



HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS
Regional Transportation Planning Agency
Humboldt County Local Transportation Authority
Service Authority for Freeway Emergencies
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AGENDA ITEM 9b
HCAOG Board Meeting
October 21, 2021

DATE: October 13, 2021
TO: HCAOG Policy Advisory Committee (PAC)
FROM: Stevie Luther, Associate Regional Planner
SUBJECT: **Humboldt County Online Bicycle & Trails Map and Application**

STAFF REPORT

Contents:

- Staff's Recommended Action
- Staff Summary
- Humboldt County Bike Route Application Flyer

Staff's Recommended Action:

1. Introduce the item as an action item;
2. Allow staff to present the item;
3. Receive public comment;
4. Direct staff as necessary or consider making the motion,
"I move that the PAC recommend that the HCAOG Board consider adopting the Humboldt County Online Bicycle & Trails Map and App."

Staff Summary

Staff is returning with a final version of the online Humboldt County Bicycle & Trails Map App. The web-based application is highly interactive and accessible via mobile phone. The map shows bike routes and classifications, icons for bike shops, bike rental/bike sharing stations, and tool stations. The data for bike parking locations was not complete enough to show bike parking on the map. The application is designed to be easily updated to keep current with new trail developments.

The final map can be found through the project landing page (still under development pending final marketing materials and full launch) at: <http://hcaog.net/documents/humboldt-bay-area-bike-map>. While this mapping data does not integrate with Google Maps to plan a trip, it offers accurate groundtruthed information that allows people to find safe routes.

The last phase of the project will be advertising and marketing the application, so people are aware of it. Staff is working with the consultant to create a graphic poster as well as a 3.5" x 2" business card that will be placed on visitor center kiosks, bicycle shops, and other popular destinations.

Availability of the app will be shared via social media channels and distributed to bicycle and active transportation advocates to share with their communities.