



**Sustainable Transportation Planning Grant Program**  
**SUSTAINABLE COMMUNITIES - GRANT APPLICATION**  
**NARRATIVE**

**PART H. APPLICATION NARRATIVE**

FY 2023-24

**Project Information**

<b>Organization</b> (Legal name)	
<b>Project Title</b>	
<b>Project Area Boundaries</b>	
<b>Project Timeframe</b> (Start and End Dates)	

**Do not alter application format and font size 10**

**Application Narrative**

- 1. Project Description (10 points) - 3-5 sentences maximum; Do not exceed the space provided.**  
 Briefly summarize project in a clear and concise manner, including why the project is necessary, major deliverables, parties involved, and any connections to relevant local, regional, and/or State planning efforts.



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**2A. Project Justification (15 points) - Do not exceed the space provided**

- Describe the problems or deficiencies the project is attempting to address, as well as how the project will address the identified problems or deficiencies
- Describe the ramifications and impact of not funding this project
- Clearly define the existing issues surrounding the project (e.g., transportation issues, inadequate transit services, impacts of heavy trucking on local streets, air pollution, etc.)
- Competitive applications support the need for the project with empirical data
- Describe how this project addresses issues raised
- Define the public benefit
- Explain how the public was involved with identifying issues



**Sustainable Transportation Planning Grant Program**  
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**2A. Project Justification (continued)**

# SCOPE OF WORK

Project Information	
<b>Grant Category</b>	Sustainable Communities
<b>Grant Fiscal Year</b>	2023-24
<b>Project Title</b>	<b>Humboldt Multimodal and Vibrant Neighborhoods Planning</b>
<b>Organization</b> (Legal name)	<b>Humboldt County Association of Governments</b>

## Disclaimer

Agency commits to the Scope of Work below. Any changes will need to be approved by Caltrans prior to initiating any Scope of Work change or amendment.

## Introduction

Humboldt County is a rural region with a population of about 137,000 people living across an area of 3,570 square miles. There are 1,400 miles of county roads and city streets. The most populous area is the Greater Humboldt Bay Area consisting of the City of Eureka - the county seat and economic center- surrounded by the Cities of Fortuna, Arcata, and unincorporated community of McKinleyville. No single jurisdiction has a population greater than 50,000. Humboldt County is also a disadvantaged community due to a median household income that is just 64% of the statewide median income. Humboldt has a higher percentage of the population living with a disability (17.4% compared to 10.6% statewide) and a higher percentage of persons 65 and older (18.1% compared to 14.4% for the state).<sup>1</sup> There are eight federally recognized Tribes in Humboldt County. (See project area and “Equity Priority Communities” maps, appended.)

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 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.

This project specifically and directly furthers two Safe & Sustainable Transportation (SST) Targets: (1) “Complete a Low-Traffic-Stress (LTS) and connectivity analysis of the bike and pedestrian network in the Greater Humboldt Bay Area,” and (2) “Encourage planning for 20-Minute Neighborhoods (where people can get to essential destinations within 20 minutes without using a single-occupancy-vehicle trip) in more urbanized areas and 35-Minute Neighborhoods in non-urbanized communities in Humboldt County.”

The project will pilot a methodology to assess LTS in city, county, and tribal lands, and use LTS results to highlight opportune areas where low-stress, active-travel routes and infill and job/housing development can create connected, walkable communities that boost economic activity as well as a sense of place. (Products will be replicable for future evaluations in Humboldt, other rural areas, and updates.) We will assist each community studied to use the

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<sup>1</sup> American Community Survey 2017-2021, Tables DP02 and DP05

findings for their planning needs, e.g., infill development, housing elements, RHNA, active transportation or road safety plans, climate action plan implementation, etc. We will participate with and facilitate communities not studied yet with any community engagement and proactive planning and education that they want to do with the products produced for the LTS connectivity analyses.

Also, we will host a charrette-style training series, open to the public, on smart growth and smart mobility principles. An internationally recognized expert, such as Dan Burden<sup>2</sup>, Victor Dover<sup>3</sup>, or Gil Peñalosa<sup>4</sup>, will give a presentation, lead the workshop, and visit communities with agency staff and residents. Pre-coursework will be offered through webinar recordings and discussions in small-groups. The grant funds and local contributions would allow us to offer the trainings for free to the interested public.

The project includes two major tasks for Safe Routes to School: (1) a pilot self-assessment for schools combined with a school- and neighborhood-based design study and temporary demonstration project (pop-up). The City of Arcata is leading this pilot with Fuenta Nueva Charter School, a Spanish immersion school serving students in transitional kindergarten/kindergarten to 5<sup>th</sup> grade. (2) Conduct a feasibility assessment of locally funding a permanent, regional, Safe Route To School director position.

