

HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS

# REGIONAL VISION ZERO ACTION PLAN

Request for Proposal

February 18, 2025



**SMITHGROUP**

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## AMY EBERWEIN

Administrative Services Officer  
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RE: Humboldt County Regional Vision Zero Action Plan  
2/18/2025

### To the members of the Selection Committee:

We are pleased to submit this proposal for the Humboldt County Vision Zero Action Plan. Our team has been carefully selected to bring the best technical expertise, creative insights and community understanding to make this important project a success. Our team knows how to manage diverse stakeholders and partner agencies, distill data, design for mobility, leverage technical knowledge, and prioritize resources to address urgent issues on our roadways and in our communities. We are deeply embedded in the region through our multiple projects, and many of our team members live and work in Humboldt County.

### AN INTEGRATED TEAM

#### SmithGroup-GHD team is integrated from start to finish.

Our integrated SmithGroup-GHD team will collaborate from start to completion in all aspects of developing the Vision Zero Action Plan strategy, planning, data analytics and participate in client meetings and project task force meetings. The Redwood Community Action Agency (RCAA) rounds out our team, bringing community knowledge and local engagement expertise.

SmithGroup is an interdisciplinary firm, which brings urban planning and mobility expertise. Our integrated services encompass a holistic approach to Vision Zero Planning; integrating critical data, performance, cost, constructibility, implementation, and policy issues that need to be considered from the strategic level forward. Our team is largely based in our San Francisco office and accustomed to regular drives between the Bay Area and Humboldt County. We have supplemented our team with key national mobility experts.

GHD has a local office in Eureka and enjoys unsurpassed community insights in Humboldt County spanning decades. They have delivered technically challenging projects and are well skilled and abreast of the latest developments in transportation planning, traffic engineering, bicycle and pedestrian planning studies, road safety, and implementation strategies. GHD's presence in Humboldt County will be leveraged for the Regional Collision History and Safety Data Analysis, High Injury Network Analysis, Traffic Safety Sensor Analysis, NEPA Analysis and project priority lists and assessment.

RCAA brings a local understanding of Humboldt communities most likely to be impacted by road safety, working directly with community leaders, civic groups, schools, tribal groups, the unhoused, low-income populations, youth, elderly and vulnerable community members. RCAA's Natural Resources Services (NRS) works to improve safety and encourage children to safely walk and bicycle to school, and helps coordinate Safe Routes to School Task Forces.

### HUMBOLDT KNOWLEDGE + GLOBAL EXPERTISE

#### Our team knows Humboldt County well. We also bring national and global expertise and fresh perspectives.

SmithGroup has a proven track record of working together with municipalities to execute complex and challenging Complete Street design and mobility projects. We are currently working to plan and implement innovative active transportation projects, including on-going transformational Vision Zero work in cities like Ann Arbor, Michigan, Planning for cities for California High Speed Rail, Kalamazoo Street Design Manual, National interactive online Green Infrastructure Library, City of St Louis Transportation and Mobility Plan, and for other communities in California and across the U.S.

SmithGroup's projects in Humboldt County have provided insights into intersectional challenges of jobs, environmental justice, equity, safety and mobility. Our work includes the Eureka Regional Transit Hub (EaRTH Center) with Humboldt Transit Authority (HTA), a comprehensive campus plan for Cal Poly Humboldt with mobility and community engagement as core pillars, and supported the City of Arcata with their successful Reconnecting Communities grant award. We have also conducted over eight planning and feasibility studies such as Humboldt's Engineering & Technology Building, Student Health/Dining/Housing, Energy Research + Sustainability Center, Arts Program, Jenkins Hall, Health Education Hub, Science Buildings, and renovation studies for four existing buildings. Architectural projects include the Energy Research + Sustainability Center and Health Education Hub at Cal Poly Humboldt. These projects have provided opportunities for deep engagement with communities, including students, faculty, staff, residents of Arcata and Eureka, and tribal communities.

GHD has deep knowledge in Humboldt County having developed the Local Road Safety Plan (LRSP) for the County of Humboldt with RCAA, and the Local Road Safety Plan for the City of Fortuna. This work has provided familiarity with the Eureka-Arcata Micropolitan Statistical Area, eleven Native American tribes, and many small communities and Census-designated places. GHD's work has had far reach in urban areas and in the mountainous terrain of rural, winding roadways. Other relevant work includes the City of Colusa Comprehensive Safety Action Plan, City of Elk Grove Systemic Safety Analysis Report. GHD also developed Local Road Safety Plans (LRSPs) for seven individual jurisdictions, including Petaluma, Rohnert Park, Cotati, Santa Rosa, Windsor, Sebastopol, and Healdsburg.

GHD is working with HCAOG to deliver the Vibrant & Multimodal Communities Planning study, which is a countywide assessment. GHD is also currently preparing the South Arcata Multimodal Safety Improvement Plan and developed the Eureka US 101 Broadway CMCP, which resulted in Caltrans implementing Quick-Build Class IV bikeways. As a global firm GHD can also draw upon its broader base of experience across transportation planning and engineering, environmental, advisory, digital, and construction services.

## “PEOPLE FIRST” APPROACH

**Fundamental to our approach is putting “People First”.**

Building trust with communities and co-creation with stakeholders is at the very core of all our planning work at SmithGroup. Vision Zero projects need to be built upon a strong focus of protecting vulnerable populations like low-income communities, older adults, people of color, and people with disabilities, who are disproportionately impacted by traffic crashes due to their increased reliance on walking and biking and often living in areas with less safe street designs.

Vision Zero is based on the concept of shared responsibility for safety, and community engagement, especially to those who are most vulnerable, is crucial for success. We begin with listening and engaging to understand community insights. We augment those insights with hard data—harnessing research and spatial analysis to analyze and develop solutions that fit each community's context, capacity and long-term vision. As community members may be grappling with many intersecting historic inequities, we place great importance on the most difficult to reach communities to really understand their lived experiences. Our goal is to reach people where they are.

Our approach will be to utilize RCAA 's deep community networks in combination with community groups. SmithGroup and GHD have built trust with on past projects, to develop a broad reach, and intentional engagement strategy.

SmithGroup has led successful community engagement and outreach for diverse projects such as California High Speed Rail, the GSA's Federal Plaza in San Francisco, Joe Louis Greenway in Detroit, and the Ann Arbor Vision Zero Action Plan. Each community is unique. In our Humboldt projects, we have developed an understanding of needs in urbanized areas such as Arcata and Eureka and as well as more rural areas and tribal communities.

In the pages that follow, we have laid out a data driven process and timeline to raise awareness, build support for initiatives and Vision Zero project implementation.

## OUR COMMITMENT

**Our commitment to Humboldt's Vision Zero Action Plan will be transformative.**

Our team is committed and available on day one. We will manage the process, facilitate productive meetings with HCOAG, partner agencies, task forces and stakeholders, collect and analyze data to understand disproportionate impacts of traffic deaths on vulnerable populations; drive solutions to build safety into roadways, prioritize equity in community engagement; establish an implementation process to achieve zero traffic deaths and serious injuries, manage and prioritize demonstration projects, launch an impactful educational campaign, and strive for accountability to ensure transparency on progress and challenges.

In these uncertain times—although transportation safety is anticipated to remain a priority through current and future Federal administrations—we are focused on delivering a plan that secures future funding and implementation grants. The Humboldt Vision Zero Action Plan will be a data-driven, performance-based, community-supported roadmap to improve transportation safety, and aligned with regional, state, and federal metrics that drive prioritization and funding.

We confirm that this proposal is a firm offer for a sixty (60) day period as stipulated in the RFP.

Sincerely,



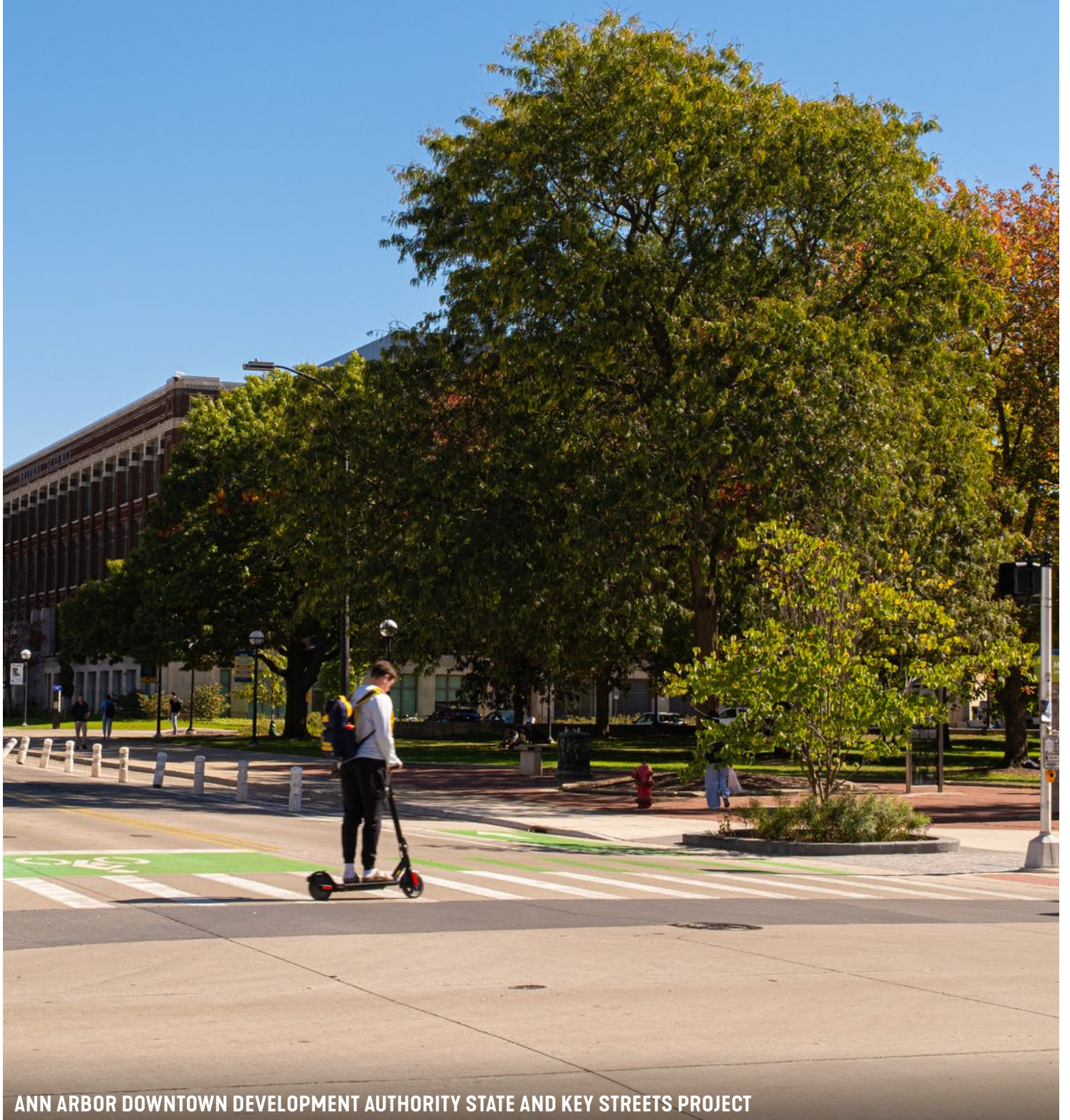
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**SECTION B**

# **BRIEF COMPANY PROFILE**





# SMITHGROUP

Our mission is to create a legacy of inspiring places that enhance the environment and enrich the human experience. We work together to create well-thought, well-crafted places that artfully balance beauty with function.

## ABOUT SMITHGROUP

Founded in 1853, SmithGroup has become an award-winning, multinational organization that employs research, data, advanced technologies and design thinking to help clients solve their greatest challenges.

Working across a network of 20 offices internationally, our team of 1,400 experts is committed to excellence in strategy, design, and delivery—giving rise to new and innovative processes and methodologies which are redefining the way we work and collaborate. Our specialists—from planners to architects and engineers, space programmers, campus system strategists and beyond—develop beautiful, sustainable, future-focused solutions for urban environments, waterfront developments, parks and open spaces, higher education, science and technology organizations, healthcare providers and cultural institutions, diverse workplaces, and mixed-use developments.

Our integrated practice offers depth in all disciplines serving the built and natural environment, including architecture, engineering (civil, structural, mechanical, electrical, and plumbing), landscape architecture, urban design, and planning.

### YEARS IN SERVICE

170 years

### STAFF SIZE

1,400 employees

### OFFICE LOCATIONS

Ann Arbor, Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Houston, Los Angeles, Madison, Milwaukee, Phoenix, Pittsburgh, Portland, Sacramento, San Diego, San Francisco, Shanghai, Washington DC

### SERVICE OFFERINGS

Architecture; Building Enclosure Consulting; Campus Planning; Civil Engineering; Coastal Engineering; Energy & Environmental Modeling; Facility Condition Assessment; Fire Protection & Life Safety Engineering; Historic Preservation; Interiors; Lab Planning; Landscape Architecture; Lighting Design; Medical Planning; MEP Engineering; Programming; Strategy; Space Utilization; Structural Engineering; Sustainable Design; Urban Design; Urban Planning



Cloverdale

### YEARS IN SERVICE

97 years

### STAFF SIZE

12,000+ employees

### OFFICE LOCATIONS

200 offices worldwide

California: Cameron Park, Concord, Emeryville, Eureka, Fresno, Irvine, Long Beach, Redding, Roseville, Sacramento, San Diego, San Francisco, San Jose, San Luis Obispo, Santa Rosa

### SERVICE OFFERINGS

- Transportation Planning and Engineering
- Environmental Services
- Advisory Services
- Digital Services
- Construction Services
- Water Projects
- Energy and Resources Projects
- Environment Projects
- Property and Buildings Projects

# #27

**TOP 500 RANKED FIRMS, 2024**

Engineering News-Record (ENR)

We work where our clients work, with a business model that combines international reach with local delivery.

## ABOUT GHD

GHD offers transportation planning and engineering, environmental, advisory, digital, and construction services to both private and public sector clients. We operate globally and deliver services locally, allowing clients to work with our local staff while accessing our global expertise.

Established in 1928, GHD is a wholly owned subsidiary - a privately held international engineering firm owned by our people and operating across five continents. We are one of the world's leading professional services companies operating in the global markets of Transportation, Water, Energy & Resources, Environment, and Property & Buildings.

Our people can offer decades of knowledge, as well as a deep understanding of the challenges facing businesses and communities today. We deliver projects with high standards of safety, quality, and ethics across the entire asset value chain. Driven by a client service-led culture, we connect the knowledge, skill, and experience of our people with innovative practices, technical capabilities, and robust systems to create lasting community benefits.

# REDWOOD COMMUNITY ACTION AGENCY

Empowering People, Changing Lives since 1980



## ABOUT RCAA

Redwood Community Action Agency (RCAA) is a non-profit Community Action Agency established in 1980 with the mission of providing leadership and advocacy and developing community-based coordinated services activities. RCAA enables low-income and/or disadvantaged individuals to gain the necessary skills, education, and motivation to become self-sufficient in a healthy, sustainable environment. The Natural Resource Services division of RCAA is committed to working with private landowners, government agencies, timber and fisheries industries, Tribes, and community-based groups to promote healthy communities and healthy watersheds.

## NATURAL RESOURCE SERVICES

Natural Resources Services Division (NRS) of RCAA works to improve the ability of communities to identify tangible ways to increase access to an active and healthy lifestyle for people of all means, ages, and backgrounds. NRS/RCAA's team consists of experienced planners with a high level of expertise in developing and implementing active transportation and Safe Routes to Schools (SRTS) projects in rural areas. NRS/RCAA is recognized at a state level and beyond as a leader in implementing effective community design charrettes and walkability

audits for multimodal transportation projects and multidisciplinary efforts to improve built environment effects on public health.

Through fostering local and regional partnerships, NRS/RCAA seeks to cultivate a stronger focus for healthy community design in small towns and rural communities and schools throughout the state.

We work with public health departments, planners, planning and public works staff, non-profits, healthy eating and active living collaboratives and communities, social services agencies, transportation providers, schools, appointed and elected officials, and others to develop practical, non-metropolitan tools and policies, facilitate trainings and events, provide innovate public participation processes, and create and support programs to improve the built environment in a variety of communities.

RCAA is cognizant of cultural and linguistic barriers and works to engage all residents and/or stakeholders in creative and meaningful ways. Long-standing partnerships and regular engagement of local governments, regulatory agencies, Caltrans, Tribes, community organizations, user groups and the community have been a key component of RCAA's successes.



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# JUSTICE, EQUITY, DIVERSITY + INCLUSION

## COMMITMENT TO DIVERSITY

Our philosophy for engagement is rooted in raising awareness and building an understanding of the root sources for systems that have historically benefited the majority population and thereby disadvantaged and marginalized those with identities of color, women, and people in the LGBTQ+ communities.

Integrating equitable frameworks and raising awareness on how systems and the physical campus can perpetuate injustice requires listening and documentation.

SmithGroup is also committed to providing meaningful involvement for small, disadvantaged and minority, HUBzone, veteran, and woman-owned business enterprises. Over the past 50 years, SmithGroup has developed valuable business relationships with numerous consultants across a variety of disciplines, with whom we work on a regular basis, regardless of subcontracting requirements on a particular contract. This is because their expertise and experience in their specialty disciplines are vital and necessary additions to our team.

## SMITHGROUP EQUITY, DIVERSITY + INCLUSION SCHOLARSHIP PROGRAM

The [SmithGroup Equity, Diversity and Inclusion Scholarship Program](#) directly addresses barriers to success for future professionals. The application-based program honors SmithGroup interns from underrepresented demographic groups with tuition assistance and contribute to the advancement of their education and the profession.



## SMITHGROUP JUSTICE, EQUITY, DIVERSITY + INCLUSION PROGRAM

It takes time, resources and courage to create a culture that understands the holistic impact equity, diversity and inclusion have in raising the value of our collective work. The SmithGroup [JEDI program](#) is helping us engage in deeper and more meaningful conversations, initiatives and actions that minimize barriers, foster deeper understanding and promote the values we want to see present in our industry.

We have not yet achieved our fullest potential to establish the work environment that we've long envisioned—one that truly positions people of all disciplines and backgrounds to succeed and allows varied, mission-advancing perspectives to be recognized and valued.

# CONNECTING ASPIRATION & OPPORTUNITY

## DESIGN A BETTER FUTURE

At SmithGroup, our team is driven by both curiosity and rigor. We bring fresh perspectives and design solutions that are future-focused and grounded in evidence-based best practices. We also promise to ‘Design a Better Future’, a goal that aligns with the mission of planning for transformative transportation plans that better connects people to places. As an integrated, multidisciplinary firm, SmithGroup draws from a breadth of experience in projects that successfully help bring people together within the communities where they live, work, and recreate.

At SmithGroup, we consider each project and each community part of a larger, interconnected system. We identify opportunities to better balance community-wide programming, planning, and uses to develop connections at the neighborhood, community, and regional scale. The following pages provide additional information about SmithGroup’s passion and dedication for creating thriving, safe urban places, and the various ways in which we strive to forge new local and regional partnerships to build stronger communities.



ANN ARBOR DOWNTOWN STREETScape DESIGN & ENGINEERING SERVICES

# DEEP BENCH IN MOBILITY PLANNING

SmithGroup combines extensive local expertise in planning, designing, and implementing mobility and transportation projects with a deep bench of national expertise at the leading edge of the mobility practice.

We have a proven track record of working together with a number of municipalities to execute complex and challenging street design and mobility projects. SmithGroup is currently working to plan and implement innovative active transportation projects, including on-going transformational work in cities like Ann Arbor, Michigan, high speed rail planning for California High Speed Rail, and other communities in California and across the

nation that align with your vision. SmithGroup brings an integrated design approach that supports a smooth and expedited transition from planning, to conceptual design, to construction documentation and project implementation.

Our team builds on the insights and lessons learned from past projects and leverages our national leadership to provide the transformative outcomes. We will ensure that these street projects improve safety for all users, lead to greater equity, and strengthen the fabric and vitality of Humboldt County and the broader community.



DETROIT KERCHEVAL STREET BIKEWAY

# MOBILITY EXPERTISE

## ENGINEERING, PLANNING, & DESIGN

SmithGroup has extensive experience planning bicycle and multi-modal networks from the regional scale (e.g. county-wide connectivity plans), city-scale, and district-scale. Through our complete street built project work, we know how bicycle infrastructure must be designed using best practices and meeting national requirements. We are able to work seamlessly across scales for a powerful outcome. SmithGroup's integrated approach to transportation design involves professionals from all disciplines and backgrounds.

Our team's combined experience covers a range of transportation, mobility, and pedestrian-focused expertise that builds healthy, vibrant and safe communities.

The following pages demonstrate projects where SmithGroup has helped other municipalities to promote strong non-motorized mobility solutions.

### KEY AREAS OF EXPERTISE



#### COMPLETE STREETS PLANNING & ENGINEERING

Multi-modal planning and complete street design requires an in-depth traffic analyses that looks at all users: bikes, pedestrians, transit, and micromobility. We help communities navigate technical findings to make informed design decisions that consider broader community values.



#### SEPARATED BIKE LANE & LOW STRESS BICYCLE INFRASTRUCTURE

Separated bike lanes are essential for increasing safety and comfort for users, and encouraging a broader spectrum of the population to bike for all purposes. We have built projects across the nation and are lead implementors for separated bike lanes in Michigan.



#### SAFETY ANALYSIS & VISION ZERO IMPLEMENTATION

Eliminating deaths and injuries on roads builds healthy and inclusive communities, and ensures everyone is treated with dignity in the public realm. We conduct detailed crash analyses, engage the community, and develop action plans that move towards zero transportation related deaths and injuries.



#### INNOVATIVE MOBILITY STRATEGY & POLICY

SmithGroup understands how technological changes affect street design and regulatory policies. We help communities think forward to anticipate these changes and develop management policies and strategies that are flexible and responsive to changing conditions.

# BICYCLE FACILITY PLANNING, ENGINEERING & IMPLEMENTATION



SmithGroup has led numerous bike network and planning efforts. When planning complete networks, our team is able to rapidly perform site-level investigations to understand ROW allocation and potential facility solutions. We strongly emphasize the creation of all ages and abilities appropriate solutions that expand the accessibility and equity of the bicycle network for a broader cross-section of the community.

We have experience specifying and utilizing bike and pedestrian counters for data collection and analysis. We also believe that tracking how bicycle facilities can align with local values and associated performance measures (safety outcomes, utilization rates, commercial benefits, roadway operational changes, etc.) is important for building community awareness and understanding

## MOBILITY DESIGN PRINCIPLES

- **Design for Safety:** Emphasize safety as a priority for all street users—pedestrians, bicycles, and vehicles.
- **Design for Flexibility:** Remain aware of how street designs may need to respond to future demands, with flexibility in terms of the use of the street itself.
- **Design for Character:** Be sensitive and respond to adjacent land use character, using mobility infrastructure to strengthen the character and function of the community.
- **Design for a Connected System:** Design should take into consideration the operations and functionality of each project, along with other transportation projects in the City. These projects constitute a significant reshaping of mobility into and around the downtown.
- **Design for Environmental Stewardship and Sustainability:** Provide opportunity to improve stormwater management, incorporate best management practices, and embrace the use of environmentally preferred materials.

# AN INCLUSIVE ENGAGEMENT PROCESS

The most successful engagement happens when you meet people where they are.



## OUR PROCESS

Our process has been designed to deliberately engage a variety of community groups in diverse and accessible ways. The process is rooted in empathy, dignity, and respect of the spectrum of stakeholders who will advance the plan's vision. The planning process best serves the community when it empowers citizens to become part of the decision-making process, and as facilitators we are able to provide safe and protected spaces for all voices to be heard. Our engagement process is crafted around several key principles:

### BUILD FROM EXISTING CHANNELS & PARTNERS

The project messaging is spread through a variety of channels throughout the planning process. We time big pushes around engagement efforts while ensuring there is a continuous trail of information to keep capturing interest and participation. We will work hand-in-hand with city staff, planning commission, and key stakeholders to identify which existing channels are most effective and trusted for spreading the word.

## CREATE A WELCOMING SPACE FOR ALL

The public participation process will be an important opportunity to develop long-range goals for Humboldt's Vision Zero Action Plan that brings together the input and information from the community, neighbors, businesses, institutions, and civic leaders. Various events are focused around tapping traditionally marginalized voices in this process to ensure their voices are heard, such as senior community members and youth.

### REPORT BACK

Once our work does its job and gets people to participate, we show them what their feedback means to the process. We design engagement infographics and storytelling campaigns showing how their responses shape these plans.

# ENGAGEMENT TOOLKIT



MapMyHumboldt response data indicating means of mobility around the core campus. Red denotes vehicular travel while blue indicates bicycle and pedestrian mobility.



Transportation and mobility working session with leadership.

Each engagement strategy is focused on facilitating honest conversations, engaging community members in their respective spaces, and making these plans feel approachable and fun. A mix of in-person and digital engagement methods will be formulated into a public participation plan at the start of the process.

The below strategies will help our team and HCAOG to create a refined vision for the future of the County, and set the stage for implementable actions following plan development.

