HCAOG HUMBOLDT COUNTY VISION ZERO DRAFT REPORT NARRATIVE

Note: This is an administrative draft of the report narrative, intended for client feedback on content. Formatting and additional graphics will be provided in the draft public report.

CHAPTER 1 - EXECUTIVE SUMMARY

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1.1 Introduction

What is Vision Zero?

Everyone in Humboldt County should be able to travel safely, whether walking, biking, riding transit, or driving. However, traffic crashes continue to cause preventable deaths and serious injuries. Vision Zero is a commitment to eliminating these tragedies by recognizing that no loss of life is acceptable. By prioritizing human life and health, Humboldt County aims to improve safety while supporting healthy, accessible, and equitable mobility for all residents and visitors.

Safe System Approach Overview

The Humboldt County Regional Vision Zero Action Plan (the Plan) is guided by the Safe System Approach, which recognizes that humans make mistakes and that transportation systems should be designed to minimize the risk of severe outcomes. The approach emphasizes safer street design, speed management, and shared responsibility among transportation agencies, public health professionals, law enforcement, community organizations, and roadway users.

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Why Vision Zero is Needed for Humboldt County

Humboldt County faces unique transportation safety challenges that make a coordinated Vision Zero effort especially important. In 2022, Humboldt County ranked second among California's 58 counties for pedestrian-involved traffic collisions, highlighting the urgent need to improve safety for vulnerable roadway users. The county's large geographic area, rural character, and varying levels of transportation infrastructure create different safety needs across communities, requiring solutions that are tailored to local conditions.

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State and Regional Safety Goals

The Plan is being developed through a federally funded Safe Streets and Roads for All (SS4A) planning grant. It supports broader state and regional transportation safety goals, including California's Strategic Highway Safety Plan and the Safe System Approach, both of which prioritize establishing shared goals, identifying high-risk locations, and developing implementable safety strategies.

Vision Zero Commitment

Commented [SL4]: HCAOG's Regional Transportation Plan adopted in January 2022 included a Vision Zero policy commitment to decrease the number of traffic fatalities in the cities and unincorporated county by 50% each year until the number was zero, and to decrease by 25% each year the number of people seriously injured in traffic collisions. We didn't hit this target and need to set a target date. This Plan helps fill that gap.

A key component of this plan is for member agencies of HCAOG to adopt a Vision Zero commitment by council / Board resolution.

Development of the Plan

Development of the Plan began in May 2025 and follows an 18-month collaborative process. Throughout the effort, the Project Team has worked with local agencies, Tribal governments, community organizations, and residents to gather input, review safety data, identify priorities, and develop recommendations. Through data-driven analysis, an equity-focused framework, and collaboration across agencies and communities, the Plan identifies safety needs and prioritize investments where they can have the greatest impact.

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My initial reaction was that this map needs to be entirely replaced. But, it actually has great cartography once you zoom in. The labels are far too small. Some labels appear to be 4pt font or less.

Also, the Karuk Tribe technically doesn't have a "Reservation" or a "Rancheria." Consider replacing that label with "Karuk Tribe."

What is the grey box hanging into the ocean west of Petrolia? Remove?

1.2 Purpose of the Action Plan

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The Plan provides a roadmap for reducing traffic fatalities and serious injuries throughout Humboldt County, including Tribal lands and incorporated cities. By focusing resources on the most significant safety needs, the Plan helps agencies work together to implement improvements that make travel safer for everyone in Humboldt County. The Plan is designed to:

- Establish a data-driven safety framework to guide future decisions and investments.
- Identify high-risk locations, behaviors, and populations that experience the greatest safety risks.
- Prioritize projects and strategies that can have the greatest impact on reducing severe crashes.
- Promote coordinated solutions across engineering, education, evaluation, equity, enforcement, and emergency responses.
- Apply the Safe System Approach to develop recommendations that address roadway design, human behavior, and emergency response.
- Support compliance with state and federal safety programs and planning requirements.
- Strengthen grant competitiveness by providing a clear, documented safety strategy for future funding opportunities.

