CEQA Guidelines.

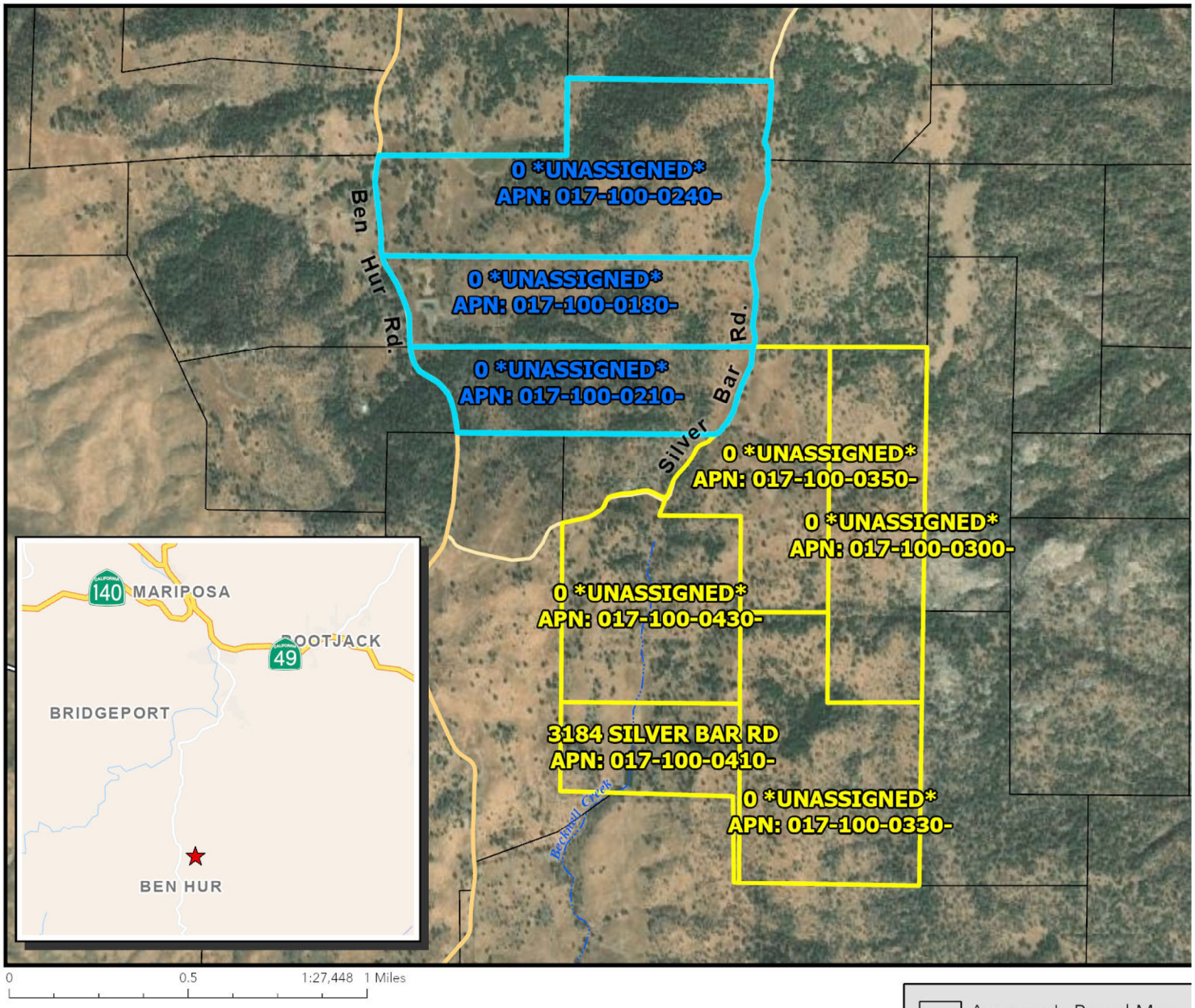
*See attached Board of Supervisors Resolution for full list of Findings and Conditions.

