



COUNTY OF SANTA CRUZ²¹¹

SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

701 OCEAN STREET, SUITE 520
SANTA CRUZ, CA 95060
(408) 454-2100 FAX: (408) 454-3420
TDD: (408) 454-2123

November 3, 1998

Agenda: November 10, 1998

BOARD OF SUPERVISORS
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

Implementation Activities - Sanctuary Inter-Agency Task Force Action Plan

Dear Members of the Board:

From time to time, this office returns to your Board with an update on the implementation activities associated with the Sanctuary Inter-Agency Task Force's Action Plan. The purpose of this letter is to provide an update on the activities associated with the Sanctuary Trail project.

As your Board may recall, our last report announced the award of \$35,000 in grant funds through the California Resources Agency Coastal Resources Grant Program to plan, design and demonstrate a comprehensive interpretive and wayfinding program for the proposed Sanctuary Trail. On March 24, 1998, your Board authorized this office to issue an Request for Proposals to the design community, and directed our office to return with the Sanctuary Inter-Agency Task Force's recommended finalist.

In consultation with the Trail Subcommittee of the Sanctuary Task Force, staff developed a request for proposals to solicit planning and design teams for this project. The County received four excellent submissions. An evaluation team, comprised of representatives from the County's Planning and Redevelopment Agency, the City of Santa Cruz's Parks and Recreation Department, State Parks, and the project's lead consultant Donna Meyers ranked the teams, and provided their recommendations to the Task Force for their October 9, 1998 meeting. Based on those recommendations, the Task Force has enthusiastically selected the design team of Leslie Stone and Associates (LSA) for your Board's consideration.

LSA is a full-service design and consultation firm which specializes in exhibit and graphic design. For over twenty years this firm has developed and produced interpretive exhibits for museums, educational institutions, national and regional parks, non-profit organizations, and foundations. LSA project highlights include interpretive

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planning and design at Yosemite National Park (Yosemite Falls, Indian Village, Valley Wilderness Center, Yosemite Museum Lobby and Glacier Point); the David Packard Interpretive Memorial, located at San Carlos Beach Park in Monterey; Rotunda Exhibits at the Morro Bay State Park Museum of Natural History; and San Francisco Bay Trail exhibits for East Bay Regional Parks. A collection of photos illustrating some of these projects is included as an attachment for your Board's reference.

Additional members of LSA team who will be working on this project include an architectural designer, an interpretive planner and science educator and writer, an illustrator, a creative consultant to public and private aquariums, zoos, and museums; and, and a planning services firm.

In brief, the project scope of work provides for the following:

- A preliminary plan and project review, including review of all workshop materials developed through the County's technical assistance grant with the National Parks Service
- Recommendations and strategies to link existing interpretive sites and resources along the coast, and strategies to attract investment to the Trail project
- A wayfinding system to orient users to the overall area, and to highlight some of the key features to be seen along the Trail
- A **comprehensive** design and interpretive plan that will showcase distinct habitat areas and illustrate themes and stories that are consistent with the conservation and education goals of the Monterey Bay National Marine Sanctuary
- Fabrication of samples of the proposed wayfinding system and interpretive exhibits, and installation at one or more key sites along the Trail route

A complete description of the scope of work, including a project budget is attached to the proposed contract.

Concurrent with the design project funded through the Resources Agency grant, the Sanctuary Trail group has been working with the National Parks Service, under a technical assistance grant through the Park Service's Rivers, Trails and Conservation Assistance Program. The goal of this project is to complete a comprehensive interpretive program for the Sanctuary Trail. Program elements include a project and trail purpose statement, the development of major themes, messages, and stories that can be told along the trail, the development of a brochure to seek financial and political support for the Trail project, and assistance to develop one or more pilot sites to demonstrate design elements, exhibits, and stories. The Trail Group has been working closely with staff from the Monterey Bay National Marine Sanctuary. As a result of that

Sanctuary Inter-Agency Task Force Implementation Activities

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collaborative effort, the design project will have access to the MBNMS logo, the whale's tail, as a design element.

The County applied for and received a second year of technical assistance through the National Parks Service Rivers, Trails and Conservation Assistance Program to complete the interpretive program. A copy of the award announcement is attached for your reference.

Staff has developed an independent services contract with Leslie Stone Associates for your Board's review. This contract is funded through the grant award from the California Resources Agency, and represents no cost to the County. This office will continue to keep your Board apprised of the progress of this project, and other projects undertaken in the approved Sanctuary Inter-Agency Task Force Action Plan.

It is therefore RECOMMENDED that your Board approve the attached independent services contract with Leslie Stone Associates in the amount of \$30,000, and authorize the County Administrative Officer to sign the contract, and to act in the County's behalf in all matters pertaining to this contract.

Very truly yours,



SUSAN A. MAURIELLO
County Administrative Officer

SAM:sp\h\sanc\work4bos.wpd

Attachments

cc: Sanctuary Inter-Agency Task Force
Leslie Stone Associates
Linda Stonier, National Parks Service
Donna Meyers, Project Consultant

Welcome to the
David Packard Memorial
 at San Carlos Beach Park



Monterey Bay Aquarium
 conserves and restores
 the natural resources of
 the Monterey Bay
 area.