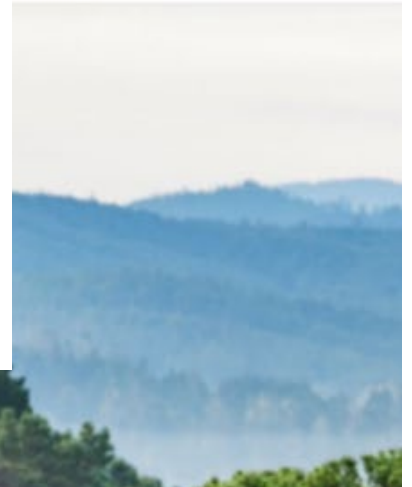
- **Walkshops:** The best way to learn about lived experiences can be to walk in community members shoes. These mobile workshops, or "walkshops" can be arranged early in the planning process.
- **Student Workshops:** We can host workshops at local high schools to discuss students thoughts.
- **Public Events:** Sometimes, the best way to interact with the most community members is to coordinate plan events around existing community events.
- **Online Portal:** We will provide substantial opportunities for virtual engagement, recognizing

some participants will feel most comfortable with us meeting with them through a screen at home. Web-based surveys and mapping applications via an ArcGIS Online Hub site will be utilized to provide interactive mapping, polling, information about the planning process and the current status of ideas and recommendations.

- **Online Survey:** We will develop an online survey to ask questions and get public feedback related to the project through a platform shared on the website. We can also use ArcGIS survey mapping tools for geo-referenced questions which are more interactive than standard surveys. We will compile the results of the surveys for use by the project team.
- **Pop-up Boards:** Pop-up installations at popular spaces will expand our reach and allow us to tap into crowds at regular gathering spaces.
- **Social Media Feedback:** By using social media polls, Q&A posts, Facebook Live broadcasts, and by partnering with community partners, social media allows people to provide feedback and can connect with new and different audiences.

SECTION C

# ORGANIZATION & STAFFING





# ORGANIZATIONAL CHART



## PROJECT LEADERSHIP AND MANAGEMENT



**GEORGIA SARKIN**  
Principal-in-Charge,  
SmithGroup



**TENTENG WANG**  
Project Manager,  
SmithGroup



**TODD TREGENZA**  
Sr. Transportation  
Planner, GHD

### SAFETY AND DATA ANALYTICS



**FRANK PENRY**  
Sr. Traffic Engineer,  
GHD



**BYUNG LEE**  
Sr. Traffic/Civil  
Engineer, GHD



**ROSANNA SOUTHERN**  
Sr. Transportation  
Engineer, GHD

### MOBILITY PLANNING & IMPLEMENTATION



**JANET ATTARIAN**  
Lead Mobility  
Strategist,  
SmithGroup



**MELISSA ESTRADA**  
Sr. Transportation  
Planner, GHD



**JUSTIN SKODA**  
Urban Mobility  
Planner,  
SmithGroup



**OLIVER KILEY**  
Sr. Transportation  
Planner,  
SmithGroup



**CAROLYN LUSCH**  
Mobility Specialist,  
SmithGroup

### ENGAGEMENT, EQUITY ANALYSIS AND EDUCATIONAL RESOURCES



**CAROL VAN DER MEER**  
Engagement  
Specialist, RCAA



**ELLE BRAUCHLE**  
Project Planner,  
SmithGroup



**ALYSIA BIXLER**  
Educational  
Campaign  
Specialist, RCAA



**MASON R. REWERTS**  
Outreach Specialist,  
RCAA



**ANDREW THURLOW**  
Sr. Planner &  
Engagement Specialist,  
SmithGroup

## SECTION C

# MEET OUR TEAM

<p><b>Georgia Sarkin, Principal-in-Charge, SmithGroup</b></p> <p>Georgia is an award-winning architect, urban planner, and designer with over 25 years of experience. She has led complex urban design and planning projects, including mixed-use urban development, transit-oriented development, campus planning, and neighborhood development, both in the US and internationally. She excels in integrating environmental, social, and economic goals.</p>	<p>AICP, RIBA, International Assoc. AIA</p> <ul style="list-style-type: none"> <li>■ Cal Poly Humboldt Physical Campus Plan</li> <li>■ Eureka Intermodal Transit Center</li> <li>■ California High Speed Rail Delivery Support and Technical Planning Services</li> </ul>
<p><b>Tengteng Wang, Project Manager, SmithGroup</b></p> <p>Tengteng has over 14 years of experience in urban and transportation planning, integrating cross-disciplinary expertise and global perspectives. He excels in strategizing complex systems through a research-driven approach and innovative techniques. Having efficiently managed many large-scale planning projects over the past ten years, he is fluent in coordinating with city officials and stakeholders, ensuring accurate project deliverables and inspiring learning spaces.</p>	<p>PLA, ASLA, AICP, APA</p> <ul style="list-style-type: none"> <li>■ Cal Poly Humboldt Physical Campus Plan</li> <li>■ California High Speed Rail Delivery Support and Technical Planning Services</li> <li>■ The District Detroit Framework Plan</li> <li>■ Cuyahoga County Eastside Greenway</li> </ul>
<p><b>Janet Attarian, Lead Mobility Strategist, SmithGroup</b></p> <p>Janet has over 30 years of experience in creating livable cities, focusing on inclusive neighborhood placemaking, multi-modal mobility, and ecological infrastructure. As Senior Mobility Strategist at SmithGroup, she crafts urban mobility visions. Previously, she led inclusionary planning frameworks in Detroit as Deputy Director for the city's Planning and Development Department, and urban design projects in Chicago for the city's Department of Transportation.</p>	<p>AIA, LEED AP BC+C</p> <ul style="list-style-type: none"> <li>■ City of Kalamazoo Street Design Manual &amp; Mobility Plan</li> <li>■ Ann Arbor Vision Zero Plan</li> <li>■ Eureka Intermodal Transit Center</li> <li>■ City of Gresham, Green Infrastructure Leadership Exchange Green Stormwater Infrastructure Library</li> </ul>
<p><b>Oliver Kiley, Senior Transportation Planner, SmithGroup</b></p> <p>With over 20 years of experience, Oliver Kiley excels in community planning, green infrastructure, mobility/street design, and public engagement. He leads SmithGroup's GIS expertise, advocating for community-driven, data-enriched processes to create resilient, healthy, and equitable urban environments.</p>	<p>PLA</p> <ul style="list-style-type: none"> <li>■ City of Kalamazoo Street Design Manual &amp; Mobility Plan</li> <li>■ Ann Arbor Vision Zero Plan</li> <li>■ St. Louis Transportation and Mobility Plan</li> <li>■ City of Gresham, Green Infrastructure Leadership Exchange Green Stormwater Infrastructure Library</li> </ul>

## SECTION C

# MEET OUR TEAM

<p><b>Andrew Thurlow</b>, Senior Architectural Designer &amp; Planner, SmithGroup</p>	
<p>Andrew Thurlow is a Senior Architectural Designer at SmithGroup with over 20 years of experience, specializing in integrating digital technologies with architectural design. He was previously tenured faculty at Roger Williams University and held residencies at Autodesk Technology Center and the Netherlands Architectural Institute. He has also contributed to over 50 publications in his field.</p>	<ul style="list-style-type: none"> <li>■ California Polytechnic University, Humboldt, Physical Campus Master Plan</li> <li>■ California Polytechnic University, Humboldt, Energy Research &amp; Sustainability Center Feasibility Study</li> <li>■ California Polytechnic University, Humboldt, Engineering &amp; Technology / Housing Feasibility Study</li> <li>■ California Polytechnic University, Humboldt, Healthcare &amp; Health, Dining Feasibility Study</li> </ul>
<p><b>Carolyn Lusch</b>, Mobilty Specialist, SmithGroup</p>	<p>AICP</p>
<p>Carolyn Lusch is an experienced urban planner specializing in safe, equitable, and sustainable development and transportation. She creates innovative plans for community development, builds strong relationships with communities, and delivers plans reflecting their visions and values. Her leadership and expertise ensure successful program delivery.</p>	<ul style="list-style-type: none"> <li>■ Ann Arbor Vision Zero Plan</li> <li>■ Ann Arbor Downtown Transit Alignment Plan</li> <li>■ City of Danville Comprehensive Plan</li> <li>■ City of Detroit North End Neighborhood Framework Plan</li> <li>■ City of Danville Comprehensive Plan</li> <li>■ Joe Louis Greenway Neighborhood Action Plan</li> <li>■ California High Speed Rail Delivery Support and Technical Planning Services</li> </ul>
<p><b>Justin Skoda</b>, Urban Mobility Planner, SmithGroup</p>	<p>RA, SPUR</p>
<p>Justin Skoda, a licensed architect and urban designer, has over 10 years of experience in master planning, urban design, transit, housing, and more. He is passionate about the intersection of architecture and urban space, sustainability, and balancing social, economic, and environmental factors.</p>	<ul style="list-style-type: none"> <li>■ California High Speed Rail Delivery Support and Technical Planning Services</li> <li>■ UCSF Panassus Comprehensive Campus Plan*</li> <li>■ San Rafael Transit Center*</li> <li>■ Montague Pedestrian Bridge*</li> </ul>
<p><b>Elle Brauchle</b>, Project Planner, SmithGroup</p>	<p>RA</p>
<p>Elle leads technical design and documentation efforts. She collaborates with the entire team to establish a successful working relationship and positive project outcome. Elle ensures SmithGroup’s design documents are detailed for accurate construction administration and implementation.</p>	<ul style="list-style-type: none"> <li>■ Cal Poly Humboldt, Physical Campus Master Plan</li> <li>■ California Polytechnic University, Humboldt, Energy Research and Sustainability Center</li> <li>■ California High Speed Rail Delivery Support and Technical Planning Services</li> </ul>

## SECTION C

# MEET OUR TEAM

<p><b>Todd Credenza, Senior Transportation Planner, GHD</b></p> <p>Todd Tregenza has 17 years of experience in transportation planning, assisting agencies in central and northern California with programming, travel demand models, general plans, corridor studies, capital improvement programs, and CEQA impact analyses. He works on public and private sector projects, including on-call contracts and grant applications.</p>	<ul style="list-style-type: none"> <li>■ Ukiah Streetscape and Road Diet - Phase 2</li> <li>■ Clement Avenue Complete Street</li> <li>■ King &amp; Southbound I-680 Off-Ramp Traffic Signal Design Rehabilitation</li> <li>■ US 101 State Street Undercrossing Project</li> <li>■ City of Manteca Traffic Signal Coordination and Optimization</li> </ul>
<p><b>Melissa Estrada, Senior Transportation Planner, GHD</b></p> <p>Melissa Estrada is a skilled manager with a strong track record in leading complex programs across various agencies. She excels in communication, problem-solving, and organization, with extensive public sector experience. As a transportation planner, she managed Redding Area Bus Authority and active transportation projects, including the city's first Active Transportation Plan.</p>	<ul style="list-style-type: none"> <li>■ City of Colusa Comprehensive Safety Action Plan</li> <li>■ Envision 273 Comprehensive Corridor Plan</li> </ul>
<p><b>Frank Penry, Senior Traffic Engineer, GHD</b></p> <p>Frank Penry has 27 years of experience in transportation planning and traffic engineering design. He has managed numerous studies and projects, served as City Traffic Engineer for multiple cities, and is well-versed in traffic engineering standards, signals, roundabouts, traffic calming, and control plans for various civil engineering projects.</p>	<ul style="list-style-type: none"> <li>■ Humboldt County Local Road Safety Plan</li> <li>■ Ukiah Streetscape and Road Diet, Phase 1</li> <li>■ Fortuna Boulevard Paving and Pedestrian Improvements</li> <li>■ Eureka Waterfront Trail</li> <li>■ City of Fortuna Traffic Engineering and Staff Services</li> </ul>
<p><b>Byung Lee, Senior Traffic/Civil Engineer, GHD</b></p> <p>Byung Lee is a registered traffic and civil engineer in California with 23 years of experience in traffic operations, engineering design, and ITS projects. He specializes in signal design, lighting, signing &amp; striping plans, traffic operations, and safety analyses, with expertise in traffic simulation models like Synchro, SimTraffic, and VISSIM.</p>	<ul style="list-style-type: none"> <li>■ Ukiah Streetscape and Road Diet - Phase 2</li> <li>■ Clement Avenue Complete Street</li> <li>■ King &amp; Southbound I-680 Off-Ramp Traffic Signal Design Rehabilitation</li> <li>■ US 101 State Street Undercrossing Project</li> <li>■ City of Manteca Traffic Signal Coordination and Optimization</li> </ul>

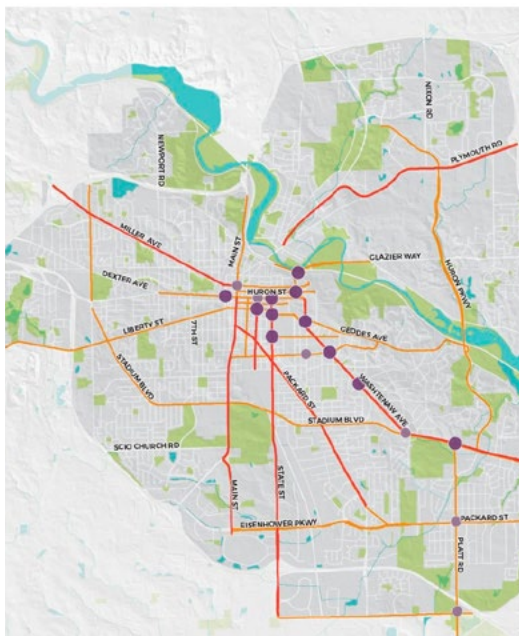
## SECTION C

# MEET OUR TEAM

<p><b>Carol Vander Meer, Engagement Specialist, RCAA</b></p> <p>Carol Vander Meer is a Projects Coordinator at Redwood Community Action Agency with extensive experience in community engagement, trail development, and active transportation, and has held leadership roles in various nonprofit organizations, including Friends of the Dunes.</p>	<ul style="list-style-type: none"> <li>■ South Arcata Multimodal Safety Improvement Plan (SAMSIP)</li> <li>■ Peninsula Beautification Project</li> <li>■ Planning Study: Humboldt Bay Trail South to College of the Redwoods</li> <li>■ Great Redwood Trail Master Plan Outreach</li> </ul>
<p><b>Alysia Bixler, Educational Campaign Specialist, RCAA</b></p> <p>Alysia Bixler, MS, is a Natural Resources Specialist II at Redwood Community Action Agency. She holds degrees in Environmental Studies, Conservation and Land Management, and Forestry. Alysia specializes in community engagement, watershed health, and offshore wind development outreach, leading multi-year projects and facilitating collaborative meetings with diverse stakeholders.</p>	<ul style="list-style-type: none"> <li>■ Peninsula Beautification</li> <li>■ McKinleyville ATP &amp; Safe Routes to School Task Force</li> <li>■ Wind Energy Outreach</li> <li>■ Arcata Local Road Safety Plan</li> </ul>
<p><b>Mason R Rewerts, Outreach Specialist, RCAA</b></p> <p>Mason works with the community to enhance watershed and community health by planning, developing, and implementing projects. Engages in long-term initiatives with diverse stakeholders through in-person and virtual meetings. Organizes public events, maintains program data, and prepares reports. Focus areas include offshore wind outreach, environmental education, youth field trips, and fostering collaborative relationships.</p>	<ul style="list-style-type: none"> <li>■ Peninsula Beautification</li> <li>■ Wind Energy Outreach</li> <li>■ Field Crew- Natural Resources Division (NRS) of Redwood Community Action Agency:</li> </ul>

# ANN ARBOR VISION ZERO IMPLEMENTATION PLAN

<b>LOCATION</b> Ann Arbor, Michigan	<b>SIZE</b> 7 Intersections	<b>COMPLETION DATE</b> 2022
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**Focus Areas**

- Tier 1 Focus Corridors
- Tier 2 Focus Corridors
- Tier 1 Focus Intersections
- Tier 2 Focus Intersections



WASHINGTON ST. AND S. 4TH AVE.



W. ANN ST. AND S 4TH AVE.



STATE ST. AND S. UNIVERSITY AVE.



W. LIBERTY ST. AND W. STADIUM BLVD.



FULLER ST. AND GLEN AVE.

## Vision Zero Quick-Build demonstration projects

In 2021 the City of Ann Arbor adopted a new Transportation Master Plan based on the principles of Vision Zero to eliminate all transportation related fatalities and serious injuries. SmithGroup worked with the City to help implement a series of Quick-Build implementation projects at high priority locations in order to reduce vehicle speeds, make safer pedestrian crossings, and complete gaps in the bicycle network.

A series of Quick-Build projects using high visibility materials were implemented in 2022. SmithGroup also coordinated and led community engagement efforts related to these Quick-Build projects as well as the City's speed management program at major city streets.

- ✓ Vision Zero Plan
- ✓ Pre and post construction pop-up engagements for each location
- ✓ Data driven traffic safety countermeasures were implemented at high crash corridors and intersections



## High Crash Locations

### Focus Corridors

**77%** of all fatalities & severe injuries

**37%** on 7 Tier 1 Corridors

**40%** on 23 Tier 2 Corridors

### Focus Intersections

**12%** of all fatalities & severe injuries

**7%** on 11 Tier 1 intersections

**5%** on 6 Tier 2 intersections

### Tier 1 Focus Corridors

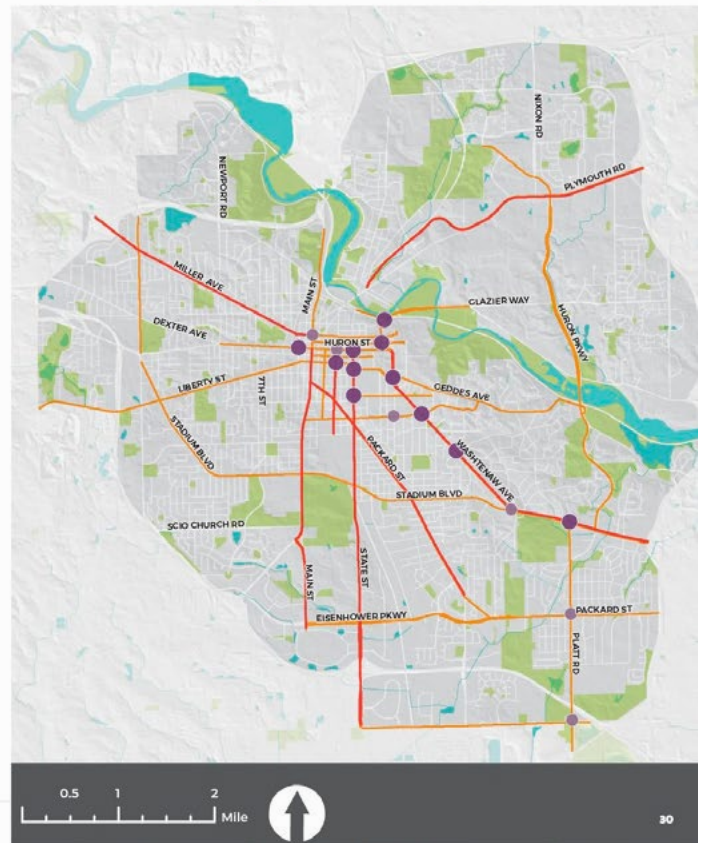
1. Plymouth Road (Murfin Avenue to US-23)
2. Miller Avenue (Downtown to M-14)
3. Washtenaw Avenue (Huron Street to US-23)
4. S Main Street (Huron Street to Eisenhower Parkway)
5. S State Street (Huron Street to Ellsworth Road)
6. Packard Street (Main Street to Stone School Road)
7. Division Street (Liberty Street to Hoover Street)

### Tier 1 Focus Intersections

1. Washtenaw Avenue and Platt Street
2. Washtenaw Avenue and Devonshire Street
3. Washtenaw Avenue and Hill Street
4. Washtenaw Avenue and Geddes Avenue
5. State Street and Huron Street
6. S State Street and N University Avenue
7. S State Street and S University Avenue
8. Liberty Street and Division Street
9. Fuller Road and Glen Avenue
10. Ann Street and Glen Avenue
11. 1st Street and Huron Street

## Focus Areas

— Tier 1 Focus Corridors    — Tier 2 Focus Corridors  
● Tier 1 Focus Intersections    ● Tier 2 Focus Intersections



# EARTH CENTER – EUREKA REGIONAL TRANSIT & HOUSING CENTER

<p><b>LOCATION</b> Eureka, California</p>	<p><b>SIZE</b> TBD</p>	<p><b>COMPLETION DATE</b> 2023</p>
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- ✓ Instituted a series of traffic study improvements on all surrounding streets
- ✓ Improvements were coordinated with transit facilities
- ✓ Integrating community needs and equity
- ✓ Created user profiles of diverse and underrepresented stakeholders to help design and shape the recommendations
- ✓ Tied land use recommendations to transportation improvements
- ✓ Coordination with diverse transit agencies and city stakeholders
- ✓ Unanimous decision by City

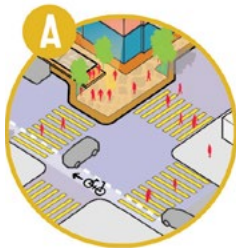
The new Eureka Intermodal Transit Center and Affordable Housing project brings the best in transit center design together with placemaking and work force and student housing to create a new center of gravity in downtown Eureka. SmithGroup was retained by the Humboldt Transit Authority to ensure that the development would create a transit center that was truly multi-modal and best in-class, holistically serving the needs of the Authority and the community. This included the creation of a transit plaza and community

courtyard, integration of a daycare facility, pharmacy, and bicycle shop, and the reshaping of the surrounding sidewalks, streets, and alley to create a pedestrian first design that integrates several bus services and a range of multi-modal services. SmithGroup supported the Authority’s grant application to the Transit and Intercity Rail Capital Program and worked closely with the City of Eureka, The Schatz Energy Research Center, and the developer Servitas LLC to help ensure a fully integrated and equitable project outcome.



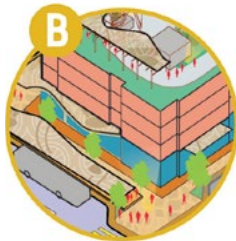
# EaRTH CENTER

Integrating the EaRTH Center into downtown Eureka



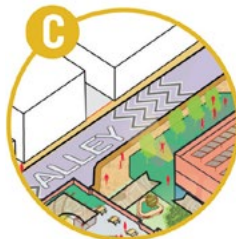
## A SIDEWALKS & STREETS DESIGNED FOR SAFETY

The public realm will be designed to be pedestrian friendly, accessible, and safe.



## B GROUND FLOOR TRANSPARENCY TO PROVIDE "EYES ON THE STREET"

The ground floor façade provides good views between inside and outside to promote safety on the streets, plaza and alley.



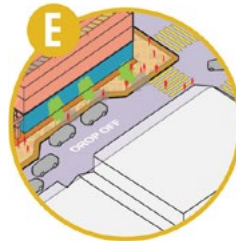
## C BIKE PATHS, PARKING STORAGE

Bike paths, parking & storage are incorporated into design to make biking a safer experience.



## D PARTNERING WITH COMMUNITY BASED ORGANIZATIONS

Create a sense of ownership and activate the public spaces and plaza. Potential incorporation of safety ambassadors into the management of the center.



## E INTEGRATING COMPATIBLE LAND USES

Compatible active land uses are integrated into the ground floor, such as bike repair shop, pharmacy, daycare and a café to create a lively, vibrant street life.

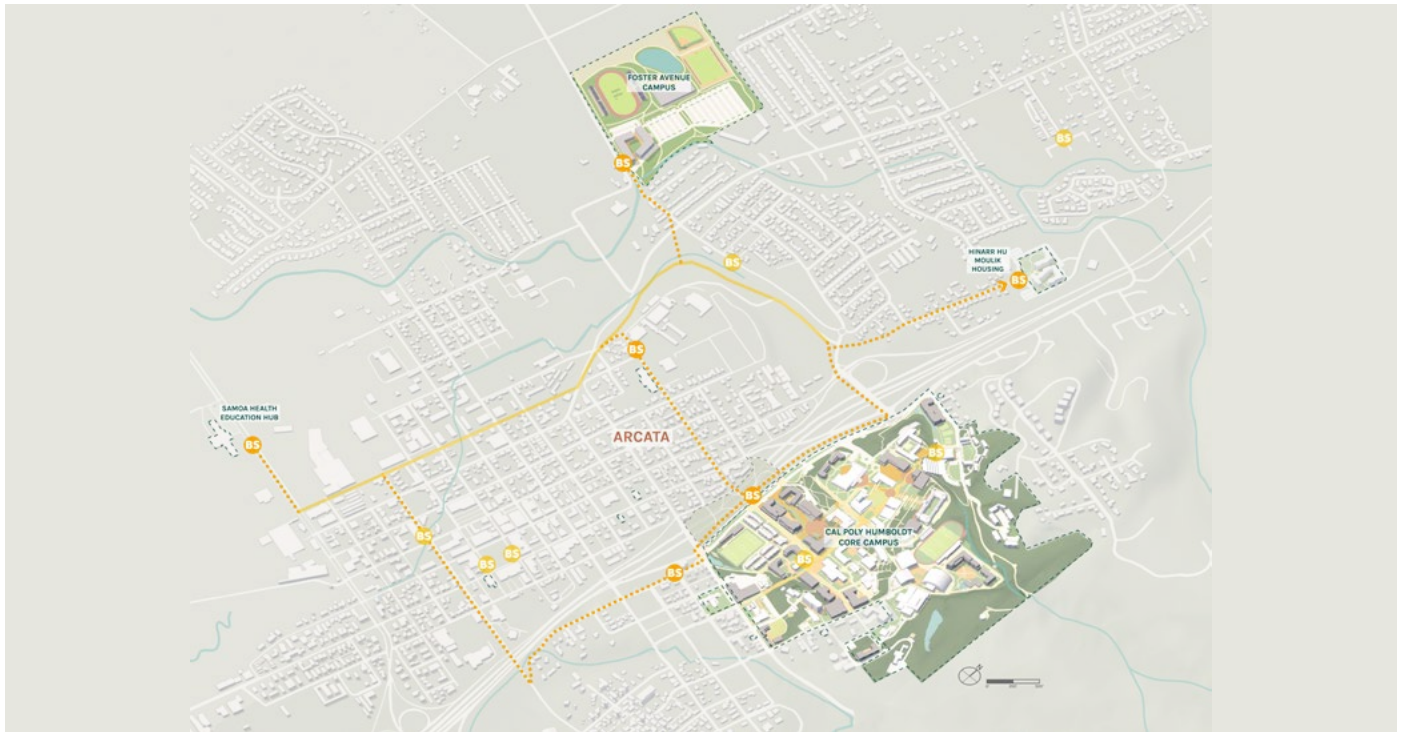


## F WELL LIT SPACES

Lighting is incorporated in and around the transit center to enhance safety and visibility.