Attachments:

A. Vicinity Map
B. Application
C. Board of Supervisors Resolution
D. Notice of Exemption

Attachment: Staff Report [Revision 1] (RES-2021-676 : Land Conservation Act Application No. 2021-167)

Mariposa County Planning Department
Project Vicinity Map



PROJECT TYPE: LCA modification 2021-167

APPLICANT: James Larrick, TR & Jun Chen, TR

APN: Existing 017-100-0300 & 0330 & 0350 & 0410 & 0430;

Proposed 017-100-0180 & 0210 & 0240

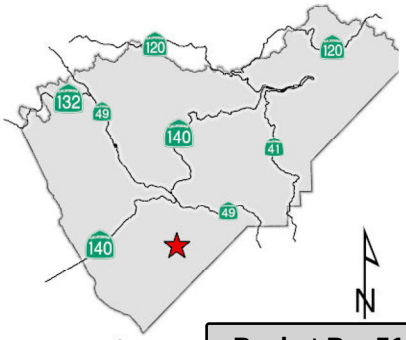
SITE ADDRESS: 3184 Silver Bar Rd & Unassigned addresses

Assessor's Parcel Map
Existing Parcels
Proposed Parcels

Coordinate System: NAD 1983 State Plane California III FIPS 0403 Feet
Date: Friday, October 01, 2021
Data Source: Mariposa County Planning Department GIS;
Assessor's Parcel Map Update: 08/2021

Map Credit: jwhite

Mariposa County Planning Department
PO BOX 2039 5100 Bullion Street
Mariposa, California 95338-2039
209.966.5151 FAX 209.742.5024
mariposaplanning@mariposacounty.org
http://www.mariposacounty.org/planning



Location

Mariposa County makes no warranty regarding the accuracy of the GIS or the analysis and conclusions resulting from using our GIS data.

Attachment: Attachment A - Vicinity Map (RES-2021-676 : Land Conservation Act Application No. 2021-167)

200501

LAND CONSERVATION ACT (WILLIAMSON ACT)
CONTRACT MODIFICATION/AMENDMENT

Mariposa County Planning Department
5100 Bullion Street / P.O. Box 2039
Mariposa, CA 95338
Telephone (209) 966-5151 FAX (209) 742-5024
www.mariposacounty.org planningdept@mariposacounty.org

RECEIVED
SEP 21 2021
Mariposa County Planning Department

FOR OFFICE USE ONLY

Date Submitted _____ Received By SE

Fees Paid $ 1944.00 Receipt No. CC Received By _____ 9/22/21

Application No. 2021-167 Application Complete _____

Final Action: ☐ APPROVED ☐ DENIED Date _____

Applicant:

Name James W. Larrick & Jun Chen Living Trust

Mailing Address 1230 Bordeaux Drive

Sunnyvale, CA 94089-1202

Daytime Telephone ([redacted]

E-mail [redacted]

Agent: (if applicable)

_____

_____

_____

( ) _____

_____

Contract Information:

Existing Williamson Act Contract No. 2008-149 Acreage under contract 775.2

Number of parcels / APNs under contract: 5

Are there other parcels owned by the applicant which are under contract (a different contract) which are managed together with the contract which is the subject of this application? Yes X No ___

If yes, please describe: Quick Ranch, Ben Hur Road, Mariposa; Striped Creek Ranch (Williamson Contract No. 2018-153)

Person(s) who signed existing Williamson Act Contract: James W. Larrick & Jun Chen, as Trustees of the James W. Larrick and Jun Chen Living Trust

Person(s) signing Modified Williamson Act Contract: James W. Larrick & Jun Chen, as Trustees of the James W. Larrick and Jun Chen Living Trust

Is this contract subject to a Notice of Non-Renewal? Yes ___ No X

Attachment: Attachment B - Application (RES-2021-676 : Land Conservation Act Application No. 2021-167)

200501

Acreage to be added: 573.33 Description of acreage to be added: grazing land

Acreage to be subtracted: NA Description of acreage to be subtracted: NA

Final change in acreage of contract after modification: +573.33

Purpose of Modification: to place all 8 contiguous parcels under one contract

Attachment: Attachment B - Application (RES-2021-676 : Land Conservation Act Application No. 2021-167)

STATE OF CALIFORNIA
COUNTY OF MARIPOSA
BOARD OF SUPERVISORS

Resolution
No. 2021-XXX

A resolution approving Land Conservation Act (LCA) Contract Modification Application No. 2021-167, a Modification of Land Conservation Act Contract No. 2019-051 for the Addition of Three Parcels (APNs 017-100-0180, 017-100-0210 and 017-100-0240) resulting in (8) Contiguous Parcels totaling 1,331.73 Acres. James W. Larrick and Jun Chen Living Trust, Applicants.