Packard saw the oceans as Earth's last great frontier.

David Packard was an innovator best known for co-founding the Hewlett-Packard Company but here he's remembered for his belief that the health of our planet depends on the ocean. When he looked out across the bay he saw the future. His gifts of the Monterey Bay Aquarium and Monterey Bay Aquarium Research Institute will provide countless generations with the means to explore a unique unknown world that fascinated him.



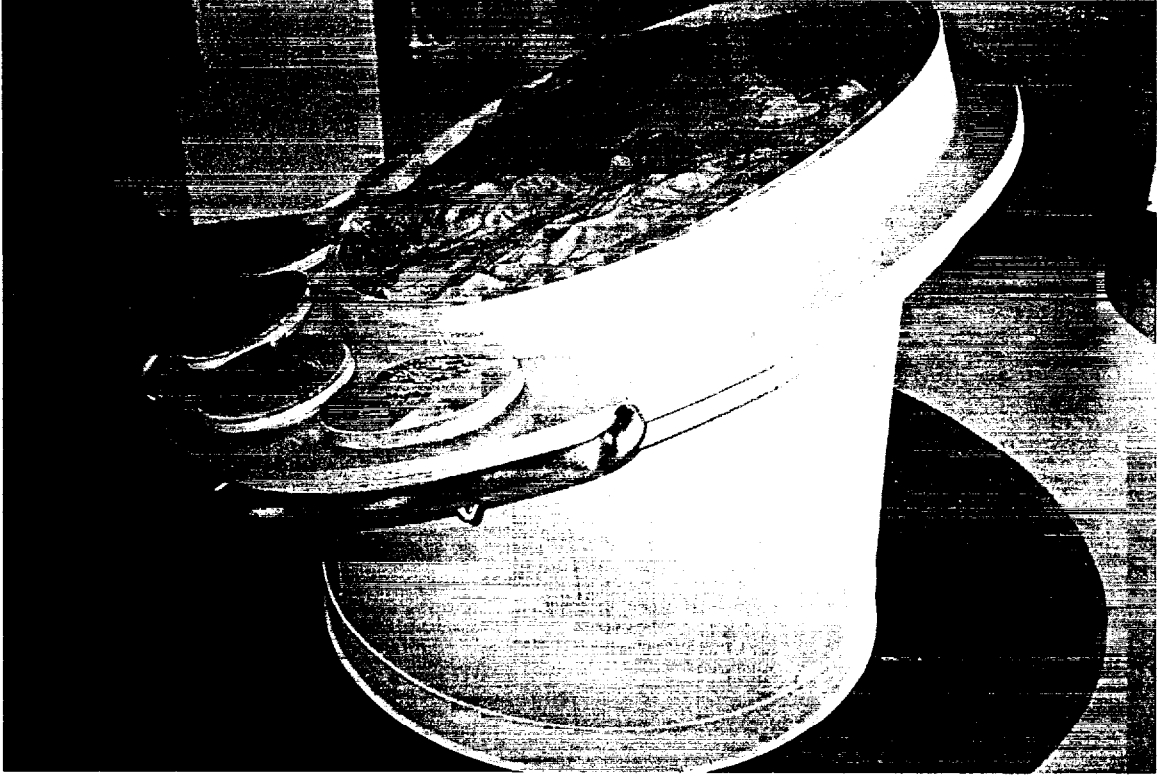
David Packard
 1912-1988

The park is a gathering place for people who love Monterey Bay. We dedicate it to the memory of David Packard.

