



CITY OF FERNDALE

"A Historic Victorian Village"

ci.ferndale.ca.us

P.O. Box 1095

FERNDALE, CA 95536

March 21, 2024

Beth Burks, Executive Director
Humboldt County Association of Governments
611 I Street, Suite B
Eureka, CA 95501

Dear Ms. Burks:

The City of Ferndale is pleased to submit applications for bicycle and pedestrian improvements for two projects. As you are familiar with, funding that supports critical improvements in small cities like Ferndale is hard to come by, and the residents of Ferndale appreciate HCAOG's support of projects that make streets safer for everyone.

Attached please find Ferndale's applications for two projects, for which Ferndale is requesting funding in the total amount of \$102,000.00 as shown below and detailed in the applications. The applications also provide the total project costs and City's commitment to matching funds.

1. Ferndale Business District to Russ Park Walking Corridor Feasibility Study (funding request: \$57,000).
2. 5th Street & A Street Pedestrian and ADA Improvements (funding request: \$45,000)

Thank you again for your consideration, and we hope the review committee will look favorably upon our applications. I would be more than happy to answer any questions you may have about our application or to submit addition supporting documentation.

Sincerely,



Jay Parrish
City Manager

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Webpage <http://ci.ferndale.ca.us>



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**City of Ferndale Application for TDA Article 3 2% Set Aside Grant
Ferndale Business District to Russ Park Walking Corridor Feasibility Study
March 21, 2024**

The City of Ferndale is requesting TDA Article 3 funds to assist with the planning and feasibility of the "Ferndale Business District to Russ Park Walking Corridor." This project seeks to enhance pedestrian connectivity and safety from the heart of Ferndale's business district to the natural and recreational area of Russ Park, aiming to improve community access and promote active transportation within the city. Russ Park is a 105-acre preserve located at the southern edge of Ferndale, with several miles of trails that lead to Zipporah pond and views overlooking the Eel Valley. Existing sidewalks are present along Ocean Avenue/Bluff Street from Main Street to a little beyond Craig Street, and continuing on the north side of Bluff Street as far as a private driveway known as "Strawberry Lane." Extending the sidewalk from Strawberry Lane to the Main Trailhead/parking area on Bluff Street (approx. 1,400 feet) would greatly improve safe pedestrian access to the park. Following is the project scope outline, requested funding amount, delivery year, and justification for funding the project.

PROJECT SCOPE OUTLINE:

- Task 1: Project Initiation
 - Kick-off meetings
 - Stakeholder engagement plan
- Task 2: Assess Existing Conditions
 - Field Reconnaissance
 - Opportunities and constraints analysis
- Task 3: Right of Way and Preliminary Geotechnical Engineering Reconnaissance
 - Right of Way Evaluation
 - Preliminary Geotechnical analysis
- Task 4: Public Consultation and Feedback
 - Community engagement session
 - Feedback incorporation into planning
- Task 5: Concept Alternative Routes Development
 - Development of alternative routes
 - Preliminary design options
- Task 6: Feasibility Study Compilation and City Council Presentation
 - Finalizing feasibility study report
 - Presentation to City Council for review

DELIVERY TIMELINE: The "Ferndale Business District to Russ Park Walking Corridor Sidewalk Extension Feasibility Study" would span approximately 18 months, starting with project initiation and stakeholder

engagement, followed by assessments of existing conditions, right-of-way and geotechnical studies, and public consultation. The anticipated project timeline is July 2024-December 2025.

REQUESTED FUNDING AMOUNT: The City of Ferndale is requesting \$57,000.00. The city's match will be a combination of staff time, time donated by individuals with appropriate experience, and City funds.

