

Project Title: Humboldt Multimodal and Vibrant Neighborhoods Planning

RFP Exhibit B:

Project Scope of Work

This integrated planning endeavor is a means for HCAOG and local, tribal, and regional partners to advance the sustainable community goals adopted in HCAOG's RTP, "Variety in Rural Options of Mobility (VROOM) 2022-2042." *VROOM* makes a greater push to align transportation and land use more sustainably and equitably throughout the region, and sets ambitious targets to decrease car VMT and reduce greenhouse gas emissions.

HCAOG, City of Arcata, and the Coalition for Responsible Transportation Priorities (CRTP) seek qualified professionals to perform contract work in the following activities. Interested parties are free to submit proposals for one or more, or all, activities.

- ◆ **Activity 1. Level-of-traffic-stress (LTS):** Assist in refining methodology for level-of-traffic-stress (LTS) for pedestrians & bicyclists; set-up and prepare spatial analysis/visual information for LTS results (GIS and graphic design).
- ◆ **Activity 2. Planning for Sustainable Communities:** Assist 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.
- ◆ **Activity 3. Safe Routes To School Pilot:** Conduct community engagement for a Safe Routes To School self-assessment pilot and demonstration.
- ◆ **Activity 4. Training Series** Deliver hands-on, interactive training series on smart growth and smart mobility (expert speakers).

Activity 1: Level-of-Traffic-Stress (LTS) for Pedestrians & Bicyclists

This activity's geographic scope is the "Greater Humboldt Bay Area," per *VROOM*'s Safe & Sustainable Transportation Target. In the Wiyot language, Soulatluk, Humboldt Bay is *Wigi*. For the purposes of this project, the Wigi or bay area shall encompass Humboldt's relatively more urbanized and largest communities, which includes the three largest cities and the largest unincorporated area (i.e., Eureka, Arcata (and Bayside), Fortuna, and McKinleyville). The study area will also encompass the small, unincorporated communities on the peninsula (Manila, Town of Samoa, Fairhaven), Greater Eureka Area, King Salmon, and Loleta including the Wiyot Tribe Table Bluff Reservation. (See Exhibit E, project map.)

This activity includes, but need not be limited to, the following steps:

LTS Methodology

Review inventory of available data prepared by HCAOG and Coalition for Responsible Transportation Priorities (CRTP) and identify data assets and potential solutions for critical data gaps, if any. Review draft LTS methodology and criteria (prepared by CRTP and HCAOG); work with CRTP and HCAOG staff and other project stakeholders to refine and finalize.

LTS Assessment

CRTP will lead and oversee conducting the pedestrian and bicycle-LTS analysis, and will perform a majority of data collection. Consultant will coordinate scheduling and procedures with project team to make CRTP's data collection and consultant's spatial analysis run smoothly.

Spatial Analysis

Provide spatial analysis of LTS data plus community characteristics including land uses, housing, equity indicators, essential origins/destinations. Convey findings through visual and text information.

LTS Methodology Guide

Review administrative draft of Guide; make recommendations to improve and refine. Provide text and/or other materials for GIS/spatial analysis and other applicable consultant methodology. Respond to applicable comments on review draft.

Deliverables

- Recommendations on LTS methodology.
- Database template; database repository; shape files database.
- Visual displays/maps and narrative/memo conveying LTS findings and relevant community characteristics (administrative drafts, public review drafts, final). Electronic visual and audio materials in ADA-accessible formats, as applicable. Present findings at public committee meetings (minimum four).
- Write-up of applicable consultant methodology for LTS Methodology Guide (administrative, review, revised, and final drafts).

Activity 2. Planning for Sustainable Communities: Integrated Housing, Land Use, & Transportation

This activity includes, but need not be limited to, the following steps:

With each subject jurisdiction, develop public-engagement approach for areas of study. Subject jurisdictions* will lead this activity with their constituents. The project team will actively assist and facilitate the respective jurisdictions to use the LTS analysis findings to augment community dialogue around planning walkable, bikeable, active-travel neighborhoods. This task will outline the framework, roles, responsibilities, schedule, and an outreach plan.