WHEREAS, an application for a Land Conservation (Williamson) Act Contract modification was received on the 21st day of September, 2021, from James W. Larrick and Jun Chen Living Trust for the addition of three parcels to the existing contract, Parcel 1 (APN 017-100-0180, 162.31 acres), Parcel 2 (APN 017-100-0210, 137.84 acres) and Parcel 3 (APN 017-100-0240, 237.18 acres) totaling 8 contiguous parcels and 1,331.73 Acres for the Contract, located approximately one half (1/2) mile north of the intersection of Ben Hur Road and Silver Bar Road; and

WHEREAS, the property has been used for commercial agricultural purposes for a minimum of three years; and

WHEREAS, the Planning Department circulated the application among trustee and responsible agencies, interested public organizations, and others as appropriate; and

WHEREAS, a project review was scheduled for the duly noticed Agricultural Advisory Committee meeting of the 21st day of October, 2021; and

WHEREAS, a Staff Report and environmental determination were prepared pursuant to the California Government Code, Mariposa County Code, California Environmental Quality Act, and local administrative procedures; and

WHEREAS, the Agricultural Advisory Committee recommended that the Planning Commission recommend that the Board of Supervisors approve the Agricultural Preserve on the subject property and enter into a modified Land Conservation Act Contract with the applicant, covering the subject property; and

WHEREAS, a duly noticed Planning Commission public hearing for the project was scheduled for the duly noticed meeting of the 19th day of November, 2021; and

WHEREAS, the Planning Department determined that the inclusion of three additional parcels into the existing new agricultural preserve and execution of a modified Land Conservation (Williamson) Act Contract on the property is an action that is categorically exempt from the provisions of the California Environmental Quality Act; and

WHEREAS, the Planning Commission did hold a public hearing on the noticed date and considered all of the information in the public record, including the Staff Report, testimony presented by the public concerning the application and the recommendation of staff; and

WHEREAS, the Planning Commission of the County of Mariposa Adopted Resolution No. 2021-18 recommending that the Board of Supervisors approve Land Conservation Act Contract Modification Application No. 2021-167 and establish an Agricultural Preserve on the subject property and enter into a modified Land Conservation Act Contract with the owner covering the subject property; and

Attachment: Attachment C - BOS Resolution [Revision 1] (RES-2021-676 : Land Conservation Act Application No. 2021-167)

WHEREAS, a duly noticed Board of Supervisors public hearing for the project was scheduled for the 14th day of December, 2021; and

WHEREAS, the Board of Supervisors did hold a public hearing on the noticed date and considered all of the information in the public record, including the Staff Report, testimony presented by the public concerning the application, and the comments of the applicant and the Planning Commission's and Agricultural Advisory Committee's recommendations.

NOW THEREFORE, BE IT RESOLVED THAT the Board of Supervisors finds that the project is exempt from environmental review pursuant to the California Environmental Quality Act.

BE IT THEREFORE FURTHER RESOLVED THAT the Board of Supervisors hereby approves Land Conservation Act Contract Modification Application No. 2021-167, to establish an Agricultural Preserve on the subject property and enter into a modified Land Conservation Act Contract with the applicant, covering the subject property as requested by the applicant.

BE IT THEREFORE FINALLY RESOLVED THAT this action is recommended based upon the findings set forth in Exhibit 1 and the conditions/steps established in Exhibit 2.

ON MOTION BY Supervisor_____, seconded by Supervisor_____, this resolution is duly passed and adopted this 14th day of December 2021 by the following vote:

AYES:

NOES:

EXCUSED:

ABSTAIN:

_____
Marshall Long, Chair
Mariposa County Board of Supervisors

Attest:

_____
René LaRoche, Clerk of the
Board of Supervisors

Approved as to Form:

_____
Steven W. Dahlem
County Counsel

Attachment: Attachment C - BOS Resolution [Revision 1] (RES-2021-676 : Land Conservation Act Application No. 2021-167)

EXHIBIT 1
Project Findings

This project is reviewed in accordance with Mariposa County Resolution No. 10-150 implementing the Land Conservation Act in Mariposa County and California Government Code Section 51257 (Williamson Act Law), the following findings are made:

1. **FINDING:** The project is found to support, accomplish, or have no effect on the goals, policies, and standards of the General Plan as a whole and will not obstruct the achievement of the Plan's purpose.