- Requested Funds: \$ 57,000
- City Match: \$ 15,000
- Total Project Cost: \$ 72,000

JUSTIFICATION: The justification for the "Ferndale Business District to Russ Park Walking Corridor Sidewalk Extension Feasibility Study" centers on the need to explore the viability of extending the existing sidewalk infrastructure to enhance pedestrian safety and connectivity between Ferndale's downtown area and Russ Park. This study aims to address the incomplete sidewalk network, identified safety concerns due to poor sightlines and uneven terrain, and the desire to improve pedestrian access along a route that spans approximately 1,400 feet or 0.27 miles from Strawberry Lane to the Ferndale city limits. The Ferndale Chamber of Commerce has highlighted Russ Park as a key tourist attraction, second only to the town's historic Victorian architecture, underscoring the potential of this project to bolster local tourism and recreation.

By conducting a feasibility study, the city seeks to draft a comprehensive proposal that considers cost estimation, phasing, and the groundwork for future pedestrian infrastructure improvements. The study will engage with landowners and the community to assess the project's potential challenges and opportunities. Additionally, the feasibility study will explore the integration of pedestrian crosswalks and improvements within and potentially beyond city limits, aiming to create a safer, more accessible route for residents and visitors. This project could inform future design and construction funding applications for identified improvements.

The City of Ferndale has not been awarded Article 3 funding; therefore, the city does not have any pending or completed Article 3 projects to provide a status report.

Thank you for your consideration, please see scoring criteria below.

Respectfully,

Brian Ontiveros, City Engineer
brian.ontiveros@att.net
707-725-7410

Michelle Nielsen, Senior Planner
michellen@planwestpartners.com
707-825-8260

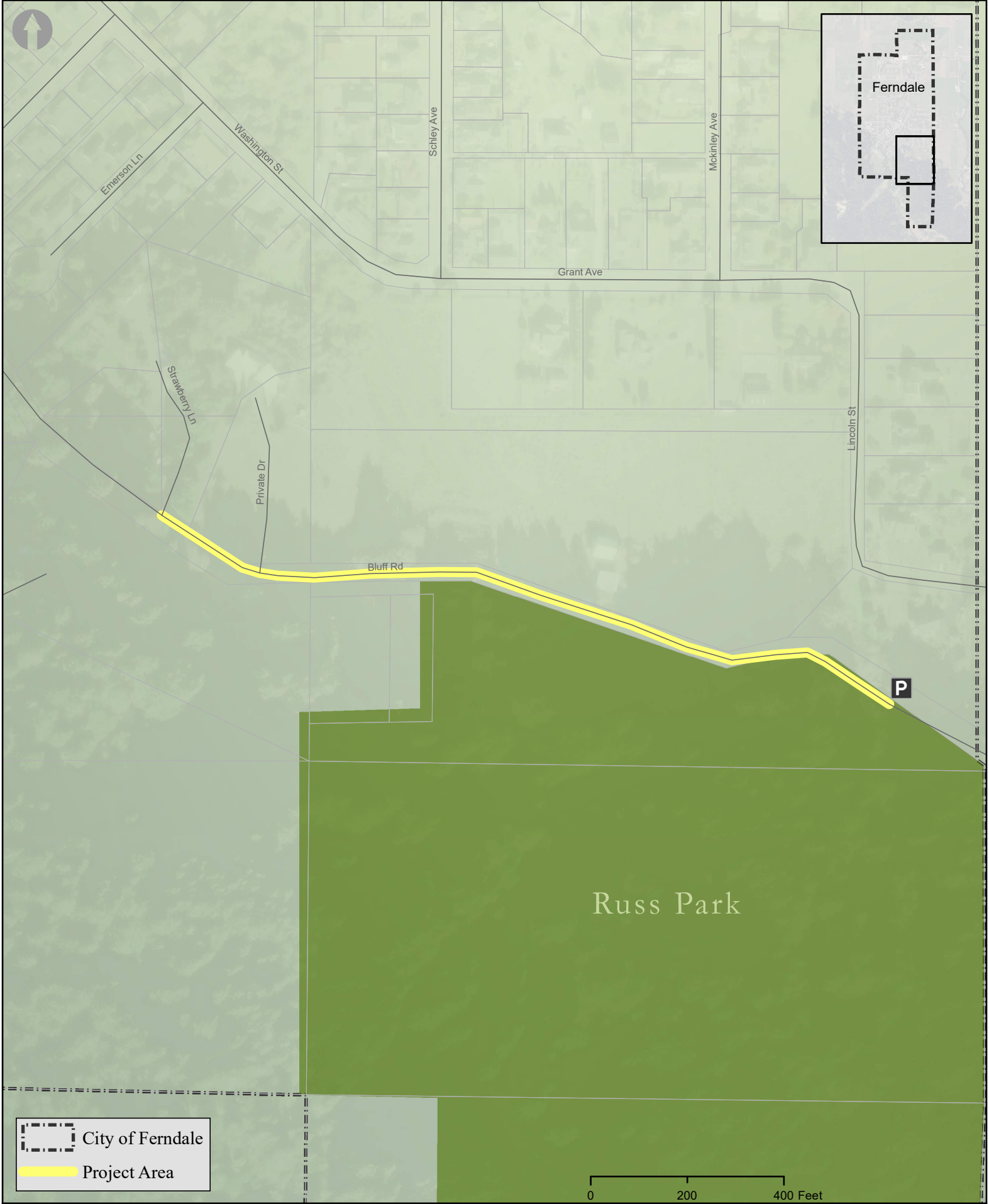
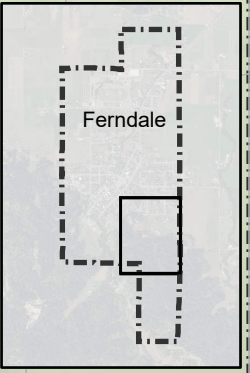
Attachment 1: Location Map