## Project Stakeholders

Project Stakeholders include broadly all HCAOG member jurisdictions (seven incorporated cities and unincorporated county) and committee member agencies and representatives (including, but not limited to, local Native American Tribes, Humboldt Transit Authority, Area 1 Agency on Aging, Humboldt Senior Resource Center, North Coast Children's Services, College of the Redwoods, and Cal Poly Humboldt). Representatives, constituents, and clients of these agencies will have voices and opportunities in reviewing and guiding and giving input into all planning efforts of this project. They are stakeholders in the safety and connectivity of the regional transportation network, the walkability and housing availability and affordability in our region, and the public process of planning land use and transportation for smart mobility outcomes.

More specifically, stakeholders in the greater Humboldt Bay/Wigi Area will have project work applied in their communities/jurisdictions. The areas that will get directly analyzed are: City of Arcata, City of Eureka, City of Fortuna, Wiyot Tribe Table Bluff Reservation, and County unincorporated communities around Humboldt Bay/Wigi (see map). In addition, the project's Safe Routes to School tasks will involve schools and school districts regionwide with collaboration from the Countywide Safe Routes to School Task Force.

The City of Arcata, a sub-applicant, is partnering especially to work on a Safe Routes to School pilot project, as well as other components of the project. The Coalition for Responsible Transportation Priorities, a local community-based member organization, is a sub-applicant especially for working on level of traffic stress analysis and community engagement. Other supporting stakeholders involved who have made financial commitments are: City of Blue Lake,

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<sup>2</sup> <https://www.bluezones.com/2018/01/dan-burden-walkability-expert/>

<sup>3</sup> <https://www.doverkohl.com/blog/tag/walkability>

<sup>4</sup> <https://www.gpenalosa.ca/>

City of Fortuna, Humboldt County Department of Health and Human Services, Redwood Coast Energy Authority, BikesThere, and San Francisco Chapter/North Coast Association of Environmental Professionals.

This project will produce planning products that will be replicable and transferable countywide, and the project team will offer to facilitate community engagement with agencies and organizations outside the greater Humboldt Bay/Wigi Area.

We would hire consultants to work on the following activities/tasks:

- ◆ Study level-of-traffic-stress for pedestrians & bicyclists (methodology and assessment);
- ◆ Prepare spatial analysis/visual information (GIS and graphic design);
- ◆ Safe Routes To School self-assessment pilot and demonstration (design concepts (30% level) and community engagement);
- ◆ Feasibility assessment for regional SRTS Director (feasibility study, project outreach);
- ◆ Training series on smart growth and smart mobility (expert speakers);
- ◆ Community/stakeholder engagement and outreach.

## Overall Project Objectives

The proposed project will complete work that will help achieve Caltrans' objectives for sustainability, preservation, accessibility, safety, health, and social equity. HCAOG and our local partners and residents share these objectives, which are identified also in "VROOM 2022-2042." The project will make meaningful progress on targets for at least three of *VROOM*'s performance measures: Percent Mode Shift, Efficiency & Practicality in Locating New Housing, and Convenient Access to Destinations.

The project integrates assessing multimodal infrastructure and the land use landscape in order 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. The project helps inform and facilitate these community decisions. The training series will open opportunities for different agencies and residents to work together hands-on in designing or visioning walkable, bikeable, vibrant communities. The project's main objective is to facilitate data-informed dialogue and decision-making in support of housing and infill development that does not perpetuate car-dependent land use. (*VROOM*'s Safe & Sustainable Transportation Target to spur 20- and 35-minute neighborhoods (in relatively urbanized areas and rural areas, respectively.)) The project findings will help HCAOG objectively consider which land use development plans and proposals merit HCAOG's strong support (i.e., those that serve to reduce VMT, increase safety for all road users, and increase sustainable transportation-land use).

This project will integrate the LTS connectivity findings with studying local land uses in the context of safe and convenient and equitable transportation. It will increase the local knowledge base of smart-mobility and smart-growth strategies that are proven to work in rural settings.

To integrate the LTS assessment with additional actionable efforts, the project also includes work to build a stronger, stable foundation for Safe Routes to School programs and projects in Humboldt. The pilot project and feasibility study will provide information and resources to help

schools and cities/the county prepare great active-transportation proposed projects, be more able to apply for competitive grants, and prepare stronger applications.

HCAOG has already begun coordinating transportation, housing, and land use planning components during project/proposal development, having conferred with Public Works, Community Development and Transportation Departments of city, county, and tribal governments. The project calls for continued collaborating in all tasks and several agencies contributing in-kind services (see attached support letters). The project includes having regular coordination meetings (standing committee meetings as well as ad-hoc subcommittees and/or specific planning meetings), plus joint community meetings.