1.3 Key Findings

Collision Data Analysis and Findings

The comprehensive countywide collision data analysis covering seven years of crash history from 2018 to 2024 recorded 12,143 total collisions, of which 32% resulted in injury and 1% were fatal. Key countywide findings include:

- "Hit object" was the most common collision type overall, while "broadside" was the most common type among fatal and injury collisions.
- The top violation categories were improper turning, unsafe speed, and driving under the influence.
- 37% of all collisions occurred in dark conditions, with unincorporated rural areas significantly more likely to involve darkness without street lighting than urban areas.
- Over the seven-year period, while fewer crashes are occurring overall, those that do are increasingly serious.

Commented [RH7]: This period includes the pandemic shutdown, during which overall commuters trips decreased significantly. Thus, collisions likely dropped during the pandemic. But, that drop would not likely be a result of safer systems. So, if the data does show a drop in collisions/injuries/deaths during 2020, then be sure to qualify the data by explaining this to the reader.

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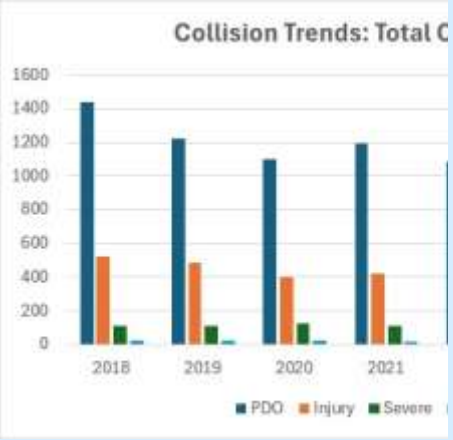
Commented [RH9R8]: Great suggestion. Also consider pointing out how these percentages compare to regional, state, or federal trends.

Commented [SL10]: Hit object still most common in F&I, followed by broadside (21%)

Commented [RH11]: Looking at the bar chart:

Is 2018 an anomaly? What does 2010 to 2018 look like? Was the PDO trend already headed downward prior to the pandemic?

Consider a "clustered column" graph rather than stacked bar graph. That shows the independent trends of each of the four factors. Looking at that, it appears that only PDO is dropping, which everything else is staying steadily the same.



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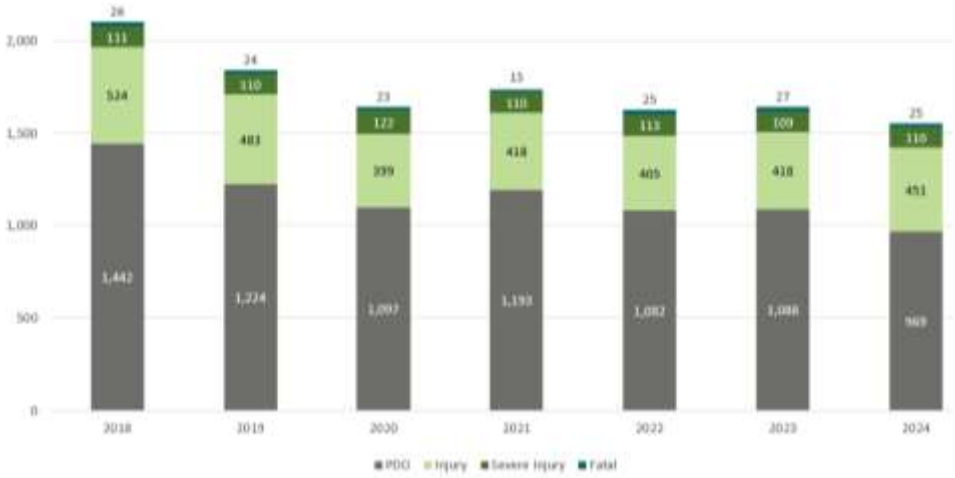

Due to these findings, the recommendations focus on reducing speeding, improving turning conditions, and addressing unsafe behaviors and poor lighting.

High Injury Network Analysis and Findings

The High Injury Network analysis identified top hot spots for both intersections (concentrated in the City of Eureka) and road segments (mainly in unincorporated Humboldt County).