Number	Scoring Criterion	Justification	Score
1	<p>MATCHING FUNDS - 5 Points</p> <p>This criterion evaluates local support for the proposed project in terms of financial partnership. Projects requesting maintenance funds will only receive points if it is for a regional bicycle and pedestrian facility.</p>	<p>The city's match will be \$15,000 (approx. 20%), which will be comprised of staff time, time donated by individuals with appropriate experience, and City funds.</p> <p>The City of Ferndale is committed to supporting the Sidewalk Extension Feasibility Study through a combination of match and in-kind contributions, leveraging City staff time and the expertise of skilled residents as a form of financial match.</p>	
2	<p>SAFETY – 20 Points</p> <p>This criterion evaluates how the proposed project will effect safety at existing facilities or improve safety by building new facilities. When describing the project conditions include any accident statistics and how the project will improve or correct the situation.</p>	<p>This project aims to substantially enhance safety for pedestrians by addressing current infrastructure gaps and safety concerns within the Ferndale Business District to Russ Park corridor. Currently, pedestrians face challenges due to incomplete sidewalk networks, poor sightlines, and uneven terrain, particularly along Bluff Street and adjacent areas. These conditions pose potential risks to pedestrians, including tourists and local residents, who frequent this area for recreational and commuting purposes. The proposed feasibility study will explore solutions such as sidewalk extensions, improved crosswalks, and visibility enhancements to mitigate these safety risks. By focusing on these improvements, the project is poised to correct existing safety issues and significantly reduce the likelihood of pedestrian-related incidents, contributing to a safer and more accessible environment for all users.</p>	
3	<p>PROJECT READINESS – 15 Points</p> <p>This criterion evaluates deliverability of a proposed project. Please note that funds not used within two years must be returned for redistribution the following year or a City and/or County may request that the project readiness be reevaluated so that the City and/or County may retain their allocation.</p>	<p>The "Ferndale Business District to Russ Park Walking Corridor Sidewalk Extension Feasibility Study" demonstrates project readiness, with a structured timeline that ensures the efficient use of allocated funds. Planning for the feasibility study is slated to commence within one month following the award of funding. The detailed planning and analysis phase, including community engagement, is estimated to span approximately 18 months. This timeline is designed to ensure thoroughness while adhering to the requirement that funds be utilized within two years of allocation. By setting an 18-month completion target, the project allows for any necessary adjustments or additional approvals to be addressed well within the two-year deadline, ensuring compliance with funding guidelines and demonstrating a proactive approach to project management and delivery.</p>	
4	<p>SPECIAL CONSIDERATIONS - 15 Points</p> <p>This criterion is designed to add flexibility and allows</p>	<p>The project encompasses several unique benefits that extend beyond the immediate scope of pedestrian infrastructure enhancement. By planning for a safer and more accessible route from the city's heart to a natural</p>	

