

HCAOG 2024 HIGHLIGHTS



BUSQUATCH PROMOTES RIDE HUMBOLDT



Marketing experts Studio Six visited Humboldt County to create a portfolio of marketing materials for Ride Humboldt

Busquatch came into the open to be the official mascot of the Ride Humboldt marketing promotion



31 volunteers modeled for the camera to promote the unified branding of Ride Humboldt

HTA shows off all the places to Ride Humboldt!



HCAOG WEBSITE GETS AN UPGRADE



The long awaited update of the HCAOG website launched. The new website looks better, functions better, and is more accessible!

THE KEYS CAMPAIGN

During June, HCAOG presented The Keys Campaign - an educational social media campaign about housing insecurity in Humboldt County. The Campaign displayed Humboldt's housing insecurity issues with easy-to-read statistics, photos, videos, and quotes from real people in our community. The Campaign engaged audiences with questions and calls to action. Posts attracted over 700 video views and reached almost 30,000 social media users.

A vertical graphic for "the keys campaign". At the top, the logo "the keys campaign" is displayed in white, with "the" in a smaller font and "keys" in a larger, stylized font. Below the logo, a hand is shown holding a set of silver keys. Overlaid on the image is the text "35% of Humboldt County residents are cost-burdened." in a large, bold, white font. Below this text, it says "LEARN ABOUT WHAT YOU CAN DO TO SUPPORT HOUSING INITIATIVES IN HUMBOLDT" in a smaller, white, all-caps font. A QR code is positioned below the text. At the bottom, a small line of text reads "The Keys Campaign is part of the HCAOG's program of activities funded by the Regional Early Action Planning (REAP) Grant".

SUPPORTING ACTIVE TRANSPORTATION AND SAFETY

Bike Month Humboldt



We kept rolling with the Bike Month Humboldt Coalition, ramping up events in May to encourage bicycle commuting.

Humboldt Bay Trail Fund Committee



HCAOG administered grants from the Humboldt Bay Trail Fund to local organizations, facilitated meetings, and assisted in administrative and fiscal management of the fund.

HCAOG Staff participated in:

- ➡ 2024 Trails Summit Planning Committee
- ➡ District 1 Pedestrian and Bicycle Advisory Committee
- ➡ Active Transportation Program Statewide Technical Advisory Committee
- ➡ Safe Routes to School Countywide Task Force
- ➡ Eureka to College of the Redwoods Trail Stakeholder Group
- ➡ South Arcata Multimodal Safety Improvements Plan Committee
- ➡ North State Intercity Bus to RTail Plan Advisory Committee
- ➡ RHNA Directors Roundtable
- ➡ Bay Trail Celebration Planning Committee
- ➡ Promotors
- ➡ Safe Routes to School National Conference
- ➡ Multimodal Transportation Operations Training (UC Berkeley)

MORE HCAOG ACTIVITIES

HCAOG PRESENTS...

Staff shared best practices and successes with local to nationwide audiences, including:

- Sustainability Across the Curriculum (Cal Poly Humboldt)
- SACOG Rural Planner Leadership Academy
- Leadership Redwood Coast
- Caltrans Federal Grants 101 Webinar Series: How to Create Competitive Federal Grant Applications
- APA CA Conference: Resilient Futures in Rural Communities

SAFE

SERVICE AUTHORITY FOR FREEWAY EMERGENCIES



22 new callboxes were installed on Highways 96, 169, and 36

CHP SUPPLEMENTAL PATROLS ON HWY 96 & HWY 36

224 Motorist Services
61 Verbal Warnings
57 Citations
3 Impaired Drivers Removed
15,005 Miles Driven

HCAOG BY THE NUMBERS

Every year HCAOG has fiduciary responsibilities for allocating State and Federal funds from various sources to our local jurisdictions and transit agencies.

IN 2024 HCAOG ALLOCATED ~\$17.1M

RSTP REGIONAL SURFACE TRANSPORTATION PROGRAM

\$1.6M

Funds primarily used to augment city, county, and tribal road budgets. Regionally distributed based on an HCAOG adopted formula.

LTF LOCAL TRANSPORTATION FUND

\$5.1M

Funds transit operations. In jurisdictions with no unmet transit needs their portion can go to local streets and roads. Also funds a portion of HCAOG's operating budget.