   The Land Conservation Act promotes the preservation and development of agricultural lands, as encouraged by the Agricultural Element and its emphasis on preserving agricultural lands (Section 10.1.01 of The General Plan) and maintaining the rural character of the county (Section 10.1.04 of The General Plan). The Conservation and Open Space Element confirms the importance of maintaining the open space nature of the county. This project will result in the execution of a Land Conservation Act contract, which is a 20-year commitment to agriculture and open space uses for the site. The preserve is consistent with the General Plan. The current and past use of the property is for agricultural purposes. This finding is made in accordance with Section 51234 of Government Code.

2. **FINDING:** The contract exceeds the minimum size (160 acres) established by the Board of Supervisors for an agricultural preserve. The use of this property is for cattle grazing, or other Agricultural Production Uses or Compatible Uses as will be specified in the contract.

3. **FINDING:** All of the land will be under the new contract; thereby increasing new LCA contracted lands in the County by 573.33 acres (from 758.4 acres) to a total of 1,331.73 acres.

4. **FINDING:** The contract will be large enough to sustain a commercial agricultural use (dryland grazing) at 1,331.73 acres. Objective evidence has been submitted that the properties have been used for grazing. Review by the Agricultural Advisory Committee did not identify any concerns. The contracted acreage exceeds the minimum 160 acres requirement for grazing.

5. **FINDING:** The new Land Conservation Act contract will not compromise the long-term agricultural productivity of the as the Land Conservation Act contracted lands requires agricultural productivity in conformance to Mariposa County Resolution No. 10-150 over the existing applicable zoning of Agriculture Exclusive. The land will continue to be used for cattle grazing.

6. **FINDING:** The inclusion of this land is not likely to result in the removal of adjacent land from agricultural use. There is no evidence to support a finding that this new contract will have any effect on any adjacent agricultural uses.

7. **FINDING:** The approval of the Land Conservation Act Contract Modification is based upon review of the project specific and site-specific details of this case.

8. **FINDING:** This project is Categorically Exempt based on the following: Class 17; Section 15317, Open Space Contracts or Easements, CEQA Guidelines.

Attachment: Attachment C - BOS Resolution [Revision 1] (RES-2021-676 : Land Conservation Act Application No. 2021-167)

EXHIBIT 2
Project Steps/Conditions
FOR
Land Conservation Act Modification No. 2021-167

1. Prior to completion of the steps for completing Land Conservation Act Modification Application No. 2021-167 and execution of the Land Conservation Act Contract, the Code Compliance Case/s (RFI No. 2021-038) shall be abated. A verification letter from the Code Compliance Division demonstrating to the Planning Director that the abatement is achieved, shall be required prior LCA contract recordation.

2. **Preparation of Legal Description (APPLICANT'S RESPONSIBILTY):** Prior to recordation of the Land Conservation Act Contract, a typed, stamped, and signed copy of the approved legal description for the land that is to be placed under the modified contract must be provided by the applicant to Mariposa Planning.

3. **Preparation of the Land Conservation Act Contract (MARIPOSA PLANNING RESPONSIBILITY):** In order to complete this project, the Land Conservation Act Contract will be prepared by Mariposa Planning. Mariposa Planning will coordinate obtaining the signature of the representative authorized by the Board of Supervisors to sign the contract. Mariposa Planning will send the original contract to the property owner(s) involved in the application.

4. **Signing and Notarizing the Land Conservation Act Contract (APPLICANT'S REPSPONSIBITY):** The contract must be signed by the property owner(s), and the signature(s) must be notarized.

5. **Recordation of Contract (MARIPOSA PLANNING RESPONSIBILITY):** When the contract has been signed and notarized by both parties, Mariposa Planning will record the contract. This step completes the Land Conservation Act Contract Process.

Attachment: Attachment C - BOS Resolution [Revision 1] (RES-2021-676 : Land Conservation Act Application No. 2021-167)

MARIPOSA COUNTY
NOTICE OF EXEMPTION

TO: **County Clerk**
County of Mariposa
P.O. Box 247
Mariposa, CA 95338

FROM: **Mariposa County**
Board of Supervisors
P.O. Box 784
Mariposa, CA 95338

Project Title: Land Conservation Act Modification Application No. 2021-167

Project Location: The project site is Assessor Parcel Numbers (APNs) 017-100-0180, 162.31 acres, 017-100-0210, 137.84 acres & 017-100-0240, 237.18 acres, all unassigned address, located approximately ½ mile north of the intersection of Ben Hur Road and Silver Bar Road.

