

736 "F" STREET
ARCATA, CA 95521

Brendan Byrd, Executive Director
Humboldt County Association of Governments
611 I Street, Suite B
Eureka CA 95501

March 24th, 2026

Subject: City of Arcata's request for the 2% allocations set aside for Bicycle and Pedestrian Improvements per TDA Article 3

Dear Brendan,

The City of Arcata is requesting **\$7,774.00** of TDA Article 3 funds to support the purchase of an annual software subscription for the City's pedestrian and bicyclist counters, the acquisition of bicycle safety equipment for community youth, and programming support for Arcata's annual Kids Bike Rodeo. Previous TDA funding has allowed the City to purchase two new counters in anticipation of the Annie and Mary Trail; one has been installed, and the other is awaiting trail construction and is expected to be installed in mid-2026. Below are descriptions of the project proposals and how it addresses each evaluation criterion.

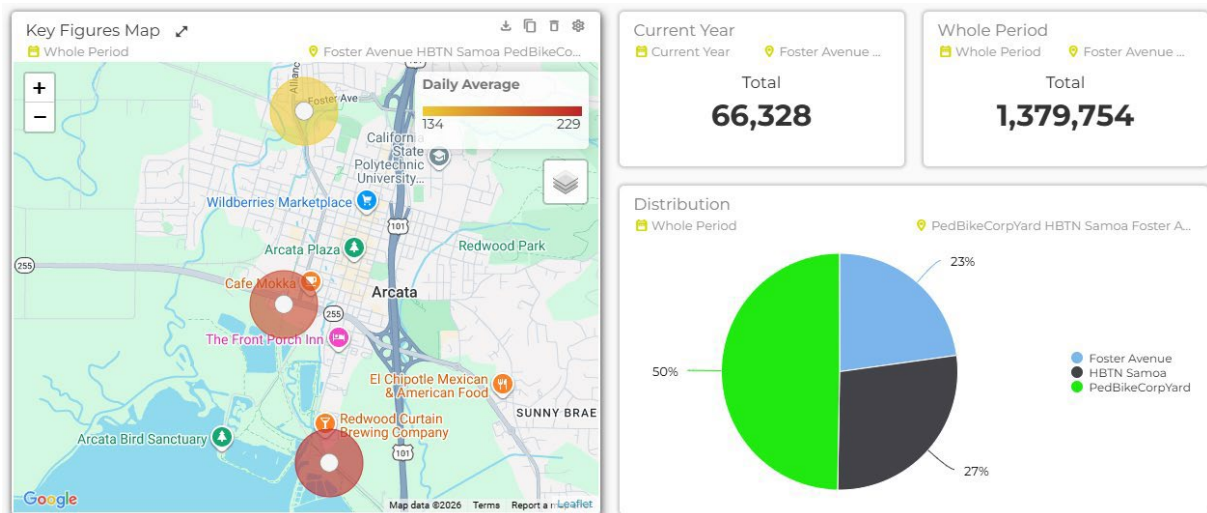


Figure 1: Snapshot of bike and pedestrian counts for existing locations

1. Project Title: Bicycle & Pedestrian Counter Subscription

Total Project Cost: \$ 3,183.00

Requested Funds: \$ 3,024.00

City Match: \$160.00 (Plus staff time for installation and maintenance)

This project will involve funding the annual software subscription of the City's bicycle and pedestrian counters. The City currently has three counters along the Humboldt Bay Trail (HBT) and one counter along the Annie and Mary Trail (AMT) (See Attachment 1). Previous TDA allocations helped the City in purchasing two new counters from FY 24/25 and FY 25/26, one of which is installed along the AMT and the other is awaiting further trail completion for installation this mid-2026. The counters help track statistical data concerning pedestrians and cyclists, as well as their direction of travel. The counters allow the City to better understand the dynamics of trail usage based on mode of travel along the HBT and usage of the new AMT. Arcata has helped contribute to statistical analysis related to bike and pedestrian trail usage. This data is currently shared with the California Department of Transportation, Humboldt County, and UC Berkeley for helping to develop volumetric estimations of transportation flow along trail systems. City of Arcata will continue working in cooperation with Humboldt County and City of Eureka to gather trail use statistics on the Humboldt Bay Trail.

