

Memorandum of Understanding

Between The

Sonoma County Transportation Authority

And

The County of Sonoma Department of Health Services

This Memorandum of Understanding (MOU) is effective this _____ of _____, 2019 (“Effective Date”), between the Sonoma County Transportation Authority (“SCTA”), and the County of Sonoma on behalf of its Department of Health Services (“DHS”).

Section 1. Purpose

The purpose of this MOU is to establish the roles and responsibilities of SCTA and DHS in Vision Zero Sonoma County (the “Project”).

Section 2. Background

SCTA and DHS partnered to submit an application for a Caltrans transportation planning grant to fund Vision Zero Sonoma County (the “Project”). Caltrans awarded SCTA (grantee) and DHS (sub-recipient) a \$660,000 grant to fund the Project.

The purpose of the Project is to build the foundation necessary to launch Vision Zero initiatives in the nine cities and unincorporated areas of Sonoma County. The Project includes the creation of a robust data framework to collect and analyze injury and crash data and will incorporate best practices and lessons learned from cities across the United States that have launched Vision Zero initiatives.

The Project is built upon three foundational principles: 1) the development of systems that will drive data-informed planning; 2) collective/coordinated Vision Zero planning across municipalities; and 3) community engagement-driven planning and engagement.

SCTA, the Department of Health Services, and representatives from local jurisdictions will work as a Core Team to facilitate progress toward a Vision Zero Plan both countywide and at the local level. SCTA will serve as the lead fiscal agent and will also lead the design, development, and implementation of the data framework; the Department of Health Services will lead the multi-jurisdiction Vision Zero planning process, including the engagement of community members, with a focus on the most vulnerable neighborhoods and populations.

SCTA and DHS desire to enter into this MOU to allow DHS to implement specified eligible activities under the Caltrans transportation planning grant.

Section 3. SCTA Roles and Responsibilities

1. Provide technical assistance to DHS on Caltrans guidelines and procedures, and act as the single point of contact with assigned Caltrans representative.
2. Implement the Project in accordance with the description and schedule in Attachment A (Project Scope) and Attachment B (Project Timeline and Budget).

3. Lead the design, development, and implementation of the data framework.
4. No more frequently than monthly or at a minimum quarterly, prepare and submit invoices to Caltrans for expenses incurred by SCTA and DHS. Reimburse DHS for expenses based on invoices submitted to SCTA.
5. Contribute share of required local match in staff time and expenses as defined in Attachment B.
6. Bear the responsibility and costs of any overruns on the Project associated with tasks SCTA is responsible for as defined in Attachment A.
7. Provide timely notice prior to conducting an audit.

Section 4. DHS Roles and Responsibilities

1. Implement the Project in accordance with the description and schedule in Attachment A (Project Scope) and Attachment B (Project Timeline and Budget).
2. Provide project management for the multi-jurisdiction Vision Zero planning process, including the engagement of community members, with a focus on the most vulnerable neighborhoods and populations.
3. Apply all funds received under this MOU to the Project consistent with the mutually agreed-to terms and conditions contained in this MOU and as described in Attachments A and B.
4. Require that any recipients of funds allocated through this Project shall, for the duration of the Project and for three (3) years from the date of final payment, in a timely fashion make available to SCTA or to an independent auditor selected by SCTA all records relating to Project performance and expenses incurred in implementing the Project for which funding was received.
5. In instances where work will be contracted out, utilize a fair and competitive procurement process that is consistent with the State Contracting Manual, Chapter 5, and the terms of the grant agreement with Caltrans. Submit copies of all agreements to SCTA for retention and submission to Caltrans.
6. Manage consultant or contractor activities, including responsibility for technical direction, schedule, budget, and verifying/documenting completion of the activities to acceptable quality standards as determined by SCTA.
7. Keep necessary records of Project performance as specified in Attachment A, including work product deliverables.
8. Prepare invoices in arrears for grant funds to be submitted to SCTA no more frequently than monthly or at a minimum quarterly during the Project. Invoices are to be in a format required by Caltrans to include hours and pay rate of employees funded under the grant as well as all necessary documentation to back up the request for funds.
9. Contribute share of required local match in staff time and expenses as defined in Attachment B.
10. If any funds are to be used for the publication and or distribution of brochures, handbooks, or promotional material, identify on the printed material in a manner approved by SCTA the source of the funds under the grant program as well as the partnership with SCTA.
11. Assure that all funds received under this agreement are expended only in accordance with all applicable provisions of law.
12. Bear the responsibility and costs of any overruns on the Project for tasks DHS is responsible for as defined in Attachment A.