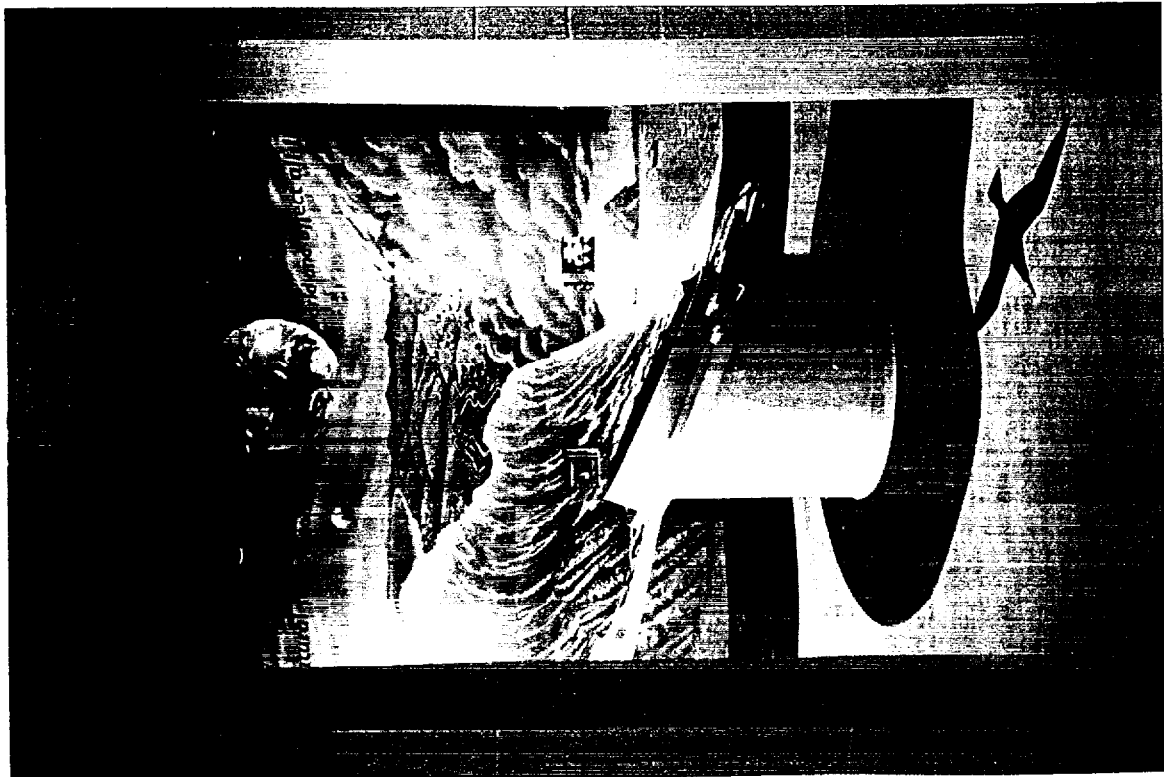
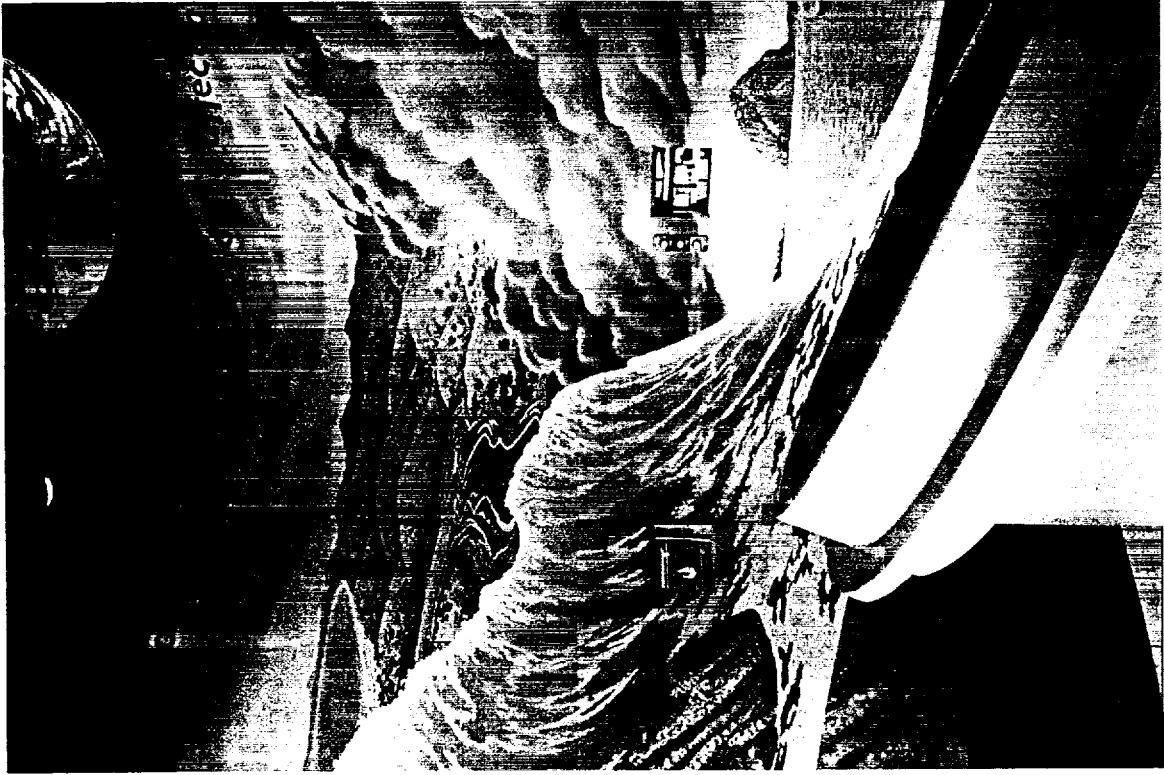


The Monterey Bay
 Aquarium is a
 world-class facility
 that will help
 us understand the
 ocean and the
 future of the planet.





MORRO BAY MUSEUM OF NATURAL HISTORY
LESLIE STONE ASSOCIATES

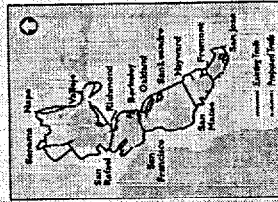


MORRO BAY MUSEUM OF NATURAL HISTORY
LESLIE STONE ASSOCIATES

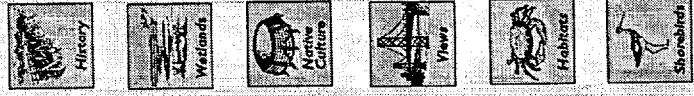
Welcome to the San Francisco Bay Trail

Spectacular views of San Francisco Bay and fascinating glimpses of wildlife are waiting just around the bend. The San Francisco Bay Trail - Point Isabel to Miller/Knox, is a place where recreational uses co-exist with important habitats preserved for local and migratory birds and other species. Enjoy your visit!