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Intersection	Jurisdiction	EPDO	Total Collisions
4th St / 5th St / US 101	City of Eureka	891	36
4th St / R St	City of Eureka	879	35
Bayside Cutoff Rd / US 101	Unincorporated	806	16
Broadway / W Washington St	City of Eureka	664	14
H St / Henderson St	City of Eureka	638	13
Indianola Cutoff Rd / US 101	Unincorporated	635	25
Broadway / Highland Ave	City of Eureka	629	9
Alliance Rd / Stromberg Ave	City of Arcata	594	9
Broadway / W Hawthorne St	City of Eureka	592	21
Ocean Ave / W Henderson St	City of Eureka	573	3

Street Name	Boundary	Jurisdiction	EPDO	Total Collisions
SR 299	1.1 miles east of Cedar Creek Road to 200 ft east of Willow Creek	Unincorporated	1254	36
SR 96	0.6 miles south of Bull Creek to Mill Creek Road	Unincorporated	1236	43
US 101	Redwood Trails Circle to Old State Highway	Unincorporated	1195	27
Broadway	W Hawthorne St to Vigo St	City of Eureka	1091	27
US 101	L P Mill Rd to Kane Rd	Unincorporated	1075	75
US 101	Hidden Crest Rd to SR 299	City of Arcata	919	49
SR 299	New 3 Creeks Road to M and W Ranch Road	Unincorporated	900	64
SR 255 Bridge	100 ft east of Vance Avenue to Startare Drive	City of Eureka	897	32
US 101	1.6 mile south of Humboldt/Del Norte County Border to 600 ft south of Humboldt/Del Norte County Border	Unincorporated	759	23
US 101	Newton B Drury Scenic Pkwy to 2 miles north of Cal-Barrel Rd	Unincorporated	744	33

The majority of the highest-severity network segments are on state routes owned and operated by Caltrans, underscoring the importance of the state coordination framework established under Policy 1.1 of this Plan.

Equity Analysis Purpose

Overview

The Equity Analysis systematically identified where Humboldt County's most dangerous roads and intersections coincide with its most socially vulnerable and underserved communities. By overlaying the High Injury Network (HIN) with a composite Equity Indicator, the analysis produces a spatially precise, data-driven foundation for directing Vision Zero safety investments where the need is greatest.

Equity Indicator Development

The Equity Indicator was calculated for every census block across the county on a scale of 0 to 1, drawing from three components:

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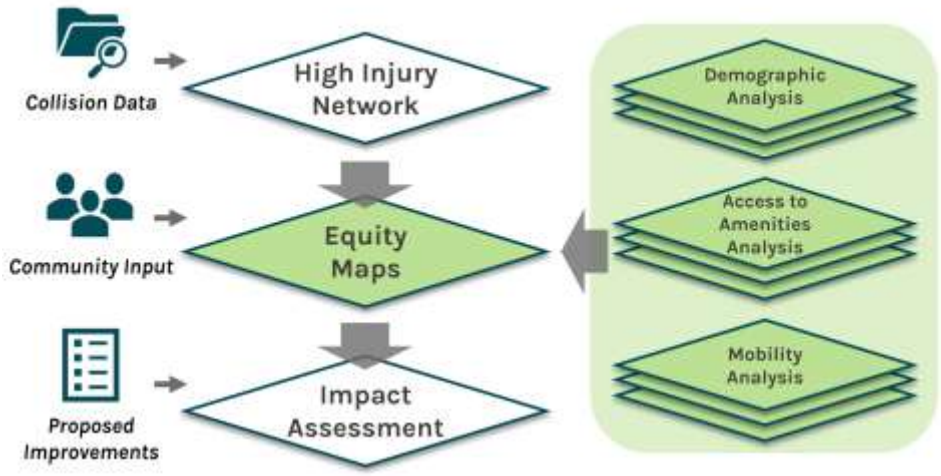
- **Social Vulnerability Index (SVI):** Captures poverty, race and ethnicity, age (elderly and youth populations), disability status, limited English proficiency, and housing and transportation insecurity
- **Access to Services Score:** Measures proximity and connectivity to healthcare, emergency services, schools, grocery stores, and pharmacies
- **Mobility Score:** Reflects residents' ability to access critical resources through the transportation network, including transit stops and bicycle infrastructure