The City of Arcata currently uses the Eco-Visio Professional Subscription for the City's pedestrian/bicycle counters. The annual subscription allows the City to access the Eco-Visio online data analysis platform, gain technical support, monitor equipment, and analyze trends (see Attachment 2). Annual subscription renewal amounts to **\$570.00** per counter per year. With the City's five counters, the annual subscription cost is **\$2,850.00** per year. Additionally, an initial charge of counter activation to cover the months until the annual subscription renewal will be charged **\$190.00** for 4 months for the counter installed in March and **\$143.00** for 3 months will apply to the new counter scheduled for installation in April. The quoted cost for initial and annual software subscription is **\$3,183.00**.



Figure 2: Eco-Counters at Humboldt Bay Trail near the Corporation Yard (top left), Samoa Blvd (top right), Shay Park (bottom left), and along the Annie and Mary Trail near the Arcata Skate Park (bottom right)

Each criterion questions for this project are addressed below.

Matching Funds (5 points)

The City will match approximately 5% of the capital cost. City staff will install the upgrade, perform data management, and counter maintenance. City staff will install the new bicycle and pedestrian counters.

Safety (20 points)

This project will allow the City of Arcata to continue to gather observations of bike and pedestrian traffic flows. Bike and pedestrian statistics can be used to help determine high volumes of flows and for developing models to analyze areas that should incorporate more safety features such as bike facilities, reduced speed signs, pavement markings for safety improvements, bike shelters, etc.

Project Readiness (15 points)

Four counters are operating normally. The fifth counter is awaiting further construction along the Annie & Mary Trail before installation. The final installation is scheduled for mid-2026.

Special Considerations (15 points)

The City of Arcata has contributed data to UC Berkeley and the Department of Transportation for transportation modeling purposes. The City of Arcata continues cooperating with Humboldt County and City of Eureka in monitoring trail usage along the Humboldt Bay Trail which serves as a multi-modal connection for both municipalities. This project will continue assisting in that goal by allowing for hourly tracking of pedestrian and bicycle flow patterns and statistics which can be used for trail development for further connectivity improvements and increased safety measures.

Maintenance of Project (10 points)

With the upgraded bicycle and pedestrian counters, minimal operation and maintenance are required. The installation of two additional counters will continue to require minimum maintenance as they will automatically relay data. City staff will maintain these counters as needed through replacing low batteries, site clearance, data management, and troubleshooting technical issues. Operation and maintenance currently require approximately five hours per year or less and with the additional installation it will only require eight hours per year or less.

Connectivity (10 points)

The counters enable the City to monitor usage on two major local trails: the Humboldt Bay Trail North (HBTN) and the Annie and Mary Regional Trail (A&M). HBTN is part of the larger Humboldt Bay Trail, which connects two major communities along Humboldt Bay. In addition, the A&M Trail will connect to the northern end of the Rails to Trails Trail, further increasing the City's trail connectivity. Currently, three counters are installed along HBTN and one along the A&M Trail. Installation of a fifth counter is pending and is expected to occur in mid-2026 along the northern end of the A&M Trail.

Regional Significance (10 points)

The Eco-Counters are currently installed along HBTN and A&M, which is a part of the regional trail system and assist us in determining frequency of bicycle and pedestrian trail use. Currently, the City of Arcata has a silver status as a Bicycle Friendly City and this project may assist in achieving the Gold Status. The City of Arcata bike-pedestrian data has the potential for being utilized by fellow public entities and educational institutions for analysis and transportation model development. Humboldt County has installed similar counters along the Hammond Trail in McKinleyville and the Eureka Waterfront Trail. Continued maintenance and repair of Arcata’s counters would be beneficial for Humboldt County’s cumulative transportation data analysis. Bicycle & Pedestrian statistical data gathered by the City of Arcata can help neighboring cities and other small municipalities model and plan for their projects and grant applications.