# PHYSICAL CAMPUS PLAN

<p><b>LOCATION</b> Arcata, California</p>	<p><b>SIZE</b> N/A</p>	<p><b>COMPLETION DATE</b> 2025</p>
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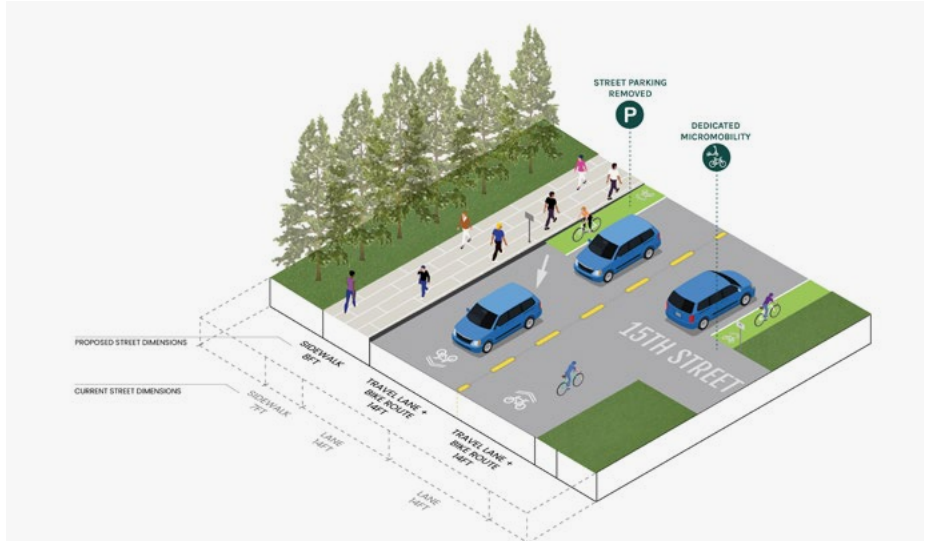


In 2021, Cal Poly Humboldt transformed into the CSU’s third polytechnic with ambitious plans for curricular and student growth. With more resources to build high-demand programs and expand hands-on learning opportunities, Cal Poly Humboldt can better prepare students to solve the challenges of our time. This includes addressing workforce shortages in STEM; revitalizing the North Coast economy; closing equity gaps in higher education; and providing solutions to the complex social and environmental issues California faces today.

The Campus Physical Plan transforms the campus into a vibrant, interdisciplinary, people-first environment. Surrounded by forest, and adjacent to downtown

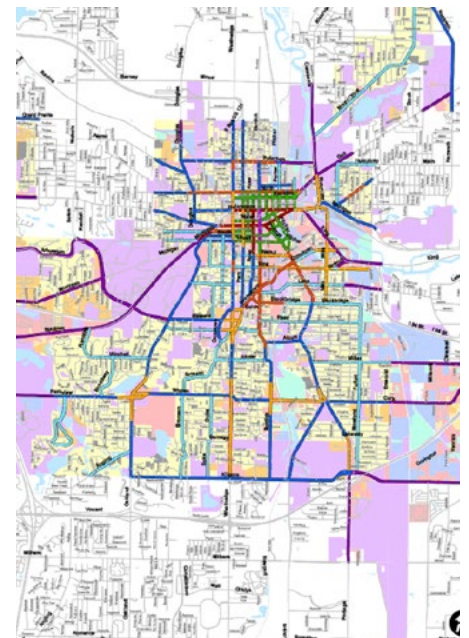
Arcata, the campus plan builds upon its extraordinary setting by linking to the city, natural ecological systems, and to the region at large. The core campus is the center of gravity for a larger ecosystem of university land assets including the nearby Foster Ave Satellite Campus and St. Louis Road Housing.

The pedestrianized B Street spine seams together four distinctive districts, two significant new gathering spaces, three new student facing “Hubs”, and three green corridors. Future academic space needs are integrated into interdisciplinary, flexible buildings, and are not siloed by academic department. Future live-learn housing communities embed student services for a more holistic experience.



# KALAMAZOO STREET DESIGN MANUAL & MOBILITY PLAN

<p><b>LOCATION</b> Kalamazoo, Michigan</p>	<p><b>SIZE</b> TBD</p>	<p><b>COMPLETION DATE</b> 2021</p>
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Creation of a Street Design Manual organized by the Street Types set out in the 2025 Master Plan and incorporated into the Chapter 50 Zoning Code. The manual includes ranges, options, and guidance for utilizing the design elements based on street type, ROW width, sidewalk width, land use—especially sections through Neighborhood Commercial Nodes/Downtown, and neighborhood character/vision.

The Imagine Kalamazoo 2025 Master Plan provides a comprehensive vision for the City based on extensive community engagement and input. One of the central strategic themes in the city's vision was for a Connected City—a city that is networked for walking, biking, riding, and driving. Critical to achieving the

Connected City vision is the need to plan, design, and build complete streets that serve all members of the community equitably and enhance the resilience and sustainability of the city.

SmithGroup collaborated with City staff to create the Street Design Guidelines and provided training upon completion. The manual offers street typologies, a clear planning, design, and construction process, and design standards for building and managing complete streets. It highlights the street's role in supporting transportation, economic vitality, environmental health, and community character.

# GREEN INFRASTRUCTURE LIBRARY

LOCATION	SIZE	COMPLETION DATE
Gresham, Oregon	N/A	2021



The Green Infrastructure Leadership Exchange retained SmithGroup to create a shared digital library that would allow members and non-members to quickly share, search, and compare details and specifications, policy documents, and projects across a full range of green stormwater infrastructure types. The platform allows for easy searching across a wide array of meta-data with the goal of saving time and money on design, resulting in increased implementation. The project expanded to a second phase where the library was expanded to cover all core focus areas for the Exchange, including Decision Tools and Guidance, Research and Assessment, Education and Outreach, and a photo library.

Building the Green Infrastructure Library required a comprehensive approach. The process began with understanding the client’s data and developing a suitable data architecture. The team then selected SharePoint Online as the platform, after a thorough comparison with ARC GIS HUB, due to its alignment with the client’s data and security needs.

The client purchased their own SharePoint Online tenant, and the team used the login information to create the site. This involved defining content types, metadata fields, and different views of the data, along with enhancing the site’s appearance, navigation, and upload capabilities.

Once the site was created, the team populated it with initial content and conducted extensive training sessions over multiple meetings to ensure the client was comfortable using the platform. Documentation and video recordings were also provided to support the training.

The project was a success, with the client actively uploading new content and planning for additional features in the future. Lessons learned from this project, particularly around developing systems and leveraging both SharePoint Online and ARC GIS HUB, are being applied to new initiatives.

# ST. LOUIS TRANSPORTATION AND MOBILITY PLAN

<b>LOCATION</b> St. Louis, Missouri	<b>SIZE</b> N/A	<b>COMPLETION DATE</b> 2025
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SmithGroup is collaborating with the City of St. Louis to develop a comprehensive transportation and mobility plan, the first of its kind in decades. This plan will establish a vision for mobility across the city by setting well-defined guiding principles and themes that reflect the values and desires of residents. It aims to improve public access to project information and prioritize safety throughout the city.

Key components of the plan include a new transportation chapter to be integrated into the City’s Comprehensive Plan, a Safety Action Plan, and various policy and procedural updates across

city departments. The ultimate goal is to create a transportation and mobility system that is safer, better maintained, more equitable, and meets the needs of all St. Louis residents. This plan is expected to guide future transportation investments and policies for the city and its key partners, ensuring that safe mobility is recognized as a crucial quality of life component and that every resident has access to an efficient transportation system.

# COLUSA COMPREHENSIVE SAFETY PLAN

<b>LOCATION</b> Colusa, California	<b>SIZE</b> N/A	<b>COMPLETION DATE</b> Ongoing
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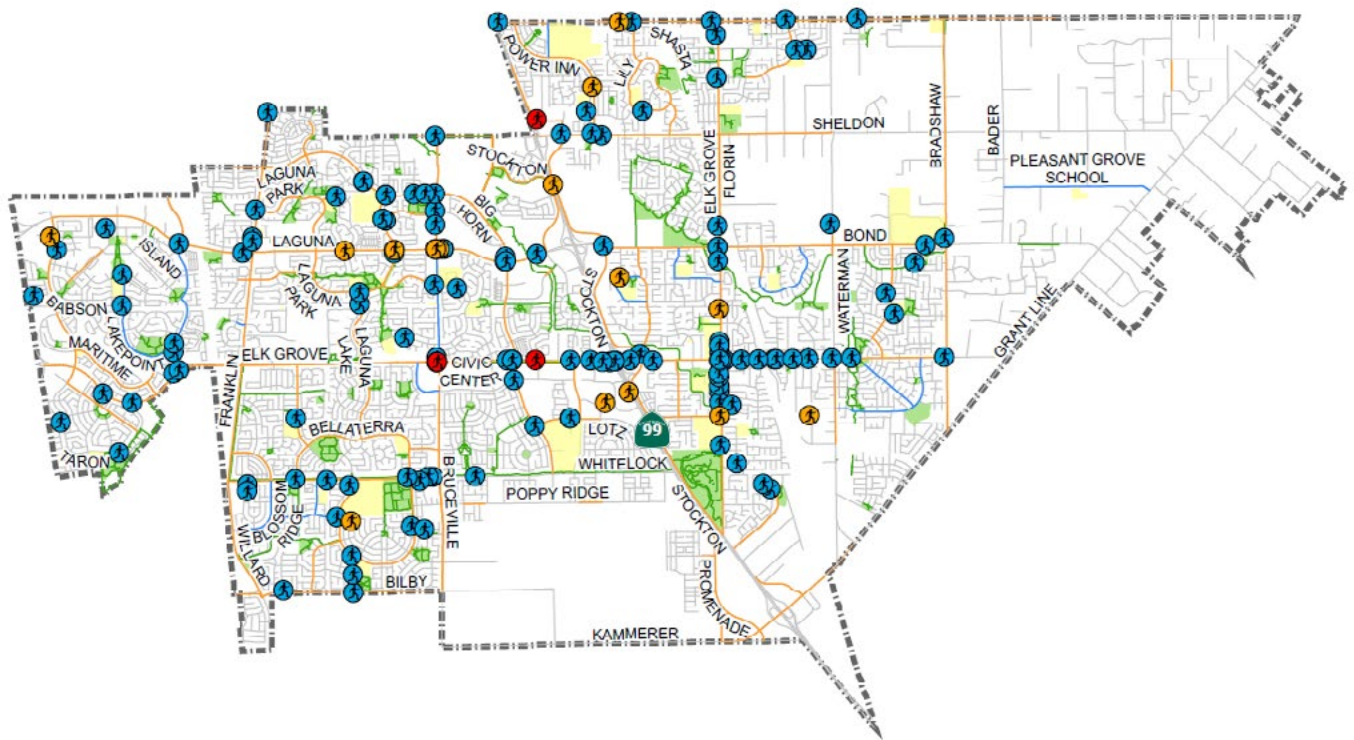
The objective of the City of Colusa Comprehensive Safety Action Plan is to improve safety on Colusa’s roadways and reduce serious injury crashes for all roadway users. The plan will include the following:

- Data driven approach that considers crash data, land use, and equity
- Community engagement process that includes in-person and online engagement
- Prioritized safety improvement projects
- Interactive dashboard for tracking progress and monitoring safety improvements
- Funding opportunities for proposed safety projects

GHD is providing the stakeholder and public engagement program, including a webpage, citywide safety events, public engagement and education workshops, and evaluation and analysis of collected information. Additionally, GHD will provide the transportation equity review.

# SYSTEMIC ANALYSIS REPORT

<b>LOCATION</b> Elk Grove, California	<b>SIZE</b> N/A	<b>COMPLETION DATE</b> 2020
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Funded through Caltrans’ Systemic Safety Analysis Report Program (SSARP), the City of Elk Grove selected GHD to complete a Systemic Safety Analysis Report (SSAR) to address ongoing citywide safety concerns through proactively evaluating the entire collector and arterial roadway network. Our Geographic Information System (GIS) specialist have developed a GIS-based tool in ESRI’s ModelBuilder that systematically evaluates key infrastructure, traffic, and historical safety data based on crash history supplied from Crossroads database, traffic volumes, and existing infrastructure asset datasets.

In following SSARP Guidelines and Federal Highway Administration Systemic Safety Project Selection Tool

procedures, GHD understands that Caltrans’ goal is not to eliminate all crashes but to substantially mitigate known fatality and injury risk factors. In turn, our SSAR will facilitate the identification of low-cost/high-benefit safety projects to submit for grant funding consideration and implementation, placing a premium on data quality, building on the City’s significant investments in GIS asset, traffic, and safety databases.

We are also working with the City’s GIS team to ensure that the analysis is easily reproduced when inputs are updated. We have identified focus crash types and facilities and are currently assessing risk factors prior to developing systemic safety countermeasures to address historical safety hot spots.



# LOCAL ROAD SAFETY PLAN

<b>LOCATION</b> Fortuna, California	<b>SIZE</b> N/A	<b>COMPLETION DATE</b> 2021
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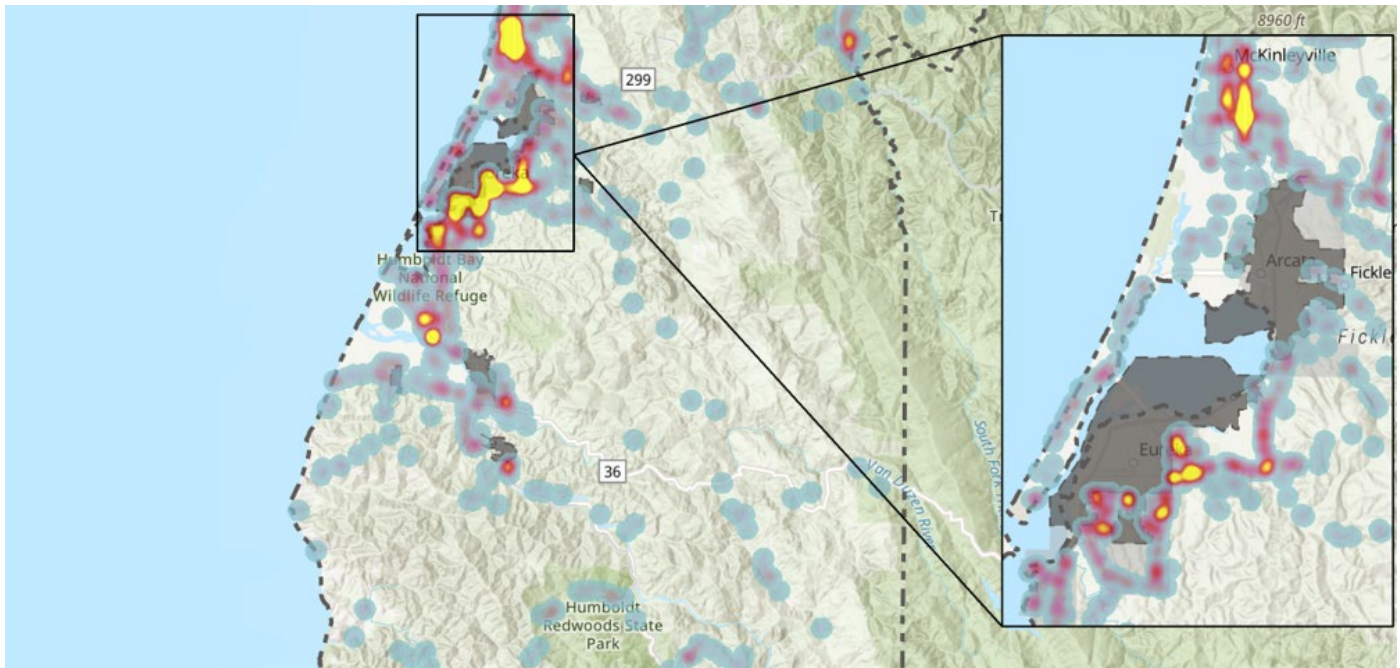
GHD developed a Local Road Safety Plan (LRSP) for the City of Fortuna. The comprehensive, citywide, targeted, and systemic safety plan will guide the City’s safety vision and priorities for the next 5 years and allow the City to be eligible for future Highway Safety Improvement Program (HSIP) funding.

The City LRSP included two Stakeholder Working Group (SWG) meetings facilitated by GHD. The SWG reviewed collision analysis, developed a vision, goals, and mission statement that guided the document, reviewed public comments, and discussed recommended countermeasures and projects.

The City LRSP included a prioritized list of proposed intersection projects and roadway segment projects based on preliminary benefit-to-cost ratios, as well as potential funding opportunities.

# LOCAL ROAD SAFETY PLAN

LOCATION	SIZE	COMPLETION DATE
Humboldt County, California	N/A	2021



GHD developed a Local Road Safety Plan (LRSP) for the County of Humboldt. The County is comprised of the Eureka-Arcata Micropolitan Statistical Area, eleven Native American tribes, and many small communities and Census-designated places. The mountainous terrain results in a significant number of rural, winding roadways.

The County LRSP provides a framework for organizing stakeholders to identify, analyze, and prioritize roadway safety needs, taking a proactive approach to roadway safety to develop achievable and measurable countermeasures to strive to eliminate traffic collisions.

The process to create the County LRSP followed these steps: (1) establish leadership, (2) analyze safety data, (3) determine emphasis areas, (4) identify strategies,

(5) prioritize and incorporate strategies, and (6) evaluate and update.

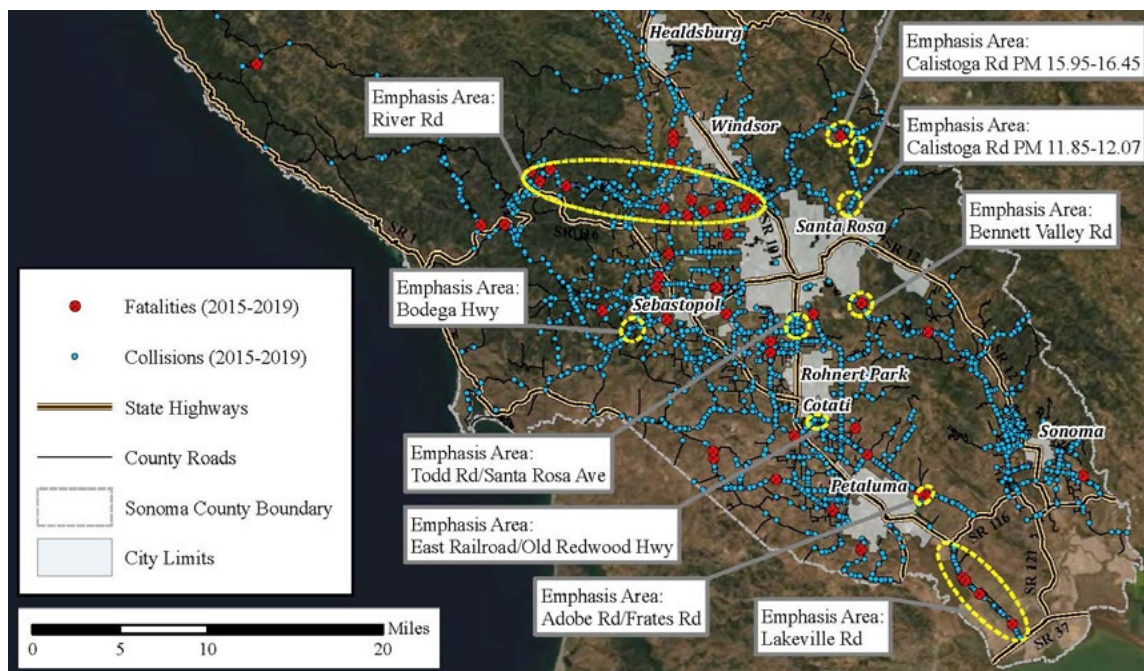
The County LRSP began by establishing a leadership team with key members from the County Public Works Department. The leadership team then formed the Stakeholder Working Group, which included County Health and Human Services, County Office of Emergency Services, County Office of Education, Humboldt County Association of Governments (HCAOG), Humboldt Bay Fire, California Highway Patrol, Caltrans District 1, Humboldt Transit Authority, City of Eureka, Redwood Community Action Agency, and Tribal Communities.

The County LRSP developed 14 recommended prioritized projects based on collision severity, from highest to lowest priority.

## MULTIPLE JURISDICTIONS

# LOCAL ROAD SAFETY JURISDICTIONS

LOCATION	SIZE	COMPLETION DATE
Sonoma County, California	N/A	2022



GHD developed Local Road Safety Plans (LRSPs) for seven (7) individual jurisdictions, including Petaluma, Rohnert Park, Cotati, Santa Rosa, Windsor, Sebastopol, and Healdsburg.

For the City of Healdsburg LRSP: Collisions were analyzed with a focus on the past 5 years of data and an emphasis on Strategic Highway Safety Plan challenge areas for bicyclists, intersections, pedestrians, distracted driving, and aggressive driving/speeding. A before-and-after collision analysis was performed to evaluate the effectiveness of the five-legged roundabout at Healdsburg and Mill Street.

GHD facilitated coordination with a diverse group of stakeholders, including Sonoma County Vision Zero Plan, to establish guiding principles for the plan and gather input throughout the process. Stakeholder

working group meetings were held in January and May 2021. Guiding principles of Vision Zero and Safe Systems Approach were implemented in the plan. A public website was created to promote the LRSP and gather feedback about safety concerns.

It received 72 interactive comments and 36 survey responses. Safety countermeasures were identified based on crash characteristics, City and public feedback, and previously completed projects and planning documents. A corresponding implementation plan aligned the proposed projects with different funding sources. The final LRSP was submitted to the City Council and was adopted in December 2021. The other six jurisdictions utilized a similar process and have adopted LRSPs.

## RELEVANT PROJECTS

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# REDWOOD COMMUNITY ACTION

### **SOUTH ARCATA MULTIMODAL SAFETY IMPROVEMENTS PLAN (SAMSIP)**

2024-2026

SAMSIP project goals include improving the quality of life for Arcata residents, prioritizing safety, improving and bridging gaps in multimodal access, and making it desirable for active modes of all ages and abilities to travel in South Arcata. RCAA has been subcontracted by GHD to lead community outreach for the project including community workshops, tabling, classroom presentations, social media posts, community input surveys and one-on-one conversations with businesses and community leaders.

### **HUMBOLDT MULTIMODAL AND VIBRANT NEIGHBORHOODS PROJECT**

The integrates assessing multimodal infrastructure and the land use landscape to identify the best places where transportation investments and/or infill development investments or incentives would maximize active-travel connectivity and accessibility to housing, jobs, regional transit, essential services, plus social and recreational destinations.

RCAA is facilitating two activities of the grant through a subcontract with GHD; 1.) Assisting in refining methodology for level-of-traffic-stress (LTS) for pedestrians & bicyclists; 2.) Assisting with outreach and engagement for jurisdictions to identify areas where investment and infill will support growth where residents can get around without relying on driving their private cars for most trips.

### **MCKINLEYVILLE MULTIMODAL CONNECTIONS PROJECT (MMCP)**

2021-2022

The County, RCAA, and a consultant team led by Mark Thomas (MT) collaborated with community members, schools, social service organizations, and project partners worked together to create a plan for multimodal improvement in McKinleyville area.

### **GREAT REDWOOD TRAIL MASTER PLAN DEVELOPMENT**

2022-2024

RCAA worked as a subconsultant to Alta Planning, with a focus on Humboldt County Outreach through surveys, workshops, small group conversations, tabling and community presentations.

### **MCKINLEYVILLE ATP**

2022-2024

Led bicycle safety and encouragement activities at Morris Elementary and facilitated Humboldt's Safe Routes to School Task Force.