*The subject jurisdictions of the "Greater Humboldt Bay/Wigi Area" that will get LTS analysis under this project (Activity 1) include the communities of: City of Arcata, Bayside, Samoa Peninsula (Manila, Town of Samoa, Fairhaven), City of Eureka and Greater Eureka Area, City of Fortuna, Loleta, Table Bluff, King Salmon, McKinleyville.

Identify high-potential areas for increasing walkability, bikeability, and housing or jobs. With HCAOG as the lead, help facilitate community outreach and engagement in reviewing LTS findings in context of current requirements and opportunities within the community. Help

facilitate community dialogue; assist community in identifying and recording priorities for investments.

Community meetings (for above actions, as applicable)

With HCAOG as the lead for the project team, assist jurisdictions with planning, preparing, facilitating, and hosting community meetings for stakeholder dialogue.

Deliverables

- Draft public engagement approach (write-up for applicable jurisdictions).
- Assistance with community outreach and engagement for this activity.
- As budget allows, assistance with community meetings in LTS study area.

Task 3: Safe-Routes-to-School Self-Assessment Pilot & Pop-up

The City of Arcata will lead this pilot project for conducting a school self-assessment for a Safe Routes to School program that integrates engagement and participation with the whole school community and neighborhood. The SRTS task also emphasizes student learning, collaborative planning, trial demonstration/pop-up, preliminary design, celebrating successes, and championing SRTS. Fuente Nueva Charter School in Arcata is the pilot school.

This activity includes, but need not be limited to, the following steps:

Setting project goals and commitments with project partners/stakeholders

Community Engagement

Assist the City of Arcata with outreach and engagement during SRTS Self-Assessment, a temporary demonstration project, and other related project tasks, which may include organizing volunteers.

Deliverables

- Community meetings, minutes, sign-in sheets.
- Outreach strategies and implementation during self-assessment.
- Record of comments.
- Flyers, website announcements, slide presentations, bilingual services, community surveys, receipts for light snacks (with Caltrans pre-approval). Electronic visual and audio materials in ADA-accessible formats as applicable.

Activity 4: Training series on Building High-Performing Streets & Vibrant Communities

This training series will help participants understand the basic principles of smart growth/smart mobility. The intended outcome is to expand the knowledge base of the causes and effects of auto-centric and multimodal design approaches.

This activity includes, but need not be limited to, the following steps:

Plan, promote, and conduct workshop training series

Plan training goals/objectives and coordinate logistics with partners. Contract nationally/internationally recognized subject experts; determine dates and venue. Finalize program with experts and partners. Includes expert(s) presenting subject materials, and leading hands-on design “coursework” during an in-person charrette-style event.

Develop “course almanac.”

The course almanac will include the training series’ syllabus, training materials, handouts and slidedecks, videos (links), and coursework designs. It will have checklists to make it easy to replicate the trainings/seminar. Materials will be ADA accessible, as required.

Jurisdictions’ individual follow-up workshop/meeting(s) in own community

This follow-up can provide the same type of community planning assistance to jurisdictions that won’t have LTS analysis yet (i.e., are outside the project’s analysis area).

Individual agencies would be the lead for their own jurisdictions. HCAOG project staff will facilitate agencies and other interested stakeholders to plan follow-up meetings or workshops that are smaller and targeted to a project, area, or street route/corridor in their jurisdictions. HCAOG’s project team would assist at meetings at jurisdiction’s request; for example, HCAOG could assist in planning the meetings, advertising, and attending to help facilitate.

Deliverables

- Training workshop(s) and course almanac: syllabus, presentation slide decks, maps, handouts, video recording, photos, workshop illustrations/drawings/schematics. Course almanac will be available in ADA-accessible electronic copy.
- Community outreach and engagement for this activity.
- Posters, flyers, announcements, PSAs. Electronic visual and audio materials in ADA-accessible formats, as applicable.
- If budget allows, prepare for and attend one or more jurisdictions’ individual follow-up engagement(s).