Equity Analysis Key Findings

The analysis found that the communities least equipped to absorb, recover from, and advocate against traffic violence are often those most exposed to it. Census blocks with high social vulnerability, characterized by concentrated poverty, disability, limited English proficiency, and households without access to a vehicle, consistently overlap with the county's most severe crash corridors and intersections. Key areas of concern include:

- **Downtown and West Eureka**: the most burdened urban areas, with the densest concentration of high-injury intersections falling within the census blocks exhibiting the greatest social vulnerability
- **Fortuna Boulevard**: a continuous high-injury corridor running the full length of the Fortuna's primary commercial spine through its most vulnerable neighborhoods
- **Hoopa and Garberville:** among the county's most significant rural equity concerns due to geographic isolation, tribal community needs, compounding social vulnerability, and dependence on a single state highway corridor
- **Arcata, McKinleyville, Blue Lake, Ferndale, Rio Dell, and Trinidad:** distinct community-level equity patterns, ranging from high-injury intersection clusters to state highway segments serving as the sole regional connection for isolated populations
- **US-101:** the most consequential equity corridor in the county, appearing as a high-injury segment in nearly every community analyzed while consistently traversing the county's most socially vulnerable census blocks. As a state highway, it falls under Caltrans jurisdiction, making interagency coordination essential for safety improvements.

Demonstration Project Takeaways

To test real-time infrastructure designs, and measure effectiveness and public opinion, the Project Team installed a series of temporary traffic calming demonstration projects in Arcata, Eureka, Fortuna, and Ferndale. These demonstration projects allowed the community to "test drive" safety features and share their opinions. Over several weeks during the Summer of 2026, community members were encouraged to walk, bike, drive, or roll through the demonstration project and let the Project Team know if the measures were successful. Feedback was shared through a survey and gathered while the Project Team engaged with the community at the site of the demonstration projects.

Key Findings:

- **Ferndale: Speed humps, pavement markings and temporary bike lane striping along 5th Avenue between Arlington Street and Shaw Avenue**
  Community members highlighted decades long speeding hazard on Shaw Avenue and the connected Safe Routes to School (SRTS) issue, where students face barriers to traveling to school due to speeding during drop off and pick up times at Ferndale Elementary School (located near 5th and Shaw). While there was general support for the demonstrated improvements and many respondents agreed that the speed humps slowed down traffic, those in opposition cited that driving over the speed humps was uncomfortable, will be difficult for the agricultural vehicles to drive over, and grant funding should be directed to other issues like bike lanes, SRTS improvements at Shaw and Arlington near the High School. A resident living on 5th Street directly in front of a speed hump also noted that the speed humps:
    - Increased vehicle noise/vibration for residents in the nearby area.
    - Provided little to no obstacle for large pickup trucks, doing little to slow their speed.
    - Were easy for many drivers to avoid by diverting their vehicles into the temporary bike lane and parking lane.
- **Eureka: Temporary mini roundabout striping, wheel stops, and delineators at Pine Street and West Hawthorne Street, and at Humboldt Street and G Street**

Survey results indicate that the mini-roundabouts were successful at reducing vehicle speeds and enhancing a sense of safety. This was supported by multiple neighbors who noticed a significant reduction in vehicle speeds and improved driver awareness. Those in opposition to the improvement indicated they did not believe there was enough room in the street for the roundabout and could create a crash hazard, especially for large trucks. Participants witnessed in several instances emergency fire vehicles unable to navigate the roundabout and get caught in the telephone line. It was suggested that emergency vehicle training on how to approach mini roundabouts is necessary.