### **ARCATA LOCAL ROAD SAFETY PLAN**

2022-2023

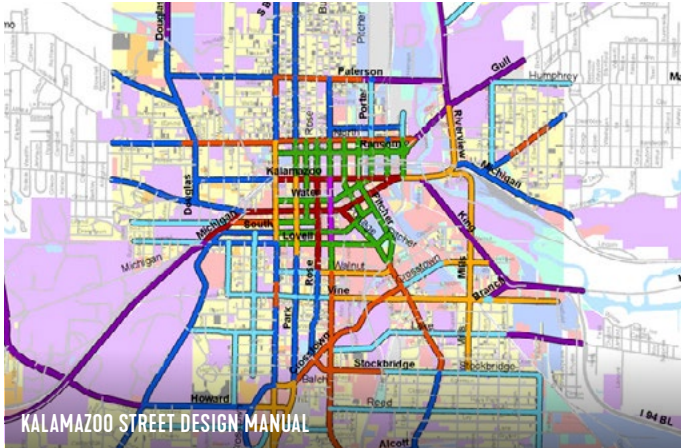
Co-led a series of public meetings in Arcata to gather community input and priorities around road safety. Co-led community outreach, planning, data collection, and report preparation for the City of Arcata's Local Road Safety Plan.

### **EUREKA TO COLLEGE OF THE REDWOODS TRAIL PLANNING STUDY**

2023-present

Worked with the county of Humboldt to do community outreach as part of a planning study to extend the Humboldt Bay Trail to College of the Redwoods.

# COMPREHENSIVE MOBILITY PLANNING



## MOBILITY & COMPLETE STREETS PLANNING & ENGINEERING

Multimodal planning and complete street design requires the ability to conduct in-depth traffic analyses that assess all users of the corridor: bikes, pedestrians, transit users and micromobility. Helping communities navigate technical findings and analyses and then make informed design decisions that consider broader community values and goals is critical to achieving a successful project.



## GREEN STREETS, STORMWATER, & SUSTAINABLE DESIGN

Our team is at the leading edge of developing and implementing sustainable design solutions across all of our projects—from green streets to living buildings. We have a passion for intertwining green design practices into our projects, and understand how to make them perform and be maintainable.



## FLEXIBLE STREETS & SHARED STREETS

SmithGroup is at the forefront of understanding how streets shape the public realm and integrate with adjacent land uses. We have the tools to forecast future change and the technical expertise to translate this information into realistic solutions. One technique we have successfully employed is shared street environments. These spaces accommodate a full range of mobility options, strengthen social cohesion, and create infrastructure flexibility to allow for cost effective adaptation to new technologies over time.

# VISION ZERO PLANNING AND DESIGN



ANN ARBOR FIFTH AVE AND DETROIT ST STREETScape DESIGN

## SAFETY ANALYSIS & VISION ZERO

Eliminating deaths and serious injuries on our roads does more than build stronger, healthier, and more inclusive communities—it ensures everyone is treated with dignity in the public realm. Our team is equipped to conduct detailed crash analyses, engaging the community in ways that ensure all voices are heard, and developing Action Plans that move the needle towards zero transportation related deaths and severe injuries.



MIDTOWN LOOP GREENWAY – CASS AVENUE BIKE LANES

## COMPLETE STREET DESIGN

Transportation planning and street design is no longer about simply moving vehicular traffic. Pedestrians, bicyclists, motorists, and transit riders of all ages and abilities must be able to safely and efficiently move throughout the transportation network. Our extensive experience designing streets emphasizes safety, integrated transportation, sustainability, and an increased quality of life. We believe that streets are places that shape the character of each community.

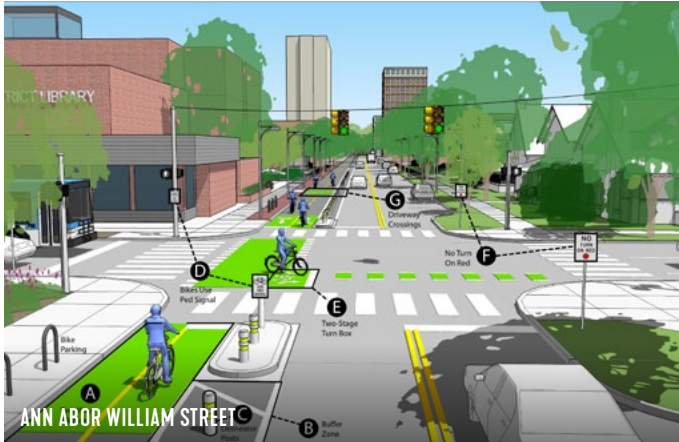


DETROIT CASS AVENUE GREENWAY

## ALL AGES & ABILITIES BICYCLE FACILITY DESIGN

Our team brings together national leaders in the design and implementation of low stress bicycle networks and separated bike lane solutions. We have built projects across the nation and are lead implementors for separated bike lanes in Michigan. Separated bike lanes are essential for increasing safety and comfort for users and encouraging a broader spectrum of the population to bike for all purposes.

# COMMUNITY ENGAGEMENT AND EDUCATION



## COMMUNITY EDUCATION

Mobility is a rapidly evolving field, and it is often critical to bring communities along with these changing practices. SmithGroup has expertise preparing graphics, informational pamphlets, posters, videos, websites, and social media content to support community educational efforts across a range of mobility topics. Education is critical for empowering citizens to make informed decisions based on facts and best practices. Our team is well-versed in making complex issues understandable and engaging.



## GRANT APPLICATION & MANAGEMENT CAPABILITIES

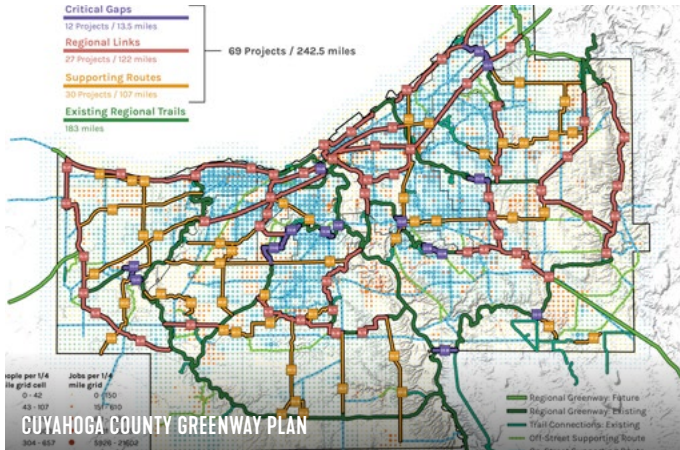
SmithGroup has extensive experience managing federal and state grants across a range of mobility-related project types. This includes writing, submitting, and managing projects under the TIGER/BUILD/RAISE grant federal program, State Revolving Fund (SRP), Connecting Communities grants, and other similar funding programs. Our team of experts can also work with you during project scoping to determine if there are gaps in local funding resources and how to position the project for procuring additional grants to better meet the needs and opportunities of the project.



## PUBLIC ENGAGEMENT & OUTREACH

Ensuring the public is knowledgeable of and supportive of public infrastructure investment is essential for the success of these projects. SmithGroup and our team has a deep commitment to thorough public and stakeholder engagement. We believe engagement begins and ends with critical listening—to understand concerns and needs upfront and to garner feedback and insight as projects are implemented. Now, more than ever, it is important to deploy creative engagement strategies that meet people where they are.

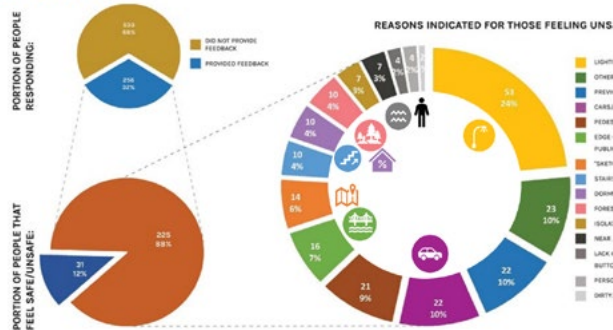
# DATA-DRIVEN SOLUTIONS



## GIS CAPABILITIES

Our GIS capabilities are extensive. We can conduct analyses, develop collaborative mapping tools, websites, or sharable dashboards. SmithGroup has conducted numerous large-scale bike network and trail planning studies that intersect demographic, land use, transportation, and environmental spatial information to support prioritization and section of bicycle facilities.

## What We Heard



## DATA-INFORMED SOLUTIONS

Our in-house data analytics team—the Technology in Practice (TIP) group—is dedicated to exploring new and different ways to apply technology to planning and design. This group works collaboratively with our planning experts, allowing us to offer a wide variety of skill sets and perspectives to improve project workflows, research new tools, expand client and stakeholder collaboration, enhance the transfer of knowledge, and cultivate data-enhanced decision making by planning teams and clients.



## TRAFFIC ANALYSIS INTEGRATION

SmithGroup is well-positioned to partner with local and/or national experts to integrate multimodal traffic analyses into our planning and engineering work. We leverage our insight and experience to help define analysis methods and processes that are aligned to community values and best practices. We are eager to challenge assumptions and advocate for innovative solutions that prioritize the safety of all street users.



# SHARED MOBILITY AND INFRASTRUCTURE



SPIN ELECTRIC SCOOTER SHARING CHARGING STATION

## SHARED USE & MICROMOBILITY

Transportation Network Companies (TNC) and micromobility are expanding transportation options and changing cities. They have greatly expanded non-motorized transit and given people additional freedom of movement, both on the road and on the sidewalk. We have experience integrating these modes into a city's policies and codes, as well as their transportation plans and infrastructure. We help cities develop curbside management plans, install micromobility electric charging stations, and design multi-modal transportation hubs.



MIDTOWN GREENWAY LOOP

## BICYCLE PARKING

Through our numerous complete street projects, we have incorporated a range of bike parking solutions into our designs. This includes traditional bike racks within the amenity/landscape zone of the street (back of curb) and guidelines for the deployment of bike corrals within curbside lanes. We can audit the utilization of designated bicycle parking and ad hoc bike parking (e.g. using of parking meters, light posts, or other fixed objects) to understand the right location and quantity for future bike parking.



DETROIT KERCHEVAL STREET GREENWAY

## INTEGRATED TRANSPORTATION

Improving access to transportation options allows a flexibility of travel choices. The opportunity to walk, bike, or take transit allows users more control over their expenses while decreasing greenhouse gas emissions. Furthermore, access to alternative modes of transportation can contribute to healthy physical activity. Our team has ample experience planning and designing these projects with implementable solutions that will best serve the community.

SECTION D

DESCRIPTION & APPROACH

CONNECTIONS



## SECTION D

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# DESCRIPTION AND APPROACH

Humboldt County has been ranked number one out of all 58 California counties for traffic collisions involving pedestrians and has fatal collision rates double the national average and nearly triple those of California. Developing and implementing a Vision Zero Plan is an important step in changing this paradigm and provide a better quality of life for County residents.

The SmithGroup team understands that implementing Vision Zero Plans across multiple jurisdictions can present challenges but also magnify impacts. Humboldt County has 7 municipalities, 4 main tribes, and two Rancheria spread out over 3,500 square miles of often rolling and heavily forested land. Coordinating these diverse stakeholders, understanding and aligning their priorities, and developing tools that support collaboration while allowing for unique programmatic responses will be important goals of this plan.

Humboldt County is home to several Native American tribes who, unfortunately, are disproportionately affected by traffic injuries and fatalities. Additionally, crashes on or near tribal lands are often underreported. A study of vehicle related fatalities in or near Indian country in Humboldt County highlighted high rates of collisions involving youth, pedestrians, and alcohol. These statistics underscore the need for targeted traffic safety interventions and improved data collection to address the unique challenges faced by Native American Tribes. We know partnering with Native American tribes to improve traffic safety involves building trust, fostering collaboration, and respecting cultural values. Engaging tribal leaders, inclusive planning ensuring tribal members are actively involved in the planning process, working with tribes to improve reporting and collection of traffic safety data, and creating culturally relevant educational campaigns and

engagement are key strategies to effectively partner with Native American tribes to improve traffic safety and support their efforts to create safer communities.

To truly drive change and make tangible progress towards eliminating fatalities and severe injury crashes it is essential to shift business-as-usual and change the status quo of how organizations conceive and make decisions to their transportation systems. The Vision Zero Plan must go beyond data analysis, education, and enforcement and integrate vision zero efforts throughout county wide transportation programs, policies, and practices as well as the physical environment. The Plan will leverage the Safe System approach to help organizations do this and drive meaningful change in how projects are conceived, funded, implemented, and maintained to create a human-centered approach that places safe street design and speed management strategies as the priority. This requires coordination, cooperation, consistency, and communication across agencies working in the right of way, political leadership, public health officials, stakeholders, utilities, the community and others to work together to achieve these common goals. The SmithGroup team will support HCAOG's Vision Zero objectives by partnering together to create a plan that addresses these opportunities and challenges and lays a data driven road map to safer streets and transportation networks.

Please refer to the Graphic Timeline, for additional detail on narrative below describing the process and identification of three broad phases - "Discovery, Ideate and Realize" and the overall schedule.

## 1. PROJECT MANAGEMENT AND REPORTING

**Task 1.1: Project Kick-off Meeting** The SmithGroup Team will organize and lead a project kick-off meeting, either virtually or in-person, with HCAOG, SmithGroup Team, and partner agency staff. This meeting will serve to verify project goals, review the scope, project approach, schedule, and deliverables.

**Task 1.2: Project Coordination** The SmithGroup Team will meet with HCAOG bi-weekly throughout the project. These meetings, which will be virtual, will keep HCAOG updated on project progress, track milestones, and discuss key decision points to ensure the project remains on budget and on schedule. These meetings will also be used to collaborate with other organizations/agencies on an as needed or monthly basis to coordinate cross-agency collaboration.

We propose using a virtual white board to keep track of coordination, share meeting notes and actions. This facilitates rapid integration, efficient coordination and seamless tracking of progress.

**Task 1.3 Invoicing and Reporting:** The SmithGroup Team will complete monthly invoicing and quarterly reports summarizing project progress and grant expenditures.

### Deliverables:

- **1.1:** Meeting notes with action items; detailed project timeline and budget.
- **1.2:** Meeting notices, agendas, and meeting minutes for project management meetings.
- **1.3:** Monthly invoices and reports .



## 2. STAKEHOLDER PARTICIPATION AND COMMUNITY ENGAGEMENT

**Task 2.1: Project Task Force Collaboration.** The SmithGroup Team will support HCAOG to establish a Project Task Force (PTF) that will meet bi-monthly. This group of active stakeholders and safety partners will help guide all aspects of the plan, analysis, engagement and demonstration projects. The SmithGroup team will include staff with facilitation expertise to lead engaging sessions, generate meaningful input, and assist the PTF in discussing challenging safety issues. We anticipate two of the 6 bi-monthly PTF meetings to be in person and the rest to be virtual. There will be one in person PTF meeting in the discovery phase and one in the ideation phase. We will use a virtual whiteboard called MIRO for all virtual meetings, agendas and meeting notes will be provided directly in MIRO. HCAOG and their chosen stakeholders will have on-going access to the MIRO boards.

Given the large geography to be covered and the many different municipalities and tribes that need to be engaged. We recommend the following additional community engagement techniques be deployed for the Discovery phase:

**Task 2.2: Community Engagement Plan** The SmithGroup Team will prepare a detailed Public Engagement Plan and outreach schedule, consistent with HCAOG's adopted Public Participation Plan. This plan will include methods to equitably engage diverse community segments and will be reviewed and accepted by HCAOG. The SmithGroup Team will implement the plan, providing information and gathering community input through various means such as surveys, workshops, open houses, pop-ups, and a website with an interactive map to solicit feedback. Outreach materials will be available in both English and Spanish.

**Task 2.3: Community Meetings and Engagement Tools** The SmithGroup Team will lead the planning, preparation, facilitation, and hosting of community outreach meetings to inform the Action Plan. Local agency staff will assist with logistics, and the PTF will provide input on engagement methods. A total of twelve community meetings are anticipated, with a mix of in-person and virtual activities.

- **Development of materials to be used by others at agency meetings, community events, or at demonstration projects.**
- **Website material for HCAOG’s website or a link to a new Webflow site:** In addition to project information will have a map that will allow for community to directly input areas of traffic safety concern.
- **On-line digital surveys for the public and implementing agency partners**
- **Discovery Phase:** Two (2) similar in person community open houses scheduled during one site visit in two different geographies. Two (2) focus group virtual listening sessions, although some might be hybrid or even in person in they align with the site visit. One (1) Agency Workshop
- **Ideate Phase:** Two (2) similar in person community workshops scheduled during one site visit in two different geographies. Two (2) focus group virtual sessions, although some might be hybrid or even in person in they align with site visit. One (1) Agency Workshop. Up to five (5) pop-ups engagement activities aligned with Quick-Build projects.
- **Yard signs, posters or door hangers for demonstration projects.**
- **Realize Phase:** One virtual Public Meeting and materials for Board presentation.
- **Public Open Houses:** The SmithGroup Team will take the lead in planning, preparing, facilitating, and hosting community outreach open houses that will focus on listening and informing the community about the project and its goals and components.
- **Community Workshops:** These will be interactive sessions that focus on plan development. Proposed content will be shared for review and comment. Educational campaign materials, data analysis, policies, and Quick-Build projects will be a focus.
- **Agency Workshops:** The workshops will be focused on developing a Safe Systems Approach and changing business as usual through agency and tribal coordination, alignment, policies, project implementation mechanisms, programs, and funding, performance metrics and tracking, data protocols and capabilities. If desirable and feasible, one of these meetings could be held on a reservation.
- **Pop-up engagements:** Location to be determined based on selected Quick-Build projects. These will either be done after implementation to collect qualitative feedback on the projects.
- **Focus groups:** These will allow us to provide more one on one and small group listening and feedback sessions for hard to reach, under represented, or groups with unique needs.
- **Logistics for all engagement activities:** RCAA, the PTF members, and Local agency staff will assist with advertising public events. RCAA will review content for cultural relevancy, provide venues, and arrange logistics for community meetings in coordination with HCAOG. We will attempt to hold open houses and workshops at different locations around the county to increase participation and accommodate harder to reach populations. Spanish translation as appropriate to the type of engagement will be provided, as will content/methodologies responsive to the needs of Native Americans and other underrepresented groups.

**Task 2.4: Community Education Campaign**

Based on crash analysis, identified countermeasures, and community feedback, the SmithGroup Team will outline potential high-impact education programs/campaigns. These programs should be innovative, research-backed, and customizable to the communities they serve and their identified needs, and include a proposed schedule and budget for implementation over three years. Themes, colors, and approach will be informed by community feedback. The SmithGroup Team will present a draft campaign approach to the PTF for consideration, and to HCAOG for one consolidated round of comments.

## CAMPAIGN CONCEPTS

### 1. Developing Regional Vision Zero Branding

- **Brand Identity:** Create a cohesive brand identity for the Vision Zero initiative, including a logo, color scheme, and tagline that resonate with the community.
- **Brand Guidelines:** Develop brand guidelines to ensure consistent use of the branding across all materials and platforms.
- **Visibility:** Increase visibility by incorporating the branding into all outreach materials, social media profiles, and public communications.

### 2. Expanding/Reviving Previous PSA Campaigns

- **“Go Slow, Watch the Road” Public Safety Campaign:** Revive and update the existing “Go Slow, Watch the Road” campaign to reflect the new brand guidelines and the top behavior issue leading to fatal/severe injury crashes.
- **Media Channels:** Recommend media channels that can be used for the campaign, corresponding materials and message to be used for each channel with location, duration, and estimated cost.

### 3. Designing, Printing, and Distributing Educational Materials

- **Flyers:** Create one informative flyer that highlights key safety messages and tips for different road users (drivers, pedestrians, cyclists).
- **Posters, Banners and Yard Signs:** Design one eye-catching poster, banner, and yard sign, or equivalent following the new brand guidelines and revised Go Slow, Watch the Road Campaign.
- **Infographics:** Develop infographics that visually convey important safety statistics and information.

### 4. Developing a Press Toolkit

- **Press Releases:** Prepare press releases to announce campaign initiatives, events, and milestones.
- **Media Kits:** Create media kits that include background information, key messages, and contact details for journalists.
- **Training for PIOs:** Provide guidance for Public Information Officers (PIOs) on how to effectively communicate Vision Zero messages to the media.

### 5. Leveraging Statewide Campaign Materials

- **Go Safely California:** Collaborate with statewide campaigns like Go Safely California to leverage existing materials and amplify the reach of safety messages.
- **Adaptation:** Adapt statewide materials to reflect local context and priorities, ensuring relevance to the community.

### 6. Providing Training Protocols

- **Training Protocols:** Develop protocols that can be implemented to provide training at schools, senior centers and to other vulnerable populations.
- **School Programs:** Develop educational programs for schools that teach children about road safety, including interactive activities and presentations.

## IMPLEMENTATION PLAN

### 1. Campaign Schedule:

- **Year 1:** Focus on developing branding, creating educational materials, and launching initial PSA campaigns. Allocate \$20,000 for direct implementation expenses.
- **Year 2 and 3:** Continue and expand campaign efforts, incorporating feedback and adjusting strategies as needed. Allocate \$10,000 each year for direct implementation expenses.

### 2. Key Metrics and Tracking:

- **Reach and Engagement:** Recommend protocols to track the reach and engagement of campaign materials through media analytics, social media metrics, and community feedback.
- **Impact Assessment:** Recommend protocols to conduct regular assessments to evaluate the effectiveness of the campaign and make data-driven adjustments.

### Deliverables:

- **2.1:** List of Task Force participants with contact information and Project Task Force meeting records, no more than 6.

- **2.2:** Community Engagement Plan
- **2.3:** Materials for 3 public open houses and 2 agency workshops, and 1 pop-up
- **2.4:** Content for others, outside the SG team, to present updates/solicit input at agency meetings, tabling activities at community events or non-project related meetings, and on-site pop-up engagement activities.
- **2.5:** Materials to be posted on HCAOG's website and other partner agency/organizations websites or a separate project Webflow site that can be linked to various partner websites.
- **2.6:** An on-line digital survey and mapping tool to solicit public feedback.
- **2.7:** Yard signs and either posters or door hangers for demonstration projects.
- **2.8:** Summary report of public participation efforts and results; promotional materials.
- **2.9:** Safety campaign Plan and Files for assets developed for the safety campaign;



### 3. Review Existing Documents and Data

The SmithGroup Team will review existing plans, documents, and public comments, including Local Road Safety Plans, General Plans, the Regional Transportation Plan, and other related infrastructure plans. Special attention will be paid to public comments from recently completed LRSPs. The SmithGroup Team will assess current policies, plans, guidelines, and standards to identify opportunities to improve transportation safety prioritization and provide a memorandum summarizing our findings. Examples of some of the key plans to be reviewed include:

- [HCAOG Regional Transportation Plan](#)
- [Humboldt County Bicycle Plan](#)
- [HCAOG Transit Development Plan](#)
- [Arcata Transportation Element \(General Plan\)](#)
- [Eureka Transportation Safety Action Plan](#)
- [Fortuna General Plan](#)
- [Fortuna Local Road Safety Plan](#)
- [Ferndale Six-Year Transportation Improvement Plan](#)
- [Rio Dell General Plan](#)
- [Rio Dell Streets and Transportation](#)
- [Blue Lake General Plan](#)
- [Blue Lake Local Road Safety Plan](#)
- [Humboldt County Community Health Improvement Plan](#)
- [Final Report: California Tribal Nations Transportation Needs Assessment Study](#)
- [Humboldt People Powered Pathways](#)

#### Deliverables:

- 3: Draft and final document review memorandum.

### 4. DATA ANALYSIS

#### Task 4.1: Conduct Regional Collision History and Safety Data Analysis

The SmithGroup Team will collect and analyze crash data from sources as listed below for all local, Tribal, and State roads in Humboldt County

as available. Data will include fatal and severe injury crashes over a 5-year period, categorized by various factors and will include pedestrian and bicycle crashes. Visual assets will be generated for the Action Plan. GHD will lead this effort and conduct the Regional Collision History and Safety Data Analysis, which will be summarized in the Injury and Collision Data Analysis Technical Memorandum and include the following components:

- **Data Summary:** An explanation of the safety data used for the project will be provided, including collision data on local, Tribal, and state highway roads, traffic volumes, and roadway characteristics data. Our team recommends using the most recent five (5) years of crash data, obtained from the Statewide Integrated Traffic Records System (SWITRS) from the California Highway Patrol (CHP), and the Transportation Injury Mapping Service (TIMS) from UC Berkeley. These two sources will be cross referenced to ensure a complete data set, supplemented by any collision data information from Caltrans (if available). GHD also will incorporate data from the recently completed County of Humboldt LRSP, which GHD prepared. We anticipate that HCAOG and/or partner agencies will supply traffic volume and roadway characteristics data as well as additional supplemental data. This section will be used to educate the stakeholders on what data was used in the project analysis.
- **Collision Trend Analysis:** This critical step will allow the team to identify the most prominent collision characteristics of fatal and severe injury collisions (F+SI). We will start with a summary of the overall collision trends in each agency jurisdiction/area, such as severity, collision type, travel mode, violation category, trend over time, lighting conditions, etc. Then, we will compare F+SI collisions to all injury collisions for each category, as the factors leading to these conditions can be different. From this, the team will be able to identify the leading causes of F+SI collisions in each jurisdiction/area. The team will use this section to educate stakeholders on the project analysis, as well as identify sections via systemic/hot spot analysis (see below).
- **Systemic/Hot Spot Analysis:** A key component of this project will be to balance the need for treatment of collision hot spots while also systemically





applying countermeasures to areas with few or no crashes but with similar characteristics to identified hot spots. We research and recommend the most appropriate methodology for calculating the hot spot locations. From this, the team first recommends identifying the top hot spot collision locations (intersections and roadway segments) in each agency jurisdiction/area. It may be beneficial to separate out different facility types (urban roadway, freeway, rural highway, interchanges, etc.) and identify locations on each, as the factors leading to collisions may vary slightly. Then, the team can use the roadway characteristics data to identify additional locations within each jurisdiction/area that have similar geometry, traffic volumes, terrain, etc. to the hot spot locations.

