

A. Statement of Activity or Product

This proposed application is for Education/Outreach to users of the Rubicon Trail, a 4-wheel drive route that is recognized as the premiere off-highway vehicle (OHV) route in the United States.

The initial activity that will be undertaken will be to prepare a contract with a consultant to update/enhance/expand the Rubicon Trail information currently available to the interested public, targeted primarily at Rubicon Trail users. The scope of this educational/outreach effort to include: 1) conduct a market research focus group of users/stakeholders and prepare a written report summarizing the findings and recommendations; 2) update existing and create new outreach materials to be presented to the public in the following media: a) outdoor kiosks, b) printed brochures/maps, and c) posted on the County's website. Following is more detail on each of these Education/Outreach activities:

1) Focus Group

Conduct a meeting with a focus group of users and stakeholders of the Rubicon Trail to determine what educational and informational materials would be most useful to trail users, and what method of providing that information would be most effective. Specifically, the following should be included in the inquiry with the focus group:

1.a) input on educational and informational materials currently available including brochures, existing kiosk and web site information.

1.b) input on enhancements to existing educational and informational materials and suggestions for additional materials.

1.c) suggestions for training topics for volunteer groups performing volunteer maintenance and stewardship work on the Rubicon Trail.

2) Focus Group Findings/Recommendations Report

Provide a report of the findings from the focus group meeting and recommendations for changes to be made to enhance the education/outreach efforts to the OHV trail users.

3) Design Educational Materials

Based on the focus group input and direction from El Dorado County, for a minimum of the following:

3.a) outdoor kiosk that has at least three display panels, approximately 48" x 48"

3.b) Tri-fold double-sided brochure

3.c) Textual and graphic information to be posted on the County website

3.d) Provide camera ready art for all deliverables to El Dorado County.

A secondary activity that will be undertaken will be to prepare a contract with a consultant to provide training to volunteers who are users and or stakeholder supporters of the Rubicon Trail. The scope of this training effort to include:

a) Collaborate with designated agencies to develop soil and water resource protection training topics and materials consistent with regulations in effect for the Rubicon Trail and adjacent territory

b) Attend several Rubicon Oversight Committee (ROC) meetings to garner input from trail users on training topics such as building water breaks, proper use of disposable commodes and "wag bags" and for feedback after each training session.

c) Conduct a field visit to assess the trail conditions and treatment options

c) Develop draft outline of training sessions for County approval; Finalize training outline/course content.

d) Conduct two (2) one day training sessions for volunteers performing maintenance and stewardship work on the Rubicon Trail.

e) Attend ROC meeting after each training session for feedback.

For this specific proposed Education application for the 2008-09 OHMVR funding cycle, the first training session is anticipated to be conducted in late Fall 2009 and the second in early Spring 2010.

B. Relation of Proposed Project to OHV Recreation

The proposed Education/Outreach Project will provide OHV Recreation users of the Rubicon Trail with updated information about the Trail such as a map of the trail showing the locations of the major staging areas/trailheads, campgrounds, restroom facilities/disposable sanitation kits, regulations, registration and vehicle code enforcement, required equipment. The information will be available to OHV trail users, conveniently posted in a weatherproof information kiosk near the Ellis Creek Crossing, as handout brochures also available at the information kiosk, and other points along the trail. The information will also be available 24-7, 365 days a year, posted on the County's public web site. The readily available trail information will hopefully provide answers to questions trail users may have, and will enhance the overall OHV Recreation experience.

The volunteer training will provide face-to-face contact with other trail users and interface with County trail maintenance staff and conservation/forestry experts, as well as other volunteers/support groups of the Rubicon Trail. The training will include soil and water resource topics such as erosion control treatments (e.g. how to build water breaks), proper use of disposable sanitary products (e.g. portable commodes/"wag bags"), and other topics to enhance and sustain OHV Recreation along the Rubicon Trail.

C. Identification of Needs

The proposed Education/Outreach Project will address the need for updated and enhanced information materials regarding the Rubicon Trail, targeted at trail users, with the tangent goals to enhance the OHV recreation experience, while also protecting the soil and water resources. This secondary goal will be achieved by educating trail users on the importance of staying on the trail, properly disposing of trash, oil spills and human waste.

There is a tremendous amount of trail maintenance work that is needed, and the County's maintenance labor and budget resources are constrained. The Rubicon Trail has several organizations that are strong supporters of the trail and have volunteers willing to work on the trail and outreach to trail users. The volunteer training will address the need for education on proper trail building techniques for erosion control treatments such as how to install water breaks and cross drains. Having volunteers properly trained on trail maintenance will leverage the County's maintenance resources, providing more manpower to the much needed trail maintenance work, thus sustaining the OHV recreation opportunities of the Rubicon Trail.

