

FEASIBILITY STUDY

Funding a Permanent Safe Routes to School Director in Humboldt County

Humboldt County Association of Governments (HCAOG)

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Table of Contents

Table of Contents.....	2
Executive Summary.....	3
I. Introduction and Study Purpose.....	4
II. History of Safe Routes to School in Humboldt County	4
Select Program Accomplishments	5
Institutional Knowledge and the Continuity Gap	5
III. Position Description: Regional SRTS Director	6
Core Program Functions	6
Benchmark: Marin County Bicycle Coalition Program Director, Education	6
Comparable Positions	7
Recommended Qualifications for the Humboldt Context	8
IV. Cost Analysis	8
Wage Benchmarks.....	8
Fully Loaded Cost Estimates.....	9
Program Delivery Costs	9
V. Stakeholder Engagement Findings.....	9
Interview Methodology	9
Stakeholder Findings	10
Key Findings by Organization	10
VI. Funding Pathways.....	11
Grant Sources.....	12
Local Funding Sources	13
VII. Staffing and Hosting Options.....	13
Apportionment Models	16
VIII. Recommendations	16
Appendix A: California SRTS Staffing and Funding Models.....	17
Appendix B: Stakeholder Interview Log	18
Appendix C: SRTS ACCOMPLISHMENTS IN HUMBOLDT COUNTY	20

Executive Summary

The current enthusiasm and general momentum for active transportation in Humboldt is apparent by the number of cyclists visible on streets, bicycle boulevards, and trails. At the same time, there is an urgent need for sustained planning and programming to educate and encourage safe multi-modal routes as the region struggles to bring down serious injuries and fatalities on the roadways.

Humboldt County has sustained Safe Routes to School (SRTS) programming for more than two decades, producing measurable safety outcomes and a multi-agency task force that serves as the region's coordination backbone. That track record, however, has been built largely through grant cycles, volunteer coordination, and part-time staff capacity distributed across multiple organizations. No single agency currently employs a dedicated, full-time SRTS Director funded as a permanent line item. The absence of dedicated funding to permanently staff that position leaves the county's SRTS capacity structurally vulnerable: when grant terms end or key staff move on, programming gaps follow.

This feasibility study examines whether a permanent Regional SRTS Director position (focused on education, encouragement, engagement, equity, and evaluation) can be sustainably funded through local sources of funding and in-kind support. While it is likely that a stable, permanent program and position would be sustained with a combination of local public agency and private contributions, state and federal transportation grants, and philanthropic sources, the study asks if Humboldt could support a SRTS program that is not dependent on grants. The study begins with a survey of Humboldt County's documented SRTS program history, draws on stakeholder interviews conducted between January and June 2026 and analyzes comparable positions across the state and nation.

Given the funding commitments described in this report, a Director position working full-time on SRTS at a minimum annual cost of \$100,000 is not currently feasible. However, the findings conclude that a permanent position could be feasible with deliberate structuring, additional local agency support, and solidified funding agreements.

Highlights of the findings are:

- Fully loaded costs for a 1.0 FTE position range from a baseline minimum of approximately \$100,000 up to \$154,000 per year depending on classification.
- Identified funding of approximately \$75,000. City of Arcata's Engineering Department indicated a willingness to commit \$25,000 per year, the County of Humboldt Public Works pledged \$30,000 per year, approximately \$5,000 from the Local Transportation Fund 2% Bicycle and Pedestrian set-aside fund, and \$15,000 in HCAOG staff support hours through Rural Planning Assistance monies.

The feasibility study findings show there is sufficient recurring local funding to support a half-time (0.5 FTE) Safe Routes to School Director position, with additional money available for direct costs and administrative overhead. However, committed funding to support a full-time permanent SRTS Director falls short by at least \$25,000 annually.

The report offers recommendations to guide the continued pursuit for a funded full-time SRTS Director. These steps include for HCAOG staff to continue working with Technical Advisory Committee (TAC) members to determine the details of the geographic scope and funding proportionality of the position; to memorialize the funding commitments and chart a course to additional local funding support; and to strategically apply for grant monies to serve as bridge funds to a full-time locally funded position.

I. Introduction and Study Purpose

This study is part of the Vibrant Multimodal Neighborhoods Planning Grant project funded by the Caltrans Sustainable Transportation Planning Grant. The report examines the feasibility of sustained funding, potential funding sources, and possible structures for a permanent Safe Routes to School Director position in Humboldt County. The position would be focused primarily on non-infrastructure components of SRTS programming including education, encouragement, engagement, equity, and evaluation functions. The report includes information about infrastructure funding where applicable, but capital improvements are not the primary focus of the position evaluated in this study.

This study was initiated to determine the pathways to creating a dedicated staff position with defined responsibility and sustained funding to advance non-infrastructure programming countywide. Humboldt County has a track record of successful Safe Routes to School programs. However, each of these programs have lapsed when the grant funding expired. Program continuity currently depends on the continued availability of grant funding, a dependency that stakeholders identified as a key concern during interviews. Stakeholders further recognize that funding a permanent position could help preserve institutional knowledge and provide program continuity by putting a face to SRTS locally and creating a dependable contact.

The methodology included a review of Humboldt County's SRTS program history; key informant interviews with potential partner agencies and funders conducted between January and June 2026; a review of comparable SRTS director and coordinator positions from other jurisdictions; and an analysis of potential funding sources.

II. History of Safe Routes to School in Humboldt County

Safe Routes to School education and infrastructure programs have a long track record of success in Humboldt County. The Humboldt County Association of Governments (HCAOG) serves as the clearinghouse for local Safe Routes to School information in Humboldt County, shares resources and best practices with partners, and assists with grant applications. HCAOG participates in the local SRTS Countywide Task Force, as well as the SRTS National Partnership. The Humboldt County SRTS Countywide Task Force focuses on countywide efforts, works with schools on needs assessments, and collaborates to write grant applications. The Task Force includes partners spanning the nonprofit sector, County public health, Caltrans, CHP, public works, cities, and school representatives. The Redwood Community Action Agency (RCAA) coordinates the Humboldt County SRTS Task Force, working with leaders, schools, and parents to improve safety and encourage walking and biking to school. For a rural area without dedicated funding, the region has been successful in securing non-infrastructure grant money. However, even RCAA's coordinating role is often contingent on an active grant project providing funding.

Projects and programs have usually included partners in governmental, non-profit, and private sector, and been multidisciplinary in nature. Funding sources have been diverse, such as grants from Federal and State Safe Routes to Schools (SRTS), Office of Traffic Safety (OTS), and California Department of Health and Human Services (DHHS). Projects have included infrastructure improvements throughout the county, which have enhanced safety, have been strengthened with policy changes including reduced speed limits near many schools, bicycle and pedestrian education for students, encouragement programs including school walking maps, and walk to school activities and programs. Many educational projects have focused on K-8 grade students at schools with high poverty levels. Older students have participated in Photo Voices projects through which they developed civic engagement skills by identifying their own safety priorities and presenting them to elected officials.

Select Program Accomplishments

Appendix C contains a full accounting of the Safe Routes to School programs in Humboldt. The examples below are a small selection of the various types of programs and accomplishments that our region has seen in the last two decades.

Alice Birney Elementary in Eureka is a prime example of the effectiveness of Safe Routes to School. The elementary school began safe route planning efforts in 2006 with a walk audit. Additional grant-funded work saw improvements such as repainted ladder-style crosswalks. By the 2010–2011 school year, bicycle collisions at Alice Birney dropped by 67% compared to the 2008–2009 school year. In 2012, Alice Birney leveraged a \$5,000 mini-grant from the California kids' plates program to provide bicycle safety skills training to all 4th through 6th graders and hosted its first bike-to-school day.