The Technical Memorandum will be provided to HCAOG for review and revised based on one set of consolidated, internally-consistent set of comments. If desired, the Technical Memorandum can be circulated to the PTF simultaneously, with HCAOG providing direction on incorporation of any comments received from the PTF. It will include:

#### **Task 4.2: Conduct High Injury Network Analysis**

The SmithGroup Team will define, analyze, and map a Humboldt County High Injury Network (HIN) and High Injury Intersections (HII), using established methods and considering environmental factors. GHD will prepare maps of the Humboldt County High Injury

Network (HIN) and High Injury Intersections (HII), as determined in Task 4.1. The maps will be prepared in GIS and provided to HCAOG for review within the Injury and Collision Data Analysis Technical Memorandum. The maps produced will include each of the identified jurisdictions/areas. The maps will be instrumental in illustrating the HIN to the public and policymakers during and following the project.

**Task 4.3: Equity Analysis** The SmithGroup Team will conduct an equity and health analysis, overlaying the HIN on a map of equity indicators to visualize geographic overlap between disadvantaged areas and high-traffic injury locations. Results will be summarized in a memo and with maps. SmithGroup's equity analysis focuses on the impact of proposed interventions on various demographic groups, ensuring that projects promote inclusivity and equitable access to resources.

#### **Key Elements:**

- **Demographic Analysis:** The team examines demographic data to understand the composition of the community and identify vulnerable populations.
- **Access to Services:** They assess access to essential services such as transportation, healthcare, education, and recreational facilities.

- **Community Engagement:** Engaging with community members to gather input and ensure that their needs and concerns are addressed in the planning process.
- **Impact Assessment:** Evaluating the potential impacts of proposed methodologies and improvements on different demographic groups and recommending strategies to mitigate negative effects and **enhance positive outcomes.**

**Specific Tasks:**

**1. Data Collection:**

- **Demographic Data:** Collect demographic data from sources such as the U.S. Census Bureau and local agencies.
- **Equity Indicators:** Identify equity indicators such as income levels, minority populations, and access to transportation.

**2. Data Integration:**

- **Overlay Analysis:** Overlay the High Injury Network on a map of equity indicators to visualize geographic overlap between disadvantaged areas and high-traffic injury locations.

**3. Analysis:**

- **Equity Impact:** Analyze the impact of traffic injuries on equity priority communities.
- **Health Analysis:** Look at health outcomes to understand the broader health implications of traffic injuries in these communities.

**4. Visualization:**

- **Equity Map:** Generate a map showing the overlap between the High Injury Network and equity priority communities.
- **Charts and Graphs:** Create visual assets to illustrate the findings.

**5. Reporting:**

- **Equity Memo:** Prepare a brief memo summarizing the results of the equity analysis.
- **Presentation Materials:** Create presentation materials to share the findings with stakeholders and the community.

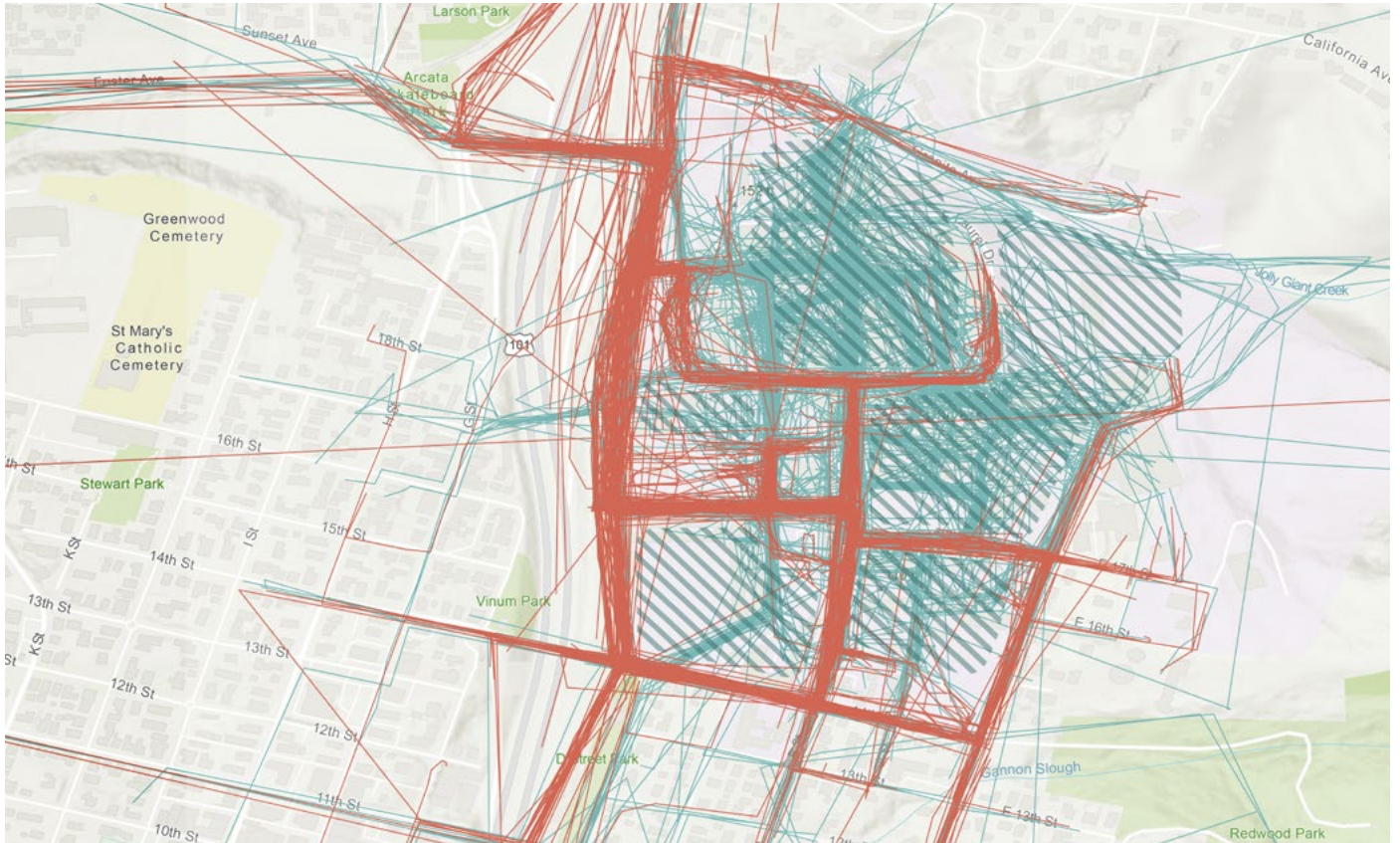
**Task 4.4: Traffic Safety Sensor Analysis** The SmithGroup Team will analyze data from traffic safety sensors at three priority intersections, generating intersection safety reports and recommendations. GHD will conduct the Traffic Safety Sensor Analysis. GHD will work with HCAOG and the PTF to identify three (3) priority intersections to study near-miss data. A possible opportunity if schedule and conditions allow, is that locations coincide with proposed Quick-Builds to provide before and after data for analysis.

We anticipate HCAOG acquiring the sensor vendor separate from this RFP and leading management of the sensor vendor, installation, and data collection. However, GHD will take the lead in refining the study scope and analyzing the study data to generate intersection safety reports and recommendations, which will be summarized in the Traffic Safety Sensor Analysis Summary Technical Memorandum.

**Deliverables:**

- **4.1:** Technical Memorandum of Injury and Collision Data Analysis with Charts and graphs displaying crash data, Collision Trend Analysis, and systemic/hot spot analysis.
- **4.2:** Maps of Humboldt County High Injury Network and High Injury Intersections compatible with Data Dashboard.
- **4.3:** Equity memo with data, analysis, and Map of HIN overlaid on equity priority community map; recommendations on how to use the map in project selection, implementation, and measuring.





- **4.4:** Traffic Safety Sensor Analysis Summary Technical Memorandum, to include three (3) priority intersections.
- **4.5:** Presentation materials in the form of a PowerPoint presentation to share findings with stakeholders and the community
- **4.6:** Identification of top three behaviors driving frequent and fatal/severe injury crashes to be used for development of education campaign

## 5. IDENTIFY PRIORITY COUNTERMEASURES, STRATEGIES, AND PROJECTS

Based on crash analysis and equity analysis and informed by PTF feedback, and public comments, the SmithGroup Team will develop prioritized lists of safety projects representing the top, organized by jurisdiction and Countywide. The list will include summaries of costs, potential funding sources, timelines, and goals/performance metrics. The SmithGroup Team will suggest treatments for improving safety at identified locations and develop concept designs and planning-level cost estimates for priority projects.

GHD will use the injury and collision data analysis completed in Task 4 to select appropriate safety countermeasure(s) for identified collision areas of concern. The goal is to provide a balance between countermeasures that mitigate on a systemic basis, while also addressing high-crash locations. Like high-crash locations, safety countermeasures applied systemically (i.e., reflective signal back plates, leading pedestrian intervals at signalized intersections) can be quantified on a location basis and overall cost per location. The action strategies developed will incorporate the Safe Systems Approach principles.

We recognize that not all traffic safety concerns can be fully addressed by “engineering” solutions. We will identify non-engineering programs for consideration, including education, encouragement, and enforcement in collaboration with “on the ground” law enforcement and emergency service providers.

The result of this Task will be an Action Strategies Technical Memorandum, targeted to the 6-month to 7-year time frame, to meet the goal of Zero serious injuries and fatalities by 2030.



The Technical Memorandum will be provided to HCAOG for review and revised based on one set of consolidated, internally-consistent comments. If desired, the Technical Memorandum can be circulated to the PTF simultaneously, with HCAOG providing direction on incorporation of any comments received from the PTF.

### Task 5.1: Develop Prioritized Lists of Safety Projects

The Smithgroup team is proposing a combined approach to this task. We will provide a list of prioritized projects with identified countermeasures (approximately 15% concept designs), and costs estimates but what countermeasures will be used will be informed by a cost benefit analysis.

- **Data Integration:** Integrate findings from crash analysis to generate a list of projects prioritized from most dangerous to least dangerous and addressing at a minimum, approximately 20% of the fatal and severely injured crash locations. Where possible Utilize Benefit-Cost Analysis Data (BCA) methods to identify the most cost-effective countermeasures at each location
- **Project Categorization:** Organize the prioritized lists by jurisdiction and Countywide.

- **Summary of Costs:** A summary of costs, potential funding sources, timelines and goals/performance metrics for the list of prioritized projects. Consultant will suggest treatments for improving safety list prioritized projects, including potential funding sources.
- **Timelines and Goals:** Establish timelines and performance metrics for each project.

### Task 5.2: Address Policies and Practices

To truly drive change and tangible progress towards eliminating fatalities and severe injury crashes it is essential to shift business-as-usual and change the status quo of how organizations conceive and make decisions in their transportation systems. To do this Vision Zero Plans must go beyond data analysis, education, and enforcement and integrate vision zero efforts throughout transportation programs, policies, and practices as well as the physical environment. The Safe System approach is designed to help organizations do this and drive meaningful change in how projects are conceived, funded, implemented, and maintained to create a human-centered approach that places safe street design and speed management strategies as the priority. This requires coordination, cooperation, consistency, and communication across agencies working in the right of way, political leadership, public health officials, stakeholders, utilities, and others. This is particularly a challenge when implementing a plan across multiple jurisdictions, agencies, and organizations that may have different programs, funding streams, policies, staffing, performance metrics, maintenance protocols, capital programs, and unique demographics and geographies. To help HCAOG accomplish these goals the SmithGroup Team will:

- **Policy Review:** Review strategic existing policies and practices, organizational structures and programs related to transportation safety for agencies across the County as identified by HCAOG.
- **Engage Agencies:** Through the two proposed agency workshops, PTF meetings, and with direction from HCAOG, priority policies, and practices will be identified and shared. Facilitated discussions, SWOT analysis, needs assessments, and potential



solutions, new policies, and recommended updates to practices and programs will be identified and discussed.

- **Recommendations:** Suggest improvements to a focused set of policies and practices, to be determined by HCAOG,, such as multi-jurisdictional crash analysis processes, Intelligent Speed Assistance policies, shared performance metrics, data collection methodologies, implementation and funding strategies, communication and engagement protocols will be recommended.
- **Incorporation into Action Plan:** Ensure that the recommended policies and practices are included in the Vision Zero Action Plan.



### Task 5.3: Conduct Benefit-Cost Analysis (BCA)

- **PTF Collaboration:** Collaborate with the Project Task Force to review and refine the prioritized lists and suggested treatments.
- **Community Feedback:** Present the prioritized lists and suggested treatments to the community for feedback.
- **Revisions:** Identify ways the PTF feedback, and public comments, and the equity analysis can impact the priority list per the direction of HCAOG.

### Deliverables for Task 5:

- **5.1:** Prioritized lists of safety projects with summaries of costs, potential funding sources.
- **5.2:** Concept designs and planning-level cost estimates for priority implementation projects.
- **5.3:** Summary of benefit-cost ratios for each identified location.
- **5.4:** Recommendations for policy and practice improvements.
- **5.5:** Finalized prioritized lists and suggested treatments, incorporating stakeholder and community feedback.

These additional tasks will help ensure a comprehensive and systematic approach to identifying and prioritizing safety projects, ultimately contributing to the success of the Vision Zero Action Plan.

## 6. DEVELOP VISION ZERO ACTION PLAN

**Task 6.1: Administrative Draft** The SmithGroup Team will prepare a consolidated Humboldt County Vision Zero Action Plan, including data-driven identification of safety issues, historical trends, contributing factors, crash patterns, and near-miss data. All data and study products will be provided to HCAOG, with public engagement summaries and technical analyses included as appendices. SmithGroup proposes that the plan be delivered in two parts. A public facing part consisting of an executive summary and key elements, data graphics, maps, visualizations, etc. that are important to the public and will be hosted on the HCAOG website or project Webflow site.

The second part will be a more inward facing document that could or could not be made available to the public and will focus on aligning Safe Systems approaches, policies, metrics, data sharing, etc. between the various implementing agencies throughout the county to drive alignment and change business as usual. It will set shared goals, performance metrics, data gathering methodologies, communication protocols, educational outreach efforts, and align CIP's and programs to maximize impact to traffic safety statistics. Plan tasks will include:

### 1. Data Integration:

- **Compile Data:** Gather all data collected from previous tasks, including crash data, equity analysis, community feedback, and stakeholder input.
- **Data Analysis:** Analyze the data to identify key safety issues, trends, and contributing factors.

### 2. Drafting the Plan:

- **Introduction:** Write an introduction that outlines the purpose, goals, and scope of the Vision Zero Action Plan.
- **Safety Issues Identification:** Include a section that identifies and discusses the key safety issues based on the data analysis.
- **Historical Trends and Contributing Factors:** Provide an analysis of historical trends and contributing factors to traffic crashes and injuries.

- **Near-Miss Data:** Incorporate near-miss data and unrealized risk analysis from traffic safety sensors.
- **Community and Stakeholder Input:** Summarize the input received from the community and stakeholders, highlighting key concerns and suggestions.

### 3. Developing Recommendations:

- **Countermeasures and Strategies:** Develop a list of recommended countermeasures and strategies to address the identified safety issues.
- **Prioritization:** Prioritize the recommendations based on factors such as impact, feasibility, and cost-effectiveness.

### 4. Implementation Plan:

- **Policies and Guidelines:** Discuss how the implementation will occur through the adoption of revised or new policies, guidelines, and standards.
- **Roles and Responsibilities:** Define the roles and responsibilities of various stakeholders in implementing the Action Plan.
- **Timeline:** Develop a timeline for the implementation of the recommended countermeasures and strategies.

### 5. Draft Review:

- **Internal Review:** Circulate the draft Plan to HCAOG and partner agency staff for initial review and feedback.
- **PTF Review:** Share the draft Plan with the Project Task Force (PTF) for input and suggestions.



## PROPOSED VISION ZERO ACTION PLAN OUTLINE

The below elements along with data visualizations, info graphics, and visualizations can be incorporated into one or both of the proposed plan deliverables as listed above.

### 1. Executive Summary

- **Introduction:** Brief overview of Vision Zero and its goals.
- **Purpose:** Explanation of the plan’s purpose and objectives.
- **Key Findings:** Summary of key data and insights from the analysis.
- **Goals:** Clear statement of the Vision Zero goals for the region.

### 2. Background and Context

- **Vision Zero Principles:** Explanation of the core principles of Vision Zero.
- **Local Context:** Overview of the local transportation landscape, including demographics, road network, and existing safety challenges.
- **Stakeholder Involvement:** Description of the stakeholders involved in the planning process and their roles.

### 3. Data Analysis and Findings

- Collision History and Safety Data Analysis:
  - Data sources and methodology.
  - Key findings from the analysis of crash data, including trends and contributing factors.
  - Visual assets such as charts, graphs, and maps.
- High Injury Network (HIN) Analysis:
  - Definition and criteria for HIN.
  - Analysis and mapping of high injury locations.
  - Identification of high injury intersections and road segments.
- Equity Analysis:
  - Data sources and methodology.
  - Analysis of the impact of traffic injuries on equity priority communities.
  - Visual assets such as maps and charts showing the overlap between HIN and equity indicators.
- Traffic Safety Sensor Analysis:
  - Data sources and methodology.

- Findings from the analysis of near-miss data and other traffic safety sensor data.
- Intersection safety reports and recommendations.

#### 4. Community and Stakeholder Engagement Summary

- Project Task Force Collaboration:
  - Formation and role of the Project Task Force (PTF).
  - Summary of PTF meetings and input.
- Community Engagement Plan:
  - Methods and strategies for engaging the community.
  - Summary of public participation efforts and results.
- Community Meetings:
  - Overview of community outreach meetings and key takeaways.
  - Summary of feedback received from the community.
- Community Education Campaign:
  - Outline of education programs and campaigns.
  - Key messages, target audiences, and implementation strategies.
  - Metrics for tracking the effectiveness of the campaigns.

#### 5. Quick-Build Demonstration Projects

- **Selection and Implementation:**
  - Process for selecting and implementing Quick-Build demonstration projects.
  - Summary of demonstration projects and their outcomes.
- **Evaluation and Integration:**
  - Assessment of the safety impacts and public feedback from demonstration projects.
  - Integration of findings into the final Action Plan.

#### i. Identification of Priority Countermeasures and Strategies

- **Safety Countermeasures:**
  - List of recommended safety countermeasures and strategies.
  - Prioritization based on impact, feasibility, and cost-effectiveness.
- **Project Prioritization:**
  - Methodology for prioritizing safety projects.
  - Summary of prioritized safety projects, including costs, timelines, and funding sources.
- **Policy and Practice Recommendations:**
  - Recommendations for policy and practice improvements to support Vision Zero goals.
  - Discussion of multi-jurisdictional crash analysis processes and Intelligent Speed Assistance policies.

#### ii. Implementation and Monitoring

- **Implementation Program:**
  - Detailed roadmap for implementing the recommended countermeasures and strategies.
  - Roles and responsibilities of stakeholders.
  - Timeline for implementation.
- **Monitoring and Evaluation:**
  - Metrics and methods for tracking progress toward Vision Zero goals.
  - Regular reporting and updates to stakeholders and the community.
  - Recommendations for subsequent updates to the plan based on new data or information.





**Task 6.2: Draft Plan** The SmithGroup Team will create a public Draft Action Plan based on consolidated comments from HCAOG, partner agency staff, and the PTF. A public-facing summary presentation will also be created.

**1. Incorporate Feedback:**

- **Consolidate Comments:** Support HCAOG’s collection and consolidation of comments from HCAOG, partner agency staff, and the PTF. As a general rule, all agency/organizational review comments will be consolidated by HCAOG and HCAOG will prioritize and provide direction on comments the SmithGroup Team should address.
- **Revise Draft:** Revise the administrative draft Plan based on the consolidated feedback.

**2. Public Draft Preparation:**

- **Public-Facing Summary:** Create a public-facing summary of the Draft Action Plan, highlighting key points and recommendations.
- **Visual Enhancements:** Draft visuals such as charts, graphs, maps, and infographics.

**3. Public Review:**

- **Public Presentation:** Prepare a presentation of the Draft Action Plan to be delivered at the virtual public meeting.
- **Feedback Integration:**
  - **Analyze Public Feedback:** Analyze the feedback received during the public comment period and from public meetings.
  - **Revise Draft:** Make necessary revisions to the Draft Action Plan based on the public feedback.

**Task 6.3: Final Plan** The SmithGroup Team will create a final Action Plan, incorporating public and governing board comments. The final document will be visually appealing, concise, and engaging. A high-resolution PDF will be provided upon project completion, along with a presentation to the HCAOG board.

**1. Final Revisions:**

- **Incorporate Final Feedback:** Incorporate any final comments and feedback from the public and the governing boards of each jurisdiction. Again HCAOG to consolidate and give direction.
- **Final Edits:** Conduct final edits to ensure the document is clear, concise, and free of errors.

## 2. Design and Formatting:

- **Visual Design:** Ensure the final document has a highly visual and clean appearance, with engaging graphics and layout.
- **ADA Compliance:** Format the document to be compliant with the Americans with Disabilities Act (ADA), ensuring accessibility for all users.

## 3. Final Presentation:

- **High-Resolution PDF:** Prepare a high-resolution PDF of the final Action Plan document.
- **Board Presentation:** Develop a presentation of the final Action Plan to be delivered to the HCAOG board.

## 4. Distribution:

- **Public Release:** Release the final Action Plan to the public, making it available on the HCAOG website and through other communication channels.
- **Stakeholder Distribution:** Distribute the final document to all stakeholders, including partner agencies, community groups, and the PTF.

## 5. Implementation Support:

- **Implementation Program:** Provide a roadmap for jurisdictions to follow, including an implementation program for cities and the county.
- **Recommendations for Updates:** Include recommendations for any subsequent updates to the plan based on new data or information becoming available.

### Deliverables:

- 6.1: Administrative Draft Plan.
- 6.2: Draft Plan Document and Presentation.
- 6.3: Final Plan Document and Presentation.

## 7. QUICK-BUILD DEMONSTRATION PROJECTS

**Task 7.1: Lead Process for Selection of Effective Demonstration Projects** The SmithGroup Team will lead the process to identify demonstration projects and foster collaboration among participating jurisdictions to allow them to quickly select,

design, execute and test a range of traffic safety improvements. Recommendations will be made for consideration based on integrating findings from the crash analysis, equity analysis, recommended counter measures, PTF feedback, and public comments, with an eye towards addressing the most dangerous intersections and corridors. Vehicular, pedestrian, and bicycle safety improvements will be evaluated, with the goal of demonstrating projects that reflect safety improvements for a range of modes, land use contexts, jurisdictions, and geographies.

In order to ensure projects can be completed in time to be evaluated and incorporated into the plan, only projects that can qualify for Categorical Exemption (with no exceptions) or Common Sense Exemption should be selected. We have budgeted for up to 5 NEPA reviews for demonstration projects (up to 3 intersections and approximately 1000-1500' in length each), but the final number will be based on size, length, and complexity of the selected projects. In order to expedite the NEPA process and keep the project on schedule, Quick-Build projects must not require any new right of way, and shall avoid parks, wetlands, floodplains, historic structures, protected landscapes and species, and sensitive environments. Ideally they also should be in urbanized areas that are already built out as much as possible. This will help ensure that the projects receive Categorical Exemption and don't require detailed environmental analysis.

### Task 7.2: National Environmental Policy Act (NEPA)

**Review** The SmithGroup team will perform the environmental review to determine if projects can meet the requirements for Categorical Exemptions and prepare the required NEPA documentation. To keep the overall planning process on track the SmithGroup team will perform the environmental analysis and file the CE/CE forms in June of 2025, the partner agencies will complete the designs and post the Notice of Exemptions and revise the grant agreement with FHWA to obligate remaining grant funds for Option Phase 1 in July. The partner agencies should plan to start and finish construction in August. This may require pre-ordering materials in advance of construction. The demonstration projects would be evaluated between September and December with the goal of incorporating the findings into the draft report due in January of 2026. If selected



projects require more in-depth environmental analysis or don't qualify for categorical exemption, the required work will be at an additional cost to the project and will impact the schedule.

Since schedule is critical to this process in order to ensure that projects can be built, evaluated, and incorporated into the plan recommendations within the one year schedule, as soon as possible after projects are selected and scoped a CE/CE form will be filed. The schedule assumes that the projects can receive a determination of exemption in 30 days or less and that a Notice Of Exemption will be filed within a week of receiving a determination, and immediately posted by the county for the required 30 day notice period, concurrent with the period of notice for the grant.

**Task 7.3: Lead Project Management to Plan, Implement, and Evaluate Demonstration Projects**

The SmithGroup Team will assist partner agencies in implementing, and evaluating the Quick-Build demonstration projects. SmithGroup brings a wide range of experience planning and designing Quick-Build and tactical projects as both temporary pilots and semi-permanent improvements. Recently we have led the design and implementation of two phases of vision zero Quick-Build projects for the City of Ann Arbor, Michigan, and have helped clients realized a wide range of these types of projects, from entire

multi-modal downtown corridors to neighborhood placemaking improvements, from road diets to protected bike lanes, and from intersection hardening to floating curb extensions, in-lane bus boarding platforms to pedestrian refuge islands and more.