Section 5. Payment

DHS shall be paid in accordance with the budget set forth in Attachment B, as set forth in any billing authorization for the fiscal year in which the services are provided. Any remaining balance at the end of

a fiscal year of this MOU shall automatically be carried forward to the subsequent fiscal year of this MOU, but not beyond the termination date of this MOU. In no event shall SCTA be obligated to pay DHS more than the total sum of \$534,088 under the terms and conditions of this MOU.

Section 6. Term of MOU

1. The term of this MOU shall be from Effective Date through April 30, 2022.
2. This MOU may not be changed, modified or rescinded except in writing and signed by all parties hereto. Any attempt at oral modification of this MOU shall be void and of no effect.
3. This MOU may not be assigned, transferred, hypothecated, or pledged by any party without the express written consent of SCTA.
4. SCTA or DHS may terminate this MOU for convenience and without cause upon 30-days advance written notice.
5. This MOU may be canceled immediately by either party upon written mutual consent.
6. Both parties understand and agree that either party may terminate this MOU immediately upon written notice to the other party in the event that any state and/or federal agency and/or other funder(s) reduce, withhold, or terminate funding which the parties anticipated using to pay for services provided under this MOU.
7. Should any part of this MOU be declared unconstitutional, invalid, or beyond the authority of either party to enter into or carry out, such decision shall not affect the validity of the remainder of this MOU which shall continue in full force and effect; provided that, the remainder of this MOU can, absent the excised portion, reasonably interpreted to give effect to the intentions of the parties.

6. Additional Acts and Documents

Each party agrees to do all such things and take all such actions, and to make, execute, and deliver such other documents and instruments, as shall be reasonably requested to carry out the provisions, intent, and purpose of the MOU.

7. Integration

This MOU represents the entire MOU of the parties with respect to the subject matter hereof, and all such agreements entered into prior hereto are revoked and superseded by this MOU, and no representation, warranties, inducements, or oral agreements have been made by any of the parties except as expressly set forth herein or in other contemporaneous written agreements

Section 7. Confidentiality

Both parties agree to maintain the confidentiality of information in accordance with all applicable State and Federal laws and regulations.

Section 8. Dispute Resolution

If any conflicts or disputes arise between the two parties, involved staff shall meet in a timely manner to resolve the conflict or dispute. It is acknowledged by both parties that the purpose of such meeting is to come to a resolution that is in the best interest of both parties.

Section 9. Notices

SCTA and DHS shall designate the following individuals to act as contact and liaison for this MOU.

SCTA

Tanya Narath
Data Specialist
Sonoma County Transportation Authority
411 King Street
Santa Rosa, CA 95404
tanya.narath@scta.ca.gov

DHS

Brittany Lobo
Supervising Health Information Specialist
Public Health Division
Department of Health Services
County of Sonoma
625 5th Street
Santa Rosa, CA 95404
707.565.5383
brittany.lobo@sonoma-county.org

11. Merger

This writing is intended both as the final expression of the MOU between the parties hereto with respect to the included terms and as a complete and exclusive statement of the terms of the MOU. No modification of this MOU shall be effective unless and until such modification is evidenced by a writing signed by both parties.

Section 10. Independent Contractor

County of Sonoma renders its service under this MOU as an independent contractor. None of the County of Sonoma’s agents or employees shall be agents or employees of SCTA.

IN WITNESS WHEREOF, the parties hereto have executed this MOU as of the Effective Date.

Sonoma County Transportation Authority

By: _____
Executive Director

Date: _____

APPROVED AS TO SUBSTANCE FOR SCTA:

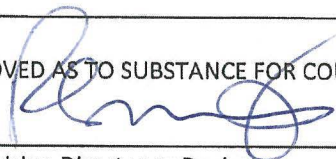
By: _____
County Counsel

Sonoma County Department of Health Services

By: _____
Director of Health Services

Date: _____

APPROVED AS TO SUBSTANCE FOR COUNTY OF SONOMA:

By:  _____
Division Director or Designee

Date: 8.14.19

APPROVED AS TO FORM FOR COUNTY OF SONOMA:

By:  _____
County of Sonoma Counsel

Date: 7/22/19

ATTACHMENT A. Project Scope

INTRODUCTION:

The Sonoma County Transportation Authority (SCTA) and County of Sonoma Department of Health Services (DHS) are collaborating on this proposal to create a healthier, more sustainable community for all residents in Sonoma County, with a focus on action-oriented strategies to reduce serious injuries and fatalities caused by traffic collisions, and improving health, quality of life and economic vitality, particularly for low-income and disadvantaged communities.

