



**HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS**  
**Regional Transportation Planning Agency**  
**Humboldt County Local Transportation Authority**  
**Service Authority for Freeway Emergencies**  
611 I Street, Suite B  
Eureka, CA 95501  
(707) 444-8208  
www.hcaog.net

**AGENDA ITEM 7c**  
**HCAOG Board Meeting**  
**May 16, 2024**

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**DATE:** May 10, 2024  
**TO:** HCAOG Policy Advisory Committee (PAC)  
**FROM:** Beth Burks, Executive Director  
**SUBJECT:** **Consultant Selection for Humboldt Multimodal and Vibrant Neighborhoods Planning Project**

### **STAFF REPORT**

#### **Contents:**

- Staff's Recommended Action
- Staff Summary
- Blue Zones and RCAA proposals

#### **Staff's Recommended Action:**

1. Introduce the item as an action item;
2. Allow staff to present the item;
3. Receive public comment;
4. Discuss item and consider making the motion:  
"I move for the PAC to recommend that the HCAOG Board direct the Executive Director to enter into contract negotiations with Bluezones and Redwood Community Action Agency and for the Humboldt Multimodal and Vibrant Neighborhoods Planning Project "

#### **Staff Summary:**

The Humboldt Multimodal and Vibrant Neighborhoods Planning Project is funded by a grant from Caltrans' Fiscal Year 2023-24 Sustainable Transportation Planning Grant Program—Sustainable Communities. HCAOG is the lead applicant and the sub-applicant partners are the City of Arcata and the Coalition for Responsible Transportation Priorities.

In February 2024, HCAOG released a request for proposals for interested parties to submit proposals for providing services for one or more, or all, of the following 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 training series on smart growth and smart mobility (expert speakers).

In response to the RFP HCAOG received 3 proposals. All proposals included bids for all of the four activities. HCAOG convened a scoring committee that reviewed and scored the proposals. The top scoring responses were Redwood Community Action Agency (with GHD as a subconsultant) and Blue Zones. Based on scoring and committee discussion the RCAA proposal was strongest in activities 1 and 2 and the Blue Zones proposal was strongest in activities 3 and 4. Staff recommends breaking out the activities so that the strongest overall project deliverables can be achieved.

Initial conversations with these firms indicate that they are amenable to breaking out the activities in this way. The PAC is being asked to recommend that the HCAOG Board authorize the Executive Director to enter contract negotiations and execute contracts not to exceed \$151,000 total, with RCAA and Blue Zones.