## Summary of Project Tasks

### Task 01: Project Administration

HCAOG will manage and administer the grant project according to the Grant Application Guidelines, Regional Planning Handbook, and per the executed grant contract with Caltrans. This task includes preparing for and attending the kick-off meeting with Caltrans, and preparing meeting notes. It includes staff time to prepare and submit to Caltrans quarterly invoices, progress reports, and the closing report.

Task Deliverables
<ul style="list-style-type: none"><li>➤ Kick-off meeting with Caltrans, agenda and meeting notes.</li><li>➤ Quarterly invoices and progress reports, DBE reporting (federal Grants only).</li></ul>

### Task 02: Consultant Procurement

The grantee, HCAOG, and sub-applicants as applicable, will procure a consultant consistent with state and federal requirements, Local Assistance Procedures Manual for procuring non-Architectural and Engineering consultants, the Grant Application Guide, Regional Planning Handbook, and the executed grant contract between Caltrans and the grantee.

- Develop RFP or RFQ for contract/consultant services.
- Publish call for proposals.
- Score responsive proposals and award contract.
- Execute signed contracts.

Task Deliverables
<ul style="list-style-type: none"><li>➤ Copy of the Request for Proposal/Qualifications</li><li>➤ Copy of consultant contract (and amendments if any)</li><li>➤ Meeting notes from project kick-off with consultant</li></ul>

### Task 1: Study Level-Of-Traffic-Stress (LTS) for Pedestrians & Bicyclists

The project will study existing streets and roads in order to identify gaps in walkability and bikeability, including identifying where such gaps obstruct convenient access to public transit.

HCAOG has committed to this study in the current RTP, Variety in Rural Options of Mobility (VROOM) 2022-2042 (adopted in 2021). This task’s geographic scope is the “Greater Humboldt Bay Area,” per *VROOM*’s Safe & Sustainable Transportation Target. (*VROOM* has a target to study the remainder of the county in subsequent years.) 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), Cutten, King Salmon, and Loleta including the Wiyot Tribe Table Bluff Reservation. (See project map.)

One of the goals of Task 1 is to “pilot” an LTS (level of traffic stress<sup>5</sup>) assessment that will help develop a standardized, repeatable network connectivity analysis that HCAOG and local jurisdictions can reapply to inform and integrate transportation and housing planning and development. For instance, HCAOG will use the LTS connectivity findings to advance VROOM (RTP) policies and targets that pledge to support active transportation and infill development. The analysis will also help input data for regional and local (and possibly state) plans such as bike, pedestrian, or active travel plans, housing elements of General Plans, specific plans, transit development plans, transportation improvement programs, transportation equity plans, and capital improvement plans, etc. Connectivity measures can also capture the extent to which other transportation policies, e.g. adopted complete streets policies, are being implemented.

While Humboldt County is broadly a disadvantaged community due to lower median income levels, there are particular census tracts with higher concentrations of poverty status, disability status, and other indicators. The visual LTS analysis will allow jurisdictions to identify underinvested areas and/or high-impact areas where a transportation improvement may provide a critical neighborhood connection to services. Such planning efforts can help maximize benefits to people who live in DACs.

This task includes the following steps:

- **Review inventory of available data; identify data assets and gaps.** Conduct literature review of most current guidance and local studies and plans; compile existing maps, data, GIS shapefiles, etc. of street networks. The literature review will include relevant plans by Caltrans District 1, County, cities, and tribes including, but not limited to, active transportation plans and studies (bike/ped/trail networks), General Plan Transportation/Circulation and Land Use Elements, transportation plans, multimodal corridor plans, transit projects and needs assessments, and others. Starting with known sources such as:
  - Regional Bike Plan 2018, Regional Ped Plan 2008, and Regional Trails Master Plan 2010 (HCAOG)
  - RTP *VROOM 2-2042* (HCAOG 2022)
  - Safe-Routes-to-School Prioritization Tool (HCAOG 2020)
  - Cities, County General Plans (mapping, Circulation and Housing Elements)
  - HCAOG Bike & Trails Map & App (2022)
  - Arcata Local Road Safety Plan (pending 2023)

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<sup>5</sup> LTS criteria were first published in a 2012 [report by Mekuria, Furth, and Nixon](https://transweb.sjsu.edu/research/Low-Stress-Bicycling-and-Network-Connectivity), published by the Mineta Transportation Institute, <https://transweb.sjsu.edu/research/Low-Stress-Bicycling-and-Network-Connectivity>. Criteria updates can be found at <https://peterfurth.sites.northeastern.edu/level-of-traffic-stress/>



- McKinleyville Town Center (County of Humboldt, pending)
- Tribal Long-Range Transportation Plans

#### • **Define LTS Methodology & Criteria**

HCAOG developed the proposed LTS scope with help from federal and state guides, such as FHWA’s “Guidebook for Measuring Multimodal Network Connectivity” (2018) and the planning analysis for District 1’s “Caltrans Active Transportation Plan,” as well as from discussions with District 1 planning staff. HCAOG will develop a proposed objective, data-driven methodology.