The purpose of this collaborative project is to build the foundation necessary to launch Vision Zero initiatives in the nine cities and unincorporated areas of Sonoma County. The project includes the creation of a robust data framework to collect and analyze injury and crash data and will incorporate best practices and lessons learned from cities across the United States that have launched Vision Zero initiatives.

The project is built upon three foundational principles: 1) the development of systems that will drive data informed planning; 2) collective/coordinated Vision Zero planning across municipalities; and 3) community engagement driven planning and engagement.

SCTA, the Department of Health Services, and representatives from local jurisdictions will work as a Core Team to facilitate progress toward a Vision Zero Plan both countywide and at the local level. SCTA will serve as the lead fiscal agent and will lead the design, development and implementation of the data framework; the Department of Health Services will lead the multi-jurisdiction Vision Zero planning process including the engagement of community members with a focus on the most vulnerable neighborhoods and populations. An Advisory Committee of key stakeholders and community members will be established to inform and guide both the data system and planning processes as well as work with the Core Team to ensure the communities that are most impacted by accidents, injuries and traffic related fatalities are actively involved in the effort.

Both SCTA and the Department of Health Services have long-standing relationships with partners in transportation, climate change, built environment, health, local public works departments, law enforcement and equity; as well as our local municipalities. Their confirmed commitments to this effort will serve us well as we work to develop comprehensive as well as specific place based strategies. In addition, a hallmark of this effort will be genuine community engagement. The Department of Health Services was selected as a sub-applicant in part because of its longstanding role as a lead convener of stakeholders in Sonoma County - building cross-sectoral collaboratives, task forces, community coalitions, resident advisory councils, and resident and youth leadership bodies to not only advise and inform the work of the County but in many cases to lead.

In 2007, the Sonoma County Board of Directors worked through DHS to establish Health Action- a partnership of local leaders, organizations, and individuals dedicated to improving health and well-being and reducing disparities across Sonoma County. The Health Action framework is designed to support community health improvement and health equity by mobilizing community partnerships and resources to focus on key factors that influence health, including health system effectiveness, the built environment, and social determinants such as education and income. In addition to the countywide Health Action Council, there are eight community health improvement groups, or “chapters”, with representation from many sectors of the community including city government, the local health care

system, non-profits, businesses, education and community members. These are working at the local level to address key social, economic and environmental determinants of health and health care with an emphasis on eliminating health disparities. This project will work to engage representatives from the Health Action Chapters in our most vulnerable communities including Russian River Area Resources and Advocates; Southwest Santa Rosa Health Action; Gravenstein Health Action Chapter; and Sustainable Sonoma to ensure representation of these interests on the advisory body and in the planning processes at the local level.

DHS also brings well-established partnerships with direct service community based organizations that are high touch with regard to vulnerable populations. These include: The Northern California Center for Well-Being; Center for Climate Protection, Sonoma County Bicycle Coalition; Community Action Partnership; Safe Streets Coalition; the Prevention Partnership; Sonoma County Community Health Clinics; Memorial Hospital (local trauma center); St. Joseph Health; and Kaiser Permanente, creating additional opportunities for connecting with end user populations.

Finally, we will employ both outreach and in-reach tactics to building support for our Vision Zero efforts. Through multi-pronged communications efforts we will create awareness, collect feedback and input, share project concepts and strategies and promote ongoing engagement/support in the implementation of specific activities, and the evaluation of impacts.