At Grant Elementary, also in Eureka, a PTA-organized SRTS planning workshop and walkability audit in 2011–2012 led to a community grant that funded pedestrian and bicycle safety education for all students, visual crosswalk markers, Walking Wednesdays, walking school buses led by parents and volunteers, walk-to-school classroom contests, and gravel improvements near the school. Walking Wednesday participation increased, with at least half of the school participating on at least one occasion. The encouragement to walk to school was associated with a decrease in traffic congestion. Grant Elementary also received a State SRTS infrastructure award in 2011–2012 for improvements to sidewalks, crosswalks, bulb-outs, and a median near the school.

There have also been several planning and policy accomplishments. In 2012, HCAOG initiated an SRTS subcommittee to develop a countywide SRTS prioritization tool. The prioritization tool was subsequently updated in 2020. The SRTS countywide task force successfully advocated for the Board of Supervisors to adopt California's Safer School Zone Act as an additional tool for county law enforcement.

In 2017, ATP-funded non-infrastructure programs were active in both McKinleyville and Fortuna, delivering bicycle and pedestrian safety education in community-based youth programs, including at middle schools and parks, and supporting education, engagement, encouragement, and enforcement activities. That same year, Zane Middle School in Eureka launched the "Falcon Flyaway" program, which engaged the surrounding neighborhood in keeping an eye out for students and represented a community-awareness approach that complemented prior infrastructure-focused strategies.

Education and encouragement accomplishments documented by HCAOG program staff include: curricula that meet California State Education Standards, with SRTS content integrated as value-added material that does not require teachers to develop new lesson plans or eliminate existing ones; crossing guard training (with the noted challenge that crossing guard duties are not incorporated into union contracts); High School Life Skills multimodal training; and the "Friendly Driver Lessons in a Box" program developed through DHHS—a packaged curriculum that provides supplies and instructions ready for classroom use.

Institutional Knowledge and the Continuity Gap

The accomplishments above span nearly two decades and multiple funding cycles. They were produced through combinations of grant-funded staff, in-kind volunteer coordination, schools, PTA and interagency cooperation, and the sustained engagement of a small number of practitioners who have held institutional memory, to the extent possible, across programs. Stakeholder interviews indicate the "boom and bust" nature of grant funding cycles creates uncertainty. For example, the COVID years, in addition to moving all local school instruction on-line, drew Public Health staff from programs like SRTS to doing contact tracing leaving many programs unstaffed and no one available to write grants for programs to resume in the future. Recent funding cuts to Cal-Fresh and Healthy Living programs have eliminated programs and reduced staffing.

State law changes to the After School Educational Services (ASES) program mandating that all low-income students qualify for the program has overwhelmed local schools drawing staff and resources from pedestrian and bike programs.

Redwood Community Action Agency (RCAA, Natural Resource Services Division) over the years has spearheaded several Humboldt SRTS projects. They have successfully co-written grant applications, have provided in-school education, activated community outreach and engagement, and organized walkability workshops. When grants have funded it, RCAA has coordinated and facilitated the Humboldt County Safe Routes to Schools Task Force meetings. Sometimes the hosting role transferred to the County DHHS-Public Health when grants went that way.

Foremost among these challenges is gaining and maintaining buy-in from local schools. While there is an interest in the benefits of SRTS from school superintendents, transportation directors, classroom teachers, after-school coordinators and parents and PTAs, there is little staff time or funding available.

III. Position Description: Regional SRTS Director

Core Program Functions

The position under consideration is a Regional SRTS Director whose primary responsibilities center on non-infrastructure programming structured around the Six E framework: Education, Encouragement, Engagement, Engineering coordination, Equity, and Evaluation. The study deliberately focuses on a Director-level position. The position would require a high degree of professionalism and qualifications to effectively implement programs across jurisdictions. As the job requires response and participation from various agencies, the position needs to come with gravitas and leadership authority. Various elements of the position could be considered as a “program coordinator,” which is a job class that operates at a more operational level of programming and has less overall responsibility. However, as envisioned by the study authors, the position requires a staff member at the skill level and responsibility of a Director. Eventually, if successful, the Director would be responsible for hiring and managing a team.

Core duties identified across comparable job descriptions and from local stakeholder interviews include: developing and implementing pedestrian and bicycle safety curricula at elementary, middle, and high schools; organizing and leading encouragement events such as Walk and Bike to School days, bike rodeos, bike camps, and walking school buses; developing suggested route maps to schools, parks, transit stops, and community centers; assessing and educating for improved/safer pick-up/drop-off routes and routines; coordinating with city transportation engineers, planners, and school officials to identify safety concerns, infrastructure needs, and grant opportunities; serving on district, city, and county committees and coalitions; compiling and analyzing data to document mode shifts and assess program effectiveness; and managing grant compliance documentation.

The program’s scope does not need to be limited to school-age children. Interviewees noted the relevance of safe routes programming to broader community populations, including older adults and residents served by community health organizations.

Benchmark: Marin County Bicycle Coalition Program Director, Education

The Marin County Bicycle Coalition (MCBC)’s Program Director, Education position - currently posted as of March 2026 and serving the Transportation Authority of Marin’s Safe Routes to Schools (SR2S) program -provides a directly comparable California example for position scoping and compensation benchmarking. The position is structured at 0.8 FTE (full-time exempt) and compensated at \$40.00–\$45.00 per hour, equivalent to approximately \$66,600–\$74,900 annually at 0.8 FTE. Fully loaded using the 1.618× multiplier (see Section IV), total employer cost is approximately \$107,700–\$121,100 per year.

The MCBC Director oversees a team of eight part-time staff and serves approximately 60 school communities across Marin County, reporting to the Executive Director and managing the primary TAM government contract. Program responsibilities span strategic leadership, staff management, school and partner engagement, communications, evaluation, and grant and contract management. This scope of work is similar in responsibility and influence to the desired Regional SRTS Director role for Humboldt County.

Key structural features of the MCBC role relevant to Humboldt County scoping include:

- The position is hosted by a nonprofit (MCBC) under contract to a county transportation authority (TAM).
- The position manages a portfolio of education, encouragement, volunteer coordination, curriculum delivery, and data evaluation across a geographically dispersed set of schools.
- Compensation at the 0.8 FTE level falls between the Health Education Specialist (\$62,660) and Urban and Regional Planner (\$83,980) BLS proxies for the North Coast Region, confirming that those proxies represent a reasonable range for the Humboldt context.
- MCBC offers full employer-paid health and dental insurance, a 403(b) retirement match, and transportation stipends.

Comparable Positions

The table below summarizes compensation data from job descriptions reviewed as part of this study.

Position	Employer / Type	Annual Salary Range	FTE
Walk N Roll Program Representative	Intercity Transit, Olympia, WA (transit agency)	\$60,757–\$82,098	1.0
SRTS Coordinator	Mid-Willamette Valley COG, Salem, OR (COG)	\$107,000 - \$123,000	1.0
Transportation Safe Routes Supervisor	Rochester Public Schools, MN (school district)	\$61,598–\$63,336	1.0
Transportation Planner (SRTS)	City of Palo Alto, CA (municipality)	\$115,565–\$141,482	1.0
Associate Planner (SRTS)	City of Palo Alto, CA (municipality)	\$100,422–\$123,281	1.0
SRTS Program Coordinator	Valley Regional Transit, Ada County, ID (transit agency)	\$41,600 (starting; \$20.00/hr)	1.0
Program Director, Education (SR2S)	Marin County Bicycle Coalition / TAM, CA (nonprofit/CMA)	\$66,600–\$74,900 (at 0.8 FTE)	0.8

The Palo Alto positions reflect a high-cost urban California labor market and are not directly transferable to Humboldt County. The Oregon, Minnesota, and Idaho positions are in rural or semi-rural settings more comparable in geography, though labor market conditions differ. The MCBC/TAM position provides the most directly relevant California nonprofit-hosted benchmark. North Coast

Region wage data from the Bureau of Labor Statistics provides a solid basis for local cost modeling and is used in Section V below.