Traffic Generators (10 points)

Eco-Counters are located along the Humboldt Bay Trail North between the City of Arcata Corporation Yard, Samoa Blvd and Shay Park. The Humboldt Bay Trail North serves as a major bicycle and pedestrian corridor, adjacent to numerous worksites, neighborhoods, and other high-traffic destinations. A counter is located on the Annie and Mary Trail adjacent to the Arcata Skate Park and an additional counter will be installed along the further up the trail adjacent to the Ridge Trail entrance. Once fully completed, the Annie and Mary Trail will connect key community destinations throughout the City and is expected to function as a major bicycle and pedestrian corridor, further increasing trail usage and overall traffic generation.

Multi-Modal Interface (5 points)

The counters track the number of bicycles and pedestrians using trails devoted to non-motorized use. The trail runs through the City and allows for access to public transportation routes. The Eco-Counters are critical of tracking the City’s progress towards developing our multi-modal transportation system.

2. Project Title: Annual Bike Rodeo Assistance & Safety Materials

Total Project Cost: \$ 5,000.00

Requested Funds: \$ 4,750.00

City Match: \$ 250.00 (Plus staff time for installation and maintenance)

The City of Arcata has hosted 17 bike rodeos for the local community since 2006. Bike rodeos provide a great opportunity to invite families to learn safe bicycling practices and have fun while doing so. Funding for this project would be dedicated towards facilitating the bike rodeo, refurbishing and purchasing equipment for obstacle courses, and for providing safety equipment for participants.



Figure 2: Bike Rodeo, Arcata (Arcata Plaza 2006 and Fuente Nueva Charter School 2025)

Each criterion questions for this project are addressed below.

Matching Funds (5 points)

The City of Arcata will match approximately 5% of the total cost for providing bike safety equipment to the Arcata community youth and supplying equipment such as signs, chalk, barrels, cones, rope and other materials for the implementation of the annual Kids Bike Rodeo.

Safety (20 points)

This project will help provide safety equipment and encourage usage of safety vests, bike helmets, bike bells, bike flags, bike lights and high-vis gear for the Arcata community youth. This project aims to work with the Arcata community to encourage usage of safety equipment in an urban bicycling environment. Helmets and other safety gear are often distributed as participatory prizes for kids during the Kids Bike Rodeo.

Project Readiness (15 points)

Upon funding approval, bicycle safety materials and Bike Rodeo equipment and prizes can be purchased. The City will conduct outreach in acquiring help from members of the bicycling community to assist with the Bike Rodeo. The City can work with community members in understanding the efficacy of the bike education materials and identify better alternatives, if any.

Special Considerations (15 points)

The annual Kids Bike Rodeo provides the community with an opportunity for parents and their kids to gather for a fun event and a sense of interconnectedness with Arcata. Increasing awareness of best practices for bicycle transportation safety provides parents and their children with a higher sense of confidence in bicycling capabilities and will increase the use of non-motorized transportation.

Maintenance of Project (10 points)

This project requires little to no maintenance aside from replacing bicycle education materials as needed. This project is a legacy project that would be continued for at least 20 years to provide bicycle safety education for the community.

Connectivity (10 points)

This project compliments the Regional Transportation Plan through providing education, encouragement and by striving to provide safer routes to schools and transit. This project is also consistent with the City's bicycle plan as it intends to provide education and promotion of bicycle safety and best practices.

Regional Significance (10 points)

The City of Arcata strives to work with HCAOG and local bicycle businesses to facilitate the Annual Kids Bike Rodeo, a regional community event. This project is consistent with regional and the City's bike friendly community vision as the project's intended outcomes are to increase active transportation, reduce motorized vehicle travel, provide safer routes to schools and transit, and provide educational resources for the youth of our community.

Traffic Generators (10 points)

This project aims to serve the Arcata community by increasing bicycle safety awareness and promoting safer practices. It will improve safety across all major traffic generators throughout the region.

Multi-Modal Interface (5 points)

This project will encourage multi-modal travel through decreasing vehicle miles traveled and increasing bicycle miles traveled for the region by incentivizing and empowering the youth.