HCAOG and Coalition for Responsible Transportation Priorities (CRTP, a CBO) will partner to develop a preliminary LTS methodology; steps for this shall include:

- Developing draft methodology and reviewing and refining it with subject experts (consultant).
- Reviewing draft with Technical Advisory Committee (TAC) and other partners and stakeholders; modify as recommended.
- Coordinating with transportation data experts and/or GIS analysts to determine parameters for setting up database for spatial analysis and visual information products.

#### • **Collect Data; Compute; Classify LTS for Pedestrian and Bicycle Networks**

This work will be done by a combination of CRTP staff, interns, volunteers, consultants, and HCAOG staff and committees.

- Assemble data from existing maps/shapefiles; assign preliminary LTS criteria.
- Fill major data gaps for evaluating LTS (including, but not limited to, evaluating streets, roads, trails, sidewalks, intersections, unsignalized crossings, transit stops). May include inputs such as: travel lanes, presence of street centerline, parking lanes, car speed and volume studies {some speed surveys and traffic counts will be conducted as in-kind contributions}; aerial imagery verification; on-the-ground and crowd-sourced observation. The project team will recruit interns (paid) and volunteers to help collect and verify data.
- Revise LTS criteria/methodology if necessary due to data limitations.
- Compute metrics.
- Prepare bike LTS analysis (administrative, public, and final drafts); internal review; public review; revise and finalize (technical memo or findings report).
- Prepare pedestrian LTS analysis (administrative, public, and final drafts); internal review; public review; revise and finalize (technical memo or findings report).

#### • **Share LTS Findings with Agencies and Public**

- Prepare visual displays of LTS assessment/findings (bike/ped/transit stress maps) (GIS consultants), videos of representative high-stress segments for bike/ped/transit users to document existing conditions and to present at community meetings.
- Report on LTS analysis findings and methodology. Examine and discuss findings of the low-stress streets network with HCAOG committees and participating stakeholders. Discuss next steps (continues in Task 2).

#### • **Prepare LTS Methodology Guide**

Develop a standardized, repeatable network connectivity analysis. Report on what worked, what didn’t in the project’s applied methodology. Prepare technical memo on how LTS connectivity

analysis should be standardized for recurring use; include recommendations for ways to improve the methodology specifically for analyzing LTS connectivity in the remaining communities in Humboldt County.

Task Deliverables
<ul style="list-style-type: none"> <li>➤ Compilation and index of existing data.</li> <li>➤ LTS Methodology (administrative, review, revised, and final drafts).</li> <li>➤ Database template; database repository.</li> <li>➤ LTS for bicycle networks (technical memo or findings report).</li> <li>➤ LTS for pedestrian networks (technical memo or findings report).</li> <li>➤ Public meeting announcements, visual displays, videos, and record of comments.</li> <li>➤ LTS Methodology Guide.</li> </ul>

## Task 2: Prepare Spatial Analysis/Visual Information of LTS & Land Uses

This task includes the following steps, which are concurrent with other tasks:

- [In Task 0.2, contract consultant.] **Manage contract.**
  
- **Assist with Developing LTS Methodology**  
Consult on preliminary proposed LTS methodology (review and provide recommendations). Set up database template (e.g. spreadsheet files).
  
- **Organize & Populate Database**  
Set up and manage database for spatial analysis and visual information products.
  
- **Map LTS Findings**  
Illustrate street/road networks' levels of stress for bicycling and walking.
  
- **Map LTS Findings and Housing/Land Use Setting**  
Illustrate the existing bicycle and pedestrian networks by mapping connections to essential destinations via streets that are low-stress for bicycling, walking, and/or transit. Identify areas within one mile of a transit stop (First Mile/Last Mile).
  
- **Map LTS Findings with Equity Indicators Around Essential Origins/Destinations**  
To view connectivity in a context that considers equity outcomes, maps will incorporate demographic information, as available, about the populations who live near essential origins and destinations (e.g. age, households with low income, racial or ethnic minority, foreign born, limited English proficiency). These maps can help identify street/road segments or intersections that would have the greatest potential beneficial impact on potentially underserved communities/neighborhoods if made more comfortable for people to bike and walk.

Task Deliverables
<ul style="list-style-type: none"> <li>➤ Recommendations on LTS methodology.</li> <li>➤ Database template; shape files database.</li> </ul>

- Visual displays/maps of LTS findings, origins, destinations, land use and demographic information, (internal drafts, public drafts, final).

### **Task 3. Planning for Sustainable Communities: Integrated Housing, Land Use, & Transportation**

This planning objective is to judiciously and collaboratively identify areas where investment and infill revitalization will support growth where residents can get around without relying on driving their private cars for most trips. Work will add to the communities' understanding of how and where low-stress connections to downtowns or main streets, housing, employment, and schools could help revitalize or attract housing, commercial, and jobs activity in a manner that reduces dependency on longer-distance travel to other cities.