Comparable positions reviewed span transit agencies, councils of governments, school districts, municipal transportation departments, nonprofit transportation advocacy organizations, and state public health departments. Minimum qualifications consistently include a bachelor's degree or equivalent experience, two to three years of relevant field experience, a valid driver's license, and demonstrated communication and program management skills.

Compensation ranges reflect significant geographic variation: from \$41,600 per year at a rural Idaho transit agency to \$141,482 at the City of Palo Alto. The MCBC/TAM Program Director, Education role (\$66,600–\$74,900 at 0.8 FTE; \$83,250–\$93,600 annualized at 1.0 FTE) provides the most directly relevant California nonprofit benchmark. The North Coast Region BLS wage proxies (Health Education Specialist at \$62,660, Urban and Regional Planner at \$83,980, and Project Management Specialist at \$95,140) represent the most defensible basis for Humboldt County cost modeling.

Recommended Qualifications for the Humboldt Context

Drawing from the range of job descriptions reviewed, a minimum qualification framework appropriate for the Humboldt County context would include: a bachelor's degree in transportation planning, public health, public administration, education, or a related field, or two or more years of experience in SRTS coordination or a related field; demonstrated ability to develop and deliver education and encouragement programs for K–12 students; grant writing skills, experience with grant compliance and documentation; a valid California driver's license; and the ability to travel regularly across a rural, geographically dispersed county. Bilingual capacity in English and Spanish is identified as a desirable qualification across multiple comparable positions and is consistent with the county's community health outreach context.

IV. Cost Analysis

Wage Benchmarks

Because "SRTS Director" is not a standard occupational code, wage proxies from Bureau of Labor Statistics Occupational Employment and Wage Statistics data for the North Coast Region of California (nonmetropolitan area) provide the basis for cost modeling. The North Coast Region includes Humboldt County.

Occupational Proxy	Annual Mean Wage (North Coast Region, CA)	Source
Project Management Specialists	\$95,140	BLS OEWS
Urban and Regional Planners	\$83,980	BLS OEWS
Health Education Specialists	\$62,660	BLS OEWS
Civil Engineers	\$109,080	BLS OEWS

Fully Loaded Cost Estimates

The feasibility study process used an estimated minimum cost of \$100,000 per year as a working figure for stakeholder conversations about a full-time position, with in-kind match of shared office space noted as a potential supplement. This figure is consistent with the lower end of the loaded cost range for a Health Education Specialist classification at 1.0 FTE, or a Planner/Project Management classification at 0.5 FTE. The MCBC/TAM benchmark (\$107,700–\$121,100 loaded at 0.8 FTE) is consistent with this range and confirms that the \$100,000 working floor is realistic for a California-based program director.

Bureau of Labor Statistics Employer Costs for Employee Compensation data for state and local government workers as of December 2024 is applied: wages represent approximately 61.8% of total compensation, implying a fully loaded multiplier of approximately 1.618× salary.

Classification Proxy	Base Wage	1.0 FTE Loaded	0.5 FTE Loaded
Health Education Specialist	\$62,660	~\$101,400	~\$50,700
Urban and Regional Planner	\$83,980	~\$135,900	~\$67,950
Project Management Specialist	\$95,140	~\$153,900	~\$76,950

Program Delivery Costs

Costs beyond salary and benefits include program materials, event supplies, and travel. Travel costs for mileage reimbursement would be around \$2,500, assuming about 260 miles per month reimbursed at \$0.70. The City of Arcata requested \$5,000 in 2% Bike/Ped TDA funds for equipment for its annual Kids' Bike Rodeo. The City was able to purchase helmets, lights, and other safety gear to provide for free to the over eighty youth that attended. This provides a good proxy for understanding the direct costs associated with the SRTS position.

V. Stakeholder Engagement Findings

Interview Methodology

HCAOG and its feasibility team conducted key informant interviews and outreach meetings with potential partner organization from January to June 2026. The interviews used a set of questions developed by the feasibility team covering organizational interest in SRTS, potential financial contributions, in-kind contributions, preferred service models, and governance preferences. Interview questions were refined after the first meeting (with Open Door Community Health Centers); as a result, not all organizations were asked identical questions. Funding questions were more fully explored in subsequent interviews (e.g. with the Boys & Girls Club of the Redwoods and with City of Arcata).

The feasibility team consisted of the following professionals from three organizations:

- Humboldt County Department of Health & Human Services – Public Health Branch:
 - Ashley Gephart, Senior Program Manager, Healthy Communities and WIC Division
 - Nicole Chappelle, Senior Health Educator
 - Peach Green, Health Educator
 - Briana Sherlock, Senior Program Manager

- BikesThere
 - Melanie Williams, Founder/Owner, Active Transportation Educator, League Cycling Instructor (League of American Bicyclists)
- HCAOG:
 - Oona Smith, Senior Regional Planner
 - Stevie Luther, Associate Regional Planner

Stakeholder Findings

The County of Humboldt and the City of Arcata were the two organizations that expressed a willingness to commit an annual dollar contribution toward the position. The County committed to a \$30,000 annual contribution, while Arcata made an initial offer of \$25,000. Both funding pledges are subject to formal Board of Supervisors / City Manager and budget process approvals. However, the pledges are a promising indication of financial support that would fund almost 50% of the \$100,000 working baseline for a FTE Director. That gap in funding would need to be addressed through additional agency contributions, grant funding, or a combination.

HCAOG leadership indicated a willingness to support the SRTS Director by covering overhead administrative costs with office space and employment needs. HCAOG also administers the Transportation Development Act (TDA) 2% Bicycle/Pedestrian set-aside, and up to 5% can be used for education and encouragement. The HCAOG Overall Work Program supports Active Transportation and there is potential for HCAOG, through its existing staff hours and Rural Planning Assistance funding, to support the SRTS Director position. The interview was with HCAOG's outgoing Executive Director, and this pledge would need to be confirmed with the incoming Executive Director. The BGCR indicated possible in-kind office space and the Humboldt Health Foundation represents a potential supplemental grant source.

An important finding to mention from the stakeholder interview process is the continued difficulty of engaging with schools and school districts on Safe Routes to School work. School districts and the Humboldt County Office of Education do not have a specific position that works on Safe Routes to School, with the closest staff often being a transportation supervisor for buses and pick-up/drop-off. Structural school involvement in Safe Routes work is often limited, and that proved to be the case here in the inability to get in contact with an appropriate school staff person for this feasibility study.

Key Findings by Organization

See Appendix C for the full list of interviewee's names and titles, and names of interviewers.

Organization	Expressed Interest	Potential Contribution	Constraints Noted
Open Door Community Health Centers	Sees SRTS as relevant to pediatric health and social drivers of health; referred additional stakeholders	Staff time from pediatrics, case management, mobile dental; additional contacts provided	No direct funding commitment discussed; first interview, process not yet refined
Boys & Girls Club of the Redwoods	Strong interest; reports regular youth travel by walking, biking, scooter; safety concerns identified	Possible in-kind office space; open to train-the-trainer programming	Financial constraints; fee-for-service model difficult given member affordability; upcoming Eureka Teen Center renovations may limit space

Organization	Expressed Interest	Potential Contribution	Constraints Noted
County of Humboldt	Potential department reorganizations could support this position; Director Mattson noted the County would be a funding partner	Measure O potential funding in future; \$30,000/year in contribution to position	Staffing – Public Works limited
City of Arcata, Engineering Department	Willing to support a regional staff person for non-infrastructure active transportation services	\$25,000/year; sees LTF 2% Bike & Pedestrian Set-aside as potential funding component	Expects HCAOG and others to identify additional funds; Director would need to pursue grants as part of duties
HCAOG (staff)	Staff time within existing budget could be reallocated to grant-seeking and coordination	Staff time reallocation	No direct funding contribution identified
Dept. of Health and Human Services	Interest in concept	Technical support for writing grants. If funded, staff expertise, program development and/or implementation	All work is grant-funded; competitive grant writing overhead is high; county overhead is high; no space at Wellness Center
Humboldt Health Foundation, a supporting organization of HAF+WRCF	Potential fit with health and wellness goals; HHF provides organizational grants	Organizational grant funding (avg. \$5k–\$8k, max \$15k, annual August cycle)	“Active Transportation” language does not resonate; “Health and Safety” framing recommended; developers averse to active transportation framing