Enjoy your visit along the paved trail.
Whether you are here to walk the dog, bicycle, jog or stroll, you can help protect the Bay's dwindling plant and animal habitats by enjoying the views from the Bay Trail, and by keeping your dog on a leash.



The Pt. Isabel to Miller/Knox trail is part of the San Francisco Bay Trail, a hiking and bicycling trail system that extends around San Francisco Bay. The individuals and agencies listed below were involved in the development of this section.



Watch for interesting interpretive panels about local history, wildlife, and points of interest along the trail.

You Are Here

MEEKER SLOUGH
S. FIN STREET
HOFFMAN MARSH
HOFFMAN CANAL
SAN FRANCISCO BAY
DUNEDON
PARKING AREA
HOFFMAN MARSH
U.S.P.S. BULL MAIL CENTER
PARKING AREA
INTEGRATED 580

Overlook Signs
Interpretive Panels
Point labeled Regional Shorebird Boundary
Dogs Off/Leash Area
San Francisco Bay Trail
Point labeled to Miller/Knox (dogs on-leash area)
Future San Francisco Bay Trail



YOSEMITE VALLEY INDIAN VILLAGE WAYSIDES
LESLIE STONE ASSOCIATES



YOSEMITE INTERPRETIVE SIGNS
ESLIE STONE ASSOCIATES



United States Department of the Interior

220

NATIONAL PARK SERVICE
Pacific West Region
Pacific Great Basin Support Office
600 Harrison Street, Suite 600
San Francisco, California 94107-1372

IN REPLY REFER TO:

L6016(PGSO-PP)

October 23, 1998

Susan Pearlman
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

Dear Ms. Pearlman:

Thank you for your recent application for continuing technical assistance from the Rivers, Trails and Conservation Assistance Program of the National Park Service. We are pleased to include your project in our workplan for Fiscal Year 1999.

While we received a large number of requests for assistance this year, we value highly the achievements already made on the Santa Cruz Sanctuary Scenic Coastal Trail project and look forward to further progress toward its goals. Linda Stonier will continue to be your project contact. She can be reached at (415) 427-1450.

We appreciate your continuing interest in the Rivers, Trails and Conservation Assistance Program and the opportunity to work with you again this coming year.

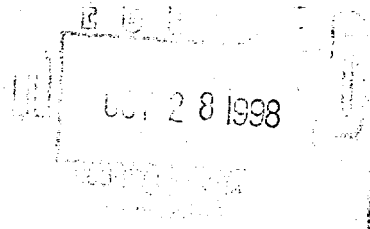
Sincerely,

Peg Henderson, Outreach Coordinator
Rivers, Trails and Conservation Assistance Program

cc:

George Tumbull, Superintendent, Pacific Great Basin Support Office

*Success,
We've got a good team!
Looking forward to keeping
and thousands of
progress this year*



COUNTY OF SANTA CRUZ

REQUEST FOR APPROVAL OF AGREEMENT

01 221

TO: Board of Supervisors
County Administrative Officer
County Counsel
Auditor-Controller

FROM: County Administrative Office (Dept.)
Susan Pechman (Signature) 11/3/98 (Date)

The Board of Supervisors is hereby requested to approve the attached agreement and authorize the execution of the some.

- 1. Said agreement is between the County Administrative Office, County of Santa Cruz (Agency) and Leslie Stone Associates, 104 Caledonia Street, Sausalito, CA 94965 (Name & Address)
2. The agreement will provide services to plan, design and demonstrate a comprehensive interpretive and wayfinding program for the Sanctuary Coastal Trail
3. The agreement is needed, because the County cannot provide this service.
4. Period of the agreement is from 11/10/98 to 6/30/99
5. Anticipated cost is \$ 30,000 (Fixed amount; MAXIMUM COST XXXXXXXXXX)
6. Remarks: Contract approved by BOS 11/10/98
7. Appropriations are budgeted in 181000 (Index#) (3665 b o b j e c t)

NOTE: IF APPROPRIATIONS ARE INSUFFICIENT, ATTACH COMPLETED FORM AUD-74

Appropriations are not available and will be encumbered. Contract No. C081749 Date 11/3/98
GARY A. KNUTSON, Auditor - Controller
BY Linda Chou Deputy.

Proposal reviewed and approved. It is recommended that the Board of Supervisors approve the agreement and authorize the County Administrative Officer to execute the some on behalf of the County of Santa Cruz (Agency).

Remarks: (rp) (Analyst) Susan Pechman Date 11/3/98
Agreement approved as to form. Date

- Distribution: Bd. of Supv. - White
Auditor-Controller - Blue
County Counsel - Green *
Co. Admin. Officer - Canary
Auditor-Controller - Pink
Originating Dept. - Goldenrod

State of California)
County of Santa Cruz) SS
I ex-officio Clerk of the Board of Supervisors of the County of Santa Cruz, State of California, do hereby certify that the foregoing request for approval of agreement was approved by said Board of Supervisors as recommended by the County Administrative Officer by an order duly entered in the minutes of said Board on County Administrative Officer
19 By Clerk

Contract No. _____

INDEPENDENT CONTRACTOR AGREEMENT

THIS CONTRACT is entered into this 10th day of November, 1998, by and between the COUNTY OF SANTA CRUZ, hereinafter called COUNTY, and Leslie Stone Associates, hereinafter called CONTRACTOR. The parties agree as follows:

1. DUTIES. CONTRACTOR agrees to exercise special skill to accomplish the following result:

A. CONTRACTOR shall provide the services described in Attachment "A" (Scope of Work and Compensation Schedule) attached hereto, during the term of this agreement.