Designs drawings, cost estimates, lists of materials, and specifications if required will be the responsibility of the implementing agencies. The agencies will also be responsible for any required permitting and code compliance. They will lead the implementation of the projects, develop project schedules, coordinate labor and materials, provide CA/CM, any required testing and inspections, and assume all liability for the construction of the Quick-Build projects. The SmithGroup team will help with overall coordination, the development of performance metrics, analysis of performance data and associated pop-up engagement activities.

**Task 7.4: Integrate Demonstration Project Findings into Action Plan**

The SmithGroup Team, lead by GHD and RCAA, will analyze data from the Quick-Build projects, and SmithGroup will incorporate the safety outcomes and public feedback into the final Action Plan. It is expected that the agencies will incorporate mechanisms to collect data into their projects, and provide the data in a usable form to the HCAOG. Potential items may include vehicle/ped/bike counters, speed detection sensors, or other monitoring equipment. Ideally Quick-Build projects will be aligned with the three traffic safety sensors to provide before and after statistics. The demonstration projects will not be in place long enough to assess the direct impacts to crash statistics. The agencies will provide feedback on ease of execution, maintenance or durability concerns which will be incorporated into the report.

**Deliverables:**

- **7.1:** Project descriptions of selected demonstration projects.
- **7.2:** Evidence of filing of appropriate NEPA document.
- **7.3:** Outreach materials; collected public feedback; summary reports evaluating demonstration projects.
- **7.4:** Chapter or section in Action Plan incorporating demonstration project findings.



## 8. VISION ZERO DATA DASHBOARD

The SmithGroup Team will create a Vision Zero Data Dashboard hosted on the HCAOG website. This dashboard will allow for filtering by jurisdiction, location, mode, and collision factor, and will share crash and injury data in understandable forms for different audiences. The dashboard will include an automated data interface and display information on Vision Zero strategies and progress. It also might allow for continuing public feedback and ways for the public to report or request safety concerns. SmithGroup is proposing one of three platforms, ArcGIS, Microsoft Power BI or Google Data Studio, although others could be investigated. Steps to develop the platform include:

### 1. Define Requirements:

- Work with agency staff to define the specific requirements for the data dashboard, including key metrics, data sources, and visualization needs.

### 2. Develop Technical Architecture:

- Design the technical architecture for the dashboard, ensuring it can handle the required data inputs and provide the necessary outputs.

### 3. Configure Data Sources:

- Integrate various data sources, such as crash data, traffic sensor data, and community feedback, into the ArcGIS platform.

### 4. Create Dashboard Elements:

- Use ArcGIS Dashboards to create interactive elements like maps, charts, and gauges that display the data in an easily understandable format.

### 5. Customize and Optimize:

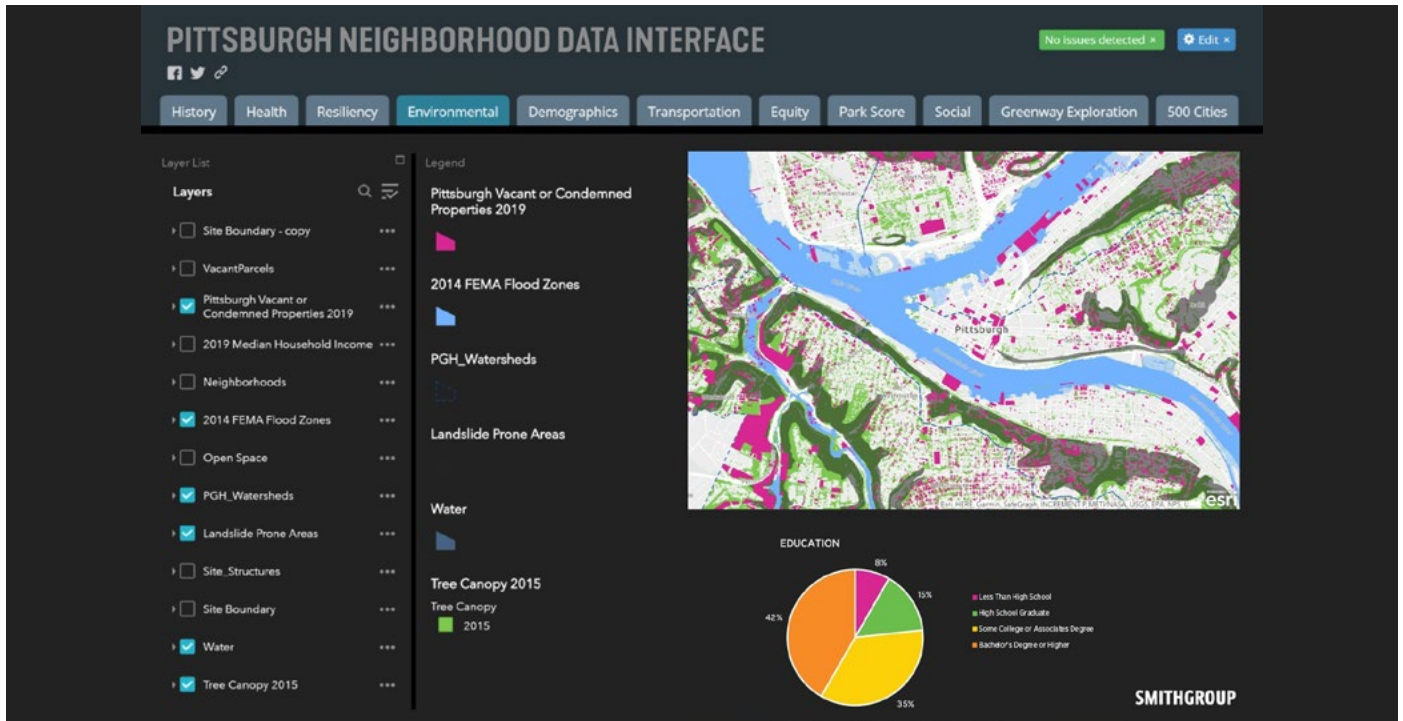
- Customize the dashboard layout and design to meet the specific needs of different audiences, ensuring it is both visually appealing and functional.

### 6. Test and Iterate:

- Conduct testing to ensure the dashboard functions correctly and meets the defined requirements. Gather feedback from stakeholders and make necessary adjustments.

### 7. Deploy and Maintain:

- Deploy the dashboard on the HCAOG website and ensure it is regularly updated with new data. Provide training to staff on how to use and maintain the dashboard.



Features and benefits of the recommended software include:

### 1. ArcGIS Dashboards

- **Strengths:**
  - **Location-Based Analytics:** Specializes in geospatial data visualization, making it ideal for projects that require mapping and spatial analysis
  - **Integration with Esri Ecosystem:** Seamlessly integrates with other Esri products like ArcGIS Pro and ArcGIS Online, providing advanced GIS capabilities
  - **Customizable Layouts:** Offers extensive customization options for arranging multiple widgets to display data insights effectively
  - **Real-Time Data Monitoring:** Supports real-time data updates, which is crucial for tracking dynamic data points
- **Limitations:**
  - **Learning Curve:** Designed for experienced GIS users, which can make it challenging for beginners
  - **Complex Setup:** Requires integration with the ArcGIS ecosystem, which can involve complex setups

### 2. Microsoft Power BI

- **Features:** Power BI offers robust data visualization and business intelligence capabilities. It integrates seamlessly with other Microsoft products and supports real-time data updates.
- **Benefits:** Easy integration with existing Microsoft tools, strong data connectivity, and real-time analytics.
- **Use Case:** Suitable for organizations already using Microsoft products, providing a cohesive and integrated solution.

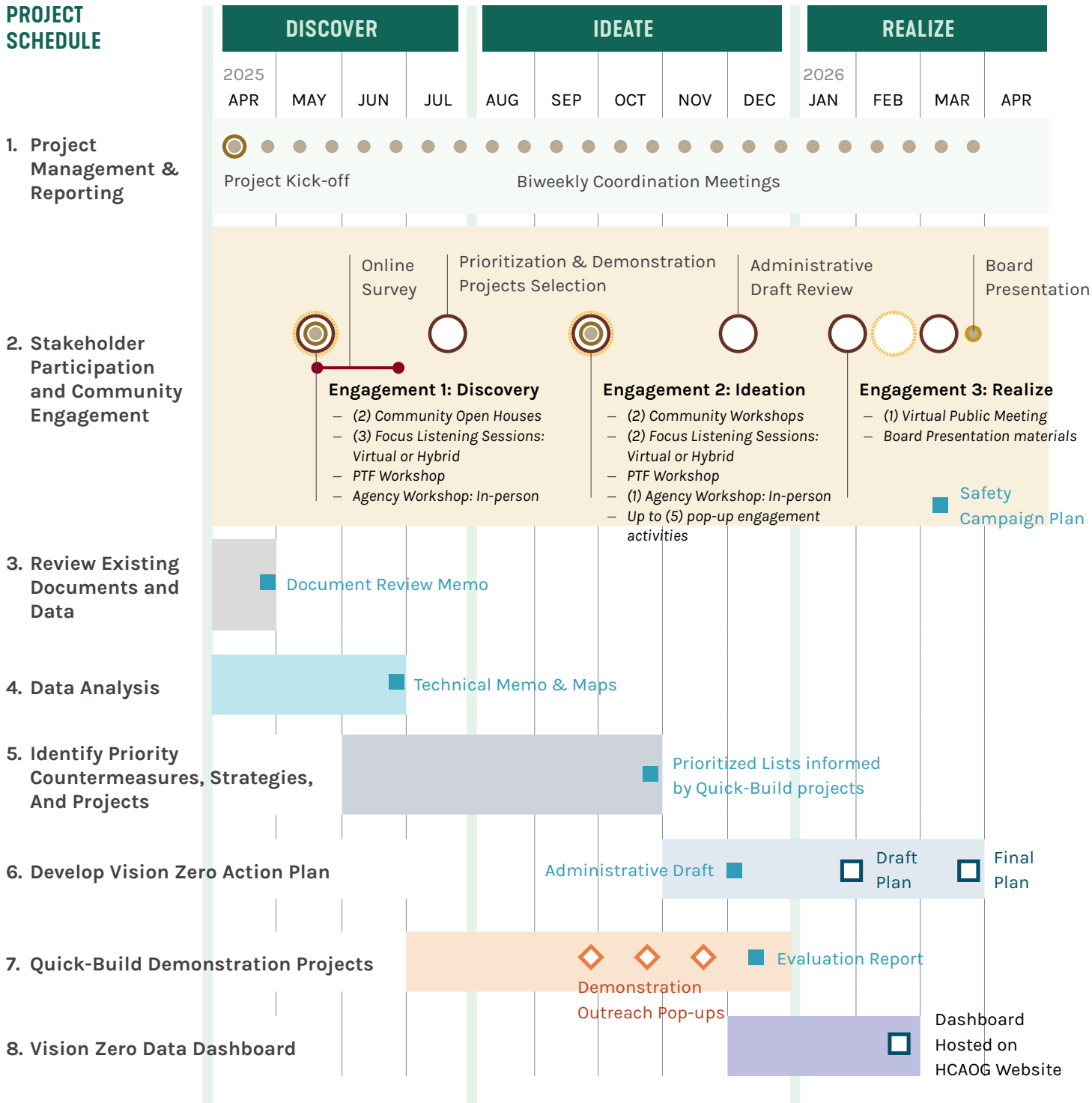
### 3. Google Data Studio

- **Features:** Google Data Studio is a free tool that allows users to create customizable and interactive dashboards. It integrates well with other Google products and various data sources.
- **Benefits:** Free to use, easy integration with Google services, and user-friendly interface.
- **Use Case:** Ideal for organizations looking for a cost-effective solution with strong integration with Google services.

#### Deliverables:

- 8: Interactive data dashboard hosted on HCAOG website.

# PROJECT SCHEDULE



ENGAGEMENT			
●	HCAOG	●—●	Online Survey
○	HCAOG + Partner Agencies	◇	Pop-up Engagement Sessions
○	Project Task Force (PTF)	●	HCAOG Board

KEY DELIVERABLES	
■	HCAOG + Partner Agencies
□	Public-facing

**SECTION E**

**COST PROPOSAL**



**MIDTOWN LOOP GREENWAY**

**SECTION E**

**SMITHGROUP HOURLY RATES**

Attachment 'A'

**WAGE RATES BY CLASSIFICATION FOR 2025\***

CLASS DESCRIPTION	BILLING RATE		
Architect I.....	\$135	Lab Planner.....	\$235
Architect II.....	\$165	Sr. Lab Planner.....	\$340
Architect III.....	\$220		
Architect IV.....	\$265	Health Planner.....	\$235
Architect V / Principal.....	\$315	Sr. Health Planner.....	\$315
Interiors I.....	\$135	Urban Planner.....	\$210
Interiors II.....	\$165	Sr. Urban Planner.....	\$315
Interiors III.....	\$220		
Interiors IV.....	\$265	Building Performance Analyst.....	\$180
Interiors V / Principal.....	\$315	Sr. Building Performance Analyst.....	\$235
Engineer I.....	\$155	BIM Technologist.....	\$305
Engineer II.....	\$190	Data Scientist.....	\$280
Engineer III.....	\$230	Information Analyst.....	\$200
Engineer IV.....	\$265	Webmaster.....	\$260
Engineer V / Principal.....	\$340	Technology Strategist.....	\$335
Landscape Architect I.....	\$130	Graphic Designer.....	\$145
Landscape Architect II.....	\$155	Visualization Specialist.....	\$215
Landscape Architect III.....	\$190		
Landscape Architect IV.....	\$240	Administrative Assistant.....	\$125
Landscape Architect V / Principal.....	\$315	Construction Administrative Coordinator.....	\$155
		Intern.....	\$100
Lighting Designer I.....	\$140	Technical Admin.....	\$255
Lighting Designer II.....	\$160	Specification Writer.....	\$280
Lighting Designer III.....	\$220		
Lighting Designer IV.....	\$265	Sr. Strategist.....	\$330
Lighting Designer V / Principal.....	\$315	Project Executive.....	\$365

Explanatory Notes:

1. Project Managers are billed at their classification rate.
2. The terms "Architect", "Landscape Architect" and "Engineer" are used for billing purposes only to indicate that the individual is in the referenced discipline and may or may not be a licensed professional within the project jurisdiction.
3. Rates may be adjusted annually and be effective January 1, of each year. Last Updated 12/2024



## SECTION E

# CONSULTANT HOURLY RATES

### GHD

Project Director	\$266
Sr. Traffic Project Manager	\$301
Sr. Transportation Project Manager	\$199
Sr. Traffic/Transportation Engineer	\$232
Transportation Engineer	\$177

### RCAA

Project Coordinator:	\$81
Natural Resource Specialist II:	\$71
Natural Resource Specialist : 1:	\$66
Division Director:	\$96

## SECTION E

# FEE

Task	SG Labor	GHD Labor	RCAA Labor	Expenses	Total
1. Project Management and Reporting	\$37,350	\$11,946	\$1,000		\$50,296
2. Stakeholder Participation + Community Engagement	\$44,230	\$2,420	\$25,000	\$16,634	\$88,284
3. Review Existing Documents and Data	\$9,930				\$9,930
4. Data Analysis	\$5,040	\$95,954			\$100,994
5. Identify Priority Countermeasures, Strategies and Projects	\$10,520	\$42,222			\$52,742
6. Develop Vision Zero Action Plan	\$65,800		\$2,000		\$67,800
7. Quick-Build Demonstration Projects	\$19,490	\$12,628	\$2,000	\$806	\$34,924
8. Vision Zero Data Dashboard	\$15,030				\$15,030
<b>Total</b>	<b>\$207,390</b>	<b>\$165,170</b>	<b>\$30,000</b>	<b>\$17,440</b>	<b>\$420,000</b>

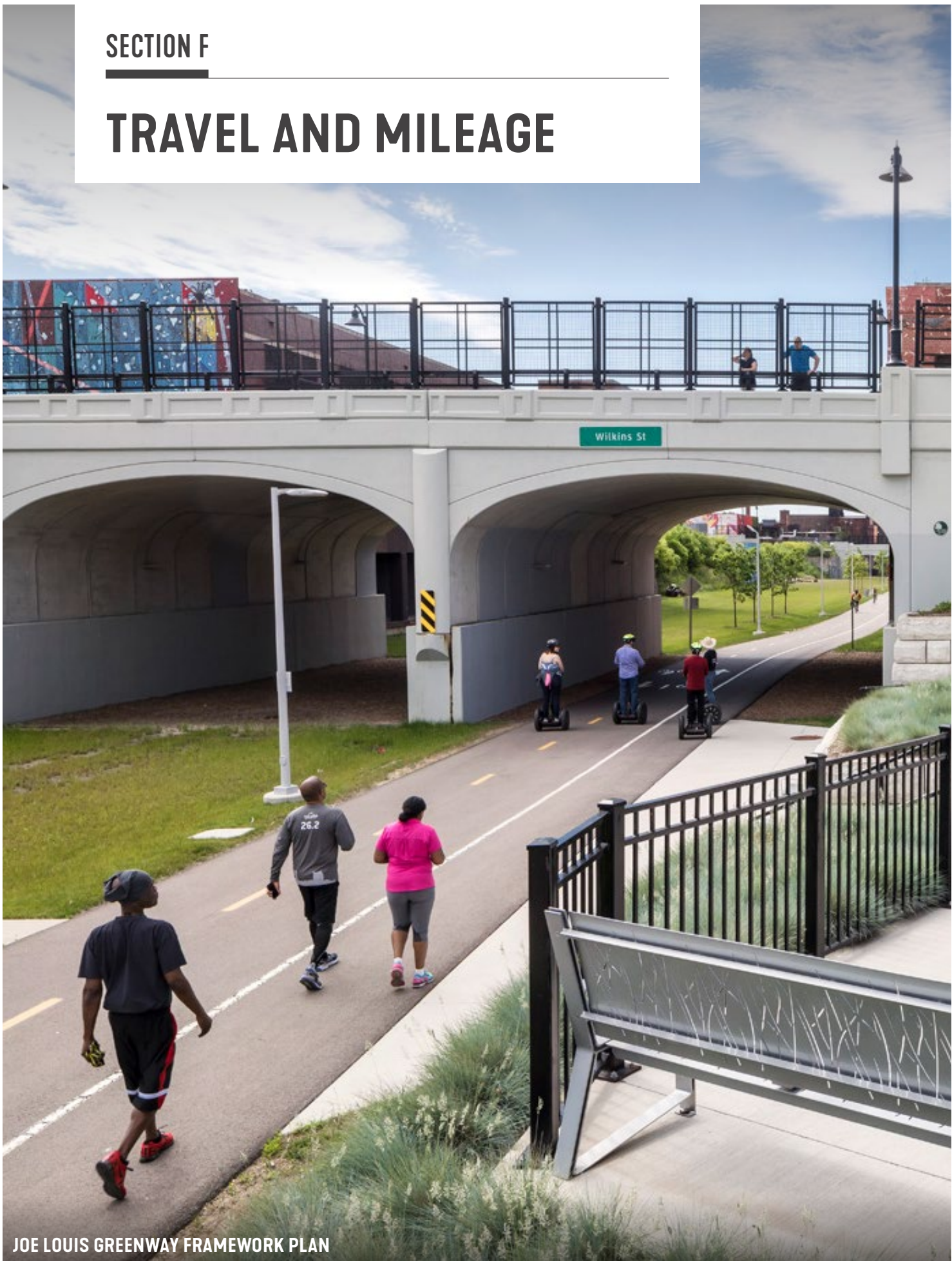
## ASSUMPTIONS

The following assumptions are based on SmithGroup's current understanding of the RFP. We look forward to tailoring this scope and fee to better align with HCOAG's goals, objectives, and desired schedule for this effort.

- This total lump sum fee of \$420,000 (four hundred twenty thousand dollars) includes all labor and expenses. It does not include direct implementation expenses for the Community Education Campaign.
- SmithGroup reserves the right to adjust hourly rates on an annual basis.
- It is SmithGroup's intent to use existing materials to document existing conditions unless the Scope of Services specifically identifies the preparation of new data. HCOAG staff will assume responsibility for obtaining and providing SmithGroup copies of existing pertinent reports, data, and related materials, including Local Road Safety Plans, General Plans, the Regional Transportation Plan, Caltrans District 1 Active Transportation Plan, Capital Improvement Plans, Bike Plans, other related public infrastructure plans, and Street Story, etc.
- All final planning materials will be provided in electronic format for use by the HCOAG. Printed copies can be provided at an additional cost, if desired.

SECTION F

TRAVEL AND MILEAGE



## SECTION F

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# TRAVEL AND MILEAGE

SmithGroup agrees to have consultant travel and per diem reimbursement costs consistent with the California Department of Transportation's Travel Guide policies for consultants, contractors, and subcontractors.

**SECTION G**

**REQUIRED ATTACHMENTS**



## SECTION G

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# ATTACHMENT A

We would like to propose the following exception to the Draft Contract. Please see our highlighted text.

**Section K, 1st paragraph – amend as indicated (standard of care/insurability concern):**

*Indemnity. When the law establishes a professional standard of care for Consultant’s services, to the fullest extent permitted by law, Consultant shall, indemnify, defend and hold harmless HCAOG, its officials, employees and agents (collectively, “Indemnified Parties”) from and against ~~any and all~~ losses, liabilities, damages, costs and expenses, including attorney’s fees and costs **caused in whole or in part but only** to the extent **attributable to same are caused in whole or in part by** any negligent or wrongful act, error or omission of Consultant, its officers, agents, employees or sub-Consultants or any entity or individual for which Consultant shall bear legal liability in the performance of professional services under this Agreement.*

## SUBCONSULTANT LIST – RFP EXHIBIT C

The proposal shall include a complete list of all proposed subconsultants. All subconsultants listed must be provided a meaningful element of work within the defined scope of work. Changes to this Subconsultant List will not be allowed without prior written approval from RTPA.

### Proposed Subconsultants

Subconsultant Firm Name and Address	Scope of Work	Dollar Amount of Work
Name <b>GHD</b> Address 718 3rd St, Eureka, CA 95501	Quick-Builds, Countermeasures and Data Analysis	\$ 165,170.00
Name <b>Redwood Community Action Agency (RCAA)</b> Address 904 G St, Eureka, CA 95501	Community Education Campaign	\$ 30,000.00
Name Address		\$
Name Address		\$
Name Address		\$
Name Address		\$

SmithGroup  
\_\_\_\_\_

Name of Lead Firm

Georgia Sarkin, Principal-in-Charge  
\_\_\_\_\_

Printed Name and Title of Signatory

SmithGroup  
\_\_\_\_\_

Signature

2/18/25  
\_\_\_\_\_

Date

# GEORGIA SARKIN

AICP, RIBA, INTERNATIONAL ASSOC. AIA



Georgia Sarkin is an award-winning architect, urban planner, and designer with over 25 years of experience. She has led complex urban design and planning projects, including mixed-use urban development, transit-oriented development, campus planning, large-scale master planning, and neighborhood development, both in the US and internationally. Georgia excels in guiding projects from planning and entitlements to built architecture, integrating environmental, social, and economic goals. She is adept at working with authorities and incorporating planning regulations, zoning, and guidelines into the process. Her deep knowledge of integrated planning and land use planning ensures successful project outcomes.

## CAL POLY HUMBOLDT PHYSICAL CAMPUS PLAN

**Arcata, California.** SmithGroup is co-creating the physical campus plan with the Humboldt community to support the academic and research purpose of the University, establish a connection with the Indigenous land on which the University resides, optimize facilities, create a welcoming environment for surrounding communities, deliver quality housing and to advance holistic student persistence, environmental resilience and social justice.

## EUREKA INTERMODAL TRANSIT CENTER

**Eureka, California.** The Eureka Intermodal Transit Center and Affordable Housing project combines transit center design with placemaking and housing. SmithGroup, hired by the Humboldt Transit Authority, aims to create a multi-modal, best-in-class transit center with a plaza, courtyard, daycare, pharmacy, bicycle shop, and pedestrian-friendly streets, integrating various bus and multi-modal services.

## CALIFORNIA HIGH SPEED RAIL DELIVERY SUPPORT AND TECHNICAL PLANNING SERVICES

**Multiple Cities, California.** SmithGroup is leading the technical and planning support for all stations including TOD and Complete Street connections at the stations.

## SAN FRANCISCO FEDERAL BUILDING PLAZA DESIGN WORKSHOP

**San Francisco, California.** The GSA sought SmithGroup to explore emergent models for possible futures for the SF Federal Plaza. SmithGroup’s approach established a framework for programmatic flexibility versus a physical design solution – a new replicable model to reimagine public space through community engagement.