This task supports the following *VROOM* Safe & Sustainable Transportation Target:

By 2035, 60% of the county's population—equitably distributed regionwide—live in homes/ apartments/dorms where they can safely, comfortably, and conveniently travel to everyday destinations by walking, biking, rolling, or transit/micro-transit, and 80% do by 2050. "Safe, comfortable and convenient travel" means people are able to travel:

- from home to work within 20 minutes in urbanized areas or within 35 minutes outside urban areas, without riding in a private car;
- from home to essential non-work destinations (e.g., school, local shopping, transit connections) within 15 minutes in urbanized areas or within 30 minutes outside urban areas, without riding in a private car.

The data collection, field surveys, and policy review for the LTS and housing/land use study can also provide all jurisdictions (even where LTS is not yet studied) with helpful background or methodologies for other sustainable transportation planning, for example:

- Active Transportation Plan, bike-ped-transit connectivity/network plan, tribal transportation plan; safe routes to school/safe routes to transit plan;
- A Complete Street retrofit study or plan (e.g., up to 30 percent design or conceptual drawing);
- Context-sensitive pedestrian, bicyclists, or bus stop improvements;
- Micro-transit or micro-mobility (e.g., shared use) study or pilot program;
- Assess needs/gaps in data on walking, cycling, public transit demands/priority opportunities for multi-modal network;
- Road safety plan, Vision Zero plan;
- Pro-housing policies and/or designated pro-housing areas/zone;
- Infill planning, transit-oriented development (TOD) planning;
- RCAP implementation project (Regional Climate Action Plan); or
- General Plan Land Use or Circulation Element update (new SB 932 requirements), zoning code.
- SWOT assessment (strengths, weaknesses, opportunities, threats) for public EV charging stations or joint charging facilities for transit.

This task includes 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. Subject jurisdictions will consider their own related transportation/land use planning efforts, and determine the most suitable public engagement approach. 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 (Task 1) include the communities of: City of Arcata, Bayside, Samoa Peninsula (Manila, Town of Samoa, Fairhaven), City of Eureka, Cutten, City of Fortuna, Loleta, Table Bluff, King Salmon, McKinleyville. (See project map.)

• **Study Low-Stress Access and Barriers to Essential/Major Destinations**

Study where there is connectivity or gaps to low-stress active-travel routes in the studied locations. Assist subject jurisdictions, following their preferred process, with confirming essential and major origins/destinations in their communities. Destinations such as:

- downtowns, main streets, central/core business and commercial districts
- medical services (hospital, clinic, medical offices, pharmacy)
- healthcare access (providers who accept MediCal, Medicare)
- schools
- job centers and major employers (100+ employees)
- parks and recreation areas, community centers, public gathering space
- transit hubs
- shopping centers
- public services (e.g., post office, city hall, and other government offices)
- medium- and high-density residential areas/neighborhoods (origins)
- residential infill areas
- access to fresh food

• **Identify high-potential areas for increasing walkability, bikeability, and housing or jobs.**

Help facilitate community outreach and engagement in reviewing LTS findings in context of zoning code, infill lots, parking, transit-oriented development, or other development requirements and opportunities within the community. Help facilitate community identifying priorities for investments and incentives for active-travel, housing and infill development, jobs, businesses, services, or other related priorities. The communities could choose to prioritize the streets/areas that would, as next steps, get a conceptual design plan with context-sensitive pedestrian, bicyclists, and transit improvements.

• **Community meetings (for above actions, as applicable)**

Assist jurisdictions with planning, preparing, facilitating, and hosting community meetings for stakeholder dialogue. Assist with preparing written record of meeting summaries and outcomes.

*Note: For jurisdictions that won't have LTS analysis yet, similar assistance is available under Task 6–Training Series.*

Task Deliverables
<ul style="list-style-type: none"><li>➤ Public engagement approach (write-up for applicable jurisdictions).</li><li>➤ Written record of jurisdictions' goals for low-stress streets and preferred approach for achieving their objectives (meeting minutes, workshop summaries, action plan, etc.).</li></ul>



#### **Task 4: 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 self-assessment will utilize (or be based on) existing programs/guides such as [Star Rating for Schools](#), WalkScore, BikeScore, Walk Friendly Communities Assessment Tool (by the [Pedestrian & Bicycle Information Center](#) etc.). From this pilot, the city, the county, and schools in the region will have a tested, stream-lined, rural Humboldt-focused self-assessment tool available at their fingertips, with nearby practitioners to get guidance from. The SRTS self-assessment tool, augmented with Humboldt's existing SRTS Prioritization Tool, will give schools and their respective jurisdictions a head-start in preparing good projects for competitive grant programs that support safety, mode shift, access, student life skills, and equity.