RESPONSIBLE PARTIES:

- Applicant: Sonoma County Transportation Authority (SCTA)
- Sub-Applicant: Sonoma County Department of Health Services (DHS)

OVERALL PROJECT OBJECTIVES:

- 1) Understand the current state of injuries and crashes
 - a) Build a strong foundation of relevant, accurate and timely injury and crash data for the unincorporated areas and the nine cities in Sonoma County. Identify gaps in data and define plan to resolve.
 - b) Create a data dashboard that allows for sharing of crash and injury data in forms that are understandable to different audiences (e.g. summary data for community members; ability to drill down to details for staff and policy makers).
 - c) Engage residents of disadvantaged communities to incorporate their perspectives into the collection and analysis of injury and crash data. Incorporate information previously gathered for Community Based Transportation plans into data to ensure community needs and concerns are well represented.
- 2) Build commitment for a countywide Vision Zero initiative
 - a) Engage with key stakeholders in local business, community groups, disadvantaged communities, local and county government to communicate the current data and demonstrate how a Vision Zero initiative will support local, regional and state goals related to equity and climate change.
 - b) Form a multi-disciplinary team to lead the planning effort for Sonoma County's Vision Zero initiative.
- 3) Develop a Vision Zero Action Plan for Sonoma County

- a) Engage with city and county governments and key stakeholders to determine Vision Zero goals, timeline and performance measures.
- b) Develop and communicate action plan.
- c) Create online dashboard to communicate injury and crash data, Vision Zero strategies and progress.

1. Project Management

Task 1.1 Project Kick-off Meeting with Caltrans Staff

SCTA and DHS staff will attend a kick-off meeting with Caltrans staff. Includes mileage reimbursement for travel to Oakland.

- **Responsible Party: SCTA/DHS**

Task 1.2 Procurement for Consultant Services

SCTA and DHS will confirm that their respective agency procurement procedures comply with State Contracting Manual, Chapter 5, and the terms of the agreement with Caltrans. Once confirmed, these procedures will be followed for procurement of all consultant services to be performed under the grant.

In coordination with the Vision Zero Advisory Committee (VZAC) and others, the Core Team will go through a facilitated process to determine overarching collision reduction goals; specific shared objectives; localized strategies; and tools to assist with implementation and measurement including logic models, reporting templates, and information loop strategies to communicate/disseminate learning. A consultant may be brought in to facilitate the initial evaluation plan design. The final plan will include outcome/accountability measures, involvement of local councils and boards, and formal reporting structures.

The services of web-development and programming consultants may be required to assist SCTA staff with the implementation of web facing public outreach and data delivery and communication tools. This support could include website design and coding, data processing, graphic design, and staff training. SCTA staff intends to work closely with contracted staff to ensure that agency staff are able to update and maintain any web resources, datasets, and tools that are developed by or in cooperation with consultants.

- **Responsible Party: SCTA/DHS**

Task 1.3 Grant Management & Contracting

SCTA will provide oversight and management of all aspects of the grant and contracts with third parties. DHS will provide grant management services in-kind for the DHS portion of the scope of work.

- **Responsible Party: SCTA/DHS**

Task 1.4 Quarterly Invoicing & Reports to Caltrans

Submit complete invoice packages to Caltrans district staff based on actual staff time towards subtasks and milestone completion - at least quarterly, but no more frequently than monthly.

Activities related to invoicing include preparation and submission of sub-applicant invoices by DHS

accounting staff, submission of invoices to Caltrans, and follow-up communications with Caltrans HQ to ensure that all invoices are properly filed, received, and paid.

SCTA and DHS will coordinate on the creation of quarterly progress reports. Responsible parties for each task will report on progress each quarter towards goals and objectives. SCTA will submit quarterly reports to Caltrans district staff providing a summary of project progress and grant/local match expenditures.

- **Responsible Party: SCTA/DHS**

Task	Deliverable
1.1	<i>Meeting documentation and mileage forms</i>
1.2	<i>Documentation of procurement process</i>
1.3	<i>Documentation of project management practices in quarterly reports</i>
1.4	<i>Quarterly Invoices & Progress Reports</i>

2. Establish Structure for Vision Zero Planning

Task 2.1 Program Initiation

DHS will identify and recruit relevant parties to participate on the Vision Zero Advisory Committee (VZAC), and assist with the determination of group structures and operating procedures. DHS will also identify a Core Team of employees who will be responsible for carrying out administrative, logistical, and planning tasks related to deliverables, as well as documenting progress and challenges. The Core Team will select and implement online project management software to ensure VZAC members are informed throughout the process and can access materials, drafts, plans, and other information as necessary. All local jurisdictions within Sonoma County will be invited to designate a staff person to serve on the Advisory Committee. Key stakeholders, including community-based organizations, law enforcement agencies, schools, local businesses, and community groups will also be invited to participate on the VZAC. At least two positions on the VZAC will be reserved for residents of disadvantaged communities. The Safe Streets Coalition has been identified as a potential group that could lend backbone organizational structure to the VZAC, and the Core Team will pursue formalized commitments with this group during the Program Initiation phase.