B. CONTRACTOR shall be responsible for reporting any difficulties in complying with the terms and provisions of this agreement at the earliest possible date.

2. COMPENSATION. In consideration for CONTRACTOR accomplishing the scope of work contained in Attachment A, COUNTY agrees to pay CONTRACTOR on the basis of appropriate claims submitted to the County Administrative Office in accordance with Attachment "A", (Scope of Work Compensation Schedule), attached hereto. In no event shall the maximum payment made by COUNTY to CONTRACTOR under this agreement exceed the sum of \$30,000. In order to receive payment, the CONTRACTOR shall submit claims to the County of Santa Cruz % Susan Pearlman, Sr. Administrative Analyst, County Administrative Office, 701 Ocean Street, Room 520, Santa Cruz, CA 95060. All claims must include amount requested and objectives completed.

3. TERM. The term of this contract shall be: November 10, 1998 through June 30, 1999 unless sooner terminated in accordance with paragraph 4.

4. EARLY TERMINATION. Either party hereto may terminate this contract at any time by giving 30 days written notice to the other party.

5. INDEMNIFICATION FOR DAMAGES, TAXES AND CONTRIBUTIONS. CONTRACTOR shall exonerate, indemnify, defend, and hold harmless COUNTY (which for the purpose of paragraphs 5 and 6 shall include, without limitation, its officers, agents, employees and volunteers) from and against:

A. Any and all claims, demands, losses, damages, defense costs, or liability of any kind or nature which COUNTY may sustain or incur or which may be imposed upon it for injury to or death of persons, or damage to property as a result of, arising out of, or in any manner connected with the CONTRACTOR'S performance under the terms of this Agreement, excepting any liability arising out of the sole negligence of the COUNTY. Such indemnification includes any damage to the person(s), or property(ies) of CONTRACTOR and third persons.

B. Any and all Federal, State and Local taxes, charges, fees, or contributions required to be paid with respect to CONTRACTOR and CONTRACTOR'S officers, employees and agents engaged in the performance of this Agreement(including, without

limitation, **unemployment insurance**, social security and payroll tax **withholding**)

6. **INSURANCE. CONTRACTOR**, at its sole **cost and expense**, for the full **term** of this Agreement (and **any extensions thereof**), shall **obtain** and maintain at minimum compliance with all of the **following insurance coverage(s) and requirements**. **Such insurance coverage shall be primary coverage** as respects COUNTY and any insurance or self-insurance maintained by COUNTY shall be excess of **CONTRACTOR'S** insurance coverage and shall not contribute to it.

If CONTRACTOR **utilizes** one or more subcontractors in the **performance of** this Agreement, CONTRACTOR shall obtain and maintain **Independent Contractor's Insurance** as to each subcontractor or otherwise provide evidence of insurance coverage for each subcontractor equivalent to that required of **CONTRACTOR** in this Agreement, unless CONTRACTOR and **COUNTY** both initial here JS

A. **Types of Insurance and Minimum Limits**

(1) Worker's Compensation in the minimum statutorily required coverage amounts. This insurance coverage shall not be required if the CONTRACTOR has no employees and certifies to this fact by Initialing here JS

(2) Automobile **Liability Insurance** for each of CONTRACTOR% **vehicles** used in the performance of this Agreement, including owned, non-owned (e.g. owned by CONTRACTOR'S employees), leased or hired vehicles, in the minimum amount of **\$500,000** combined single limit **per** occurrence for bodily injury and **property** damage. This insurance coverage shall not be required if vehicle **use** by CONTRACTOR is not a **material part** of performance of this Agreement and CONTRACTOR and **COUNTY** both certify to this fact by **initialing** here JS

(3) Comprehensive or Commercial General Liability **insurance** coverage in the minimum amount of **\$1,000,000** combined **single** limit, **including** coverage for: (a) bodily injury, (b) personal injury, (c) broad **form** property damage, (d) **contractual** liability, and (e) **cross-liability**.

(4) Professional **Liability Insurance** in the minimum amount of \$_____ combined **single** limit, if, **and only** if, this Subparagraph is **initialed** by CONTRACTOR and COUNTY - L

B. **Other Insurance Provisions**

(1) If any insurance coverage required **in this Agreement** is provided on a "Claims Made" **rather than "Occurrence"** form, CONTRACTOR agrees to **maintain** the required coverage for a period of **three (3) years after the** expiration of this Agreement (**hereinafter "post agreement Coverage"**) and **any extensions thereof**. CONTRACTOR may maintain the required **post** agreement coverage by renewal or purchase of prior acts or tail coverage. This **provision** is **contingent** upon **post** agreement coverage **being both available and** reasonably **affordable** in **relation** to the coverage provided during the term of this Agreement For purposes of interpreting this requirement, a cost not exceeding **100%** of the last annual **policy** premium during the term of this Agreement in order to purchase prior acts or **tail**

coverage for post agreement coverage shall be deemed to be reasonable.