### EDUCATION

Master of Architecture in Urban Design,  
Harvard Graduate School of Design

Bachelor of Architecture, University of  
KwaZulu Natal

Bachelor of Architectural Studies,  
University of Cape Town

### REGISTRATIONS

American Institute of Certified Planners

Royal Institute of British Architects

American Institute of Architects (AIA)

International Associate

### PROFESSIONAL AFFILIATIONS

American Planning Association (APA)

Urban Land Institute, Urban Plan School  
Volunteer

AIA San Francisco Urban Design &  
Infrastructure Committee Chair '21-'23

AIA California, Board of Directors '22-'23

Institute for Urban Design, NY Fellow

Society for College & University  
Planning (SCUP)



# TENGTENG WANG

PLA, ASLA, AICP, APA



## EDUCATION

Master of Landscape Architecture & Certificate in Historic Preservation, University of Pennsylvania  
Bachelor in Urban Planning and Design, Nanjing University, China

## REGISTRATIONS

Professional Landscape Architect (PLA) in CT: (LAR0001315)  
American Institute of Certified Planners (AICP)

## PROFESSIONAL AFFILIATIONS

American Society of Landscape Architects (ASLA)  
Association of Planning (APA)

Tengteng Wang has over 14 years of experience in successfully integrated his unique cross-disciplinary expertise and global perspectives in urban planning projects across the nation. With high sensitivity to big data, he excels in understanding and strategizing complex urban systems through a research-driven approach and innovative analytical techniques. His proficiency in parametric modeling and visualization tools guarantees rich and accurate project deliverables. Tengteng is fluent in coordinating with city officials and community stakeholders on planning approvals and partnerships. Having efficiently managed over 15 large-scale planning projects over the past ten years, he is highly responsive to clients' needs and fully committed to creating inspiring learning spaces.

## CAL POLY HUMBOLDT, PHYSICAL CAMPUS MASTER PLAN

**Arcata, California.** SmithGroup is co-creating the physical campus plan with the Humboldt community to support the academic and research purpose of the University, establish a connection with the Indigenous land on which the University resides, optimize facilities, create a welcoming environment for surrounding communities, deliver quality housing and to advance holistic student persistence, environmental resilience and social justice.

## CALIFORNIA HIGH SPEED RAIL DELIVERY SUPPORT AND TECHNICAL PLANNING SERVICES

**Multiple Cities, California.** SmithGroup is leading the technical and planning support for all stations including TOD and Complete Street connections at the stations.

## THE DISTRICT DETROIT FRAMEWORK PLAN

**Detroit, Michigan.** Site planning and design for a 60-block area around the new Detroit Event Center, featuring 2 million square feet of mixed-use development, open spaces, streetscapes, utilities, and lighting improvements. Includes new roads, lighting, pedestrian walks, and a network of new and renovated parks, including historic Cass Park and Columbia Park.

## CUYAHOGA COUNTY, EASTSIDE GREENWAY

**Cleveland, Ohio.** This multi-jurisdictional greenway and non-motorized planning study examined the existing and potential greenway connections across eastern Cuyahoga County—including 20 separate communities—in order to better connect residents to jobs, recreation, services, commercial centers and natural resources through enhanced multimodal facilities.

# JANET ATTARIAN

AIA, LEED AP BD+C



Janet has decades of experience in creating beautiful, livable cities with a focus on urban mobility and street design. In her leadership role as Senior Mobility Strategist, she helps craft SmithGroup’s vision for multi-modal mobility and has a gift for synthesizing the multiple disciplines it takes to create safe, vibrant streets and innovative policy and programs. Previously, as Complete Streets Director for the Chicago Department of Transportation, she led the implementation of the City’s safety education campaign and helping to start the City’s Vision Zero program.

## CITY OF KALAMAZOO STREET DESIGN MANUAL & MOBILITY PLAN

**Kalamazoo, Michigan.** Development of the Street Design Manual was organized by street typologies. The manual includes a range of options and guidance for street design elements based on street type, right-of-way width, sidewalk width, and land uses and included an educational training campaign.

## ANN ARBOR VISION ZERO PLAN

**Ann Arbor, Michigan.** SmithGroup helped developed the implementation plan and design the Quick-Build projects for Ann Arbor’s Vision Zero Plan.

## EUREKA INTERMODAL TRANSIT CENTER

**Eureka, California.** SmithGroup, hired by the Humboldt Transit Authority, aims to create a multi-modal, best-in-class transit center with a plaza, integrated into downtown Eureka.

## GREEN INFRASTRUCTURE LEADERSHIP EXCHANGE, GREEN STORMWATER INFRASTRUCTURE LIBRARY

**Nationwide.** SmithGroup developed an online platform and series of dashboards to allow for coordination across cities and counties throughout the US to implement stormwater best management practices.

## CALIFORNIA HIGH SPEED RAIL DELIVERY SUPPORT AND TECHNICAL PLANNING SERVICES

**Multiple Cities, California.** SmithGroup is leading the technical and planning support for all stations including TOD and Complete Street connections at the stations.

## ST. LOUIS TRANSPORTATION AND MOBILITY PLAN

**St. Louis, Missouri.** The plan defines high crash intersections and corridors and methods for prioritizing improvements. SmithGroup led the development of interactive, online maps, driven by ArcGIS to show street typologies, typical cross sections, and a wide range of recommended safety and multimodal improvements.

### EDUCATION

Master of Architecture,  
University of Michigan

Bachelor of Science in Architecture,  
University of Michigan

### REGISTRATIONS

Registered Architect in IL (001016359)

LEED Accredited Professional  
Building Design + Construction  
(LEED AP BD+C)

### PROFESSIONAL AFFILIATIONS

American Institute of Architects (AIA)

# OLIVER KILEY

PLA



With over 20 years of experience as a landscape architect and planner, Oliver practices at the intersection of community planning, green infrastructure, mobility/street design, and public engagement - all in complex urban environments. He excels at working across scales and in bridging the gap between deep planning-level study and physical implementation, with a special emphasis on urban mobility and greenway projects. Oliver is an advocate for community-driven and data-enriched processes and engagement methods, which he uses to support transparent and defensible decision-making. Oliver’s knowledge, interdisciplinary approach, and passion helps clients reposition their communities for a resilient, healthy, and equitable future for all people.

**EDUCATION**

Master of Landscape Architecture,  
University of Michigan

Bachelor of Science in Natural  
Resources, University of Michigan

**REGISTRATIONS**

Landscape Architect in MI

**PROFESSIONAL AFFILIATIONS**

American Society of Landscape  
Architecture (ASLA)

American Planning Association (APA)

**ANN ARBOR VISION ZERO PLAN**

**Ann Arbor, Michigan.** SmithGroup helped develop the implementation plan and design the Quick-Build projects for Ann Arbor’s Vision Zero Plan.

**ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY  
STATE AND KEY STREETS PROJECT**

The three-block core commercial district of State Street, adjacent to the University of Michigan campus and downtown, is a vibrant pedestrian area. The SmithGroup-led design team re-imagined it as a curbsless street, enhancing pedestrian space while maintaining safe vehicle access.

**CITY OF KALAMAZOO STREET DESIGN MANUAL & MOBILITY PLAN**

**Kalamazoo, Michigan.** Development of the Street Design Manual was organized by street typologies. The manual includes a range of options and guidance for street design elements based on street type, right-of-way width, sidewalk width, and land uses and included an educational training campaign.

**ST. LOUIS TRANSPORTATION AND MOBILITY PLAN**

**St. Louis, Missouri.** The plan defines high crash intersections and corridors and methods for prioritizing improvements. SmithGroup led the development of interactive, online maps, driven by ArcGIS to show street typologies, typical cross sections, and a wide range of recommended safety and multimodal improvements.

**GREEN INFRASTRUCTURE LEADERSHIP EXCHANGE,  
GREEN STORMWATER INFRASTRUCTURE LIBRARY**

**Nationwide.** SmithGroup developed an online platform and series of dashboards to allow for coordination across cities and counties throughout the US to implement stormwater best management practices.

# ANDREW THURLOW



Andrew Thurlow is a Senior Architectural Designer and Planner at SmithGroup with over 20 years of experience, specializing in integrating Digital Technologies with Architectural Design and Urban Planning. He excels at distilling complex data using tools like GIS and other data analytic tools. Andrew has a strong track record of community engagement work on multiple SmithGroup projects, ensuring that community voices are heard and integrated into the planning process. His interdisciplinary approach and passion for innovative solutions help clients create resilient, healthy, and equitable urban environments.

**EDUCATION**

Master of Science in Advanced Architectural Design, Columbia University

Bachelor of Architecture, Syracuse University

Associate of Science in Art, Greenfield Community College

**CALIFORNIA POLYTECHNIC UNIVERSITY, HUMBOLDT, PHYSICAL CAMPUS MASTER PLAN**

**Arcata, California.** SmithGroup will co-create the physical campus plan with the Humboldt community to support the academic and research purpose of the University, establish a connection with the Indigenous land on which the University resides, optimize facilities, create a welcoming environment for surrounding communities, deliver quality housing and to advance holistic student persistence, environmental resilience and social justice.

**CALIFORNIA POLYTECHNIC UNIVERSITY, HUMBOLDT, ENERGY RESEARCH & SUSTAINABILITY CENTER FEASIBILITY STUDY**

**Arcata, California.** Design criteria for 23,000 sf new campus building supporting the Energy Systems Engineering degree program and other campus academic programs related to clean energy, while also strategically collocating a new sustainability center.

**CALIFORNIA POLYTECHNIC UNIVERSITY, HUMBOLDT, ENGINEERING & TECHNOLOGY / HOUSING FEASIBILITY STUDY**

**Arcata, California.** Design criteria for two buildings of new construction. An academic building (approximately 90,000 sf) will serve as a welcoming hub for the College of Natural Resources and Sciences. Additionally, a second building will provide 250 beds of student housing and support services (approximately 40,000 sf) primarily for freshmen enrolled in the engineering and tech programs.

**CALIFORNIA POLYTECHNIC UNIVERSITY, HUMBOLDT, HEALTHCARE & HEALTH, DINING FEASIBILITY STUDY**

**Arcata, California.** Design criteria for a 200,000 sf hybrid building housing Student Healthcare and Health Education Facilities, Campus Dining and Retail Café/Bakery, and a 650-bed Residence Hall with student resources and amenities.

# CAROLYN LUSCH

AICP



Carolyn Lusch is an experienced urban planner who specializes in leading mobility and transportation efforts on multiple projects. A creative thinker who is embedded in her communities, Carolyn plays a vital role in the creation of innovative plans that guide equitable community development. She believes in building strong relationships with the communities she serves and delivering plans that reflect their visions and values. Her leadership, expertise, and partnering acumen will enable her to deliver a successful program.

## ANN ARBOR VISION ZERO PLAN

**Ann Arbor, Michigan.** SmithGroup helped develop the implementation plan and design the Quick-Build projects for Ann Arbor's Vision Zero Plan.

## JOE LOUIS GREENWAY NEIGHBORHOOD ACTION PLAN

**Detroit, Michigan.** The Joe Louis Greenway is a comprehensive recreational path that will connect neighborhoods previously separated by freeways and discontinuous transit via new and existing pedestrian and bike paths, creating a total of 27.5 miles of accessible and connected pathways. This comprehensive and visionary Framework Plan unites best pedestrian and bicycle design practices, with a signature greenway design rooted in local arts, culture, and history.

## ANN ARBOR COMPREHENSIVE PLAN

**Ann Arbor, Michigan.** The City of Ann Arbor is updating its Comprehensive Plan to modernize land use policies for Equity, Affordability, and Sustainability. The planning team, including SmithGroup, is addressing housing affordability, density, and community engagement.

## CALIFORNIA HIGH SPEED RAIL DELIVERY SUPPORT AND TECHNICAL PLANNING SERVICES

**Multiple Cities, California.** SmithGroup is leading the technical and planning support for all stations including TOD and Complete Street connections at the stations.

## CITY OF DANVILLE COMPREHENSIVE PLAN

**Danville, Virginia.** SmithGroup recently launched the Danville Comprehensive Plan. With a 2040 horizon, this City-Wide Comprehensive Plan will go beyond advising policy to share Danville's distinct story, outlining land use and housing, economy and businesses, transportation and mobility, and public services.

### EDUCATION

Master of Urban & Regional Planning,  
University of Michigan

Bachelor of Arts, University of Michigan

### REGISTRATIONS

American Institute of Certified Planners  
(AICP)

### PROFESSIONAL AFFILIATIONS

American Planning Association,  
Transportation Division (APA)

Association of Pedestrian & Bicycle  
Professionals (APBP)

# JUSTIN SKODA

RA, SPUR



Justin Skoda is a licensed architect and urban designer with over 10 years of experience in a variety of project types and scales including master planning, urban design, transit, housing, senior living, and campus master planning. He has a passion for the intersection of architecture and urban space including the contextual relationships between projects and their urban contexts. He also has a strong interest in sustainability with a focus on balancing social, economic, and environmental factors as well as resiliency issues.

## CALIFORNIA HIGH SPEED RAIL DELIVERY SUPPORT AND TECHNICAL PLANNING SERVICES

**Multiple Cities, California.** SmithGroup is leading the technical and planning support for all stations including TOD and Complete Street connections at the stations.

## UCSF PARNASSUS PLAN: NEW RESEARCH AND ACADEMIC BUILDING\*

**San Francisco, California.** Expanding upon the Comprehensive Parnassus Heights Plan, this study looked at a focused area identified in the plan for an early phase priority project. Led specific coordination efforts related to various components of the building design. Coordinated issues, design options, and other elements among stakeholders, consultants, and design team.

## SAN RAFAEL TRANSIT CENTER\*

**San Rafael, California.** Relocated the San Rafael Transportation Center to accommodate the extension of the SMART alignment, creating an improved transit hub for Marin County. Coordinated various design options and schemes to present to the transit district while collaborating with engineering teams to develop various schemes and iterations for analysis and review.

## MONTAGUE PEDESTRIAN BRIDGE\*

**Milpitas, California.** This new pedestrian bridge spanning across Montague Expressway in Milpitas, CA connects two new residential developments and provides a critical pedestrian link as well as continuity for the adjacent trail system along Penitencia Creek. The bridge incorporates elevators and stairways with associated support systems as well as integrated art systems. Coordinated the design team, including art aesthetic improvements, structure, architecture, and city stakeholders, and various project components.

### EDUCATION

Bachelor of Architecture, California State Polytechnic University, San Luis Obispo

Minor in Sustainable Environments, California State Polytechnic University, San Luis Obispo

### REGISTRATIONS

Registered Architect in CA: (C37736)

### PROFESSIONAL AFFILIATIONS

San Francisco Bay Area Planning and Urban Research Association (SPUR)

\*Experience prior to SmithGroup

# ELLE BRAUCHLE

RA



Elle works closely with the project team leading efforts in technical design and documentation. She collaborates with the entire team - owner, design and construction - to identify the foundation for a successful working relationship and positive project outcome at the project’s onset. Elle also ensures that SmithGroup’s design documents are detailed for accuracy in successful construction administration and implementation.

### CAL POLY HUMBOLDT, PHYSICAL CAMPUS MASTER PLAN

**Arcata, California.** SmithGroup will co-create the physical campus plan with the Humboldt community to support the academic and research purpose of the University, establish a connection with the Indigenous land on which the University resides, optimize facilities, create a welcoming environment for surrounding communities, deliver quality housing and to advance holistic student persistence, environmental resilience and social justice.

#### EDUCATION

Bachelor of Architecture,  
University of Texas at Austin

### CALIFORNIA POLYTECHNIC UNIVERSITY, HUMBOLDT, ENERGY RESEARCH AND SUSTAINABILITY CENTER

**Arcata, California.** The ER+SC project will consist of new 23,000 sf building supporting the new Energy Systems Engineering degree program and other campus academic programs related to clean energy, while also strategically collocating a new sustainability center. The new facility will also be supported by the Schatz Energy Research Center, academic program integration, and the Office of Sustainability.

#### REGISTRATIONS

Registered Architect in CA (C40528)

### CALIFORNIA HIGH SPEED RAIL DELIVERY SUPPORT AND TECHNICAL PLANNING SERVICES

**Multiple Cities, California.** SmithGroup is leading the technical and planning support for all stations including TOD and Complete Street connections at the stations.

## SENIOR TRANSPORTATION PLANNER

# TODD TREGENZA

AICP



Todd Tregenza has 17 years of experience in transportation planning projects, assisting dozens of agencies throughout central and northern California in short- and long-range programming, including the development of travel demand models, general plan circulation elements, specific and master plans, corridor studies, capital improvement programs, nexus and fee studies, transportation operational analyses, and impact analyses. This experience spans public and private sectors, extending into on-call contracts and arrangements with municipalities, where Todd prepares transportation studies and grant applications, performing peer reviews of impact studies and developing California Environmental Quality Act (CEQA) impact analyses for development projects of all sizes.

### EDUCATION

BS, Community and Regional Development, University of California, Davis, CA, 2007

### REGISTRATIONS

American Institute of Certified Planners #29678

### PROFESSIONAL AFFILIATIONS

American Planning Association (APA)  
Young Professionals in Transportation (YPT)

### CITY OF ARCATA, STRATEGIC INFILL REDEVELOPMENT PLAN & LONG-RANGE PLANNING SERVICES

**Arcata, California.** Managing the project team in developing a multimodal transportation plan for the Gateway Area Plan, including new street connections, robust multimodal concepts, and travel demand management measures to reduce parking and vehicular traffic demand. Prepared conceptual layouts of multimodal improvements in the “Mobility” section of the Gateway Area Plan, including provision of Class I trails and Class IV bicycle facilities. Overseeing preparation of the Circulation Element update and transportation analysis under General Plan policy and under CEQA, consistent with Senate Bill (SB) 743. Developed unique GIS-based model (Place Mix) to estimate VMT impacts of land use plan, working with City to develop SB 743-compliant guidelines, including baseline and threshold metrics, and screening criteria without using a travel demand model. The model uses housing and jobs (retail and non-retail) to assess the level of land use density and diversity within a 0.25-mile walk shed as a proxy for VMT reduction potential.

### HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS, US 101 BROADWAY MULTIMODAL CORRIDOR PLAN

**Eureka, California.** Managed preparation of a multimodal corridor plan for US 101 in the City of Eureka, following Caltrans Corridor Planning Guidelines. The corridor suffers a lack of multimodal accessibility, poor travel reliability, and high rates of severe and fatal pedestrian and bicycle collisions. In turn, the plan proposed the major reconfiguration of the roadway, including provision for robust Class IV bikeways, transit prioritization through dedicated lanes and queue jump pockets, shortened pedestrian crossings, and new couplets to redistribute traffic. Closely coordinated with agency partners to inform competitive grant applications, including Solutions for Congested Corridors Program and implementation of plan elements through Caltrans SHOPP.



## BYUNG LEE

PE, TE



Byung Lee is registered as both traffic engineer and civil engineer in the state of California. He has 23 years of experience providing traffic operations, traffic engineering design, and Intelligent Transportation System (ITS) engineering design for projects throughout the State. His experience covers a wide range of project types including signal design, lighting design, signing & striping plans, traffic operations, and safety analyses. Byung has extensive hands-on experience in traffic operations/ micro simulation models, including Synchro, SimTraffic, and VISSIM.

Byung is also adept at preparing documents for changes to existing at-grade crossings, such as General Order 88B required by the California Public Utilities Commission.

### EDUCATION

MS, Civil & Environmental Engineering,  
University of California, Berkeley

### REGISTRATIONS

Civil Engineer in CA, #90221  
Traffic Engineer in CA #2908

### PROFESSIONAL AFFILIATIONS

Institute of Transportation Engineers,  
Bay Area Section

### UKIAH STREETScape AND ROAD DIET - PHASE 2

**Ukiah, California.** Responsible for traffic signal modifications for this federally, state and locally funded project as part of a road diet through the downtown. The project reduced travel lanes, improving parking and pedestrian improvements, added landscaping, and rebuilding the roadway.

### CLEMENT AVENUE COMPLETE STREET

**Alameda, California.** Responsible for preparing traffic signal modification to include bike signals; rectangular rapid flashing beacons; and PS&E.

### KING & SOUTHBOUND I-680 OFF-RAMP TRAFFIC SIGNAL DESIGN REHABILITATION

**San Jose, California.** Responsible for preparing a safety analysis and signal design PS&E with the goal of reducing frequent damage and crash potential at the intersection. The plans are being prepared in accordance with City of San Jose and Caltrans standards.

### US 101 STATE STREET UNDERCROSSING PROJECT

**Santa Barbara, California.** Responsible for preparing street lighting and signal modification plans. The project consists of widening the sidewalks and buffered bike lanes by reducing travel lanes from five to three lanes, in addition to improving the undercrossing lighting.

# MELISSA ESTRADA



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### EDUCATION

MS, City Planning, San Diego State University, San Diego

BA, Political Science, University of California, San Diego

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Melissa Estrada is a highly skilled manager with a strong track record of success leading complex programs and projects across various entities, including federal, state, regional, and local agencies. With exceptional communication, problem-solving, and organizational skills, Melissa has a wealth of experience in the public sector and a strong commitment to its advancement. As a transportation planner at the City of Redding, she managed both the Redding Area Bus Authority (RABA) and active transportation. For active transportation, Melissa oversaw planning and development, including the first city Active Transportation Plan and several successful Caltrans Active Transportation Program grant funded projects. She thoroughly understands the municipal needs and challenges of small cities, including funding and implementation. Melissa's prior accomplishments include successfully guiding a Light-Rail Transit (LRT) project through Federal Transit Administration (FTA) project development, ensuring compliance with regulatory requirements.

### CITY OF COLUSA COMPREHENSIVE SAFETY ACTION PLAN

**Colusa, California.** Resu Providing management and public outreach support for a citywide plan to improve safety on roadways and reduce serious injury crashes for all roadway users. GHD is providing the stakeholder and public engagement program, including a webpage, citywide safety events, public engagement and education workshops, and evaluation and analysis of collected information. Additionally, GHD will provide the transportation equity review.

### ENVISION 273 COMPREHENSIVE MULTIMODAL CORRIDOR PLAN

**Redding, California.** Providing management support for a corridor plan that recommends infrastructure improvements to support safety and mobility for people of all ages and abilities. Plan goals include reducing mobility barriers; enhancing safety, accessibility, and connectivity for multiple users; achieving better compatibility between land use and corridor design; improving environmental sustainability and resiliency; and positioning the region to successfully compete for federal and state grant funds. Overseeing the infrastructure improvement feasibility studies.

### RABA AND ACTIVE TRANSPORTATION

**Redding, California.** Managed RABA's public transit system, ensuring compliance, planning, funding, and community engagement. Promoted active transportation through projects, planning, and grant writing, securing significant funding for downtown revitalization and bikeway extensions.

## SENIOR TRAFFIC ENGINEER

# FRANK PENRY

PE, TE, PTOE



### EDUCATION

BS, Civil Engineering, California State University, Chico

### REGISTRATIONS

Civil Engineer, CA #62785, OR #84632, Commonwealth of the Northern Mariana Islands (CNMI) #418

Traffic Engineer, CA #2304

Professional Traffic Operations Engineer #1603

### PROFESSIONAL AFFILIATIONS

Institute of Transportation Engineers (ITE), San Francisco Bay Area Section, Past-President

American Society of Civil Engineers (ASCE), Redwood Empire Section, Past P-President

Registered Traffic Engineers of America  
American Public Works Association (APWA)

Frank Penry has 27 years of experience in transportation planning and traffic engineering design. He has managed numerous transportation studies and design projects over the years, from small development impact studies to major roadway improvements. Frank has served as the City Traffic Engineer for the Cities of Petaluma, Cotati, Sonoma, Windsor, and Fortuna, providing the administration and development of Municipal Traffic Engineering Programs. He is well-versed in a wide range of traffic engineering design standards and encroachment requirements, traffic signals, roundabouts, traffic calming and streetscapes, construction traffic handling, detour, and control plans for a variety of civil engineering projects. His experience includes traffic operations, traffic signal timing and design, ITS, transit signal priority, feasibility studies; environmental studies and documents; roadway and intersection design; signing and striping design; and traffic control plans.

### HUMBOLDT COUNTY LOCAL ROAD SAFETY PLAN

**Eureka, California.** Oversaw the development of the County's Local Road Safety Plan (LRSP). As part of this work effort, corridor and intersection specific analysis was conducted for the highest incident locations, and documentation was prepared to best position the County to compete for funding from California's Highway Safety Improvement Program (HSIP).

### UKIAH STREETScape AND ROAD DIET, PHASE 1

**Ukiah, California.** Responsible for traffic engineering for this federally, state and locally funded project includes a road diet through the downtown. The project reduced travel lanes, improving parking and pedestrian improvements, added landscaping, and rebuilding the roadway.

### FORTUNA BOULEVARD PAVING AND PEDESTRIAN IMPROVEMENTS

**Fortuna, California.** Served as Project Traffic Engineer for this roadway rehabilitation and sidewalk, curb, gutter, and pedestrian ADA improvements. The project included the final design of dual zone, solar powered, audible, pedestrian activated safety crossing enhancement, which included the use of in-roadway warning lights, flashing beacons, and LED enhanced roadway signage.

# ROSANNA SOUTHERN

## EIT



Rosanna Southern has more than a decade as a transportation engineer specializing in traffic engineering and transportation planning has allowed her to work closely with dozens of local California agencies on short- and long-range planning and engineering efforts. This experience comprises the analysis of traffic operations to assist in the design process for a variety of complex projects, multimodal planning and safety analyses to enhance safety of all street users, and VMT analysis for Senate Bill (SB) 743 compliance under CEQA. Rosanna typically oversees multimodal corridor studies, complete street plans, general plan circulation elements, and traffic impact fee studies. She is proficient in such tools as Synchro, SimTraffic, Sidra, HCS, and VISSIM.