D. Location of Training Services

The volunteer training is proposed to be conducted at the El Dorado County Department of Transportation's Maintenance Facility located at 2441 Headinton Road, Placerville, CA 95667, in a meeting room that may accommodate about 50 people.

E. OHV Safety, Environmental Responsibility, and Respect Private Property

The proposed Project will include a training element that will educate volunteers on proper trail erosion control treatments such as building water breaks and cross drains, as well as proper disposal of human waste and oil spills. The training will also address the importance of staying on the trail and off private property.

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APP # 700182

1 Optional Project-Specific Application Documents

Attachments:

[Outdoor Message Center Kiosk Photo](#)

[Rubicon Trail Brochure and Map](#)

2 Optional Project-specific Maps

Attachments:

[Rubicon Trail Education/Outreach Project Map](#)

Project Cost Estimate for Grants and Cooperative Agreements Program - 2008/2009
 Agency: El Dorado County Transportation Department
 Application: Education - Rubicon Trail Education/Public Outreach

6/2/2009

	c) Conduct a field visit to assess the trail conditions and treatment options c) Develop draft outline of training sessions for County approval; Finalize training outline/course content. d) Conduct two (2) one day training sessions for volunteers performing maintenance and stewardship work on the Rubicon Trail. e) Attend ROC meeting after each training session for feedback. For this specific proposed Education application for the 2008-09 OHMVR funding cycle, the first training session is anticipated to be conducted in late Fall 2009 and the second in early Spring 2010.
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	Line Item	Qty	Rate	UOM	Grant Request	Match	Total
DIRECT EXPENSES							
Program Expenses							
1	Staff						
	Other-Admin Analyst - Contract Prep	40.000	66.900	HRS	0.00	2,676.00	2,676.00
	Other-Admin Analyst - Procurement	20.000	66.900	HRS	0.00	1,338.00	1,338.00
	Other-Admin Analyst - Contract Admin	24.000	66.900	HRS	0.00	1,606.00	1,606.00
	Other-Proj Mgr - Contract Mgmt	10.000	102.000	HRS	0.00	1,020.00	1,020.00
	Total for Staff				0.00	6,640.00	6,640.00
2	Contracts						
	Other-Consultant - Focus Group	60.000	130.000	HRS	7,800.00	0.00	7,800.00
	Other-Consultant - Graphic Design	90.000	130.000	HRS	11,700.00	0.00	11,700.00
	Other-Consultant - Volunteer Training	120.000	60.000		7,200.00	0.00	7,200.00
	Total for Contracts				26,700.00	0.00	26,700.00
3	Materials / Supplies						
	Other-Message Center Kiosk	1.000	8000.000	EA	8,000.00	0.00	8,000.00
	Other-Brochure/Map	50000.00 0	0.200	EA	4,000.00	6,000.00	10,000.00
	Total for Materials / Supplies				12,000.00	6,000.00	18,000.00
4	Equipment Use Expenses						

Project Cost Estimate for Grants and Cooperative Agreements Program - 2008/2009
 Agency: El Dorado County Transportation Department
 Application: Education - Rubicon Trail Education/Public Outreach

6/2/2009

	Line Item	Qty	Rate	UOM	Grant Request	Match	Total
5	Equipment Purchases						
6	Others						
7	Administrative Costs						
	Administrative Costs-Indirect	24.000	50.000	HRS	0.00	1,200.00	1,200.00
Total Program Expenses					38,700.00	13,840.00	52,540.00
TOTAL DIRECT EXPENSES					38,700.00	13,840.00	52,540.00
TOTAL EXPENDITURES					38,700.00	13,840.00	52,540.00

Project Cost Summary for Grants and Cooperative Agreements Program - 2008/2009
 Agency: El Dorado County Transportation Department
 Application: Education - Rubicon Trail Education/Public Outreach

6/2/2009

	Line Item	Grant Request	Match	Total	Narrative
DIRECT EXPENSES					
Program Expenses					
1	Staff	0.00	6,640.00	6,640.00	
2	Contracts	26,700.00	0.00	26,700.00	
3	Materials / Supplies	12,000.00	6,000.00	18,000.00	
4	Equipment Use Expenses	0.00	0.00	0.00	
5	Equipment Purchases	0.00	0.00	0.00	
6	Others	0.00	0.00	0.00	
7	Administrative Costs	0.00	1,200.00	1,200.00	
Total Program Expenses		38,700.00	13,840.00	52,540.00	
TOTAL DIRECT EXPENSES		38,700.00	13,840.00	52,540.00	
TOTAL EXPENDITURES		38,700.00	13,840.00	52,540.00	

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ITEM 1 and ITEM 2

ITEM 1

- a. ITEM 1 - Has a CEQA Notice of Determination (NOD) been filed for the Project? Yes No
(Please select Yes or No)

ITEM 2

- b. ITEM 2 - Are the proposed activities a "Project" under CEQA Guidelines Section 15378? Yes No
(Please select Yes or No)
- c. The Application is requesting funds solely for personnel and support to enforce OHV laws and ensure public safety. These activities would not cause any physical impacts on the environment and are thus not a "Project" under CEQA. Yes No
(Please select Yes or No)
- d. Other. Explain why proposed activities would not cause any physical impacts on the environment and are thus not a "Project" under CEQA. DO NOT complete ITEMS 3 – 9

The proposed Education project does not involve "ground disturbing" activities and therefore, would not cause any physical impacts on the environment and are not a "Project" under CEQA.