The SRTS task also emphasizes student learning, collaborative planning, trial demonstration/pop-up, preliminary design, celebrating successes, and championing SRTS through replication and peer-to-peer sharing of resources. Fuenta Nueva Charter School in Arcata is the pilot school. School routes to Fuenta Nueva include both city and county roads, both local neighborhood streets and more rural arterial roads.

This task includes the following steps:

- **Manage consultants**

The City of Arcata shall be the lead in managing consultants for professional services for community engagement and road/street design.

- **SRTS project kick-off: Set goals and commitments**

Meetings with school, City of Arcata, County of Humboldt and other participants to continue partnerships discussions. Confirm roles, responsibilities, and project dates.

- **School SRTS Self-Assessment**

- Assess Existing Conditions:

- Set goals and priorities for planning the SRTS self-assessment. Review Star Rating for Schools (SR4S) tool and/or other resources; confirm assessment scope of work.
    - Review existing conditions. Collect data in the school zone. Students can participate in coding around schools, depending on school capacity and desire. College students are potential interns to collect data. \*This data collection will tie into the LTS assessment and vice-versa.

- Collect data necessary to complete Star Rating for Schools (SR4S) coding analysis (or other tool), including data for pre- and post-demonstration project. Review existing arrival and dismissal procedures and provide recommendation for improvements, if applicable.
- Analyze data and get results of existing-conditions self-assessment/rating.

Explore treatments:

- Review design concepts and costs, such as for slow-streets traffic calming, complete streets, School Streets, quick-build projects, encouragement & education programs (non-infrastructure planning), etc. Convene charrette or similar forum, if desired.  
The demo/pop-up can draw from the award-winning Go Human campaign from Southern California Association of Governments (SCAG). Kit of Parts Playbook.
- Share draft concepts; get neighborhood and community-wide feedback and consensus on preferred demonstration project.
- Review temporary built-environment demonstration alternatives; get consensus on preferred demonstration.

● **Implement Pop-Up/Temporary Demonstration Project**

- Plan pop-up; get temporary materials; call for volunteers.
- Publicize and notify neighborhoods of upcoming pop-up.
- Implement demonstration. Collect responses, data during demonstration.

● **Preliminary design concepts (30% level)**

- Evaluate implemented demonstration treatment(s) with school, neighbors, community, agencies. Based on the public input and above assessments, develop preliminary design concepts (30% level) for the improvements. (Draft Plan.)
- Public review of draft plans. Gather feedback; collaboratively modify design of treatments; plan improvements and next steps. (Final Plan.)

Next steps (not to be funded by Sustainable Communities grant) include installing inexpensive quick-build treatments that were found to be beneficial.

● **School SRTS Self-Assessment: Post Treatment(s)**

- Collect post-project data; enter into Star Rating for Schools (SR4S) tool and/or other resources. Post ratings on associated website (if applicable).
- Celebrate and showcase successes and lessons learned. Disseminate to school districts countywide. Distribute new resources through SRTS Task Force and other means.

Task Deliverables
<ul style="list-style-type: none"> <li>➤ Meeting minutes, sign-in sheets.</li> <li>➤ Self-assessment checklists, rating sheets, photos, surveys.</li> <li>➤ Flyers, website announcements, slide presentations, bilingual services, community surveys, receipts for light snacks (with Caltrans pre-approval).</li> <li>➤ Conceptual drawings, record of feedback comments, draft and final plan (30% design).</li> <li>➤ SRTS Self-Assessment: How To Guide for Humboldt Schools &amp; Partner.</li> </ul>

## Task 5. Feasibility Assessment For Regional SRTS Director

Humboldt County has been proactive, innovative, and dogged in carrying out (and carrying on) Safe Routes to School (SRTS) efforts. For example, a collaborative planning effort created the *Regional SR2S Prioritization Tool*, in 2012, and various agencies and volunteers have sustained a countywide SRTS Task Force since then. Nevertheless, the lack of an ongoing program staff person undercuts the progress made periodically. Local advocates agree unanimously that Humboldt would benefit from a permanent SRTS staff position. Based on stakeholders' input, this task will assess feasibility of funding a full-time regional SRTS Director with local funds.

This task includes the following steps:

- **Manage consultant** who is contracted to perform feasibility study.

- **Write-up of history of accomplishments since 2012 and lessons learned.**

Summary of existing programs regionwide. Literature review (jurisdictions with SRTS staff or departments, SRTS policies, evidence-based programs or approaches, etc.)

- **Interview past and current SRTS participants.**

- **SWOT assessment (strengths, weaknesses, opportunities, threats) for programming, funding.**

Study cost variables (e.g., job description, duties, full-time equivalent/part-time, etc.). Study revenue variables, potential funding sources (school districts, schools, county/city/regional/tribal governments, fee-for-service, health institutions, youth services, etc.) Summarize potential benefits and risks.