	<p>applicants to be creative and discuss any other ways in which the proposed project will benefit City/County residents and visitors of Humboldt County. Examples include but are not limited to: improving air quality, reducing VMT, serving older areas without recent improvements, making major improvements to accessibility and/or to serve lower income residents. When discussing this criterion please be specific. This criterion is designed to allow the cities and County to be creative and discuss any other ways in which the proposed project will benefit residents and visitors in Humboldt County.</p>	<p>landmark, directly contributes to reducing vehicle miles traveled (VMT) within Ferndale. Encouraging walking as a viable and enjoyable mode of transport, the project supports environmental sustainability efforts by potentially improving air quality through decreased car usage.</p> <p>Additionally, this initiative seeks to serve areas of the community that have not seen significant infrastructure improvements in recent years, specifically targeting accessibility enhancements. The feasibility study's findings will guide the creation of an inclusive pedestrian network, promoting health, wellness, and social cohesion among community members and visitors alike.</p> <p>Furthermore, the project aligns with HCAOG's broader goals of enhancing non-motorized transportation infrastructure, supporting regional tourism, and improving quality of life. By examining the feasibility of connecting a significant recreational asset with the business district, the study paves the way for future improvements that benefit not only Ferndale but also the surrounding region.</p>	
5	<p>MAINTENANCE OF PROJECT – 10 Points This criterion evaluates whether a proposed project will be maintained at an appropriate level for a minimum of 20 years after the project is completed. Please discuss whether the proposed project has a long-range maintenance plan associated with it. If the request is for maintenance of a regional facility, provide actual cost details of prior year.</p>	<p>The requested funding is for a study that does not have long term maintenance associated with it. However, if the study results in project construction it would be maintained by the City.</p> <p>The plan will incorporate best practices for sidewalk and pedestrian pathway maintenance. By securing city resources and potentially engaging in partnerships with local organizations and community volunteers, the project aims to establish a reliable maintenance framework that aligns with the city's fiscal capabilities.</p>	
6	<p>CONNECTIVITY – 10 Points This criterion evaluates the proposed project's relationship to regional and/or local planned pathway systems. When discussing this criterion please include an "8 1/2 x 11" map illustrating the existing plan and the proposed project.</p>	<p>The project significantly enhances connectivity within the city and to the broader regional pathway system. By extending the sidewalk from the Ferndale Business District to Russ Park, the project creates a direct link between urban and natural spaces, facilitating safe and accessible pedestrian travel. This initiative directly aligns with the VROOM Regional Transportation Program, which emphasizes the importance of interconnected transportation networks in promoting active mobility and reducing reliance on vehicular travel.</p>	