- **Responsible Party: DHS**

Task 2.2 Local Coordination

There are currently several bodies convened in Sonoma County to advise specific offices (such as SCTA), programs, and/or projects whose objectives intersect with the goals of Vision Zero. Rather than ask members from each of these established groups to serve on the Planning/Advisory bodies for this proposed project, the DHS Core Team (identified in Task 2.1) will attend their meetings to ensure coordination and engagement while avoiding increased burden on jurisdictions with limited staff resources. The Core Team will be responsible for attending the following meetings to coordinate Vision

Zero action planning, bring updates to relevant stakeholders, and inform community members about the progress of the planning process. Three of these committees have already agreed to place Vision Zero planning as a standing item on their agendas should this project be funded.

- SCTA Technical Advisory Committee (monthly)*
- SCTA Planning Advisory Committee (monthly)*
- SCTA Countywide Bicycle and Pedestrian Committee (bi-monthly)*
- SCTA Citizens Advisory Committee (monthly)
- Local Bicycle and Pedestrian Boards in up to 10 jurisdictions (meeting frequency varies)
- Safe Streets Coalition (quarterly)
- Other relevant technical and/or community meetings as appropriate for coordinating Vision Zero action planning activities throughout Sonoma County, such as parents clubs, PTA groups, Safe Routes to School Alliance, etc.

* Agreement exists to place Vision Zero as a standing item on these meeting agendas

- **Responsible Party: DHS**

Task	Deliverable
2.1	<i>Advisory Group and Core Team membership rosters, meeting schedules, and guiding documents. Summary of online project management software cost for invoice.</i>
2.2	<i>Meeting notes and mileage forms for local travel.</i>

3. Develop and Implement Data Dashboard

Task 3.1 Research Alternatives

SCTA will research best practices in the collection, management, and communication of data for the Vision Zero project.

- **Responsible Party: SCTA**

Task 3.2 Identify and Develop Content, Implement Data Dashboard

SCTA will work with the VZAC and Core Team to identify data collection and analysis requirements. SCTA will develop, collect, and purchase required data. SCTA will define technical solution required to store data and display in the Data Dashboard. Implementation includes consultant contract to develop web interface and to process data and subscription to web reporting and communication tools. Includes consultant travel to local meetings only.

- **Responsible Party: SCTA/Consultant**

Task 3.3 Final Testing and Rollout Data Dashboard

Final testing of Data Dashboard and communication to VZAC and Core Team. Includes presentation of and training on Data Dashboard to VZAC, Core Team, SCTA Board and advisory committees, and public

outreach.

- **Responsible Party: SCTA**

Task	Deliverable
3.1	<i>Summary of research and preferred approach</i>
3.2	<i>Data and resources loaded in data dashboard. Documentation on data and data sources. Mileage form for consultant travel.</i>
3.3	<i>Final Data Dashboard released including User's Guide</i>

4. Create Outline of Vision Zero Action Plan

Task 4.1 Engagement & Assessment

In order to outline the Vision Zero Action Plan for Sonoma County, the Core Team and VZAC will engage diverse experts and stakeholders in collecting and analyzing background information, including discussing best practices for implementation of Vision Zero policies and plans, drawing from other Vision Zero jurisdictions, and assessing existing crash data. DHS will conduct a gap analysis that enumerates existing city, regional, and state policies and plans that contribute to Sonoma County's Vision Zero goals, and ways in which those policies and plans may be in conflict with one another. This phase will also include an analysis of legal, liability, and legislative strategies and challenges, including the engagement of counsel and policy advisors at each jurisdiction, as applicable. The Core Team will develop a survey and key informant interview tools for gathering information from identified stakeholders. The VZAC will meet throughout the process to discuss the potential policy challenges and opportunities, performance measures, decision-making procedures, best practices, and responsibilities of each jurisdiction. An equity lens will be applied in discussing all of the above topics related to background information and the creation of a VZ Action Plan Outline, to ensure that solutions are being implemented equitably, and community engagement processes are taken into account at the outset.