- **Arcata: Four rubber speed humps at locations on 11th and K Streets to supplement existing radar speed feedback signs**
  Survey responses indicate that community members overwhelmingly believe that the speed hump demonstration effectively reduces vehicle speeds but did not indicate positive impacts on enhancing driver awareness or a sense of safety. Community members at the demonstration project agreed they noticed a significant reduction in vehicle speeds due to the speed humps but also noted an increase in frustration from drivers who hit the speed bump too fast and, in some cases, lost truck debris or hit an oil pan. It was suggested that the city should consider better speed hump design to reduce conflict with cars, and the signage should indicate a suggested MPH vehicles should drive as they approach the speed hump.
- **Fortuna: Programmable radar speed feedback signs on the 12th Street and Ross Hill Road school corridors.**
  TO BE UPDATED AFTER THE POP-UP ENGAGEMENT IS CONDUCTED

A recurring theme when talking to community members during the demonstration projects was that residents who lived directly adjacent were generally satisfied and happy with the traffic calming and speed reduction they witnessed. The biggest opponents to the demonstrations were commuters who expressed annoyance with the design or their experience when driving through them. Some residents offered suggestions to improve the designs but always supported the idea of having slower traffic speeds and safer streets.

1.4 Vision & Goals

Prioritized Safety Projects

Building on the collision data and High-Injury Network analysis, the team developed a prioritized list of safety projects using the Caltrans Local Roadway Safety Manual (LRSM) framework to identify engineering countermeasures and non-engineering strategies for the ten priority intersections and ten priority segments listed below.

Intersection	Control Type	Jurisdiction	Facility Owner
4th St / R St	Signalized	City of Eureka	Caltrans
Alliance Rd / Stromberg Ave	Unsignalized	City of Arcata	City of Arcata
Ocean Ave / W Henderson St	Unsignalized	City of Eureka	City of Eureka
Broadway / W Washington St	Signalized	City of Eureka	Caltrans
H St / Henderson St	Signalized	City of Eureka	City of Eureka
US 101 SB Off Ramp / Singley Rd	Unsignalized	Unincorporated	Caltrans
G St / Samoa Blvd	Signalized	City of Arcata	Caltrans
H St / Harris St	Signalized	City of Eureka	City of Eureka
5th St / H St	Signalized	City of Eureka	Caltrans
4th St / H St	Signalized	City of Eureka	Caltrans

Commented [SL16]: Discuss how the other intersections identified by the data were removed from further analysis in consultation with Caltrans about safety projects that had been or were in the process of being implemented. We need to explain that the data in Table 5.1 of Appendix A showed Bayside Cutoff, Indianola Cutoff, Broadway/Highland, and Broadway/Hawthorne as top hot spots. But in consultation with Caltrans we determined that projects like the Safety Corridor effectively addressed issues, and the South Broadway Complete Streets project and work on Hawthorne intersection partially addressed safety during the period under consideration. So we removed those from the list and identified the next highest scoring intersections in order to focus priority countermeasures on intersections that had not had treatments.

Street Name	Street Limits	Jurisdiction	Facility Owner
Broadway	W Hawthorne St to Vigo St	City of Eureka	Caltrans
SR 96	0.6 miles south of Bull Creek to Mill Creek Road	Unincorporated	Caltrans
SR 299	1.1 miles east of Cedar Creek Road to 200 ft east of Willow Creek	Unincorporated	Caltrans
US 101	L P Mill Rd to Kane Rd	Unincorporated	Caltrans
SR 299	New 3 Creeks Road to M and W Ranch Road	Unincorporated	Caltrans
SR 255 Bridge	100 ft east of Vance Avenue to Startare Drive	City of Eureka	Caltrans
US 101	Redwood Trails Circle to Old State Highway	Unincorporated	Caltrans
US 101	1.6 mile south of Humboldt/Del Norte County Border to 600 ft south of Humboldt/Del Norte County Border	Unincorporated	Caltrans
US 101	Hidden Creek Rd to SR 299	City of Arcata	Caltrans
US 101	0.6 miles north of Lake Benbow Drive to US 101 Redwood Drive Off Ramp	Unincorporated	Caltrans

At priority intersections, where broadside collisions and traffic signal violations are common, recommended countermeasures focus on signal timing improvements, protected left-turn phases, intersection lighting upgrades, Leading Pedestrian Intervals, and pedestrian hybrid beacons.