Past TDA Article 3 Awards

Project Title: Bicycle & Pedestrian Counter Upgrade, Subscription, and Counter

The “Bicycle & Pedestrian Counter Upgrade, Subscription, and Counter” project has been largely implemented, and the City continues to collect pedestrian and cyclist data through Eco-Visio. The 4G logger upgrade has been installed across all active counters and prepared for future counters, resulting in a reduction in operations and maintenance requirements for City staff and enabling faster, more accurate data processing. The City is currently pending installation of one counter and anticipates installing the final counter along the Annie & Mary Trail in summer 2026.

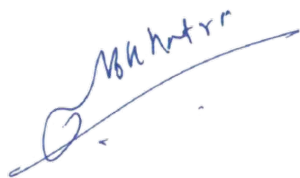
Project Title: City of Arcata and Cal Poly Humboldt Bike Share Program

The “*City of Arcata and Cal Poly Humboldt Bike Share Program*” continues to be a success with a 11.2% increase in bike rentals from the year 2024 to 2025. The program continues to grow with both increased usage and increased unique users renting bikes. The consistent data collection is being used to further develop bike facility improvements and decrease vehicle emissions in the Arcata community.

Project Title: Bike Safety Education and Annual Bike Rodeo Assistance

The “*Bike Safety Education and Annual Bike Rodeo Assistance*” is intended to be a legacy project with the goal in mind of continual collaboration of the City, schools and communities. The city has successfully distributed 25% of the total safety education materials and will continue to work with schools and the Arcata community to distribute the remaining 75%. The City of Arcata employees are working on administrating the annual bike rodeo in May 2025 with the collaboration of local schools, community members, and volunteers.