- **Responsible Party: DHS**

Task 4.2 Develop Prioritization Procedures

Using information developed in Task 3, the VZ Core Team will review methods and formulas for prioritizing locations for infrastructure projects, as well as methods for identifying and prioritizing Vision Zero projects to address issues, including construction, education, landscape, funding, etc. The VZAC and local jurisdiction staff will review the draft prioritization procedures and recommend changes as needed. The methodology for prioritizing projects will be included in the Action Plan Outline.

- **Responsible Party: DHS**

Task 4.3 Create Outline of Vision Zero Action Plan

The VZ Core Team will be responsible for creating an Action Plan Outline, incorporating content from all VZAC discussions, preliminary community outreach (Task 5.1), stakeholder engagement, and best practices recommendations. The Outline will also include in-depth research on how to engage

communities in the development and implementation of the VZ Action Plan. The Action Plan Outline will include a problem and solution framework, outlining which agencies should be involved in addressing a given problem.

- **Responsible Party: DHS**

Task	Deliverable
4.1	<i>Summary of findings, including best practices, liability concerns, policy opportunities, background information, and draft performance measures.</i>
4.2	<i>Documentation of project and program prioritization procedures</i>
4.3	<i>Action Plan Outline</i>

5. Community Engagement

Task 5.1 Outreach Planning

The VZ Core Team will develop a community outreach strategy with the VZAC, including three key phases of 1) building initial community awareness of Vision Zero and building support for the effort; 2) collecting input/feedback on the proposed draft plan (outline) including action plan strategies; their prioritization, and implementation of the action plan; and 3) presentation and approval of the final plan. The Team will develop outreach strategy objectives including potential target audiences and desired outcomes.

Collateral to support external outreach will be developed, including templates for messaging such as brochures, flyers, postcards, online surveys, etc. In addition, research will be conducted throughout this task on how the community can be engaged in development and implementation of the action plan. Where applicable, outreach will focus on disadvantaged communities disproportionately affected by traffic collisions. The Core Team will work with SCTA staff to communicate information from the data dashboard to local communities (Task 5.3), through online outreach, social media, and public meetings or other outreach points as determined by the VZAC. The communications and outreach plans will be defined with input from local jurisdictions to ensure cultural appropriateness, timeliness of feedback, and maximum opportunity for public input. Outreach materials will be translated into Spanish and in-person language interpretation services provided as needed.

The VZ Core Team will evaluate the feasibility of using Street Story, a new community engagement tool developed by the Berkeley Safe Transportation Research and Education Center, to gather information on community perceptions of hazardous conditions, safe places to travel, collisions, and near misses. The data gathered through this tool would supplement data from other sources, and could be an engaging way to involve more community members in the planning process. The online version of Street Story is currently only available in English, but there is a paper version in Spanish and there are plans to develop the online version in Spanish as well.

- **Responsible Party: DHS**

Task 5.2 Community Engagement

Using the materials and community outreach plan developed in Task 5.1, the Core Team and VZAC will be responsible for facilitating community feedback on the draft action plan outline (Task 4.3 deliverable). Three community meetings or public outreach activities will be conducted, along with two alternative outreach methodologies, such as online feedback forms, neighborhood canvassing, or other approaches as determined by the Core Team, VZAC, and local jurisdiction staff. Focus will be placed when feasible on disadvantaged communities and underserved populations, such as neighborhoods with large proportions of residents relying on active transportation (walking, cycling, and public transit), people with disabilities, low-income populations and populations of color. In addition, community meetings and/or trainings will be held in each jurisdiction to inform local residents about Vision Zero, and develop a strategy to utilize “safety ambassadors” within communities affected most directly by Vision Zero implementation. Feedback will be gathered on implementation of strategies, gaps in data, and other topics as relevant based on the planning process. Includes mileage reimbursement for local travel only.

- **Responsible Party: DHS**

Task 5.3 Data Support for Community Engagement

SCTA will provide data support for public outreach and the development of specialized data products for disadvantaged communities. For each community meeting or outreach event, SCTA will provide data products (maps, graphs, charts, etc.) tailored to the interests and needs of the target audience. SCTA will also use data gathered from public outreach events, Street Story, and other feedback mechanisms to create data products for use by the Core Team and the VZAC.