### EDUCATION

BS, Civil, Environmental and Infrastructure Engineering, George Mason University, Fairfax, VA

### REGISTRATIONS

Engineer-in-Training, VA #420063509

### PROFESSIONAL AFFILIATIONS

Institute of Transportation Engineers, Northern California Section, Western District

Young Professionals in Transportation (YPT), Sacramento Chapter

### CITY OF ELK GROVE SYSTEMIC SAFETY ANALYSIS REPORT (SSAR)

**Elk Grove, California.** Utilized the FHWA's Systemic Safety Project Selection Tool and Caltrans' SSAR Program Guidelines as the basis for the methodology to develop systemic countermeasures and prioritize projects to submit for HSIP funding. Utilized citywide collision data over a 5-year period to identify focus crash types, focus facilities, and risk factors most associated with higher severity collisions. Utilized GIS and Microsoft Excel to create various maps of the collision data to provide a correlation between the collision data and the roadway/intersection characteristics. Identified and screened candidate locations for countermeasure deployment by conducting a risk assessment of the network elements utilizing GIS. Identified various countermeasures to address the safety issues for each focus crash type utilizing Caltrans' Local Roadway Safety Manual, the Crash Modification Factors Clearinghouse, the Highway Safety Manual, and NCHRP Report 500 volumes. Currently screening the list of countermeasures based on potential to reduce and address the risk for the focus crash types, including benefit-cost effectiveness and agency policies and procedures. Created a short list of countermeasures for each focus crash type to use in developing safety projects.

### CITY OF ARROYO GRANDE, ARROYO GRANDE LRSP

**Arroyo Grande, California.** Assisted the City in identifying short-term improvements correlated with the Halcyon Road Complete Streets Plan, seeking a Regional Communities Betterment Grant.

# CAROL VAN DER MEER



### EDUCATION

Master of Arts, Biology University of Nebraska-Omaha, Omaha, Nebraska

Bachelor of Science, Biology, Iowa State University, Ames, Iowa

Leadership in Organizational and Community Change, Arcata California

Cascadia Center for Leadership Training Program, Arcata, California

Carol has a broad range of experience leading several projects at RCAA including community outreach for the South Arcata Multimodal Safety Improvement Plan, Great Redwood Trail Master Plan, the Planning Study to Extend the Humboldt Bay Trail from Eureka to College of the Redwoods and facilitating the Peninsula Community Collaborative as part of CalTrans Clean California Peninsula Beautification Project.

Before joining RCAA in 2022, Carol had over 25 years of experience working in natural resource conservation, environmental education, community outreach and nonprofit management. She served as the Executive Director of Friends of the Dunes from 1996-2015, where she helped develop the Bay to Dunes School Education Program and the Humboldt Coastal Nature Center.

As a consultant, Carol taught Introduction to Grant Writing, facilitated strategic planning for several local nonprofits and played a lead role in developing the Humboldt Bay Trail Fund. Carol has B.A. and M.S in Biology and is a graduate of the Cascadia Leadership Training program.

### **SOUTH ARCATA MULTIMODAL SAFETY IMPROVEMENT PLAN (SAMSIP) 2024-PRESENT**

Leading the community outreach portion of the SAMSIP project aimed at improving safety in south Arcata for all modes of transportation.

### **PENINSULA BEAUTIFICATION PROJECT 2022-PRESENT**

Clean California Local Grants Program, an initiative to beautify and reduce litter on the Samoa Peninsula. Activities include coordination of the Peninsula Community Collaborative, community clean up days, enhancement of local pedestrian and bicycle safety, beautification of public spaces, and litter abatement.

### **PLANNING STUDY: HUMBOLDT BAY TRAIL SOUTH TO COLLEGE OF THE REDWOODS 2023-PRESENT**

Lead community and Tribal outreach activities focused on extending the Humboldt Bay Trail between Eureka and College of the Redwoods.

### **GREAT REDWOOD TRAIL MASTER PLAN OUTREACH 2022-2024**

RCAA led community and Tribal outreach Humboldt County as a subcontractor for Alta Planning Group. This included presentations at community meetings, hosting walks with community-based organizations, tabling at special events, community workshops and kitchen table meetings and on-on-one conversations.

## ALYSIA BIXLER



Alysia’s work in the Active Living team at NRS focuses on generating community engagement to improve community health. She assists with developing and implementing various projects that involve diverse stakeholder groups, facilitated meeting processes, and web-based, collaborative stakeholder meetings. She supports program goals and objectives by leading public events/ workshops and maintaining program data, including report preparation. Areas of emphasis include offshore wind development outreach, community infrastructure planning on the Samoa Peninsula, and building collaborative relationships with project partners. She serves on the Board of Directors for Food for People, continuing her passion for sustainable food systems and community health.

### PENINSULA BEAUTIFICATION, 2022 – 2024

An initiative through the Clean CA Local Grant Program to reduce and prevent dumping and littering, beautify and protect public spaces for recreation, and support the residents of the Peninsula. Recruited and contracted artists to install murals, assisted in facilitating monthly meetings with the Peninsula Community Collaborative; manages project budget.

### MCKINLEYVILLE ATP & SAFE ROUTES TO SCHOOL TASK FORCE, 2022-2024

Led pedestrian and bicycle safety education at Morris Elementary. Coordinated walking and bicycling encouragement activities. Currently facilitating and coordinating the Humboldt County Safe Routes to School Task Force.

### WIND ENERGY OUTREACH 2022- CURRENT

Led community outreach throughout the Peninsula to connect residents with the North Coast Offshore Wind Community Benefits Network, secure benefits for communities impacted by offshore wind development, and ensure the funds are community-governed. Coordinates meetings between the Humboldt Bay Harbor District, developers, and CORE Hub.

### ARCATA LOCAL ROAD SAFETY PLAN, 2022-2023.

Co-led a series of public meetings in Arcata to gather community input on priorities focused on road safety. Co-led community outreach, planning data collection, and report preparation for the City of Arcata’s Local Road Safety Plan.

#### EDUCATION

B.A. Degree, Environmental Studies,  
University of California, Santa Cruz

M.S. Degree, Conservation and Land  
Management, Bangor University

M.F. Degree, Forestry, University of  
British Columbia

Offshore Wind Professional  
Certification, University of  
Massachusetts, in progress

#### PROFESSIONAL AFFILIATIONS

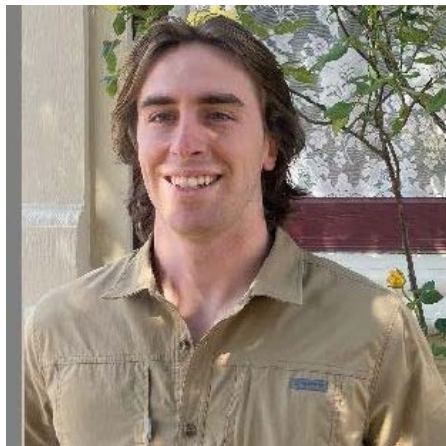
Facilitator, Safe Route to School Task  
Force

Board of Directors, Food for People

Member of the Redwood Region Climate  
and Resiliency Hub (CORE Hub)

Facilitator, Peninsula Community  
Collaborative

# MASON R REWERTS



Mason grew up in Northern California, where a deep love for nature and its complexities took root along the rugged coast. With a passion for environmental education, Mason has worked as a teacher's aide and afterschool program leader at summer camps and schools, teaching environmental science and leading outdoor activities. In addition, Mason spent a year with the Restoration Field Crew at RCAA, contributing to various ecological projects. In the Summer of 2023,

Mason joined the NRS Active Living team as a Natural Resources Specialist I working on the Peninsula Beautification Project, Great Redwood Trail Master Plan, and South Arcata Multimodal Safety Improvement Project. Mason graduated with a B.A. in Environmental Studies from California Polytechnic Humboldt University in December 2023 and is currently pursuing a degree in Environmental Law at Lewis and Clark Law School.

## PENINSULA BEAUTIFICATION, 2023 – 2024:

Currently implementing an initiative through the Clean CA Local Grant Program to reduce and prevent dumping and littering, beautify and protect public spaces for recreation, and support the residents of the Peninsula. Assists in the facilitation of monthly meetings with the Peninsula Community Collaborative, manages the social media for Keep the Peninsula Beautiful campaign, plans community events, implement various infrastructure materials like signs play structures, trash cans, and native plants, conducts door to door outreach and rigorous canvassing route.

## WIND ENERGY OUTREACH 2023- 2024:

Participates in community outreach across the Peninsula and Humboldt County engaging residents about wind energy through table and door to door action. Fostering relationships for future tabling times at larger events, develops relationships with school to conduct wind Education.

## FIELD CREW - NATURAL RESOURCES DIVISION (NRS) OF REDWOOD COMMUNITY ACTION AGENCY: 2023-2024

Contributed to a variety of restoration projects focused on the removal of multiple invasive species. These projects ranged from small-scale, hands-on efforts to large-scale initiatives involving multiple project partners and complex logistics. Demonstrated an ability to understand both the immediate and long-term ecological impacts of the work, applying this knowledge to enhance project effectiveness and outcomes

### EDUCATION

B.A. Degree, Environmental Studies, California State Polytechnic University, Humboldt, 2023

President of the Environmental Studies Club of Cal-Poly Humboldt

### PROFESSIONAL AFFILIATIONS

Member, Safe Route to School Task Force

Organizer, Peninsula Community Collaborative.

Alumnus Advisor, Environmental Studies Club of Cal-Poly Humboldt.

SECTION I

# CONFLICT OF INTEREST



MIDTOWN LOOP GREENWAY



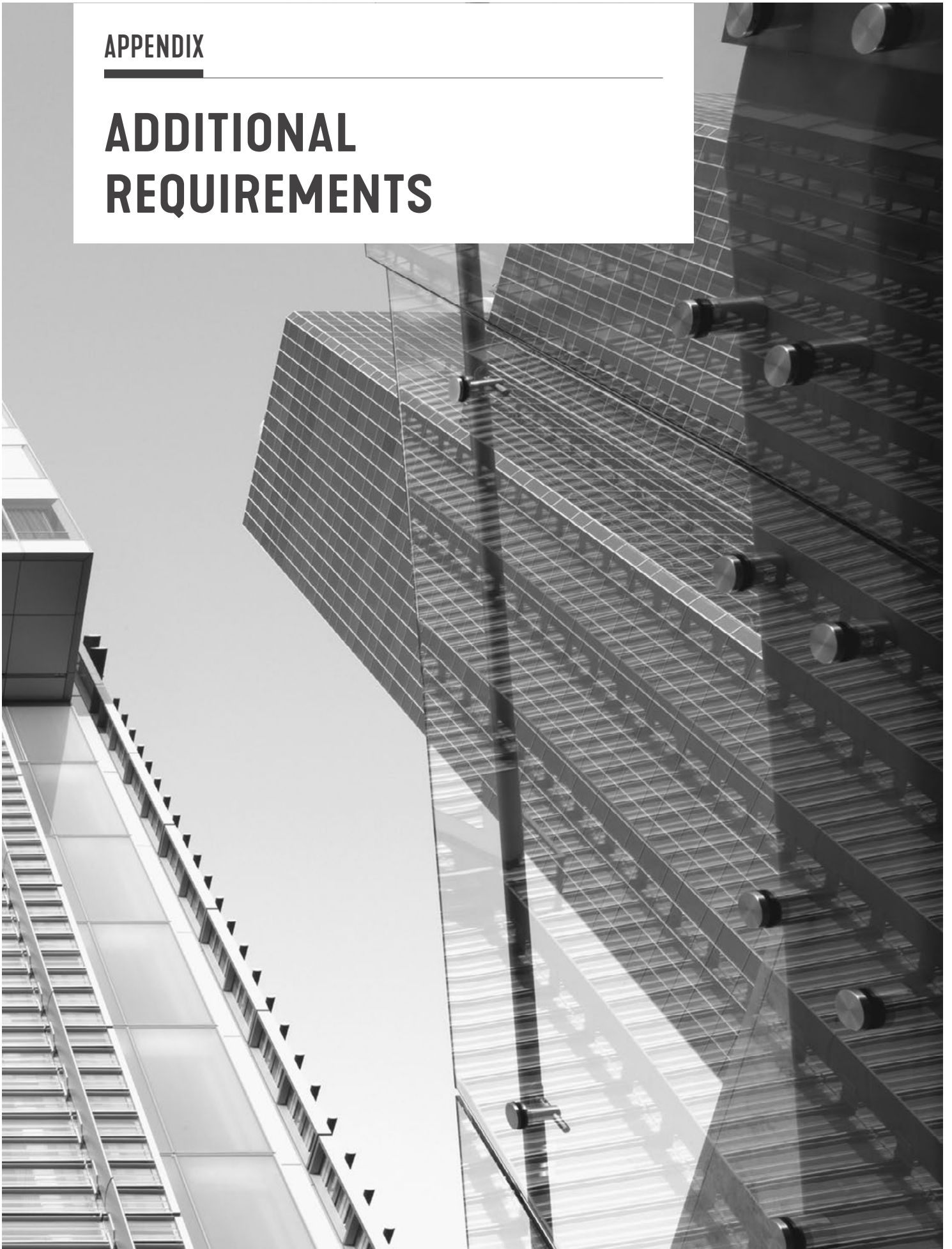
# **CONFLICT OF INTEREST**

SmithGroup warrants and covenants that no official or employee of HCAOG, nor any business entity in which an official of HCAOG has an interest, has been employed or retained to solicit or assist in procuring the final Consultant Services Agreement resulting from this RFP process. Furthermore, no such person will be employed in the performance of the Consultant Services Agreement without immediate divulgence of such fact to HCAOG. SmithGroup confirms that there is no conflict of interest in relation to this proposal.

**APPENDIX**

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# **ADDITIONAL REQUIREMENTS**





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
05/15/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> MARSH USA LLC. One Towne Square Suite 1100 Southfield, MI 48076 Attn: detroit.certrequest@marsh.com	<b>CONTACT NAME:</b> John C. Hurley	
	<b>PHONE (A/C, No, Ext):</b> 313-617-3785	<b>FAX (A/C, No):</b>
<b>E-MAIL ADDRESS:</b> John.C.Hurley@marsh.com		
<b>INSURER(S) AFFORDING COVERAGE</b>		<b>NAIC #</b>
CN102397104-STND-GAWUE-23- DTJUS SL702L GalleK	<b>INSURER A :</b> Hartford Casualty Insurance Company	29424
<b>INSURED</b> SmithGroup, Inc. 500 Griswold Street Suite 1700 Detroit, MI 48226	<b>INSURER B :</b> Hartford Fire Insurance Company	19682
	<b>INSURER C :</b> Travelers Property Casualty Co. of America	25674
	<b>INSURER D :</b> Hartford Insurance Company of the Midwest	37478
	<b>INSURER E :</b> Lloyd's, Underwriters At London, Sponsoring Syndicates	99998
	<b>INSURER F :</b>	

**COVERAGES**      **CERTIFICATE NUMBER:** CHI-009848840-22      **REVISION NUMBER:** 23

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> \$0 Deductible / SIR applies GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input checked="" type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			83UUNOL5585	05/15/2024	05/15/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ Incl. in Gen. Agg. \$
B	<b>AUTOMOBILE LIABILITY</b> <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY			83UENOL5586	05/15/2024	05/15/2025	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ COMP/COLL. DED. \$ 1,000
C	<input checked="" type="checkbox"/> <b>UMBRELLA LIAB</b> <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10,000			CUP-1S698590-24-NF	05/15/2024	05/15/2025	EACH OCCURRENCE \$ 10,000,000 AGGREGATE \$ 10,000,000 \$
D	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		Y/N N/A	83WEOL6H7A	05/15/2024	05/15/2025	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
E	Architects & Engineers Professional Liability			B0509 FINPA2350118	09/30/2023	09/30/2024	Each Claim/General Agg \$ 5,000,000 Retention \$ 150,000

**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES** (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
Evidence of Insurance Only

### CERTIFICATE HOLDER

SmithGroup, Inc.  
500 Griswold Street, Suite 1700  
Detroit, MI 48226

### CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

*Marsh USA LLC*

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ACORD 25 (2016/03)

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# DISADVANTAGED BUSINESS ENTERPRISE (DBE) POLICY AND OBLIGATION

To provide equal employment and advancement opportunities to all individuals, employment decisions at SmithGroup are based on merit, qualifications, and the needs of the company. SmithGroup does not discriminate in employment opportunities or practices based on race, color, religion, sex, sexual orientation, national origin, age, disability, or any other characteristic prohibited by law.

Every potential project opportunity is reviewed by SmithGroup to ensure that the best possible team resources can be committed. Instrumental to that end is our commitment to include meaningful minority, woman, small, and disadvantaged business enterprise participation. Over the past 50 years, we have developed valuable, long-term business relationships with numerous consultants across the

country in a variety of disciplines, working with them regularly regardless of subcontracting requirements on contracts. This approach ensures that we consistently meet or exceed our clients' needs and goals.

SmithGroup agrees to the U.S. Department of Transportation (USDOT) policy that minority- and women-owned business enterprises (DBEs) shall have the maximum opportunity to participate in contracts financed with Federal funds. We ensure that DBEs have the maximum opportunity to compete for and perform contracts and subcontracts financed with Federal funds, taking all necessary and reasonable steps in accordance with 49 CFR Part 23. SmithGroup will not discriminate on the basis of race, color, national origin, or sex in the award and performance of USDOT-assisted contracts.

## ADDITIONAL REQUIREMENTS

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# TITLE VI OF THE CIVIL RIGHTS ACT OF 1964

SmithGroup agrees to comply with all the requirements imposed by Title VI of the Civil Rights Act of 1964 (49 USC 2000d) and the regulations of the U.S. Department of Transportation issued thereunder in 49 CFR Part 21.

# SMITHGROUP

## 111 HARASSMENT & DISCRIMINATION

Effective Date: 01-01-01

Revision Date: 03-24-21

SmithGroup is committed to a work environment that is pleasant, professional, and free from discrimination, harassment, intimidation, bullying, hostility, retaliation, abusive conduct, or other offenses that might interfere with work performance.

SmithGroup's policy prohibits discrimination and harassment based on race (including traits historically associated with race, e.g., hair texture and protective hairstyles), color, religion, national origin, gender ((including pregnancy, childbirth, breastfeeding or related medical conditions), sex, sexual orientation, gender identity (including transgender) and gender expression, age, disability (mental and physical), medical condition, genetic information (including family medical history), ancestry, marital status, military and veteran status, citizenship status, or any other characteristic protected by federal, state or local law. Such conduct is illegal and will not be tolerated.

This policy applies to all areas of employment, including recruitment, hiring, training and development, promotion, transfer, discharge, layoff, compensation, benefits, and all other conditions and privileges of employment in accordance with applicable federal, state, and local laws.

### FORMS OF HARASSMENT

Workplace harassment can take many forms and includes verbal, visual, and physical conduct. It may be, but is not limited to, offensive jokes, derogatory remarks, emails, notes, signs, cartoons, pictures, photographs, posters, pranks, intimidation, physical contact, assault, and violence.

Sexual harassment is one form of prohibited, unlawful harassment and a type of sex discrimination. Although what constitutes "sexual harassment" cannot be completely defined, unwelcome sexual advances, requests for sexual favors, or other verbal or physical conduct of a sexual nature may constitute sexual harassment when:

- Submission to the conduct is made either an explicit or implicit condition of employment,
- Submission to or rejection of the conduct is used as a basis for any employment decision affecting the harassed employee, or
- The harassment has the purpose or effect of substantially interfering with an employee's work performance or creates an intimidating, hostile or offensive work environment.
- The harassment involves coercion, abuse of authority, or misuse of an individual's employment position.

Sexual harassment may be subtle and includes, without limitation, the following: unwelcome sexual advances or sexual flirtations; physical conduct of a sexual nature; unwelcome physical contact or requests for sexual favors; verbal abuse of a sexual nature including subtle and not so subtle innuendo; unwelcome sexually suggestive remarks, jokes and gestures; graphic verbal commentaries about an individual's body; sexually degrading words used to describe an individual, including sexual nicknames; and displays in the workplace of sexually suggestive objects, pictures or cartoons.

Information about and/or assistance in locating legal services for employees who may be the victim of sexual harassment is available through various private and public agencies and facilities such as: SmithGroup's Employee Assistance Program that offers an array of confidential legal services, the U.S. Department of Civil Rights, or the U.S. Equal Employment Opportunity Commission can provide support and legal advisory services.

Unlawful harassment may also consist of workplace harassment of employees based on race, color, religion, gender, national origin, age, disability, military service, or any other basis protected by state, federal or other applicable law. It includes verbal or physical conduct that denigrates or shows hostility or aversion toward an individual because of a protected characteristic (or a protected characteristic of either relatives, friends, or associates) and that: (a) has the purpose or effect of creating an intimidating, hostile, or offensive working environment; or (b) has the purpose or effect of unreasonably interfering with an individual's work performance.

Harassing conduct includes, but is not limited to, the following: (a) epithets, slurs, negative stereotyping, or threatening, intimidating or hostile acts that relate to a protected characteristic; and (b) written or graphic material that denigrates or shows hostility or aversion toward an individual or group because of a protected characteristic and that is placed on walls, bulletin boards, or elsewhere on SmithGroup premises or circulated in the workplace.

## **BULLYING & ABUSIVE CONDUCT**

SmithGroup will not tolerate bullying behavior, which is generally defined as repeated, potentially health-harming mistreatment of one or more people by one or more perpetrators that deprives a person of their dignity and respect in our workplace. It is abusive conduct that includes, without limitation:

- Threatening, humiliating, insulting, or intimidating behaviors or communications.
- Intentionally interfering with or undermining the work of others.
- Verbal or physical abuse.
- Unwarranted social or physical exclusion of, or dismissive behavior toward an individual in work-related activities

Legitimate, reasonable, and constructive criticism of an employee's performance or behavior, or reasonable instructions given to employees in the course of their employment, will not amount to bullying on their own.

Individuals who feel they have experienced bullying should report this to their supervisor or to Human Resources before the conduct becomes severe or pervasive. All employees are strongly encouraged to report any bullying conduct they experience or witness as soon as possible to allow SmithGroup to take appropriate action.

## **INDIVIDUALS AND CONDUCT COVERED**

This policy prohibits discriminatory, harassing, or abusive conduct by managers, supervisors, employees, and non-employees such as clients, consultants, contractors, vendors, or visitors. Conduct prohibited by this policy can occur in any work-related setting inside or outside the workplace, such as during business travel, at a client meeting, or at an employer-sponsored event. Viewing or downloading offensive materials on SmithGroup devices is prohibited. Social media posts, text messages, emails, voicemails, and phone calls can constitute unlawful workplace harassment, even if they occur away from the workplace, on personal devices, or during non-work hours.

## **REPORTING HARASSMENT AND ABUSIVE CONDUCT**

All SmithGroup employees have a responsibility for keeping our work environment free of unlawful discrimination and harassment. SmithGroup believes that it is every employee's obligation to report complaints or incidents of possible discrimination, harassment, or other violations of this policy. If, on the above bases, you feel that you have been or are being discriminated against, harassed, bullied, or subjected to abusive conduct in violation of this policy – and regardless of whether the actions are of an employee or non-employee, such as a vendor or client – you should immediately contact any management personnel with whom you feel most comfortable, or report it directly to Human Resources. If you are unsure as to whether the offending behavior is considered discrimination, harassment, bullying or abusive conduct under this policy, you should nevertheless report it.

Any employee who has been subjected to, witnesses, or becomes aware of an incident of harassment or abusive conduct is encouraged to report the behavior to their supervisor, a management representative they feel comfortable with, or a member of the Human Resources team. Supervisors and managers who observe or who are informed of violations of this policy are required to promptly report it to a member of the Human Resources team. Reports of harassment may be made verbally or in writing.

## **INVESTIGATIONS & CONFIDENTIALITY**

All complaints of harassment or abusive conduct will be promptly investigated, with due regard for the privacy of everyone involved, and will be kept confidential to the greatest extent possible. Any employee may be required to cooperate as needed in an investigation of suspected violations of this policy. In determining whether certain conduct constitutes sexual or other unlawful harassment, or other conduct prohibited by this policy, SmithGroup will review the totality of the circumstances. While the investigation is pending, SmithGroup may also take interim actions that it deems appropriate, such as reasonable measures to ensure the safety of the complainant. Upon concluding the investigation, SmithGroup will take prompt and appropriate remedial action, and inform the complainant(s) and alleged violator(s) of the final determination. Victims of sexual harassment can pursue all legal means available to them.

## **DISCIPLINARY ACTION**

SmithGroup will take any additional action necessary to appropriately remedy the situation. Any employee found to have violated this policy will be subject to disciplinary action, up to and including termination.

### **PROHIBITION AGAINST RETALIATION**

Retaliation by an employer through an adverse action such as a pay cut, suspension, demotion, or termination, directed towards an employee who has engaged in a protected activity is unlawful and strictly prohibited.

A protected activity may include, but is not limited to:

- Encouraging another employee to report harassment.
- Informing a supervisor of harassment.
- Filing a complaint of harassment, either internally or with any anti-discrimination agency.
- Participating in an investigation of harassment.
- Making a good faith report of alleged harassment.

The adverse action need not be job-related or occur in the workplace to constitute unlawful retaliation. This anti-retaliation provision does not protect individuals intentionally making false charges of discrimination, harassment, or abusive conduct.



# Design a Better Future

**SMITHGROUP**

smithgroup.com  
415.227.0100

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San Francisco, CA 94111