At priority segments, the majority of which are rural Caltrans-owned state highways where hit-object collisions and unsafe speed are the dominant patterns, recommended countermeasures include dynamic and variable speed warning signs, curve advance warning signs with flashing beacons, edgeline rumble strips, delineators and object markers, segment lighting, and animal fencing.

Policy Recommendations

The policy recommendations, presented in detail in Chapter 6, were informed by the Safety and Equity analyses, best practice research, and community input across the engagement phases. While the prioritized safety projects suggest specific physical changes at high-priority locations, the policy recommendations provide a roadmap for broader actions towards eliminating traffic fatalities and serious injuries across the county. The recommendations are organized around seven goals. Goals 2 through 7 align with key elements of the Safe System Approach, including Safe Roads, Safe Road Users, Safe Speeds, Safe Vehicles, and Safe Post-Crash Care. Goal 1 establishes the interagency coordination, partnerships, and institutional frameworks necessary to support implementation across all focus areas.

Together, the goals address the factors that determine whether a crash occurs and whether it is survivable: the physical road environment, the behavior of road users, the speed involved, the condition of vehicles, the quality of emergency response, and the land use and planning decisions that shape travel patterns. The recommendations reflect the realities of interagency coordination in Humboldt County, with implementation authority resting in each independently-funded member jurisdiction. The actions reinforce each other, and progress on any one of them strengthens the conditions for progress on the others.

Goal 1 Establishing a Framework for Action	
Policy 1.1	State Highway Coordination
Policy 1.2	Local Jurisdiction Coordination
Goal 2 Safe Roads	
Policy 2.1	Complete Streets Implementation
Policy 2.2	Pedestrian Network
Policy 2.3	Bicycle Connectivity

Policy 2.4	Intersection Safety
Policy 2.5	Infrastructure Operations & Maintenance
Goal 3 Safe Road Users	
Policy 3.1	Education Campaign
Goal 4 Safe Speeds	
Policy 4.1	Speed Limit Setting & Management
Goal 5 Safe Vehicles	
Policy 5.1	Vehicle Safety & Maintenance Standards
Policy 5.2	Automated & Emerging Vehicle Technologies
Policy 5.3	Truck Operations, Routing, & Size Management
Goal 6 Safe Post-Crash Care	
Policy 6.1	Data-Driven Post-Crash Analysis
Policy 6.2	Emergency Response Coordination
Goal 7 Safer Land Use	
Policy 7.1	Urban Planning & Design

Education Campaign Overview

The Community Education Campaign Plan (see Chapter 4 and Appendix F) outlines an implementation roadmap that the region ~~each jurisdiction~~ can utilize and tailor to target different communities and audiences, safety concerns, key messages and issues. This strategy includes branding guidelines to ensure consistent Vision Zero messaging across Humboldt County road safety campaigns that feature a Safe Systems Approach. Previous road safety educational campaigns from California and Humboldt County are repackaged in this plan with Vision Zero framing and reimagined slogans that could be adapted in future campaign efforts. Engagement strategies, education materials, media toolkit, and training protocols are detailed as resources to guide implementation. The Vision Zero Safety Campaign follows a three-year structure with Year 1 focused on development and deployment, Year 2 on direct street-level engagement, and Year 3 on scaling and sustaining what has proven effective.

Planning and Implementation Timeline

Implementation of this Plan is organized in three phases, reflecting the different time frames required for coordination and policy work, infrastructure design and construction, and long-term system change.

In the near term (~Years 1-2), the priority is establishing foundations for coordination and policy change. This includes establishing an interagency working group structure and state highway coordination protocol, developing the countywide crash data dashboard, and conducting gap analyses for pedestrian and bicycle networks to inform future investments. These are mainly coordination, data, and planning actions that do not require capital funding and can begin immediately.

In the mid-term (~Years 3-5), the focus shifts to implementing high-priority physical improvements identified through the gap analyses and HIN, including trail crossing upgrades, priority pedestrian corridor improvements, low-stress bicycle facility segments, signal timing and LPI deployment, and traffic calming on HIN corridors. These actions depend on funding cycles (HSIP, ATP, STIP) and will advance at different speeds across jurisdictions depending on local capacity and grant success.