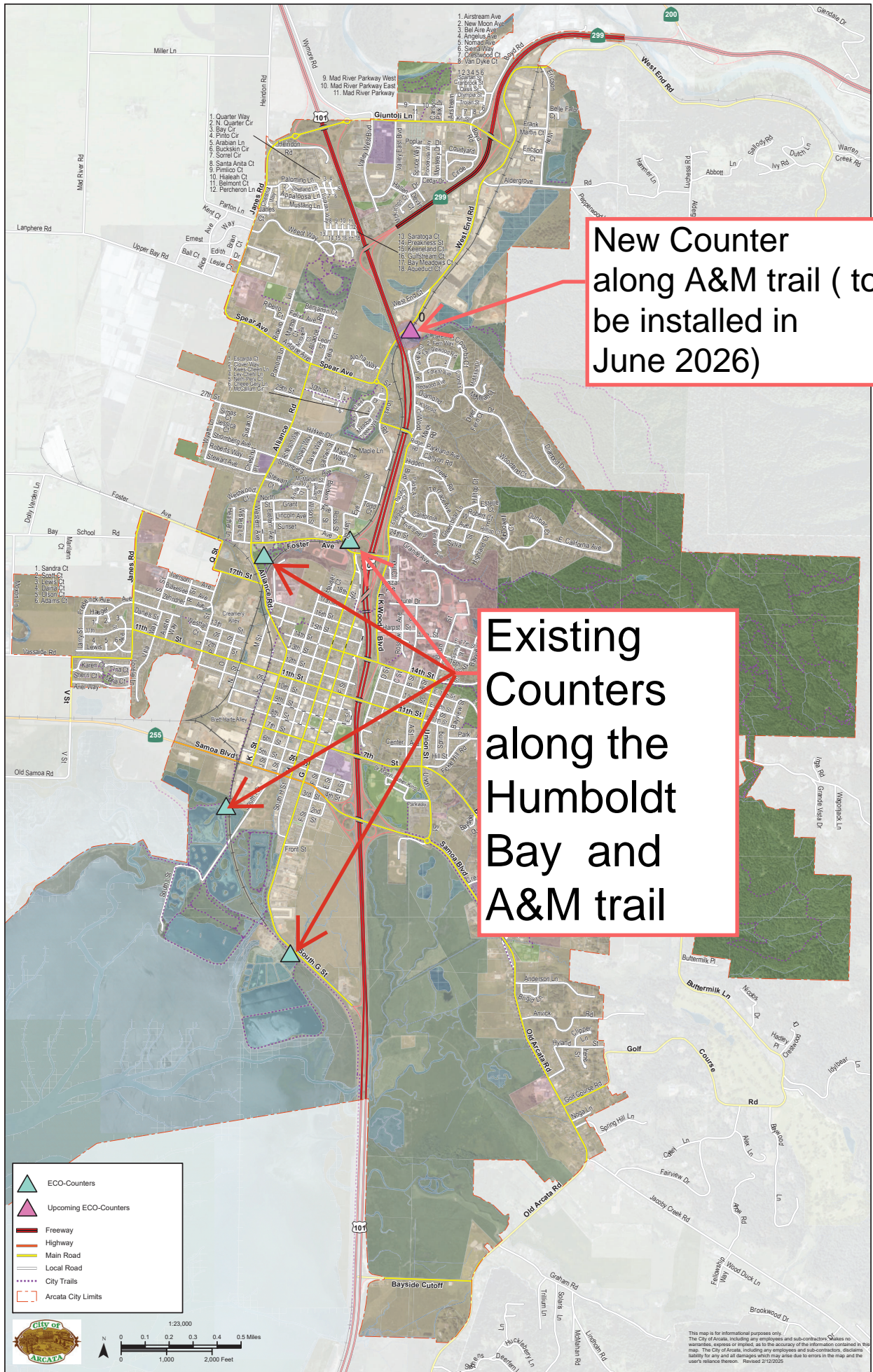
Sincerely,



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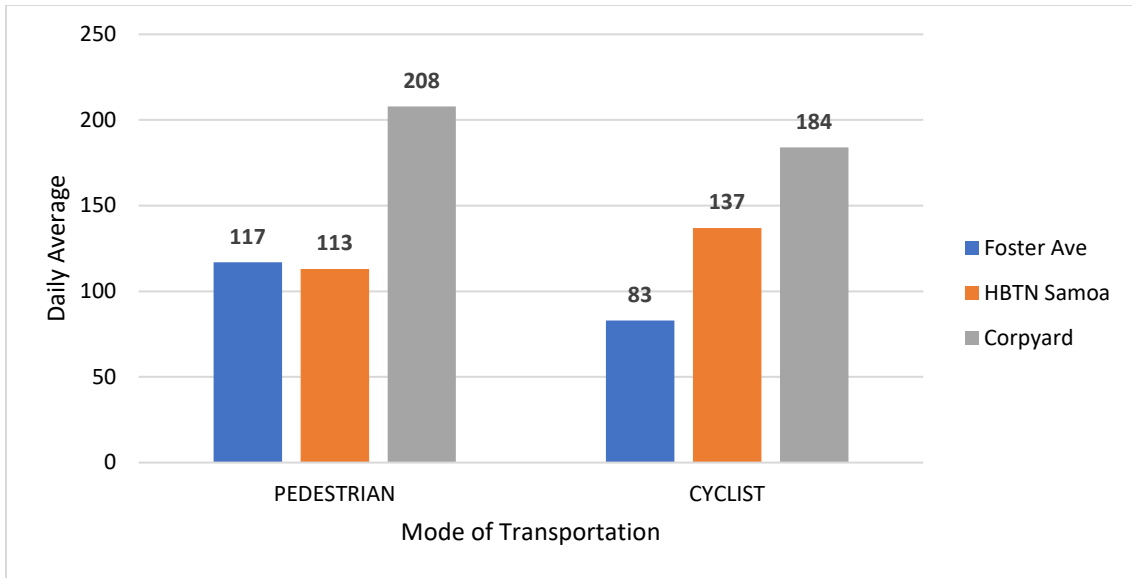


Figure 1: Daily Averages of Observations for Pedestrian and Cyclist HBTN Use by Location