- **Responsible Party: SCTA**

Task	Deliverable
5.1	<i>Community Outreach plan, including topics, target audiences, and key stakeholder groups. Templates for messaging.</i>
5.2	<i>3 community outreach meetings and 2 alternative outreach methodologies. 10 community feedback meetings/trainings. Mileage forms. Summary of printing and supplies costs for invoices.</i>
5.3	<i>Data messages and presentation information for community outreach, including maps, visualizations, and other collateral.</i>

6. Draft Vision Zero Action Plan

Task 6.1 Evaluation Strategy & Goal Setting

The evaluation plan will be developed by the Core team under the leadership of the Department of Health Services. The process will be four-pronged including:

- Formative evaluation activities: these will occur during the initial planning phase of the effort to ensure that the program and proposed activities are feasible, appropriate, and acceptable to the community and stakeholders before the plan is finalized. It will be at this stage that projects/activities/strategies will be selected for implementation;

- Process/implementation evaluation activities: these will be implemented simultaneously to measure and subsequent to formative work to determine whether program activities including data system development, community engagement, and planning activities have been implemented as intended;
- Outcome/effectiveness evaluation: which will be designed during the planning processes at both the countywide and local levels to measure the effects of the chosen strategies on the communities by assessing the progress in the outcomes or outcome objectives that the program hopes to achieve; and ultimately
- Impact evaluation: which is intended to assess program effectiveness in achieving its ultimate health goals. It is not likely that the impact measures will be a part of this funded project but one of the objectives will be to institutionalize the tracking of impacts.

In coordination with VZAC and others, the Core Team will go through a facilitated process to determine overarching collision reduction goals; specific shared objectives; localized strategies; and, tools to assist with implementation and measurement including logic models, reporting templates, and information loop strategies to communication/dissemination learning. A consultant may be brought in to facilitate the initial evaluation plan design. The final plan will include outcome/accountability measures, involvement of local councils and boards, and formal reporting structures.

- **Responsible Party: DHS**

Task 6.2 Create Draft Action Plan

The Core Team will research funding opportunities and identify staffing needs, ongoing training needs, ongoing technology and materials needs, infrastructure budget needs, and program budget needs for all local agencies/departments. Staff from each jurisdiction will review the needs assessment before it is incorporated into the Draft Action Plan. Core staff will identify resources and next steps for implementation as part of the overall creation of the Draft Action Plan. The Core Team will also brainstorm with the VZAC the tools needed to effectively communicate VZ to the broader community as well as the action plan and its contents, with the goal of providing a coordinated appearance and making the Action Plan content easy to digest. Templates for communications tools such as PowerPoint presentations, flyers, fact sheets, logo, and infographics will be created and approved by the VZAC. The final draft of the action plan will include fleshed out content for action items, timeline, funding needs, maps, and infographics, and will include a detailed analysis of anticipated barriers to implementation.

- **Responsible Party: DHS**

Task 6.3 Feedback & Finalize Action Plan

The Core Team will seek feedback from public works departments, VZAC, community members, and other key stakeholders on the final draft of the Action Plan. VZAC members will have the opportunity to comment on a shared document online, while other community outreach avenues will be used to seek public input on the plan. The Core Team will use feedback to finalize the plan. VZAC members will assist the Core Team in pursuing ratification/resolution of the plan from local councils.

- **Responsible Party: DHS**

Task	Deliverable
6.1	<i>Evaluation plan, tools, and vision zero goal timeline</i>
6.2	<i>Draft Action Plan, including timeline, action items, funding needs, maps, infographics, and barriers analysis.</i>
6.3	<i>Feedback summary & Final Action Plan</i>

7. Communications & Media

Task 7.1 Create Communication Plan

Once the action plan and all associated documentation and collateral have been finalized, a plan to communicate about Vision Zero and the Action Plan will be created by the Core Team, with input from the VZAC. Care should be taken to consider and coordinate messaging with national, state, or regional campaigns. The plan will include both social and traditional media and other avenues as determined appropriate by local jurisdiction representatives.

- **Responsible Party: DHS**

Task 7.2 Implement Communication Plan

Local jurisdictions will implement their portions of the communication plan, including press releases, community outreach, advertising, etc. DHS will provide assistance to local jurisdictions as requested. The Core Team will work with Public Information Officers at all levels as well as community groups and opinion leaders to ensure a broad distribution of key messages.