The longer-term horizon (~Years 5-10) looks at larger capital projects that require significant design, environmental review, and construction time, full network reassessments using updated crash data, and embedding Vision Zero standards in all future roadway maintenance and reconstruction projects.

Running in parallel, the Vision Zero Safety Campaign follows the three-year structure outlined in the Safety Campaign Plan.

Throughout all these phases, HCAOG will report annually to its Board of Directors on progress across all member jurisdictions and Caltrans, using the performance measures identified in each policy section to track whether the plan is achieving its goal.

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CHAPTER 2 – BACKGROUND CONTEXT

2.1 Vision Zero Principles

The Foundational Principles Guiding the Action Plan

The Vision Zero principle that traffic fatalities and serious injuries are both unacceptable and preventable represents a fundamental shift from traditional transportation planning and engineering practices. Traditional traffic safety practices has focused primarily on changing individual human behavior by educating drivers, enforcing traffic laws, and expecting road users to bear full responsibility for avoiding crashes. While education and enforcement remain important tools, decades of research shows that humans frequently make mistakes under stressful conditions, and that a system designed for perfect human behavior will inevitably fail. Vision Zero holds that the road system must be designed to anticipate and forgive human error, so that mistakes lead to only minor consequences.

Source: Northern Middlesex Council of Governments

The Safe System Approach is the framework through which Vision Zero is implemented in California. It identifies five interconnected and interdependent elements: Safe Roads, Safe Speeds, Safe Vehicles, Safe Road Users, and Safe Post-Crash Care. This approach distributes responsibility across all participants in the system, so that engineers who design roads, planners who shape land use, policymakers who set speed limits, vehicle manufacturers who make vehicles, emergency responders, and road users all share accountability for outcomes. For HCAOG and its member agencies, adopting Vision Zero and the Safe System Approach means that every road project, maintenance decision, land use approval, and budget prioritization is understood as a safety decision and evaluated accordingly.

2.2 Local Context

Community Context

Humboldt County is a geographically diverse region that includes seven incorporated cities, unincorporated communities, and Tribal Nations. The planning area spans urban, suburban, and rural environments, requiring safety solutions that respond to a wide range of transportation needs and local conditions. While population and employment are concentrated in the Humboldt Bay area, many residents live in smaller, rural communities spread across the county.

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Residents face transportation and economic challenges that influence travel patterns and safety outcomes. Approximately 64 percent of people living in Humboldt County are in disadvantaged communities, and the majority of workers commute by driving alone.

Tribal communities are located throughout the region, with many concentrated in the northeastern portion of the county. These communities often have unique transportation needs and may face barriers to accessing safe and reliable transportation options.

	County	Arcata	Blue Lake	Eureka	Ferndale	Fortuna	Rio Dell	Trinidad
Total Population	135,254	18,606	1,173	26,572	1,371	12,498	3,369	337
Median Age	39.9	29.5	45.6	39.5	44.8	39.9	38.9	56.0
Households Below Poverty Level	18.6%	32.1%	19.2%	17.1%	8.4%	14.5%	12.8%	14.6%
Households with No Vehicles	4%	3%	13%	5%	4%	2%	4%	2%
Drove Alone to Work	69.4%	59.3%	50.1%	70.8%	76.8%	78.3%	71.0%	61.7%

Transportation Network

The county's transportation network includes:

- Regional highways and major transportation corridors
- Local streets and rural roadways
- Public transit services
- Bicycle and pedestrian facilities
- Freight routes that support the regional economy

Historically, transportation investments have focused on supporting motor vehicle travel. As a result, bicycle, pedestrian, and transit infrastructures are not consistently available across the county, creating gaps in access and safety for people using other modes of transportation.

Humboldt County faces ongoing roadway safety challenges. Motor vehicle crash injury rates are approximately twice the statewide average, while bicycle and pedestrian injury rates are roughly double the national average. Over the past decade, the county has experienced increases in both pedestrian fatalities and bicyclist fatalities and serious injuries. Eureka and Arcata rank in the top 10 percent of jurisdictions statewide for pedestrian and bicycle crash risk, according to the California Office of Traffic Safety rankings.