VI. Funding Pathways

SRTS programming at the statewide level is funded through a layered system combining statewide transportation dollars, federal-aid programs, regional programming decisions, local revenue, and nonprofit and philanthropic support. The Active Transportation Program (ATP) is the largest funding channel for both infrastructure and education/encouragement non-infrastructure work. For the purposes of the feasibility of a permanent SRTS Director considered in this report, the ATP funding source presents several issues. ATP non-infrastructure (NI) rules explicitly require NI programs to be start-ups or expansions and require a sustainability plan after ATP funds end. The 2025 ATP guidelines state that ATP cannot fund existing or ongoing program operations. This rule means that ATP cannot be the primary long-term funding source for a permanent Director position. Funding the position with a 3-year grant cycle does not address the problem this study seeks to solve, which is the feasibility of a **permanent** position. In addition, the program is significantly oversubscribed and extremely competitive. California’s ATP and federal-aid programs are reimbursement programs: payroll and contractor invoices must be paid while awaiting reimbursement, requiring the host agency to carry cash flow. Costs incurred before Commission allocation and FHWA authorization are ineligible for reimbursement. The local match requirement for ATP grants is 11.47%.

While the ATP program may be an essential program that an established SRTS Director would utilize to fund new programs and project work, potentially including their salary, this study seeks to establish funding pathways that are not dependent on a limited duration competitive grants.

Grant Sources

The table below summarizes major grant funding sources that could be available to Humboldt County. All programs are competitive (i.e. not formula based or automatic).

Table 2: Grant Funding Sources

Funding Source	Typical Scale	SRTS Staffing Eligibility	Match Rules	Cashflow	Frequency
Active Transportation Program (ATP)	Wide range; min. ~\$250k generally	Infrastructure, plans, NI (start-up/expansion only; staff time and indirect costs eligible in NI work plan)	Commission: no match required; federally funded components may require 11.47%	Reimbursement; costs before allocation/FHWA authorization ineligible	Multi-year cycle; MPO, small urban/rural, statewide components
Sustainable Transportation Planning Grants (STPG)	Min. ~\$100k; max \$500k–\$700k; up to \$1M for climate adaptation	Planning studies including SRTS plans and multimodal planning	11.47% minimum or 20% minimum by category; waivers possible	Planning-grant administration; match and invoicing rules by grant type	Annual/periodic cycles
Local Highway Safety Improvement Program (HSIP)	~\$120M annual program statewide (IIJA-era); max project \$10M; 90% reimbursement	Safety infrastructure on public roads or publicly owned bike/ped pathways	90% reimbursement, 10% local share	Federal-aid delivery requirements; project delivery performance affects future eligibility	Call-for-projects every two years
LTF 2% Bicycle and Pedestrian Set-aside	~\$5,000	Infrastructure and education & encouragement (E&E) eligible	E&E use capped at 5% of the 2% fund under TDA rules	Local fund; not subject to federal reimbursement timing	Annual programming cycle
Humboldt Health Foundation Organizational Grants	Avg. \$5k–\$8k; max \$15k	Health-oriented community projects; could support incentives, outreach, or	Not a match policy tool; can serve as non-federal gap funding	Upfront grant funding can help with reimbursement float	Annual cycle (August)

Funding Source	Typical Scale	SRTS Staffing Eligibility	Match Rules	Cashflow	Frequency
		small program gaps			
HAF + Wild Rivers Community Foundation portal	Not specified	Local charitable programs; could support community engagement and gap needs	Not applicable	Potential flexibility for non-federal-eligible costs	Cycles vary by fund

Local Funding Sources

The Local Transportation Fund (LTF) 2% Bicycle and Pedestrian Set-aside, administered by HCAOG pursuant to the Transportation Development Act (TDA), was identified by the City of Arcata's City Engineer as a potential funding component for the Director's position. Under the TDA, use of the 2% set-aside fund for education and encouragement purposes is limited to 5% of the total amount available in that fund. This is a TDA statutory constraint, not an HCAOG-imposed policy restriction. Based on recent LTF fund balances over the last three fiscal years, the 2% Bike/Ped receives approximately \$106,000. The estimated annual 5% cap for education and encouragement is approximately \$5,300. While sufficient to fund some direct program costs for education, the 2% Bike/Ped fund is not a significant funding source to use for a permanent full-time staff position.

The City of Arcata's City Engineer also raised the question of whether HCAOG's increase of its LTF share could potentially supplant staff time otherwise paid with Rural Planning Assistance (RPA) or Project, Planning, and Monitoring (PPM) funding, both of which are formula-based State funding sources. Any decision about adjustments to the amount of LTF that HCAOG takes off the top to fund staff would need to go through the TAC. The existing allocation method is stable and generally speaking there is no desire from a majority of TAC members to change it.

Within HCAOG's existing Overall Work Program (OWP), there is an Active Transportation and Safety work element (Work Element 13) funded through RPA money which commits HCAOG staff to significant work in collaboration on planning and programs that promote active transportation and improve safety. This work element includes SRTS planning, and also has a line item for \$6,000 to support media for Bike Month as well as bike/walk audits. HCAOG, in 2017 to 2020, programmed \$6,000 each fiscal year to fund walkability/bikeability audits for local jurisdictions/schools. HCAOG allocated audits were allocated by request on a first-come, first-served basis. This funding was prompted, in part, by momentum generated from developing the "SRTS Prioritization Tool."

VII. Staffing and Hosting Options

Five feasible staffing and hosting options are identified as relevant to Humboldt County's context. Cost estimates use North Coast Region BLS wage proxies and the 1.618× loading multiplier described in Section IV. Each option is summarized below, including its approximate annual cost, principal advantages and drawbacks, and the funding sources most likely to support it.

Option A: Agency-Funded Base Position. This model would establish a local agency-funded base position as a stable line item within a public agency, with grant funds used to expand rather than originate the position. Estimated annual cost is approximately \$101,000 to \$154,000 for a 1.0 FTE.

This option offers the highest long-term sustainability of any model considered, since the position would not depend on a specific grant cycle, and it strengthens the county's competitiveness for future grant funding by demonstrating institutional commitment to the program. The tradeoff is that it requires discretionary county budget capacity, which is limited and subject to competing priorities. Funding would rely on the county general fund or other discretionary revenue, supplemented by STPG, ATP, and HSIP funds. In this scenario, HCAOG indicated a willingness to host the position in its office. The employee would need to be hired under a contract employment and insurance costs would also be funded externally.

Option B: ATP-Funded Start-Up at a Public Agency. This model would establish an ATP-funded start-up position at a public agency, with a 0.5 to 1.0 FTE coordinator housed at the county, a city, or HCAOG, and scoped as an ATP Non-Infrastructure start-up effort paired with a sustainability plan for continuing the position beyond the grant period. Estimated annual cost ranges from approximately \$68,000 to \$154,000 for a 1.0 FTE position. The principal advantage of this approach is that it directly funds staff time and builds countywide program delivery capacity. The principal drawback is that ATP funding is time-limited, cannot support ongoing operations once the grant period ends, and carries reimbursement cashflow risk typical of state grant programs. Funding would draw primarily on ATP Non-Infrastructure funds, supplemented by philanthropy to cover any gaps.

Option C: School-District-Housed Position via Interagency Agreement. This model would house staff within an education entity under an interagency agreement, funded through HCAOG or a city, modeled on the San Mateo C/CAG precedent. This model would include a 1.0 FTE coordinator position plus a 0.5 FTE educator role. Estimated annual cost is the highest of the options considered, at approximately \$200,000 to \$260,000. The model offers direct alignment with school district operations and easier recruitment of qualified educator staff, since the position sits inside the institution it serves. However, it requires a strong interagency agreement and robust fiscal controls between the housing school district and the funding partners, adding administrative complexity. Based on available funding commitments, this option cannot currently be funded. In addition, more communication and coordination is needed with schools to advance the conversation.