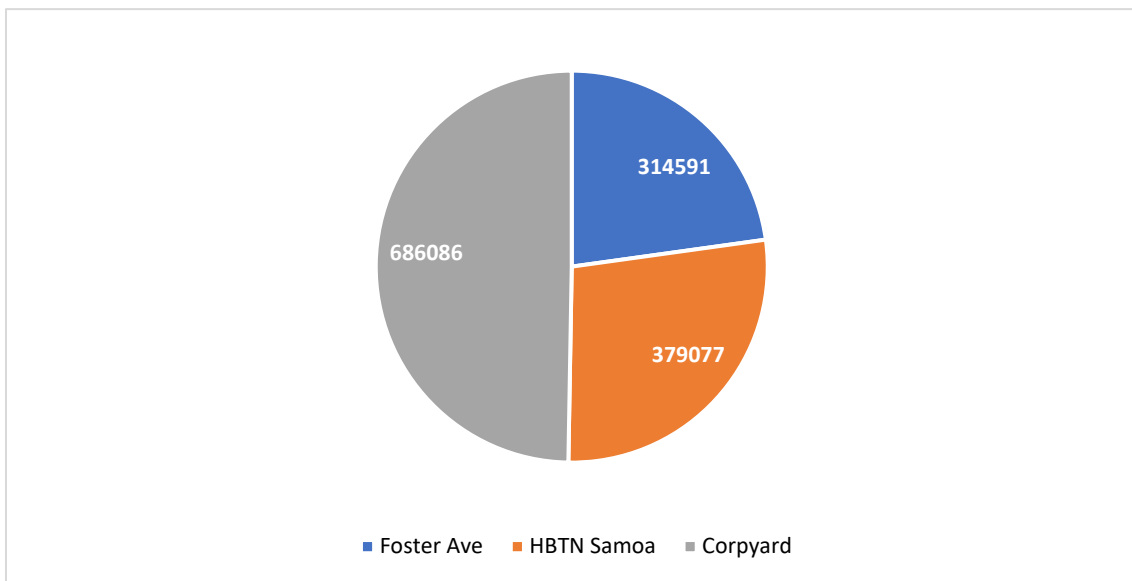


Figure 2: Cumulative Totals to Date

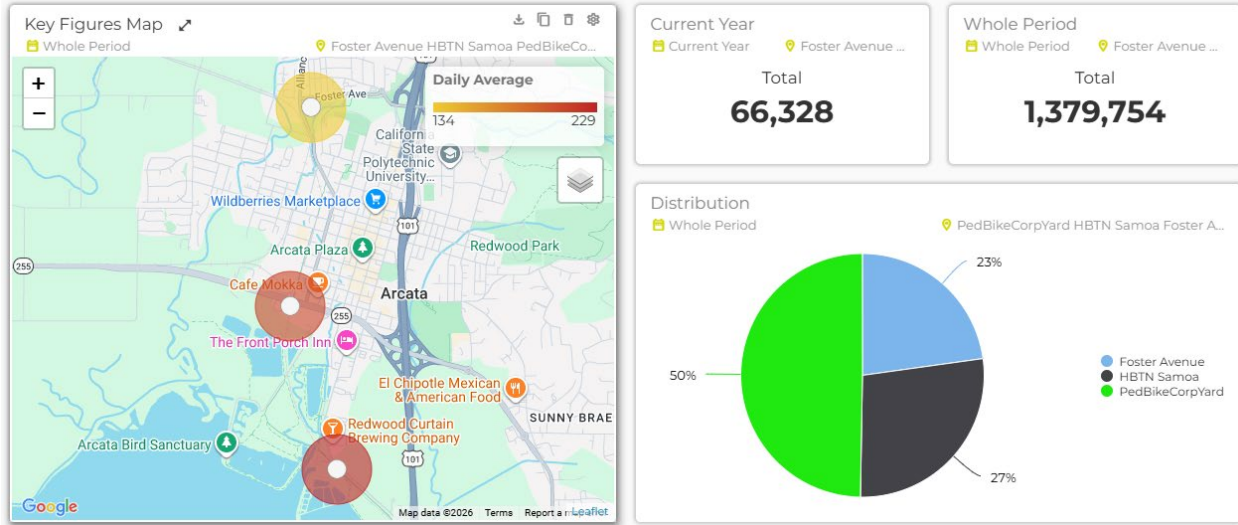


Figure 3: Screenshot of City of Arcata's Eco-Visio Dashboard (as of 03/13/26)