

736 "F" STREET  
ARCATA, CA 95521

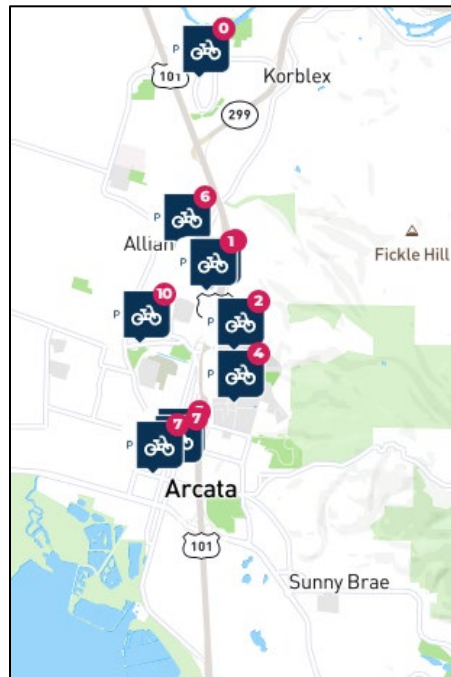
Brendan Byrd, Executive Director  
Humboldt County Association of Governments  
611 I Street, Suite B  
Eureka CA 95501

April 27<sup>th</sup>, 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 **\$21,00.00** of TDA Article 3 funds to support the continuation of our joint bike share program at existing locations for the years 2026-2027, Previous TDA funding has allowed the City to fund the bikeshare program for the year 2025-2026.



**Figure 1: Snapshot of bike share station locations**

<b>1. Project Title: City of Arcata and Cal Poly Humboldt Bike Share Program</b>	
<b>Total Project Cost:</b>	<b>\$ 107,500.00</b>
<b>Requested Funds:</b>	<b>\$ 21,000.00</b>
<b>Federal Statewide Transportation Improvement Program, Cal Poly Humboldt &amp; City Match:</b>	<b>\$86,500.00</b>

The City’s original bike share program began in 2017 with Zagster. Between 2017 and 2019, usage increased each year. Usage was especially high, beginning the late summer through the end of the year. Additionally, there was a large amount of usage by Cal Poly Humboldt students. At the start of the COVID-19 pandemic in 2020, the City of Arcata’s bike share program was eliminated due to the bankruptcy of Zagster. In 2021, the City of Arcata and Cal Poly Humboldt partnered with Tandem-Mobility to restart a local bike share program that serves Arcata and the Cal Poly Humboldt campus. The current bike share program consists of ten bike stations with five bicycles at each station.

Two of the stations currently serve downtown Arcata and are located on the northern and southern side of the Arcata Plaza. The third and fourth stations are located at the Cal Poly Humboldt campus at the Jolly Giant Commons and Harry Griffith Hall. The fifth station is located along the Humboldt Bay Trail North, adjacent to Shay Park and Foster Avenue. The sixth station is located at the Sorrel Building at the intersection of 7<sup>th</sup> Street & I Street. The seventh station is located at the 30<sup>th</sup> Street Yurok Housing Project. The eighth station is currently located along Valley West Boulevard, adjacent to one of the Arcata Mad River Transit System and Humboldt Transit Authority bus stations. The ninth and tenth stations are located east and west of Cal Poly Humboldt Hinarr Hu Moulik dorms. A map is screenshot of the tandem-mobility map shown in Figure 1 and a larger map is provided in attachment 1.

Prior to the COVID-19 outbreak, the City had seven bike share stations throughout Arcata that allowed residents and visitors to rent bikes through an app-based platform. The City of Arcata has successfully revitalized and expanded its bike share program from four stations to ten from 2022 to 2025.

There are currently 2,052 unique users that are currently subscribed to utilize this service. Since its revival the bike share program has had 11,748 rentals. The program has experienced a 12.6% increase in use from 2024 to 2025. A 158.7% increase from the revival in 2021 to 2025.