Option D: Contracted Delivery Through a Nonprofit or Consultant. This model would deliver the program through a contracted nonprofit or consultant, modeled on an Alameda-style hybrid in which the public sponsor retains an internal contract manager while contracting day-to-day program delivery out to a nonprofit or consultant. Estimated annual cost is approximately \$150,000 to \$400,000, depending heavily on the scope negotiated in the contract. This approach mobilizes quickly and avoids the delays associated with direct hiring, while also providing access to specialized provider expertise that may not exist in-house. The risks are that contract end dates can destabilize program continuity if not renewed or transitioned smoothly, and that procurement processes add ongoing administrative overhead. Funding would draw on ATP Non-Infrastructure funds for start-up or expansion, along with local and philanthropic funds.

Option E: Shared Regional Coordinator via RTPA or JPA. This model would establish a shared regional coordinator housed at the RTPA or a Joint Powers Authority, with a 1.0 FTE planner/PM-level position serving multiple small jurisdictions across the region. Estimated annual cost is approximately \$136,000 to \$154,000. This approach achieves economies of scale by consolidating program capacity across jurisdictions and strengthens competitive grant applications through a regionally coordinated approach. The principal risks are more complex governance arrangements among participating jurisdictions and the possibility that staff time becomes spread too thin to adequately serve every jurisdiction. Funding would be drawn from HCAOG staff hours funded through the Overall Work Program, supplemented by STPG, ATP for planning and Non-Infrastructure work, and ATRC technical assistance.

Option	Description	Est. Annual Cost	Pros	Cons	Primary Funding
A	Shared local agency-funded base position: stable line item in City/County/HCAOG budgets; grants fund expansion	~\$101k–\$154k/yr (1.0 FTE)	Highest sustainability; strengthens grant competitiveness	Current commitments are less than needed for 1.0 FTE; Agency budgets can be impacted	City/County general fund or discretionary revenue; STPG; ATP; HSIP
B	ATP-funded start-up at public agency: 0.5–1.0 FTE Director at county, city, or HCAOG; scoped as ATP NI start-up with sustainability plan	~\$68k–\$154k/yr (1.0 FTE planner/PM proxies)	Directly pays for staff time; builds countywide delivery	Time-limited; cannot fund ongoing ops; reimbursement cashflow risk	ATP (NI); philanthropy for gaps
C	School-district-housed via transportation agency agreement: education entity houses staff;	~\$200k–\$260k/yr (1.0 FTE coordinator + 0.5 FTE educator)	Direct alignment with schools; easier educator recruitment	Requires strong interagency agreement and fiscal controls	ATP NI (start-up/expansion); STPG; philanthropy; funded through HCAOG or city agreement (San Mateo C/CAG model)
D	Contracted delivery through nonprofit or consultant: public sponsor retains internal contract manager; program delivery contracted (Alameda-like hybrid)	~\$150k–\$400k/yr (scope-dependent)	Fast to mobilize; avoids hiring delays; leverages specialized providers	Contract end can destabilize continuity; procurement overhead	ATP NI (start-up/expansion); local and philanthropic funds
E	Shared regional Director via RTPA or JPA: regional entity hosts position serving multiple jurisdictions	~\$136k–\$154k/yr (1.0 FTE planner/PM)	Economies of scale; strengthens competitive applications	Complex governance; challenge to serve whole region equitably	HCAOG staff hour funds through the Overall Work Program; STPG; ATP (plans, NI); ATRC technical assistance

Apportionment Models

Stakeholder interviews identified several models for apportioning the cost of the Director's position among contributing agencies. The City of Arcata's City Engineer identified a funding formula based on population and number of schools as one possibility, and a model in which program hours received are proportional to funding contributed as another. The feasibility team also identified fee-based funding mechanisms, e.g., flat fee, minimum base fee plus added costs for supplemental services, and cost-per-school. No model has been formally evaluated or adopted. The selection of an apportionment model should be addressed as part of the governance formalization step described in the recommendations below.

VIII. Recommendations

The purpose of this report is to evaluate the feasibility of a sustainably funded SRTS Director position. Findings from stakeholder interviews and commitments from local agencies indicate the available funding at this time could support a half-time 0.5 FTE position, but not a full-time Director. HCAOG staff are recommending the following as next steps to continue the effort to fund a SRTS Director:

1. **Coordinate.** In its existing role as the county SRTS clearinghouse and its capacity as a Regional Transportation Planning Agency, HCAOG staff will continue to serve a coordinating role in discussions around SRTS Director funding and grant applications. Working in collaboration with the TAC, staff will explore the governance structure, proportional cost share, and geographic focus of the SRTS Director. (The region is currently working through a similar process to determine the MOU and organizational structure for housing a Regional Climate Manager/Coordinator. The SRTS Director is envisioned to operate in a similar regional capacity with similar governance needs). HCAOG staff also plan to engage with Caltrans District 1 (and through them, Caltrans Headquarters) to understand the landscape of statewide DOT funding for SRTS.
2. **Memorialize.** Pursue formalizing initial funding offers to advance the creation of a funding pool for a SRTS position. HCAOG will work with the City of Arcata, County of Humboldt, and any other partner agencies to sign Memorandums of Agreement to secure expressed budget commitments. HCAOG will consider how Safe Routes to School programming can best be incorporated in the Overall Work Program (OWP).
3. **Hire.** Utilizing locally committed funds, HCAOG would take the lead to recruit, hire and host for a SRTS position beginning at a 0.5 FTE.
4. **Increase Funding.** The locally-funded SRTS staff member would work with HCAOG and partners to identify and secure additional local funding to bridge the gap to a FTE Director position. Grant funds could be pursued for programs including the Caltrans Sustainable Transportation Planning Grant, Active Transportation Program, Humboldt Health Foundation, and HAF/Wild Rivers Community Foundation. However, the limitations of limited-duration grant funds noted in this report would need to be taken into account.

Appendix A: California SRTS Staffing and Funding Models

Example	Host / Fiscal Sponsor	Staffing Structure	What It Illustrates
Bay Area Regional SRTS (OBAG)	Regional MPO/CMA ecosystem	OBAG funds ~\$6M/year in regional SRTS grants to cities, counties, and CTAs for program implementation, K–12 safety training, outreach, and safety audits	Regional pooled federal-aid funding translatable to staff-supported programming
Alameda County SR2S	County transportation commission (Alameda CTC)	Internal SR2S Program Manager + multidisciplinary consultant team; funded with Measure B + federal CMAQ + Surface Transportation Program	Long-term stability via local sales tax + federal funds; contracted delivery at scale
San Mateo County SRTS (C/CAG)	County CMA	C/CAG funds county Superintendent of Schools for implementation; FY 2021–22 contract: \$830,000; task-order structure with monthly arrears payments	School-district-housed implementation financed through transportation agency
San Francisco SRTS NI (OBAG 2)	City + public health partnership	Non-infrastructure scope includes staffing, school assessments, education/encouragement, and evaluation; local match expectations apply	Staff-heavy NI programming embedded in federal-aid regional framework
SANDAG School Commuter Program	Regional agency	Regional-level programs provide direct school support funded within TransNet ecosystem	Regional staff/services functioning as SRTS capacity without school-by-school hire
Marin County Bicycle Coalition / TAM (SR2S)	Nonprofit (MCBC) under contract to county transportation authority (TAM)	Program Director, Education (0.8 FTE) oversees team of eight part-time staff; serves ~60 school communities; manages primary TAM government contract	California nonprofit-hosted model; directly applicable benchmark for compensation and scope; current posting confirms active labor market for this role