ITEM 3 - Impact of this Project on Wetlands

ITEM 4 - Cumulative Impacts of this Project

ITEM 5 - Soil Impacts

ITEM 6 - Damage to Scenic Resources

ITEM 7 - Hazardous Materials

- Is the proposed Project Area located on a site included on any list compiled pursuant to Section 65962.5 of the California Government Code (hazardous materials)? Yes No
(Please select Yes or No)

If YES, describe the location of the hazard relative to the Project site, the level of hazard and the measures to be taken to minimize or avoid the hazards.

ITEM 8 - Potential for Adverse Impacts to Historical or Cultural Resources

- Would the proposed Project have potential for any substantial adverse impacts to historical or cultural resources? Yes No
(Please select Yes or No)

If YES, describe the potential impacts and for any substantially adverse changes in the significance of historical or cultural resources and measures to be taken to minimize or avoid the impacts.

ITEM 9 - Indirect Significant Impacts

CEQA/NEPA Attachment

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1. Evaluation Criteria - Q 1.

The Applicant is applying for the following type of Project: (Check the one most appropriate.) (Please select one from list)

- Education – Applicants shall only respond to items 1, 2, 4, 5, 6, 7, 8, 9, 10 and 11
 Safety – Applicants shall only respond to items 1, 2, 4, 5, 6, 12, 13, 14, and 15

1. As calculated on the Project Cost Estimate, the percentage of the cost of the Project covered by the Applicant is 3

(Check the one most appropriate) (Please select one from list)

- 76% or more (10 points) 51% - 75% (5 points)
 26% - 50% (3 points) 25% (Match minimum) (No points)

2. Evaluation Criteria - Q 2.

2. For Applicant's OHV Grant Projects which reached the end of the Project performance period within the last two years, the percentage of all deliverables accomplished 2

(Check the one most appropriate) (Please select one from list)

- 100% of Deliverable accomplished (5 points)
 75% to 99% of Deliverables accomplished (3 points)
 Less than 75% of Deliverables accomplished (No points)
 First time Applicants and past Applicants with no active Grant projects within the last two years (2 points)

3. Evaluation Criteria - Q 3. (FOR DIVISION USE ONLY)

3. Previous Year Performance 3

(FOR DIVISION USE ONLY) (Check the one most appropriate) (Please select one from list)

- In the previous year the Applicant has been responsive and communicated effectively with the assigned OHMVR Grant Administrator by phone, email or personal visit (3 points)
 First time Applicants and past Applicants with no active Grant projects within the last two years (2 points)
 In the previous year the Applicant has not been responsive (No points)

4. Evaluation Criteria - Q 4.

4. The Project will utilize partnerships to successfully accomplish the Project. The number of partner organizations that will participate in the Project are 4

(Check the one most appropriate.) (Please select one from list)

- 4 or more (4 points) 2 to 3 (2 points)
 1 (1 point) None (No points)

List partner organization(s)

Rubicon Trail Foundation (RTF), Friends of the Rubicon (FOTR), El Dorado County & Georgetown Divide Resource Conservation District (RCD), State Department of Conservation California Geological Survey (CGS), US Forest Service Pacific Ranger District (USFS)

5. Evaluation Criteria - Q 5.

5. The Project addresses the following types of OHV Recreation 5

(Check all that apply.) Scoring: 1 point each (Please select applicable values)

- ATV 4X4

- | | |
|--|--|
| <input checked="" type="checkbox"/> M.C. | <input checked="" type="checkbox"/> Recreation Utility Vehicle (RUV) |
| <input checked="" type="checkbox"/> Snowmobile | <input type="checkbox"/> Dune buggy, rail |
| <input type="checkbox"/> Other (Specify) | |

6. Evaluation Criteria - Q 6.

6. The Project was developed with public input employing the following 2

(Check all that apply) Scoring: 1 point each, up to a maximum of 2 points (Please select applicable values)

- Meeting(s) with the general public to discuss Project (1 point)
 Conference call(s) with interested parties (1 point)
 Meeting(s) with stakeholders (1 point)

Explain each statement that was checked

The proposed project was discussed with the public and stakeholders at the monthly Rubicon Oversight Committee (ROC) meetings.