(2) All required Automobile and Comprehensive or Commercial General Liability Insurance shall be endorsed to contain the following clause:

"The County of Santa Cruz, its officials, employees, agents and volunteers are added as an additional insured as respects the operations and activities of, or on behalf of, the named insured performed under Agreement with the County of Santa Cruz."

(3) All required insurance policies shall be endorsed to contain the following clause:

"This insurance shall not be canceled until after thirty (30) days prior written notice has been given to: Susan Pearlman, Sr. Administrative Analyst, County of Santa Cruz, 701 Ocean Street, Room 520, Santa Cruz, CA 95060.

(4) CONTRACTOR agrees to provide its insurance broker(s) with a full copy of these insurance provisions and provide COUNTY on or before the effective date of this Agreement with Certificates of Insurance for all required coverages. All Certificates of Insurance shall be delivered or sent to: Susan Pearlman, Sr. Administrative Analyst, County of Santa Cruz, 701 Ocean Street, Room 520, Santa Cruz, CA 95060.

7. EQUAL EMPLOYMENT OPPORTUNITY. During and in relation to the performance of this Agreement, CONTRACTOR agrees as follows:

A. The CONTRACTOR shall not discriminate against any employee or applicant for employment because of race, color, religion, national origin, ancestry, mental or physical disability, medical condition (cancer related), marital status, pregnancy, gender, sex, sexual orientation, age (over 18), veteran status, or any other non-merit factor unrelated to job duties. Such non-discriminatory action shall include, but not be limited to, the following: recruitment; advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training (including apprenticeship), employment, upgrading, demotion, or transfer. The CONTRACTOR agrees to post in conspicuous places, available to employees and applicants for employment, notice setting forth the provisions of this non-discrimination clause.

B. If this Agreement provides compensation in excess of \$50,000 to CONTRACTOR and if CONTRACTOR employs fifteen (15) or more employees, the following requirements shall apply:

(1) The CONTRACTOR shall, in all solicitations or advertisements for employees placed by or on behalf of the CONTRACTOR, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, mental or physical disability, medical condition (cancer related), marital status, sex, sexual orientation, age (over 40), veteran status, or any other non-merit factor unrelated to job duties. In addition, the CONTRACTOR shall make a good faith effort to consider Minority/ Women/Disabled Owned Business Enterprises in CONTRACTOR's solicitation of goods and services. Definitions for Minority/ Women/Disabled Business Enterprises are available from the

COUNTY General Services Purchasing Division.

(2) In the event of the CONTRACTOR's non-compliance with the non-discrimination clauses of this Agreement or with any of the said rules, regulations, or orders said CONTRACTOR may be declared ineligible for further agreements with the COUNTY.

(3) The CONTRACTOR shall cause the foregoing provisions of this Subparagraph 7B. to be inserted in all subcontracts for any work covered under this Agreement by a subcontractor compensated more than \$50,000 and employing more than fifteen (15) employees, provided that the foregoing provisions shall not apply to contracts or subcontracts for standard commercial supplies or raw materials.

8. INDEPENDENT CONTRACTOR STATUS. CONTRACTOR and COUNTY have reviewed and considered the principal test and secondary factors below and agree that CONTRACTOR is an independent contractor and not an employee of COUNTY. CONTRACTOR is responsible for all insurance (workers compensation, unemployment, etc.) and all payroll related taxes. CONTRACTOR is not entitled to any employee benefits. COUNTY agrees that CONTRACTOR shall have the right to control the manner and means of accomplishing the result contracted for herein.

PRINCIPAL TEST: The CONTRACTOR rather than COUNTY has the right to control the manner and means of accomplishing the result contracted for.

SECONDARY FACTORS: (a) The extent of control which, by agreement, COUNTY may exercise over the details of the work is slight rather than substantial; (b) CONTRACTOR is engaged in a distinct occupation or business; (c) In the locality, the work to be done by CONTRACTOR is usually done by a specialist without supervision, rather than under the direction of an employer; (d) The skill required in the particular occupation is substantial rather than slight; (e) The CONTRACTOR rather than the COUNTY supplies the instrumentalities, tools and work place; (f) The length of time for which CONTRACTOR is engaged is of limited duration rather than indefinite; (g) The method of payment of CONTRACTOR is by the job rather than by the time; (h) The work is part of a special or permissive activity, program, or project, rather than part of the regular business of COUNTY; (i) CONTRACTOR and COUNTY believe they are creating an independent contractor relationship rather than an employer-employee relationship; and (j) The COUNTY conducts public business.

It is recognized that it is not necessary that all secondary factors support creation of an independent contractor relationship, but rather that overall there are significant secondary factors which indicate that CONTRACTOR is an independent contractor.

By their signatures to this Agreement, each of the undersigned certifies that it is his or her considered judgment that the CONTRACTOR engaged under this Agreement is in fact an independent contractor.