Appendix B: Stakeholder Interview Log

Organization Interviewed	Date	Primary Contact	Interviewers
Providence St. Joseph Hospital – Family Resource Centers	11/13 – 11/25/25	Email exchanges with Martha Shanahan and Taffy Stockton	Ashley Gephart, DHHS
Eugene-Springfield, Lane County Safe Routes to School (Oregon)	12/18/25	Brad Albee, SRTS Regional Coordinator (former Alice Birney Teacher, Bike Club Director, and Principal at Catherine L. Zane Middle School, Eureka)	Oona Smith, HCAOG
Open Door Community Health Centers	1/7/2026	Sarah Ross, COO	Ashley Gephart and Nicole Chappelle, DHHS
Mountain Bike Tribal Trail Alliance	1/22/26	Shaun Fyfe, MBTTA Founder/Chair (and works for Two Feathers-Native American Family Services)	Melanie Williams, BikesThere
Humboldt County Office of Education, Office of County Superintendent of Schools	May 2026	Michael Davies-Hughs, Superintendent of Schools, referred to Tiffany Winter (see below)	Melanie Williams, BikesThere
Eureka City Schools Transportation Department	May 2026	Tiffany Winter, Director of Operations, Transportation, and Risk Management	Melanie Williams, BikesThere
Boys & Girls Club of the Redwoods	2/17/2026	Monica Rose	Ashley Gephart and Nicole Chappelle, DHHS; and Melanie Williams, BikesThere
County of Humboldt, 4 th District Supervisor	2/18/2026	Natalie Arroyo, 4 th District Supervisor	Oona Smith and Stephen Luther, HCAOG
City of Arcata, Engineering Department	2/20/2026	Netra Khatri, City Engineer	Oona Smith, HCAOG
HCAOG (staff)	3/12/2026	Brendan Byrd, Amy Eberwein	Stephen Luther, HCAOG

Organization Interviewed	Date	Primary Contact	Interviewers
Humboldt County Department of Health & Human Services– Public Health Branch	3/17/2026	Ashley Gephart, Senior Program Manager, Healthy Communities and WIC Division, and Nicole	Stephen Luther, HCAOG
Humboldt Area Foundation & Wild Rivers Conservation Fund	3/9/2026	Ali Ong Lee, Senior Program Officer for Strategy, Program & Community Solutions	Melanie Williams, BikesThere
Caltrans, District 1	2/17/2026	Kyle Finger, Tatiana Ahlstrand	Stephen Luther, HCAOG
County of Humboldt, Public Works Dept.	5/7/2026	Tom Mattson, Director	Stephen Luther, HCAOG

The feasibility team also reached out to the following staff, although did not have interviews with them:

- Great Redwood Trail Agency, Elaine Hogan, Executive Director. Elaine is willing to brainstorm. Said GRTA would maybe not be a funder, but could be a helpful thought partner.
- City of Eureka, Jim Thomas, Community Services Supervisor-Recreation Division. Ashley Gephart sent an introductory email inquiry.
- Humboldt County Office of Education (HCOE) Peter Stoll, Director, Prevention and Intervention Services. Ashley Gephart sent an introductory email inquiry.
- Leslie Castellano, City of Eureka Council Member, representative on Humboldt Transit Authority Board. Oona Smith sent an introductory email inquiry.

Appendix C: SRTS ACCOMPLISHMENTS IN HUMBOLDT COUNTY

In this document you will find local success and safety outcomes from Safe Routes To School efforts in Humboldt County, dating back to 2006 to present June, 2026. [For an extensive review of active transportation projects and programs (not just SRTS) in Humboldt County, refer to HCAOG's *Regional Safe-Routes-To-School Prioritization Tool* (2012 and updated 2020), online at HumboldtSafeRoutes.org [or www.hcaog.net/programs-projects/bike-walk-roll/safe-routes-school].

ACRONYMS: ATP = Active Transportation Program; CON = construction; CON-NI = construction-non infrastructure; DHHS = Humboldt County Department of Health & Human Services; HumPAL = Humboldt Partnership for Active Living (HumPAL); RCAA-NRS = Redwood Community Action Agency-Natural Resources Services Division; TDA = Transportation Development Act

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
Alice Birney Elementary, Eureka	2006	Alice Birney begins safe routes efforts with a walk-audit			(1) SRTS-Success-Stories.pdf , California Department of Public Health (Aug 2012)
Washington Elementary, Eureka	2010	<u>Walk To School Day</u> The event was multiagency and designed to introduce families to the new infrastructure and encourage walking and biking to school. • Riding together on a school bus, families took a tour of “the Washington mile,” and a SRTS “tour guide” pointed out the newly installed infrastructure and how to use it, such as the pedestrian blinking lights at the crosswalk in front of the Eureka Zoo.	Cycle 8 State SRTS; City of Eureka		(1) SRTS-Success-Stories.pdf , California Department of Public Health (Aug 2012)

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
		• Walking School Bus • The success of this event was the impetus to form a <i>countywide</i> SRTS Task Force.			
Countywide SRTS Task Force	2008	<u>Countywide SRTS Task Force</u> is formed. The Eureka-based Task Force evolved into the Countywide Task Force as more jurisdictions learned of it and began attending meetings In 2012, the Task Force was buoyed with monies from CA4Health. They began investigating county needs and opportunities for creating safer and more pedestrian and bicycle friendly streets around schools.	CA4Health grant; DHHS		(1) SRTS-Success-Stories.pdf, California Department of Public Health (Aug 2012) (2) “Safe Routes To School Programs in Rural California: A Guide for Communities and Partners” (Sept. 2015) https://caatpresources.org/wp-content/uploads/SRTS_ProgramsRuralCA.pdf
Lafayette Elementary, Eureka	2011	“Lafayette Walk and Roll Audit Report” (6.6.2011)	County DPW	RCAA	
Alice Birney Elementary, Eureka	2010- 2012	The SRTS Countywide Task Force conducted a walkability assessment at Alice Birney to address collisions and safe bicycling. The City of Eureka improved the ped and bike infrastructure near the school: repainted crosswalks with the higher visibility ladder-	California Kids’ Plates*, Alice Birney Elementary School teacher (Brad Albee) *1992 State bill for the sale of	Humboldt Partnership for Active Living (HumPAL), a program of Natural Resources Services Division of RCAA	(1) SRTS-Success-Stories.pdf , California Department of Public Health (Aug 2012)

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
		style; extended red curb zones; added bike lanes. In the fall of 2010, a champion teacher (Brad Albee) started a bicycle club and bicycle safety education for grades 4, 5, and 6. • A \$5,000 mini grant from CA Kids' Plates Program* funded all 4th and 6th graders to learn bike safety skills and basic bike mechanics training. • In 2012, 45 students participated in Alice Birney Elementary's first ever Bike To School Day Safety Outcomes: Bicycle collisions in the school's neighborhood dropped by 67% in 2010-2011 compared to the 2008-2009 school year (from 21 to 7).	specialized vehicle license plates; proceeds deposited into a new Child Health and Safety Fund (administered by CA Dept. of Public Health as of 2015).		
Grant Elementary, Eureka	2011-2012	<u>Bulldog Boulevard</u> Grant Elementary PTA, with help from the Eureka SRTS Task Force, organized a SRTS planning workshop and walkability audit. PTA successfully applied for a small community grant to fund: • Pedestrian and bicycle safety education for all students.	• Cycle 10 State SRTS grant for infrastructure; City of Eureka. • California SRTS Technical Assistance Resource Center provided the SRTS workshop at no-	Humboldt Partnership for Active Living (HumPAL), a program of Natural Resources Services Division of RCAA	(1) SRTS-Success-Stories.pdf, California Department of Public Health (Aug 2012) (2) "Safe Routes To School Programs in Rural California: A Guide for Communities and Partners" (Sept. 2015) https://caatpresources.o