**Figure 2: Bike share stations at Cal Poly Humboldt Dorms (left) and Shay Park (right)**

Each criterion questions for this project are addressed below.

**Matching Funds (5 points)**

The City of Arcata, FSTIP, and Cal Poly Humboldt will match approximately 80.5% of the total cost for continuing to maintain and implement the community bicycle share program.

**Safety (20 points)**

Bike share programs provide individuals with an opportunity to replace vehicle miles traveled with active transportation, thereby reducing the number of cars on the road and lowering the risk of accidents. The bicycles are maintained by the local company WildTrail Tours, ensuring they remain in safe and reliable condition.

**Project Readiness (15 points)**

The site locations for the bike share stalls are already in place. The project will be ready for implementation upon funding approval.

**Special Considerations (15 points)**

The City of Arcata has a goal to work towards achieving 50% of all trips that begin and end in Arcata being made by non-motorized modes. This project will assist in that goal by providing additional non-motorized options for residents and visitors. Additionally, Arcata is a low-income area that has a large student population. This program will provide a low-cost service for riders who may not ride often, may not be able to purchase a bike, or may not be able to maintain their own bike. The 7<sup>th</sup> Street

and I Street station, 30<sup>th</sup> Street Yurok Housing Project station, and Valley West station locations were chosen to provide low-income housing developments with an affordable option to motorized vehicles when travelling within Arcata.

This project provides an active transportation option for the community that incentivizes people to make less single occupant vehicle trips within the city. Affordable bike share programs also provide a valuable transportation option for people without access to a vehicle or who are unable to purchase their own bicycle.

### **Maintenance of Project (10 points)**

Tandem-Mobility Bike-Share will provide all necessary maintenance as a part of their contract with the City of Arcata. WildTrail Tours, a local bicycle recreation and maintenance company, is subcontracted through Tandem-Mobility to provide the primary operation and maintenance for this project. The City of Arcata is responsible for monitoring the condition of the stations throughout town and can assist as needed.

### **Connectivity (10 points)**

This project provides residents and visitors with an additional option to travel through Arcata. The stations are placed in traffic generating areas with goal of reducing vehicle miles travel and CO<sub>2</sub> emissions locally. Increased bicycle availability will encourage more people to drive less when travelling throughout Arcata. Bike share stations have also been installed at the 30<sup>th</sup> Street Yurok Housing Project, along adjacent to Shay Park and Foster Avenue, and another is planned for the Valley West neighborhood to offer an alternative form of transportation for the communities outside of central Arcata. Additionally, bike share stations are located installed across Cal Poly Humboldt campus and dorms to encourage students bicycling throughout Arcata.

### **Regional Significance (10 points)**

This project has significance due to Humboldt County's current ongoing efforts to improving bike and pedestrian access and reduction of vehicle miles traveled. The bike share program in Arcata is currently managed by the City of Arcata. This program provides residents and visitors with a temporary, non-motorized form of transportation. With the development of the Annie & Mary Trail and continuation of the Humboldt Bay Trail, the bike share program offers the opportunity to explore regional trails and access adjacent communities in Blue Lake and Eureka.

### **Traffic Generators (10 points)**

Bike share stations are strategically located in high-traffic areas throughout Arcata. Two stations are situated in the downtown area, one of the city's primary activity hubs, which includes the Arcata Library, City Hall, the Arcata Transit Center, and numerous businesses surrounding the Arcata Plaza. An additional station is located near downtown at the intersection of 7th and I Streets at the Sorrel Building, a newly developed, high-density, low-income housing complex. Another station lies along the

Humboldt Bay Trail North, adjacent to Shay Park and near several new high-density residential developments, as well as an AMRTS bus stop. A further station is positioned along Valley West Boulevard next to HTA and AMRTS bus stops, enhancing multimodal connectivity. Two additional stations are located near new Cal Poly Humboldt housing, encouraging student use of the program.

## 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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