9. RETENTION AND AUDIT OF RECORDS. CONTRACTOR shall retain records pertinent to this Agreement for a period of not less than three (3) years after final payment under this Agreement or until a final audit report is accepted by COUNTY, whichever occurs first. CONTRACTOR hereby agrees to be subject to the examination and audit by the Santa Cruz County Auditor-Controller, the Auditor General of the State of California, or the designee

of either for a period of three (3) years-after final payment under this Agreement.

10. PRESENTATION OF CLAIMS. Presentation and processing of any or all claims arising out of or related to this Agreement shall be made in accordance with the provisions contained in Chapter 1.05 of the Santa CNZ County Code, which by this reference is incorporated herein.

11. ATTACHMENTS. This Agreement includes the following attachments: A: Scope of Work and Budget.

IN WITNESS WHEREOF, the parties hereto have set their hands the day and year first above wriien.

COUNTY OF SANTA CRUZ

LESLIE STONE

By: _____
Susan A. Mauriello
County Administrative Officer

By: Leslie Stone
Leslie Stone
104 Caledonia Street
Sausalito, CA 94965
415/332-3309

APPROVED AS TO FORM:

APPROVED AS TO INSURANCES:

By: Dwight L. Hew
County Counsel

By: Janet McKinley 11-3-98
Risk Manager

DISTRIBUTION: County Administrative Office
Auditor-Controller
County Counsel
Risk Management
Contractor

Contract No.

INSURANCE REPRESENTATIONS BY CONTRACTOR

On the basis of the following representations by CONTRACTOR to COUNTY as initialed and executed below, compliance with Subparagraphs 6B(2), (3) and (4), respectively Of the above Agreement, shall be deemed achieved.

451 **Additional Insured [6B(2)]** CONTRACTOR represents that as to the following required insurance coverage(s): _____ it is unable to obtain an endorsement adding COUNTY as an additional insured pursuant to Subparagraph 6B(2). In reliance thereon, COUNTY hereby waives said requirement.

1 **Notice of Cancellation [6B(3)]**. CONTRACTOR represents that as to the following required insurance coverage(s): _____ it is unable to obtain an endorsement including a clause requiring prior notice of cancellation of or reduction in coverage pursuant to Subparagraph 6B(3). CONTRACTOR hereby covenants and represents that it will notify COUNTY in writing at least thirty (30) days prior to cancellation of or reduction in coverage pursuant to Sub- paragraph 6B(3). In reliance thereon, and upon performance of said covenant, COUNTY hereby deems CONTRACTOR to be in compliance with Subparagraph 6B(3).

1 **Certificate of Insurance [6B(4)]**. CONTRACTOR represents that as to the following required insurance coverage(s): _____ it has been unable to obtain certification of insurance coverage pursuant to Subparagraph 6B(4). CONTRACTOR hereby covenants and represents that it has obtained, will maintain (and attaches hereto a mpy of the face sheet(s) of), the contractually required insurance set forth on the attached self-certification of insurance form. In reliance thereon, COUNTY hereby deems CONTRACTOR to be in compliance with Subparagraph 6B(4).

The above paragraph(s) shall be operative if initialed by both parties in the space provided, effective 11/10/98.

COUNTY OF SANTA CRUZ

By GB CONTRACTOR

Attachment D

Attachment A
SCOPE OF WORK

PHASE I: Planning and Concept Development

A. Project Review and Recommendations

A project of this scope requires effective and friendly collaboration between the designers and the various agencies, committees, concerned citizens and others with a stake in the project. It will be important for the design team to have an intimate knowledge of the research and background information generated by the Sanctuary Inter-Agency Task Force, the Sanctuary Scenic Trail Subcommittee, the County of Santa Cruz, and the National Park Service.

During this phase of the project, the LSA team will meet with key players to familiarize ourselves with the needs and issues of the various stakeholders, including residents, businesses and trail users. We will also review all existing materials such as: the Trail purpose statement, the goals and themes of the interpretive plan, and the concept map. All of this information will then be synthesized and translated into a design strategy reflective of the goals and visions for the proposed Sanctuary Coastal Trail.

Work Product: Preliminary plan and recommendations to inform design

B. Marketing Recommendation

This project offers unique opportunities to provide Sanctuary-related benefits to residents and visitors. The proposed Sanctuary Trail Project can expand the prospects for business, recreation and eco-tourism in the region. To that end, the design work must be coordinated with a marketing plan. LSA will recommend ways in which the design and content of the wayfinding system and interpretive exhibits can promote, and be promoted by local government, visitors councils and businesses.

The design team will explore ways in which the recommendations of the Monterey Bay National Marine Sanctuary Opportunities Study can be realized. During the planning stage of the project we will identify features along the Trail which can enrich the visitor experience. We will also analyze how new interpretive sites might be developed to amplify the educational and recreational opportunities in the area. And we will devise design strategies to link existing interpretive sites and resources along the coast.

Work Product: Recommendations and strategies to publicize and attract people to the Trail and related resources.

PHASE II: Design Development

A. Wayfinding System

Carefully designed wayfinding information can help establish this Trail as an important Gateway to the Monterey Bay National Marine Sanctuary. The wayfinding system can also create a sense of unity and identify for the Trail. A strong, clear and cohesive wayfinding system will orient people to the overall area and highlight some of the features they will be seeing as they walk along the Trail.