Description of Project: A modification of LCA Contract No. 2019-051 for the addition of three (3) parcels, Parcel 1- APN 017-100-0180 (162.31 acres), Parcel 2- APN 017-100-0210 (137.84 acres), and Parcel 3- APN 017-100-0240 (237.18 acres) to the existing contract containing five (5) parcels resulting in eight (8) contiguous parcels totaling 1,331.73 acres.

Name of Public Agency Approving Project: Mariposa County Board of Supervisors

Name of Person/Agency Carrying Out Project: James W. Larrick and Jun Chen Living Trust

Exempt Status: CEQA Guidelines Class 17 §15317 Open Space Contract or Easement

Reason Why Project Is Exempt: Project is a Land Conservation Act contract modification where no physical change will occur.

Lead Agency Contact Person: Kaitlyn Casner, Planner II

Phone Number: (209) 966-5151

Sarah Williams, Planning Director

Date

Attachment: Attachment D - Notice of Exemption (RES-2021-676 : Land Conservation Act Application No. 2021-167)



Land Conservation Act Application No. 2021-167

James W. Larrick & Jun Chen Living Trust, Applicants/owners

Board of Supervisors Public Hearing December 14, 2021

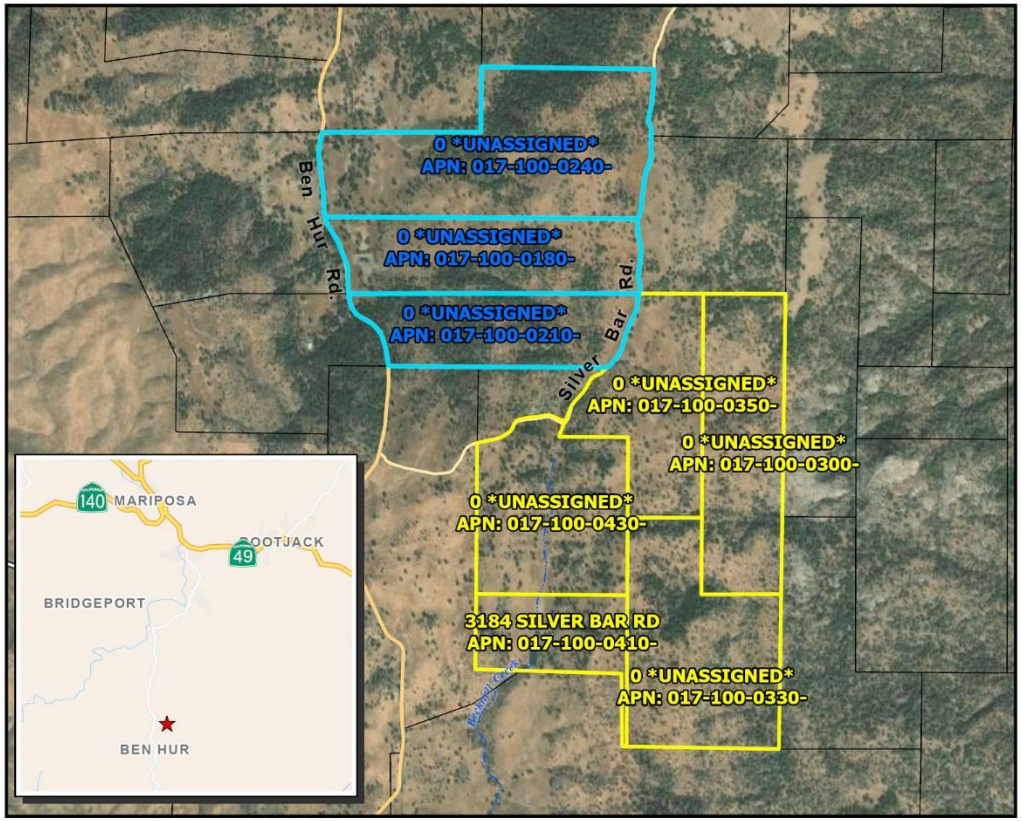
Attachment: BOS Presentation LCA 2021-167 [Revision 1] (RES-2021-676 : Land

Attachment: BOS Presentation LCA 2021-167 [Revision 1] (RES-2021-676 : Land

Project Description

- The proposal is for a modification of LCA Contract No. 2019-051 for the addition of three (3) parcels, Parcel 1- APN 017-100-0180 (162.31 acres), Parcel 2- APN 017-100-0210 (137.84 acres) and Parcel 3- APN 017-100-0240 (273.18 acres), to the existing contract containing five (5) parcels resulting in eight (8) contiguous parcels totaling 1,331.73 acres.
  - **The sites are located at between Ben Hur Road and Silver Bar Road (all unassigned addresses)**
  - **APNs 017-100-0180, 017-100-0210 & 017-100-0240**
- General Plan Land Use: Agricultural/ Working Landscape – 160 acre minimum
- Zoning: Agriculture Exclusive – 160 acre minimum

