



HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS
Regional Transportation Planning Agency
Humboldt County Local Transportation Authority
Service Authority for Freeway Emergencies
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AGENDA ITEM 6a
TAC Meeting
September 3, 2026

DATE: August 26, 2026
TO: Technical Advisory Committee (TAC)
FROM: Stephen Luther, Senior Planner
SUBJECT: **Vision Zero Action Plan Project Update**

STAFF REPORT

Contents:

- Staff Summary
- Project Schedule

Discussion Item:

1. Introduce the item as a discussion item;
2. Allow staff to present the item;
3. Receive public comment;
4. Discuss item, provide comments, and direct staff as applicable.

Staff Summary:

HCAOG, agency staff, and the consultant team have been continuing to make progress on the Regional Vision Zero Action Plan funded through the federal Safe Streets and Roads for All grant award. The four traffic safety demonstration projects were successfully installed in June, July and August. The projects were: two mini-traffic circles in Eureka; two speed bumps in Arcata on 11th Street and one on K Street; two speed bumps and a temporary bike lane on 5th Avenue in Ferndale; and two pairs of speed radar feedback signs in Fortuna.

HCAOG, SmithGroup, and RCAA staff organized pop-up outreach sessions at each demonstration project site to engage users. Flyers with QR codes to an online survey were posted on nearby street poles. In addition, media picked up the press release about the projects, and HCAOG staff shared Vision Zero goals in several local news interviews. Staff are analyzing the feedback gathered during the pop-up engagements and the 100+ survey responses. The majority of the public feedback agreed the demonstration projects like speed bumps were effective in reducing speeds,

but there was also agreement that the height, warning signage and placement could be improved for future permanent installations.

City of Eureka staff successfully installed the Currux traffic safety camera purchased by HCAOG as part of the match toward this grant. Eureka Engineering staff will present results collected from the mini-roundabout intersection at Humboldt and G Street at a future TAC meeting. The TAC will discuss plans for the next use of the Currux traffic camera.

SmithGroup is preparing the draft Vision Zero Action Plan which will pull together the various elements completed to date including: stakeholder and public input, crash data analysis from 2018-2024, an equity analysis, priority intersection and priority segment countermeasure recommendations, and policy actions. An administrative draft is expected in September. The public review Draft Vision Zero Action Plan will be released in October accompanied by a virtual public meeting, Project Task Force meeting, and a presentation to the TAC. The final plan would be brought before the Board in December.

Project deliverables also include a data dashboard to be hosted on HCAOG's website that will provide ongoing communication to the public and allow agencies to track progress of key safety metrics over time. In addition, the consultants will provide an outline and recommendations for conducting a public safety campaign targeted at increasing public awareness around problem areas like distracted driving and safe multi-modal road design.

The Vision Zero Action Plan and Demonstration Project schedule is copied below.