		<p>The proposed extension could help better integrate local and regional pathway systems, filling a critical gap in the pedestrian infrastructure. This enhancement will not only facilitate easier access to Russ Park's trail system from the City, but also create linkages for future connectivity improvements within adjacent Humboldt County jurisdictions.</p> <p>One other regionally significant aspect of the project is its potential to make a direct connection with the California Coastal Trail (CCT), particularly the segment known as Humboldt Sections 10 and 11- Ferndale. This CCT Section extends from Main Street west towards Centerville Beach, the proposed project explores connecting from Main Street east to Russ Park.</p>	
7	<p>REGIONAL SIGNIFICANCE – 10 Points This criterion evaluates whether the proposed project has local and/or regional significance. Regionally significant trails are those that serve as travel corridors, which connect communities and major destinations in the region.</p>	<p>The feasibility study will demonstrate how this project can serve broader transportation and recreational needs across the region. By investigating the potential for this corridor to integrate with existing and planned regional pathways, the study will identify opportunities to connect Ferndale with neighboring communities, major recreational sites, and other destinations of regional interest.</p> <p>This project's regional significance is further amplified by its potential to enhance eco-tourism and outdoor recreation in Humboldt County. Russ Park, known for its natural beauty and extensive trail system, attracts visitors from across the region. The improved pedestrian access could increase park visitation, encourage eco-friendly tourism, and stimulate local economies by drawing more visitors to Ferndale's business district.</p> <p>One regionally significant factor in support of the project is the potential to create a walkable corridor directly to the California Coastal Trail. This project could connect to the route known as Humboldt Sections 10 and 11- Ferndale, which extends down Main Street and towards Centerville Beach. The proposed sidewalk extension could connect a strategic side spur to the trail potentially drawing more visitors to the area and serving as an extension of an established travel corridor.</p>	
8	<p>TRAFFIC GENERATORS – 10 Points This criterion evaluates the proposed project's usefulness in serving major traffic generators.</p>	<p>The feasibility study is designed to evaluate how enhancements to pedestrian infrastructure can increase connectivity from Main Street to Russ Park.</p> <p>The study will explore various alternatives and their expected effects on pedestrian safety. It will also consider the integration of the sidewalk extension with existing transportation modes to enhance overall accessibility to Russ Park, which is a major traffic generator in Ferndale.</p>	

9	<p>MULTI-MODAL INTERFACE - 5 Points</p> <p>This criterion evaluates the proposed project's connectivity to transit modes and other forms of transportation.</p>	<p>The feasibility study aims to comprehensively evaluate the project's potential to enhance multi-modal transportation connectivity within Ferndale. This study will assess how the proposed sidewalk extension can integrate with existing and future transportation modes, including public transit, biking paths and pedestrian routes, facilitating easier and safer transitions between different forms of travel.</p> <p>By enhancing connectivity, the project aspires to serve as a cornerstone in the development of a more integrated, user-friendly multi-modal transportation system in Ferndale, encouraging sustainable travel behaviors and supporting the broader objectives of regional transportation planning efforts.</p>	



City of Ferndale Bluff Street Project Area



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**City of Ferndale Application for TDA Article 3 2% Set Aside Grant
5th & A Street Pedestrian & ADA Improvement Project
March 21, 2024**

The City of Ferndale is seeking TDA Article 3 funds for updating making ADA Accessibility and Pedestrian improvements to enhance city-wide accessibility and connectivity by installing curb drops and crosswalk improvements at the intersection of 5th Street and A Street. This request aligns with objectives outlined in the HCAOG Regional Transportation Plan VROOM 2022-2042, aiming to improve pedestrian infrastructure and meet the diverse needs of all community members, including those with disabilities. Following is the project scope outline, requested funding amount, delivery year, and justification for funding the project.

PROJECT SCOPE OUTLINE:

Task 1: Initial Assessment and Design Phase

- Site surveys, preliminary design and engineering assessments.

Task 2: Permitting and Approvals

- Submission of project plans to relevant agencies, obtaining necessary environmental and construction permits.

Task 3: Bid and Contractor Selection

- Preparation of bid documents, review of contractor proposals, and selection of qualified construction firm.

Task 4: Construction Phase

- Site preparation, demolition (if necessary), installation of ADA-compliant curb drops, and crosswalk/intersection improvements.

Task 5: Quality Assurance and Project Closeout:

- Inspection of completed works to ensure compliance with design specifications, final acceptance of work.

DELIVERY TIMELINE: If awarded, the anticipated project timeline is approximately 18 months, from July 2024 to December 2025, starting immediately after funding is secured.

REQUESTED FUNDING AMOUNT: To support the 5th Street Pedestrian and ADA Improvement Project the City is requesting \$45,000.

The 5th Street and A Street intersection has substantial pavement and intersection improvement needs beyond pedestrian improvements. Therefore, the City is requesting funding for pedestrian improvements including curb drops on both sides of A Street, a new concrete valley gutter to help eliminate the ponding currently present at the north side of the street and to provide a 10' minimum width of new paving for accessible access across A Street. The City would fund the other needed intersection reconstruction improvements. The city's match will be a combination of staff time and City funds.