Mariposa County Planning Department
Project Vicinity Map



Assessor's Parcel Map
Existing Parcels
Proposed Parcels

PROJECT TYPE: LCA modification 2021-167

APPLICANT: James Larrick, TR & Jun Chen, TR

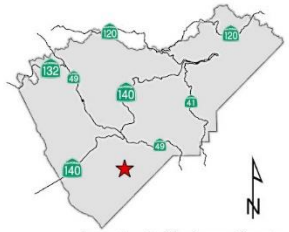
APN: Existing 017-100-0300 & 0330 & 0350 & 0410 & 0430;
Proposed 017-100-0180 & 0210 & 0240

SITE ADDRESS: 3184 Silver Bar Rd & Unassigned addresses

Coordinate System: NAD 1983 State Plane California III FIPS 0403 Feet
Date: Friday, October 01, 2021
Data Source: Mariposa County Planning Department GIS;
Assessor's Parcel Map Update: 08/2021

Map Credit: jwhite

Mariposa County Planning Department
PO BOX 2039 5100 Bullion Street
Mariposa, California 95338-2039
209.966.5151 FAX 209.742.5024
mariposaplanning@mariposacounty.org
http://www.mariposacounty.org/planning



Mariposa County makes no warranty regarding the accuracy of the GIS or the analysis and conclusions resulting from using our GIS data.

Procedural Steps- Process

- Agricultural Advisory Committee consideration and recommendation to the Planning Commission (October 21, 2021) – Recommended Approval
- Planning Commission Consideration and Action (November 19, 2021) – Recommended Approval
- **Board of Supervisors Consideration – Current Step**
- If approved the project will have a modified LCA Contract that will start a 20 year rolling term for conservation on the three new parcels.

Attachment: BOS Presentation LCA 2021-167 [Revision 1] (RES-2021-676 : Land

Land Conservation Act

- **Minimum Size** – The project parcels meet the minimum of 160 acres required and is, therefore, consistent with the minimum size requirement of the Board of Supervisors Resolution 2010- 150 of 160 acres for range and forage.
- **Agricultural Use** – Mariposa County Policy requires that evidence be submitted that shows that the parcel has been used for agricultural purposes for three years and the agricultural use is and has been used for the purpose of producing an agricultural commodity for commercial uses.
  - The applicant has reported that the subject property has been used for grazing of cattle
- **Biennial Reports-** Mariposa County Policy requires the filing of a biennial report on odd numbered years. A biennial report was filed for the existing contracted lands proposed for modification (Contract No. 2019-051) in January 2021. The report was found compliant as the property was used for commercial agricultural purposes (grazing cattle). The three proposed additional parcels were not required to report as they were not a part of the contract, however, if approved reporting will be required in the future.

Attachment: BOS Presentation LCA 2021-167 [Revision 1] (RES-2021-676 : Land

Code Compliance

- Code compliance review of the LCA Modification application identified a "Request for Investigation" (RFI 2021-038) for potential violations on a parcel already under LCA Contract 2019-051.

- Due to the code compliance abatement efforts, and because the request is for an LCA tax offset contract with the county, a condition of approval is recommended to require remedy of the potential code case/s prior to execution of the LCA contract.

Attachment: BOS Presentation LCA 2021-167 [Revision 1] (RES-2021-676 : Land

Attachment: BOS Presentation LCA 2021-167 [Revision 1] (RES-2021-676 : Land

Public Comment

- Comments
  - No public comments received
  - Department of Conservation will be provided a copy of the new contract

Environmental Determination

- This project is Categorically Exempt based on the following Class 17; Section 15317, Open Space Contracts or Easemen , CEQA Guidelines.

Attachment: BOS Presentation LCA 2021-167 [Revision 1] (RES-2021-676 : Land

Recommendation

- The Planning Commission Recommends the Board of Supervisors adopt a resolution:
  - Finding that the project is exempt from environmental review; and
  - Approving Land Conservation Act (LCA) Contract Applicatio No. 2021-167 with the recommended findings, conditions and procedural steps.