- **Responsible Party: DHS**

Task	Deliverable
7.1	<i>Communication Plan</i>
7.2	<i>Deliverables based on final Communication Plan (Task 7.1) include, but are not limited to, public outreach session sign-in sheets, press releases, social media posts, online metrics, advertising, and other message tracking.</i>

ATTACHMENT B. Project Timeline and Budget

Vision Zero Sonoma County							
Task		Responsible Party	Total Cost (\$)	Grant Budget (\$)	Local In-Kind Match (\$)	Timeline	Deliverable
1	Project Management						
1.1	Project Kick-off Meeting with Caltrans Staff	Brittany Lobo & Kelly Elder	1,178.60	578.60	600.00	Oct 2019	Meeting documentation and mileage forms
1.3	Grant Management and Contracting	Kelly Elder	1,500.00	0.00	1,500.00	Oct 2019 - Feb 2022	Documentation of project management practices in quarterly reports
1.4	Invoicing and Quarterly Reports	Brittany Lobo	6,697.00	5,497.00	1,200.00	Oct 2019 - Feb 2022	Quarterly Invoices and Progress Reports
Subtotal Task 1			9,375.60	6,075.60	3,300.00		
2	Establish Structure for Vision Zero Planning						
2.1	Program Initiation	Brittany Lobo	21,110.80	18,110.80	3,000.00	Oct 2019 - Jan 2020	Advisory Group and Core Team membership rosters, meeting schedules, and guiding documents. Summary of online project management software cost for invoice.
2.2	Local Coordination	Brittany Lobo	93,526.60	79,526.60	14,000.00	Oct 2019 - Feb 2022	Meeting notes and mileage forms for local travel
Subtotal Task 2			114,637.40	97,637.40	17,000.00		
4	Create Outline of Vision Zero Action Plan						
4.1	Engagement and Assessment	Brittany Lobo	56,658.80	48,358.80	8,300.00	Nov 2019 - Dec 2020	Summary of findings, including best practices, liability concerns, policy opportunities, background information, and draft performance measures
4.2	Development of Prioritization Procedures	Brittany Lobo	14,774.80	13,474.80	1,300.00	Dec 2020 - Apr 2021	Documentation of project and program prioritization procedures
4.3	Creation of Outline of Vision Zero Action Plan	Brittany Lobo	35,619.20	31,519.20	4,100.00	Apr-Jun 2021	Action Plan Outline
Subtotal Task 4			107,052.80	93,352.80	13,700.00		

Vision Zero Sonoma County							
Task		Responsible Party	Total Cost (\$)	Grant Budget (\$)	Local In-Kind Match (\$)	Timeline	Deliverable
5	Community Engagement						
5.1	Outreach Planning	Brittany Lobo	53,548.40	48,548.40	5,000.00	Nov 2019 - Jun 2020	Community Outreach Plan, including topics, target audiences, and key stakeholder groups. Templates for messaging.
5.2	Community Engagement	Brittany Lobo	75,880.70	65,880.70	10,000.00	Mar 2020 - Feb 2022	At least 3 community meetings and 2 alternative outreach methodologies. 10 community feedback meetings/trainings. Mileage forms. Summary of printing and supplies costs for invoices.
Subtotal Task 5			129,429.10	114,429.10	15,000.00		
6	Draft Vision Zero Action Plan						
6.1	Evaluation Strategy and Goal Setting	Brittany Lobo	45,235.30	40,235.30	5,000.00	Dec 2019 - Aug 2020	Evaluation plan, tools, and vision zero goal timeline
6.2	Create Draft Action Plan	Brittany Lobo	78,263.30	68,263.30	10,000.00	May-Sep 2021	Draft Action Plan, including timeline, action items, funding needs, maps, infographics, and barriers analysis
6.3	Feedback and Finalize Action Plan	Brittany Lobo	38,203.90	33,203.90	5,000.00	Aug-Nov 2021	Feedback summary and Final Action Plan
Subtotal Task 6			161,702.50	141,702.50	20,000.00		
7	Communications and Media						
7.1	Create Communication Plan	Brittany Lobo	44,798.80	36,798.80	8,000.00	Jul 2020 - Mar 2021	Communication Plan
7.2	Implement Communication Plan	Brittany Lobo	49,091.80	44,091.80	5,000.00	Mar 2021 - Feb 2022	Deliverables based on final Communication Plan (Task 7.1) include, but are not limited to, public outreach session sign-in sheets, press releases, social media posts, online metrics, advertising, & other message tracking
Subtotal Task 7			93,890.60	80,890.60	13,000.00		
Totals			616,088.00	534,088.00	82,000.00		