- **Assess funding scenarios.**

Assess potential lead agency to house the SRTS staff position. Identify willingness and capacity to share costs, and potential funding formulas. Identify most feasible option(s).

- **Prepare study report; identify next steps**

Prepare draft report for stakeholders' review and comment; make revisions to prepare final report. Present final report to Boards and other stakeholders and discuss recommendations and possible commitments. Facilitate consensus for preferred alternative and/or next steps.

Task Deliverables
<ul style="list-style-type: none"><li>➤ Consultant contract.</li><li>➤ Report of Humboldt SRTS Program History.</li><li>➤ Interview write-ups (summaries or memos).</li><li>➤ Feasibility study report including SWOT and recommendation (admin, draft, and final).</li><li>➤ Presentations to stakeholders; record of discussion and consensus (if applicable).</li></ul>

## **Task 6: 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. Community members can learn a holistic approach and practical applications that they could adopt to promote compact, walkable communities that encourage investment in existing neighborhoods while preserving open space, forest land, and agricultural land. The trainings will be open to entire community, and targeted to reach both agency staff and residents who are interested in a particular project, planning effort, or neighborhood or street/road corridor.

Partners who have already committed to help plan, share costs, and/or attend, include local and regional governmental agencies, CBOs, and businesses, including but not limited to: City of Arcata, City of Blue Lake, City of Eureka, City of Fortuna, Humboldt Area Foundation-Wild Rivers Foundation, Humboldt Bay Bicycle Commuters Association, Coalition for Responsible Transportation Planning, Kash Boodjeh Architect, Northern California Section of California American Planning Association (APA), and Redwood Coast Energy Authority.

This task includes the following steps:

- **Plan workshop training series**

Plan training goals/objectives and coordinate logistics with partners. Contract nationally/internationally recognized experts; determine dates and secure venue. Finalize program with experts and partners.

- **Advertise event**

Prepare and send announcements and invitations. Open registration.

- **Preparatory coursework**

Disseminate pre-event training materials, including webinar videos. Convene small group meetings for video viewings and discussions. (Get evaluations from participants; modify next events, as possible, based on feedback.)

- **Hold workshop(s).**

Includes expert(s) presenting, and hands-on design “coursework” during an in-person charrette-style event. (Get evaluations from participants; modify next events, as possible, based on feedback.)

- **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. We will disseminate course catalogue to participants and the general public and other agencies within and outside Humboldt County.

- **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.*



The project team will facilitate agencies (e.g. planning and building departments, public works/engineering department, economic development, commissioners or elected officials) 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. Individual jurisdictions/agencies who choose to do so will facilitate and host a follow-up community meeting(s) to continue work on projects or planning that they started at the charrette-style event. Individual agencies would be the lead for their own jurisdictions. HCAOG’s project team would assist, as requested; for example, HCAOG could assist in planning the meetings, advertising, and attending to help facilitate.

The project team will help facilitate community discussion that includes examining the synergies and tensions at the crossroads of housing, transportation, and land use, and to learn community members’ preferences. The team could use existing “scorecard” tools such as:

- Equitable Development Principles & Scorecard [The Alliance, thealliancetc.org]
- Shared Micro-mobility Equity Evaluation Tool [Greenlining Institute]
- Transportation Security Index [Poverty Solutions, University of Michigan]
- US Road Assessment Program (usRAP) [AAA Foundation for Traffic Safety/Roadway Safety Foundation]
- Cyclcrap, usRAP [ibid]

Task Deliverables
<ul style="list-style-type: none"> <li>➤ 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.</li> <li>➤ Posters, flyers, announcements, PSAs.</li> <li>➤ Community workshop announcements, flyers, agendas, presentation materials, maps/illustrations/drawings, record of comments or meeting summary.</li> </ul>

### **Task 7: Community/Stakeholder Engagement, Outreach, & Input**

HCAOG and the whole project team will carry out/carry on community engagement throughout the project timeline. We will use “Caltrans Reconnecting Communities Handbook” (in draft as of March 2023) as a resource for improving public engagement and public participation efforts. The project team will schedule public engagement meetings at the start, middle, and end of the project timeline to provide sufficient opportunity for public input at each stage. As outlined below, public engagement meetings include, but are not limited to, attending agencies’ and CBOs’ meetings, hosting meetings and workshops, and tabling at community events. This task includes the following strategies and steps:

- **Encourage stakeholder collaboration**

- Inform stakeholders and invite collaboration through HCAOG standing committees (Social Services Technical Advisory Commission (SSTAC), Technical Advisory Committee, Policy Advisory Committee and Board) and seek engagement from committee members’ agencies/organizations and their constituents.