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
		• Making visual markers for safest places to cross the street around the school. • Coordinating Walking Wednesdays. • Regular walking school buses led by parents and volunteers. • Wal To School classroom contests. • Making gravel improvements on walking paths near school. • Construction improved sidewalks, crosswalks, bulbouts, and median near school. Outcomes between 2011 and 2012: • 30% increase in walking to school among children who live between 1/4 and 1/2 mile of school. • 50% of students participated in Walking Wednesdays at least once. • Morning traffic congestion at the school decreased, because some families now drop their children off further from school so that they can walk with a group. • 5% more students walking to school. • 7% more students walking home from school.	cost (eligible for schools with high rates of low- income households). • Community mini-grant. • California Kids' Plates Program		rg/wp-content/uploads/SRTS_ProgramsRuralCA.pdf (3) Step Up, Eureka: Grant Elementary School Needs Your Help! Lost Coast Outpost Humboldt County News (2014)

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
		• 10% more students bicycling to and from school.			
K-12 schools countywide; Toddy Thomas Elementary and Redwood Preparatory Charter School (TK-8), Fortuna	2011-2012	<u>Regional Safe Routes to School (SR2S) Tool 2011-12</u> (\$49,900) • Developed a method (criteria) for determining which schools have the greatest need and capacity for carrying out SR2S programs; thereby the tool prioritizes schools for funding opportunities. • Created inventory of existing SR2S data and information for K-12 schools. • Recruited, established, and facilitated an ad-hoc “Countywide SR2S Task Force” • Pilot Walkability Assessment for 2 schools. Toddy Thomas Middle School and Redwood Preparatory Charter School, in Fortuna. • “Walkability Map” of School Routes for both pilot schools.	HCAOG operating funds (State Rural Planning Assistance funds, Local Transportation Fund (TDA), Local Planning, Programing & Monitoring funds); HCAOG	HumPAL of RCAA-NRS (lead), with Alta Planning + Design in consultation with County of Humboldt Public Works	
Alice Birney, Lafayette, and Winship Elementary Schools; Newburg Park,	2012-2024	<u>Permanent Bicycle Skills Courses</u> Courses include paint on ground, fix-it stations, and interpretive signs. Eureka City School District painters learned the design and painted the courses (at Alice Birney and	Cal Fresh funds; DHHS	DHHS, RCAA-NRS, BikesThere	

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
Fortuna; Hiller Park, McKinleyville		Lafayette Elementary Schools). Courses are for the schools, neighborhood, and/or park visitors to use.			
Lafayette Elementary, Grant Elementary, Eureka	FYs 2012- 2016	<u>Redwood Crossing Guard Program</u> Working with the Eureka SRTS Task Force and Redwood Community Action Agency, the DHHS Public Health Branch wrote a successful grant application for funding to develop and implement a countywide crossing guard program (\$472,200 awarded) • The Crossing Guard program was piloted at Grant Elementary School. • Train-the-trainer resources developed for a paid coordinator and volunteers. • Five Bike Month proclamations made. Students from Alice Birney's afterschool bicycle club made comments at the Eureka and County proclamations about what they learned/ gained from bike club.	Safe Routes to School Non-Infrastructure grant; Humboldt County Dept of Public Works {Federal Project ID: SRTSLNI 5904(117)}	Humboldt County DHHS Public Health Branch; RCAA-NRS, BikesThere (subcontractor)	(2) "Safe Routes To School Programs in Rural California: A Guide for Communities and Partners" (Sept. 2015) https://caatpresources.org/wp-content/uploads/SRTS_ProgramsRuralCA.pdf HumboldtSafeRoutes.org webpage [linked to www.hcaog.net/programs-projects/bike-walk-roll/safe-routes-school]
Toddy Thomas Middle School, Redwood Preparatory Charter School, Fortuna	2014	<u>Fortuna Safe Routes to School Project 2014</u> (\$917,000 awarded; \$754K CON, \$75K CON-NI)	ATP Cycle 1 (Extension 2016); City of Fortuna	HumPAL of RCAA-NRS	

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
Lafayette Elementary, Eureka	2014	<u>Lafayette Elementary School Safe Routes Improvement Project</u> (\$800,000 award; \$655K CON, \$75K CON-NI) Developed and implemented a program for Remote Drop Off and walking school buses.	ATP Cycle 1; Humboldt County Dept. of Public Work	Humboldt County DHHS Public Health Branch; RCAA-NRS, BikesThere (subcontractor)	
Eureka City Schools, Zane Middle School, McKinleyville High School	2014/15 to 2018	<u>Redwood Mobility Education Program</u> (\$600,000 award; \$600K CON-NI) The project team developed Ped, Bike, Transit Toolkits stocked with safety supplies, equipment, and curriculum based on the NHSTA program. The team taught and distributed toolkits to schools, plus made kits available for check out from the Humboldt County Office of Education. It also developed safe-driver education materials to teach in high school classrooms. Zane Middle School youth led a walkability assessment followed by a Photo Voice project, and concluded with a safety campaign called the “Falcon Flyway” (2017). The students designed a campaign sign for the Flyway. They canvased (door to door) the neighborhoods on the route and asked residents and businesses to post their sign in a window indicating the flyway to Zane. The neighbors helped by	ATP Cycle 1; Humboldt County Dept. of Public Work	County DHHS PHB, RCAA-NRS, BikesThere	“ATP Project Highlight Profile-June 2021: Redwood Mobility Education Program.” chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://dot.ca.gov/-/media/dot-media/programs/local-assistance/documents/atp/completed/ni-project-profile-redwood-mobility-education-program-1-a11y.pdf [ATP Completed NI Projects] www.redwoodnews.tv/local-news/watch-like-a-

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
		keeping an eye out for the kids walking and bicycling to/from school. The campaign increased awareness for students, parents, and neighborhood about safe routes to the school. The students' Photo Voice project, which included the story of a student fatality, advocated directly to the Eureka City Council for lowering speed limits. The Council then implemented the Safer School Zone Act to extend school zones and reduce speed limits around seven schools. Safety Outcomes: • 6 school zones had speed limits reduced to 15 mph, 1 school zone had the speed limit reduced to 20 mph. • 62 students graduated from Bike Clubs (at 3 schools) • Three training and resources kits provided to 3 schools to sustain or start bike clubs. • 20 Bike/Walk To School Day events held at four elementary schools and one middle school.			hawk-falcon-flyway-safe-route-unveiled-at-zane-middle-school https://lostcoastoutpost.com/2017/aug/30/speed-limit-eureka-school-zones-may-soon-drop-15-m/ https://legistarweb-production.s3.amazonaws.com/uploads/attachment/pd/97461/Agenda_Summary_School_Speed_Zones.pdf

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
South Fortuna Elementary School, Fortuna	2015	<u>South Fortuna Elementary School Safe Routes to School Project</u> (\$893,000 awarded; \$712K CON, \$31K CON-NI)	ATP Cycle 2 grant; City of Fortuna	HumPAL of RCAA-NRS	
Hoopa Valley	2015	<u>Hoopa Valley Safe Routes To School Project</u> (\$1,301,000 awarded; \$1,180K CON, \$43K CON-NI)	ATP Cycle 2 grant; Hoopa Valley Tribe		
City of Rio Dell	2015	<u>K-8 Schools Safe Routes To School Safety Improvement and Community Outreach Project</u> \$1,533,000 awarded; \$1,177K CON, \$36K CON-NI)	ATP Cycle 2 grant; City of Rio Dell		
SRTS Countywide Task Force	2015 (April- May)	<u>Safer School Zone Act</u> The SRTS Countywide Task Force submitted to the Humboldt County Board of Supervisors a letter supporting the adoption of California's Safer School Zone Act as an additional tool for the county and law enforcement to improve safety around schools. Local stakeholders attended the Supervisors meeting to support the measure; the Board voted unanimously to pass an ordinance adopting the Act in Humboldt County.			(2) "Safe Routes To School Programs in Rural California: A Guide for Communities and Partners" (Sept. 2015) https://caatpresources.org/wp-content/uploads/SRTS_ProgramsRuralCA.pdf
City of Arcata	2014- 2016	• Citywide SRTS Contest for schools (3 elementary schools won awards) • Citywide Walk To School Day events	State SRTS grant; Arcata Public Works Dept.		