Wayfinding elements will include markers, maps, information about destinations, regulations and accessibility symbols. Creative trail-scaping, natural markers and other non-verbal cues will also protect views, reduce **signage**, direct visitors and reinforce messages about the natural habitats.

During this phase of the project, the LSA team will plan, develop and design directional **signage** and elements for the core route of the Scenic Sanctuary Coastal Trail. We will develop strategies to greet and guide Trail users at key Gateway access sites. We will also link the Trail to key sanctuary viewpoints and interpretive facilities within the coastal access area.

To help create a unified and consistent identity for the Trail, LSA will design and logo, or select an existing logo to help unify waterfront areas in Santa Cruz County. Our team will work with the Monterey Bay National Marine Sanctuary and Trails Subcommittee to assess the appropriateness of using the whale's tail logo or a variation of it.

Work Product: recommended wayfinding system

B. Interpretive Exhibits

Interpretive exhibits will enrich visitors' awareness of the natural dynamics of the Sanctuary Coastal Trail area. Exhibits will be designed to foster values of preservation and stewardship through education by revealing meanings and relationships between natural resources and humans. Information embedded in the exhibits will get people excited about observing and studying what's around them. The exhibits will help to create a more unified waterfront by informing Trail users of nearby interpretive sites and places of interest.

Interpretation will supplement the natural experience, but not dominate it. To that end, most interpretation may be concentrated near access points, viewpoints or in alcoves or "sweet-spots" along the Trail. The exhibits will be designed to complement or punctuate, but not obstruct, the natural elements. This will be accomplished through the use of natural materials, careful siting, and sensitive design.

Values, stories, and experiences about the local ecology will be communicated to people walking along the route. These themes and stories will be consistent with the conservation and education goals of the Monterey Bay National Marine Sanctuary. The interpretive exhibits can offer a hierarchy of information to appeal to different levels of visitor interest. People will have the opportunity to read headlines, subtitles, text, captions and sidebar stories; or they can merely look at visual images (photos, illustrations) and touch tactile reliefs of elements in the environment.

The interpretive displays will explain and offer views of exciting natural features of the Trail. They can showcase distinct habitat areas such as the “starfish loop”, “shorebird loop”, and “mammal loop”. They can also highlight less visible features of the Sanctuary such as the deep ocean environment, the underwater canyon, and the kelp forests. Exhibits may even accent interesting features of the built or cultural environment such as the lighthouse, steamer lane, the boardwalk, surfing areas, and shipwreck sites.

Work product: Comprehensive design and interpretive plan

PHASE III: Implementation

A. Project Demonstration

One of the most important phases of the entire project will be the fabrication of samples of the proposed wayfinding system and interpretive exhibits. The LSA design team will construct and locate demonstration models of representative signage, Trail-scaping, and exhibits. The full scale design samples will help to generate excitement about the project. These prototypes will be used to galvanize support and leverage funding for the full installation from various local agencies and interested donors.

During this phase of the project, the LSA team will construct sample graphics and interpretive features which can be placed at selected coastal locations to demonstrate the design approach, and the content of the interpretive themes of the proposed Sanctuary Trail. The fabricated models will show materials, scale, and colors. They will also demonstrate construction methods, and design details and innovative Trail-scaping ideas.

Work product: Fabricated examples of wayfinding and interpretive features

Attachment A-Part II

COMPENSATION SCHEDULE

1. Phase I: **Submittal** of preliminary plan and recommendations to inform design, and **submittal** of recommendations and strategies to publicize and attract potential investors and trail users. \$5,000
2. Phase II: **Submittal** of recommended wayfinding system and comprehensive design and interpretive plan. \$15,000
3. Phase III: Part 1: Supervision and fabrication of sample graphics, interpretive **signage** and features and **wayfinding** prototypes. \$7,000
Part 2: Supervision of installation. \$3,000



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Planning and Design of the Santa Cruz County Proposed Sanctuary Trail

Budget Breakdown
Leslie Stone Associates

Phase I: Planning and Concept Development

A. Project review and recommendations **\$3,000**

- Two meetings/workshops in Santa Cruz
- Research and review of existing conditions and materials
- Write preliminary plan and recommendations

Work Product: Preliminary plan and recommendations to inform design

B. Marketing Recommendations **\$2,000**

- Identify features along the trail for visitor enrichment
- Analyze development of new interpretive sites
- Devise design strategies to link sites

Work Product: Recommendations and strategies to publicize and attract people to the Trail and related resources

Phase II: Design Development

A. Wayfinding System **\$5,000**

- One site visit to Santa Cruz
- Plan, develop and design directional signage and elements for core route of the Trail.
- Plan and design a logo or select an existing logo

Work Product: Recommended wayfinding system

B. Interpretive Exhibits **\$10,000**

- Review and discuss interpretive themes recommended by NPS consultants
- Plan, develop and design interpretive signage and elements for core route of the Trail
- Write interpretive plan based on discussions with planning team

Work Product: Comprehensive design and interpretive plan

Phase III: Implementation

A. Project Demonstration **\$10,000**

- Supervision and fabrication of sample graphics, interpretive signage and features, and wayfinding prototypes.
- Documentation and production drawings of signage and Trail features
- Participation and supervision of installation at demonstration site on the Trail.

Work Product: Fabricated examples of wayfinding and interpretive features