- Requested Funds for pedestrian improvements: \$ 45,000

- City Match for intersection reconstruction: \$ 57,000
- Total Project Cost: \$102,000

JUSTIFICATION: This project focuses on enhancing pedestrian safety and accessibility by implementing ADA-compliant curb drops and crosswalk improvements at intersections in Ferndale at 5th and A Street. This improvement aligns with elements previously identified in the 2015 City of Ferndale Pedestrian Accessibility Study and HCAOG Regional Transportation Plan VROOM 2022-2042 and aims to promote non-motorized transport modes, facilitating pedestrian flow and safety in areas with high local and tourist foot traffic. The project aligns with grant priorities of safety and connectivity, directly addressing the community's immediate needs while contributing to broader regional transportation goals.

The City of Ferndale has not been awarded Article 3 funding; therefore, the city does not have any pending or completed Article 3 projects to provide a status report.

Respectfully,

Brian Ontiveros, City Engineer
 brian.ontiveros@att.net
 707-725-7410

Michelle Nielsen, Senior Planner
 michellen@planwestpartners.com
 707-825-8260

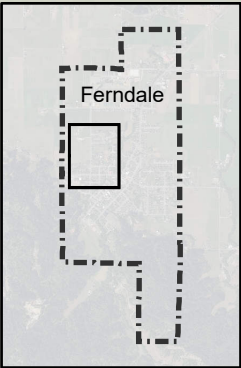
Attachment 1: Location Map


Number	Scoring Criterion	Justification	Score
1	<p>MATCHING FUNDS - 5 Points This criterion evaluates local support for the proposed project in terms of financial partnership. Projects requesting maintenance funds will only receive points if it is for a regional bicycle and pedestrian facility.</p>	<p>The city's match will be \$57,000 (approx. 55%), which will be comprised of staff time and City funds.</p>	
2	<p>SAFETY – 20 Points This criterion evaluates how the proposed project will effect safety at existing facilities or improve safety by building new facilities. When describing the project conditions include any accident statistics and how the project will improve or correct the situation.</p>	<p>The installation of curb drops and crosswalk improvements are designed to significantly improve safety for pedestrians along an active pedestrian corridor that currently lacks sufficient infrastructure. The project aims to rectify existing safety hazards associated with pedestrian travel, especially for elderly or disabled individuals.</p> <p>The project intersections are located along a frequently traveled pedestrian corridor that is the main route between the Ferndale Housing residential area and Ferndale Elementary School. The project addresses safety improvements furthering long-term benefits to pedestrian travel and aligning with the City of Ferndale's commitment to creating a safer, more walkable community.</p>	

3	<p>PROJECT READINESS – 15 Points This criterion evaluates deliverability of a proposed project. Please note that funds not used within two years must be returned for redistribution the following year or a City and/or County may request that the project readiness be reevaluated so that the City and/or County may retain their allocation.</p>	<p>This project has been identified as a priority project for the City and the City has been actively planning for funding/implementation. The timeline for project initiation is immediately following award of funding. The project scope is structured into clearly defined phases, beginning with an Initial Assessment and Design Phase, continuing through Permitting and Approvals, Bid and Contractor, and culminating in the Construction Phase, followed by Quality Assurance and Project Closeout.</p>	
4	<p>SPECIAL CONSIDERATIONS - 15 Points This criterion is designed to add flexibility and allows applicants to be creative and discuss any other ways in which the proposed project will benefit City/County residents and visitors of Humboldt County. Examples include but are not limited to: improving air quality, reducing VMT, serving older areas without recent improvements, making major improvements to accessibility and/or to serve lower income residents. When discussing this criterion please be specific. This criterion is designed to allow the cities and County to be creative and discuss any other ways in which the proposed project will benefit residents and visitors in Humboldt County.</p>	<p>The project intersection is located along a frequently traveled pedestrian corridor that is the main route between the Ferndale Housing residential area, Main Street, and Ferndale Elementary School. By creating safe and accessible environments for walking and active transportation, curb ramps contribute to improved connectivity and safety.</p> <p>This project not only addresses pedestrian accessibility and safety but also places a special focus on the needs of Ferndale's aging population, constituting 20.0% of residents aged 65 and over. As the population ages, the demand for accessible infrastructure, including curb ramps grows. Accessible pedestrian infrastructure, such as ADA curb drops, promotes physical activity and outdoor mobility for individuals with disabilities.</p>	
5	<p>MAINTENANCE OF PROJECT – 10 Points This criterion evaluates whether a proposed project will be maintained at an appropriate level for a minimum of 20 years after the project is completed. Please discuss whether the proposed project has a long-range maintenance plan associated with it. If the</p>	<p>The project includes ADA-compliant curb drops and durable striping that are designed with longevity and low maintenance requirements in mind. The proposed improvements will be maintained by the City as part of their regular sidewalk maintenance schedule and funding.</p>	