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
		• Improve sidewalks and crosswalks near Fuenta Nueva Charter and Coastal Grove Charter School campuses. • The City and County Public Works collaborated to reduce posted speed limit on Foster Avenue (Safer School Zone Act).			
Blue Lake	2017	<u>Community Pedestrian and Bicycle Safety Training</u> The City of Blue Lake’s City Manager and City Engineer and the Blue Lake Union Elementary School District applied to the Community Pedestrian and Bicycle Safety Training Program.* The program is a joint project of UC Berkeley SafeTREC and Cal Walks, who provide workshops at no cost to eligible cities and schools. The workshop was conducted in May, 2017; in June the City received the report, “Recommendations to Improve Pedestrian & Bicycle Safety for the City of Blue Lake.”	California Walks & UC Berkeley Safe Transportation Research and Education Center (Safe TREC); City of Blue Lake and School District *Program funded by a California Office of Traffic Safety grant through the National Highway Traffic Safety Administration.	RCAA-NRS; City of Blue Lake; Countywide SRTS Task Force	Report link – https://safetrec.berkeley.edu/sites/default/files/17-0626_cpbst-blue-lake-recommendations-report.pdf
Willow Creek	2017	<u>Downtown Willow Creek Walkability Study</u> Walk audit conducted November 15, 2017. The non-profit Mountain Community & Culture (MCC) hosted a Community Walk & Observation (Feb., 2018); RCAA facilitated the	County Measure Z Funds	RCAA-NRS	

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
		project. The study identified pedestrian improvements, which helped MCC and County Public Works prioritize implementation and pursuing funding.			
McKinleyville	2017	<u>McKinleyville SRTS Program</u> (\$612,000 awarded; \$490K CON, \$45 CON-NI)	ATP Cycle 3 Augmentation; County DPW		
Fortuna and McKinleyville Elementary and High Schools	2017	<u>Fortuna & McKinleyville Active Transportation Education Program</u> (\$595,000 awarded; \$595K CON-NI) McKinleyville ped/bike infrastructure included widened shoulders, infilled sidewalks, improved crosswalks. Education included: • Youth programs and classes at middle schools and parks. • Week-long Kids' Bike Camp at Pierson Park (McKinleyville). • Engagement through media, family bike events and Safe Routes to School Task Force.	ATP Cycle 3 Augmentation grant (Infrastructure); County DPW		lostcoastoutpost.s3.amazonaws.com/uploads/podcast/happy-trails/2084/HT-9-19-17.mp3 Active Transportation Program (ATP) Project List
McKinleyville	2017- 2018	<u>Pedestrian and Bicycle Safety Program</u> (\$125,000 OTS grant) The County's Public Health branch received a one-year grant to educate the McKinleyville community about	California Office of Traffic Safety (OTS); County DHHS–	Healthy Communities Division of County DHHS–Public Health Branch	DHHS press release

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
		then-new traffic safety features on Central Avenue (colorized bike lanes, pedestrian refuge islands, mid-block crossings). Education and engagement were geared toward youth through McKinleyville's Parks & Recreation, Teen & Community Center, and local schools. • Banners on Central Avenue • Bike rodeos, on-bike safety workshops • Community rides • Bike Club at Teen Center • Media campaign promoting vehicle and pedestrian safety.	Public Health Branch		https://flyacv.com/m/newsflash/home/detail/1458
Arcata Elementary, Arcata	2017-2019	<u>Arcata Elementary School Safe Routes to School</u> project had infrastructure and education activities. • The educational component taught pedestrian and bicycle safety skills to classes for 2nd and 4th grades. • The school collaborated with students of Humboldt State University's Kinesiology Department. College students visited classrooms to demonstrate ways to be safe while walking and biking.	State SRTS grant; Arcata DPW	BikesThere	

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
		• Walking maps with suggested routes to school. • School-wide participation in three Walk & Bike to School events (Oct. 10, 2017, and March 20 and May 9, 2018), such as a walking school bus, with remote drop-off location for families who lived too far to safely walk or bike the distance school. • Construction included sidewalk infill with accessible ramps, crosswalks, and speed humps, and a roundabout for traffic calming (April to mid-July, 2019).			
Countywide	2017-2020	<u>Walking & Biking Audits</u> HCAOG, for three fiscal years in a row, budgeted \$6,000 to pay for up to two audits per year. High-ranking schools (in the SRTS Prioritization Tool) would get higher priority if staff could not fulfill all requests.	Rural Planning Assistance funds; HCAOG	Consultants	<i>Regional Safe-Routes-To-School Prioritization Tool</i> , (online humboldtsaferoutes.org)
Eureka	2019-2020	<u>Eureka traffic safety outreach</u> (\$125,000, one-year grant) The Healthy Communities Division of DHHS received a Pedestrian and Bicycle Safety Program grant to improve safety and awareness for motorists, pedestrians and bicyclists. The project was geared toward	California Office of Traffic Safety (OTS); County DHHS–Public Health Branch	Healthy Communities Division, Public Health Branch of County DHHS	DHHS press release https://humboldt.gov/CivicAlerts.aspx?AID=2441&ARC=3298

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
		school-aged children, families and older adults in Eureka, including: • Community workshops utilizing the Bicycle and Pedestrian Friendly Driver Program. • Hands-on ped and bicycling skills training for youth.			
Fuente Nueva Charter School, Arcata	2023-2026	<u>Safe Routes to School Fuente Nueva Project</u> • Community workshops and presentations (2023-2025) • Walking audit (Jan. 2025) • Walking School Bus, classroom activities, and traffic-calming pop-up (April 2025) • City completes preliminary design (2025) • City prepares ATP grant application seeking construction funds (2026)	Caltrans Sustainable Transportation Planning Grant; HCAOG	HCAOG, City of Arcata Public Works Dept.	City's project website https://www.cityofarcata.org/1129/Safe-Routes-to-School-Fuente-Nueva-Proje
Morris Elementary and McKinleyville Middle School, McKinleyville	2023	• SRTS pick-up and drop-off: Developed and disseminated better maps and clarity about pick-up and drop off; directed traffic, wearing safety vests, for the first ~3 weeks of school. • Working with schools and families, parent-teacher groups/ • Remove overgrown vegetation, relocate mailboxes that obstructed sidewalks. • Distributed (and fitted) free bike helmets			KII with Natalie Arroyo_ Interview notes News Flash • Safe Routes to School - McKinleyville Humboldt County Constructing Safer Routes to School in McKinleyville - Redheaded Blackbelt

Location/ School	Year	Accomplishments & Successes	Funding source; grant recipient	Agencies that implemented education & encouragement	Source link, file path, or media coverage
Loleta Elementary; Bear River Rancheria; Wiyot Reservation- Table Bluff	2025- 2027	<u>Loleta SRTS and Connectivity to Tribal Lands planning project.</u> (\$310K planning grant) During a Countywide SRTS Task Force meeting, a teacher at Loleta School/Boys and Girls Club requested help for improving ped/bike safety near Loleta School. RCAA-NRS, in consultation with HCAOG, prepared a grant application and applied through HCAOG. Planning activities to include: • Community and tribal outreach and engagement, and ad-hoc Advisory Committee. • Preliminary designs (30%) for improved ped and bike infrastructure in Loleta. • Two multimodal needs assessments and concept plans for connecting Bear River Rancheria and Table Bluff Reservation with Loleta Elementary/Main Street.	Caltrans Sustainable Transportation Planning Grant (requires 11.47% local match); HCAOG and RCAA	Lead implementing agency is NRS-RCAA; County DPW; HCAOG (grant administration and support)	Lost Coast Outpost Humboldt County News – July 2, 2025