SGR STATE OF GOOD REPAIR

\$240K

Humboldt Transit Authority and Arcata & Mad River Transit received these funds to keep fleets and bus stop shelters in good repair.

STA STATE TRANSIT ASSISTANCE

\$1.8M

Humboldt Transit Authority and Arcata & Mad River Transit received these funds for operating, Dial a Ride, fuel & maintenance, and route planning.

SB 125 FORMULA-BASED TIRCP/ZETCP

\$7.1M

Regional allocation of Transit and Intercity Rail Capital Program & Zero Emission Transit Capital program to maintain existing service and operations of transit services

5311 FEDERAL TRANSIT AUTHORITY GRANT PROGRAM

\$1.0M

Regional apportionment through a Federal Transit Administration Grant program. These funds provided operating assistance to Humboldt Transit Authority.

2% BIKE & PED LOCAL TRANSPORTATION FUND

\$176K

These funds are set aside specifically for projects that benefit bicyclists and pedestrians. Funding supported bike share programs, roundabout design, Bay to Zoo Trail support, and pedestrian and ADA improvements.

HCAOG FUNDING IN ACTION

\$15.5M ALLOCATED TO TRANSIT

Transit agencies received the majority of funding allocated through HCAOG. This funding supported operating costs, promoting free and reduced bus fare, purchasing of zero-emission buses, planning for zero-emission bus infrastructure, Dial a Ride programs, microtransit, ADA upgrades, facility repairs, and safety improvements.



\$1.6M ALLOCATED TO STREETS AND ROADS

This funding augments local budgets. A portion is awarded specifically for bicycle and pedestrian improvements.



NEW GRANTS & FUNDS

HCAOG secures funds for our region

Strategic Partnerships

\$480K

- Humboldt Partnering Assets & Authorities for Comprehensive Transit (PAACT)

Carbon Reduction Program

\$300K

- Regional Zero-Emission Fleet Transition and Infrastructure Plan

RPA Discretionary Grant

\$222K

- North State Hydrogen Fueling Station Analysis

REAP 2.0

\$2.7M

- We Are Up Infrastructure Support and McKinleyville Microtransit

GRANTS COMPLETED

REAP 1.0

HCAOG suballocated REAP 1.0 grant funds to cities, the county, and the housing authority for technical assistance with housing planning studies and the Regional Climate Action Plan. HCAOG also administered small grants for creating a multi-media catalog of residents' housing-needs stories, to raise awareness and open dialogue for the hardships and barriers that Humboldt residents have and do face due to the shortage of affordable housing or the lack of housing near school, work, services, or other basic needs.

\$37K in small arts grants for Housing Stories

\$45K to smaller, under-resourced city planning and County development departments

\$184K for technical assistance grants for housing planning studies

\$300K for Regional Climate Action Plan revisions to fortify a qualified Climate Action Plan under CEQA.

LIVE - WORK - LEARN BALANCE



Associate Regional Planner Stevie Luther took a sabbatical starting in September to pursue a Master's Degree in Urban Design for Healthy Cities at the Universitat Internacional de Catalunya in Barcelona, Spain. He plans to return home to Humboldt County and resume his position with HCAOG in the summer of 2025.

Administrative Services Officer Amy Eberwein enjoyed a trip to Oahu with her family. Highlights included visiting Pearl Harbor and many filming locations of her favorite TV show LOST.



Oona visited Cuba and learned more Cuban salsa from dance troupes in the cities of Santiago de Cuba, Bayamo, and Havana. She couldn't help but notice Cuban multi-modal transport.

Beth returned to Nepal, with her husband and oldest daughter, 20 years after she completed her Peace Corps Service there.



BIG CHANGES ON THE HORIZON



Welcome Noah Sary!

Noah is a CivicSpark Fellow who began working with HCAOG on documenting baseline conditions for the Safe and Sustainable Transportation Targets. Noah recently graduated from University of Oregon with two degrees: Environmental Studies, and Planning, Public Policy and Management.



HCAOG has grown immensely under the guidance of Executive Director Beth Burks. We are thankful for her time here and congratulate her on her new position with Redwood Coast Energy Authority.

WE LOOK FORWARD TO THE EXCITING YEAR AHEAD!