- Project team members will attend other partner agencies’ meetings and other stakeholders’ own regularly-scheduled public meetings, such as local Transportation Safety Committee/Commissions, Planning Commissions, Municipal Advisory Committees, Community Service Districts, North Coast Tribal Transportation Commission, Humboldt Bay Bicycle Commuters’ Association, and the Countywide Safe Routes to School Task Force.
- Government to government collaboration includes stakeholder/transportation communication and partner engagement with local tribes.

**• Involve active public engagement**

- Tabling at public events for introducing people to HCAOG and the project, disseminating information (take-away materials and QR codes usually work best), gathering contact lists of people interested in being informed or participating in project progress.
- Small community or neighborhood meetings, and “interest group” events put on by other service organizations and business organizations (e.g., Bike To Work Day Rally, Chamber of Commerce Mixers, APA/AEP Brown Bag Lunch Talks).

**• Targeted outreach to disadvantaged/underserved populations**

HCAOG wants to take concerted actions to reach interested stakeholders among people who are more likely to be transit dependent, pedestrians, bicyclists, or negatively impacted by transportation cost burdens. These populations include non-drivers and people without access to a private automobile. Seniors, preteens and teenagers, people with disabilities, people with low incomes, and people of minority ethnicities (black, indigenous, people of color) are, statistically, more likely to be the transit-dependent.

HCAOG will collaborate with Humboldt County Department of Health and Human Services (DHHS) and the SSTAC, other service providers, and community groups to get guidance and contacts and introductions for getting out announcements, information, and invitations to diverse populations. Examples include but are not limited to: Promotores, LatinoNet, Centro del Pueblo, True North Organizing Network, Cooperation Humboldt, Black Humboldt, Eureka NAACP, Humboldt Asian Pacific Islanders in Solidarity (HAPI), Veterans for Peace, Arcata House Partnership, Humboldt Tenant Landlord Collaboration, and other community groups.

A few examples of media outlets to coordinate with/send press releases to for disseminating information and making initial contacts to interested parties:

- ◆ Cal Poly University–Humboldt student-run newspapers El Leñador, The Lumberjack, The L-Word.
- ◆ Radio Bilingüe (Spanish radio)
- ◆ Newspapers/newsletters with primary readership made up of older adults, such as “Sr. Resource News” (published by Humboldt Senior Resource Center) and “The Village Voice” (published by Redwood Coast Village).

**Sharing project content/meeting content**

- A project website will be a single repository for public to find and review materials.
- Information will be made available as requested: electronically, video or audio, on paper, translated (Spanish), and ADA accessible.
- Virtual meetings can be recorded and linked online for people to watch later.

- If appropriate, record short, focused videos on what will be presented at public workshops. In under 5 minutes, try to share the meatiest parts of the project/proposed plan; people may want to just watch that and give comments and not attend the meeting.

HCAOG staff anticipate attending multiple standing meetings of various agencies and community groups, which are typically held monthly or bimonthly. We estimate that we will attend at least 20 such meetings, plus at least 24 HCAOG meetings wherein this project will be agendized. In addition, we will host a minimum of five stand-alone stakeholder input and community outreach meetings, to be held in different parts of the county. HCAOG may hire consultants to assist with holding events, in which case the consultants would plan and administer outreach tools and execute events in collaboration with HCAOG staff.

<b>Task Deliverables</b>
<ul style="list-style-type: none"> <li>• Minimum of 5 stand-alone stakeholder input and community outreach meetings.</li> <li>• Meeting announcements, PSA/press releases, flyers, and advertisements.</li> <li>• Meeting minutes or summaries, public comments, drawings, sign-in sheets.</li> <li>• Stakeholder contact sheets.</li> <li>• Participant post-meeting/post-event evaluations (surveys and/or comment cards).</li> <li>• Slidedeck presentations, virtual workshop recording (if applicable), bilingual services, community surveys, receipts for light snacks (with Caltrans pre-approval).</li> </ul>

### **NEXT STEPS (After completing Sustainable Communities Grant project)**

- The LTS methodology will be utilized to assess the rest of the communities in the county (this is a “VROOM 2022-2042” target).
- HCAOG will use the LTS connectivity-land use-equity mapping to continue and inform discussions as we develop an HCAOG methodology for prioritizing projects proposed for discretionary funds. The mapping will also help HCAOG advocate for housing development that aligns with VMT reduction targets and the State’s GHG emission-reduction targets.
- Use results at jurisdiction level to identify strong project candidates for HCD’s Affordable Housing and Sustainable Communities (AHSC) Program or other grant programs that integrate sustainable land use-transportation-housing objectives.
- HCAOG will support and/or partner with a jurisdiction(s) to seek grant funding for relevant competitive projects, for example, Safe Routes to School/active transportation projects, affordable housing development, housing-related infrastructure, sustainable transportation infrastructure, and transportation-related amenities.
- HCAOG will disseminate and repeat smart-growth/smart-mobility training using the course almanac.