7. Evaluation Criteria - Q 7. (Education Project ONLY)

7. The Project incorporates the following, clearly identifiable and/or measurable, elements 10

(Check all that apply) (Please select applicable values)

- Process of researching issues and audience (2 points)
 Objectives (2 points)
 Testing process to ensure actions are effective (2 points)
 Plan to implement the Project (2 points)
 Evaluation and feedback of the process (2 points)

8. Evaluation Criteria - Q 8. (Education Project ONLY)

8. Total number of points of contact the Project is anticipated to reach 4

(Check the one most appropriate.) (Please select one from list)

- Greater than 10,000 (4 points) 1,000 to 10,000 (3 points)
 100 to 1,000 (2 points) 20 to 100 (1 point)
 0 to 20 (No points)

9. Evaluation Criteria - Q 9. (Education Project ONLY)

9. Total time a participant will have exposure to the Project's message or training 4

(Check the one item of highest point value that applies.) (Please select one from list)

- Greater than 2 hours (4 points)
 1 hour to 2 hours (3 points)
 5 minutes to less than 1 hour (2 points)
 1 minute to less than 5 minutes (A Project for maps will fall under this category) (1 point)
 Less than 1 minute (No points)

10. Evaluation Criteria - Q 10. (Education Project ONLY)

10. The Project will utilize the following methods of education 12

(Check all that apply) Scoring: 2 point each up to a maximum of 14 points (Please select applicable values)

- | | |
|---|------------------------------------|
| <input checked="" type="checkbox"/> Hands on training | <input type="checkbox"/> Tool kits |
| <input checked="" type="checkbox"/> Handouts | <input type="checkbox"/> Events |

- | | |
|--|---|
| <input checked="" type="checkbox"/> Internet messaging/CDs | <input checked="" type="checkbox"/> Signage |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Radio/TV |
| <input checked="" type="checkbox"/> Community involvement | <input type="checkbox"/> Other (Specify) |
| <input checked="" type="checkbox"/> Public relations/media | |

11. Evaluation Criteria - Q 11. (Education Project ONLY)

11. The Project provides direct support for delivery of ATV Safety Institute and/or Motorcycle Safety Foundation training 0

(Check the one most appropriate.) (Please select one from list)

- No (No points) Yes (2 points)

12. Evaluation Criteria - Q 12. & 13. (Safety Project ONLY)

12. The Project will utilize personnel trained to the following level

(Check the one most appropriate.) (Please select one from list)

- Emergency Medical Technician level, or higher (5 points) First Responder level (2 points)
 First Aid and CPR (1 points) No training (No points)

13. The Project will provide search and rescue as follows

(Check the one most appropriate) (Please select one from list)

- 24 hours, 7 days per week (5 points) Less than 24 hours, 7 days per week (4 points)
 Less than 24 hours, less than 7 days per week (2 points) On special occasions/events only (No points)

13. Evaluation Criteria - Q 14. (Safety Project ONLY)

14. The Project will have the majority of personnel trained in the following areas

(Check all that apply) Scoring: 2 points each up to a maximum of 16 points (Please select applicable values)

- | | |
|---|---|
| <input type="checkbox"/> Radio communication | <input type="checkbox"/> Tracking skills |
| <input type="checkbox"/> Avalanche rescue | <input type="checkbox"/> Navigation training |
| <input type="checkbox"/> Swift water rescue | <input type="checkbox"/> ATV certification |
| <input type="checkbox"/> Dog handling | <input type="checkbox"/> Motorcycle certification |
| <input type="checkbox"/> Rope skills | <input type="checkbox"/> 4 x 4/Off-Road training |
| <input type="checkbox"/> Wilderness search and rescue | <input type="checkbox"/> Other (Specify) |

14. Evaluation Criteria - Q 15. (Safety Project ONLY)

15. The Project will have resources that are equipped and trained for rescue in the following environmental conditions*

(Check all that apply) (Please select applicable values)

- Type 1 – Extreme Condition (including but not limited to): Altitude (generally 7000 feet+) or Snow, Ice, Desert, Heat, Heavy ground cover, Steep difficult terrain. (2 points)
 Type 2 – Rugged Terrain. Rugged conditions, Altitude (generally under 7000 feet), Heat, Cold concerns, Moderate to heavy ground cover. (2 points)
 Type 3 – Moderate/Gentle Terrain. Gently rolling terrain, Open spaces, Maintained trailheads, and Agricultural areas. (2 points)
 Type 4 – Urban. High traffic, Urban office complexes, man-made surfaces, Public interaction and Park trails. (2 points)

* From the Governor's Office of Emergency Services – Mutual Aid Guidelines, Search and Rescue, Off-

Highway Vehicles