	request is for maintenance of a regional facility, provide actual cost details of prior year.		
6	<p>CONNECTIVITY – 10 Points This criterion evaluates the proposed project's relationship to regional and/or local planned pathway systems. When discussing this criterion please include an "8 1/2 x 11" map illustrating the existing plan and the proposed project.</p>	<p>The proposed project enhances local connectivity by installing ADA-compliant curb drops and striping at the 5th & A Street intersection. This project reduces barriers to crossing, ensuring safer and more accessible pathways for all pedestrians, particularly those with disabilities. These improvements strengthen the connection between residential areas, the commercial downtown, and local attractions, aligning with regional transportation goals.</p> <p>This initiative also supports regional connectivity by installing elements from HCAOG Regional Transportation Plan VROOM 2022-2042 and the 2015 Ferndale Pedestrian Accessibility Study goals that were identified in regional plans. By improving the infrastructure, this project strengthens the link between residential zones, Ferndale Elementary school, the commercial downtown area, local attractions such as the County Fairgrounds and aligns with regional strategies to promote non-motorized transportation and interconnected pedestrian networks. The attached "8 1/2 x 11" map illustrates the project locations and highlights where the proposed improvements will integrate into the existing network.</p>	
7	<p>REGIONAL SIGNIFICANCE – 10 Points This criterion evaluates whether the proposed project has local and/or regional significance. Regionally significant trails are those that serve as travel corridors, which connect communities and major destinations in the region.</p>	<p>The "5th & A Street Pedestrian & ADA Improvement Project" holds local importance as it aligns with strategic goals to enhance connectivity and accessibility within Ferndale and the broader region. By implementing ADA-compliant curb drops and striping, this project not only supports pedestrian safety and mobility in high foot traffic areas but also contributes to a network of pathways that facilitate easier access to local and regional destinations. Its inclusion in the HCAOG Regional Transportation Plan VROOM 2022-2042 underlines the project's role in achieving broader transportation objectives, reinforcing its regional goals.</p>	
8	<p>TRAFFIC GENERATORS – 10 Points This criterion evaluates the proposed project's usefulness in serving major traffic generators.</p>	<p>This project is designed to enhance pedestrian access and safety around Ferndale's primary traffic generators, between schools, the downtown area and the Fairgrounds. Improvements along 5th Street supports increased pedestrian safety to high-traffic areas within the City. The implementation of ADA-compliant curb drops and intersection striping will facilitate smoother, safer pedestrian movement, encouraging walking as a primary mode of transportation for residents and visitors.</p>	

9	MULTI-MODAL INTERFACE - 5 Points This criterion evaluates the proposed project's connectivity to transit modes and other forms of transportation.	The project's location near the downtown area enhances its multi-modal interface by improving pedestrian access in road segments to various destinations, in the downtown area. This improvement in pedestrian infrastructure supports multi-modal transportation by making it easier for residents and visitors to integrate walking into their multi-modal travel options, contributing to a more cohesive and accessible transportation network in Ferndale.	
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 City of Ferndale

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City of Ferndale 5th Street Pedestrian & ADA Improvement Project