Key safety concerns in the county include:

- Increasing traffic fatalities and serious injuries
- Speeding on urban and rural roadways

- Pedestrian safety issues near schools, commercial areas, and major corridors
- Elevated crash risks on rural roads
- Conflicts between vehicles, pedestrians, bicyclists, and other roadway users
- Inconsistent roadway conditions and safety features
- Uneven distribution of bicycle and pedestrian facilities
- Areas with limited transit service and transportation options

Understanding these local conditions is essential to developing effective safety strategies. The Plan uses this context to identify priority needs, direct investments, and develop solutions that improve safety for all people traveling in Humboldt County.

2.3 Stakeholder & Public Involvement

Robust and inclusive public engagement played a central role in shaping the development of the Plan. Communities across Humboldt County, from the urban streets of Eureka to the rural, redwood-lined roads of Garberville, experience the impacts of unsafe roadway conditions in different ways. To gather a broad perspective of voices, the Project Team set up tabling booths at well-attended community gatherings throughout the county, including in rural and underserved areas. The Project Team also facilitated focus group meetings with Community Based Organizations (CBO's), and gathered community input in front of the demonstration projects to measure real time impact and reactions.

The tabling events included Annie & ~~Marie~~ Mary Days in Blue Lake, Sovereign Days in Hoopa, the North Country Fair in Arcata, California Native American Days in Loleta, the Electric Vehicle Fair in Eureka, the Friday Night Market, Humboldt Bay Trail Celebration in Eureka, and the Arcata Night Market.

The Project Team conducted focus group meetings with CBOs, including the Manila Community Resource Center, Tri-County Independent Living, Southern Humboldt Chamber of Commerce, Garberville Rotary, the Karuk Tribe, the Humboldt Transit Authority, Creative Inclusions, District English Learner Advisory Committee, and the Safe Routes to School Task Force.

During outreach events and conversations, hundreds of community members participated in direct engagement related to Vision Zero and provided input detailing road safety priorities that informed this plan. To ensure equitable access and meaningful community input, two surveys were developed to solicit general feedback around safety priorities and input regarding the demonstration projects. The surveys were shared during engagement events, with press releases, and on the project website.

CHAPTER 3. DATA ANALYSIS & FINDINGS

3.1 Collision History & Safety Data Analysis

To develop a safer roadway system in Humboldt County, it is important to understand existing conditions. Collision data helps to tell the story about common types of risky roadway conditions and driver behaviors, as well as fatal and severe injury crash locations. Therefore, to establish an evidence base for this Plan, the Project Team conducted a comprehensive countywide collision data analysis covering seven years of crash history from 2018 to 2024.

Data Source

For this plan, the comprehensive countywide collision dataset was generated using California Highway Patrol (CHP) California Crash Reporting System (CCRS) data, supplemented with Safe Transportation Research and Education Center (SafeTREC) Transportation Injury Mapping System (TIMS) data. Seven years (2018-2024) of ~~The Power of Commitment HCAOG Regional Vision Zero Action Plan 1~~ collision data was collected. This data range ensures the incorporation of five years of data (standard minimum) and allows for the analysis of collisions before, during, and after the COVID-19 pandemic, to determine if changes in roadway travel affected collisions. This dataset contains reported collisions on roadways within all jurisdictions in Humboldt County, including Caltrans facilities. In addition to the CCRS + TIMS dataset, Orleans Volunteer Fire Department (OVFD) data was assessed. To prevent double counting and to provide a clearer analysis of the collision history on tribal and tribal-related lands, the OVFD collisions were analyzed as a separate dataset.

CCRS + TIMS results

From 2018 to 2024, 12,143 total collisions were reported on all roadways within Humboldt County. These collisions were broken down into categories, such as severity, location, and type, to identify crash trends. The following sections present the findings of these categories.

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Of the total collisions over the seven-year period, 67% were property damage only (PDO). PDO excludes bodily injury and is limited to property (e.g., cars, fences, trees) involved in the crash. 32% were injuries and

1% were fatalities. During the COVID-19 pandemic (2020 to 2021), total collisions decreased in 2020 then increased in 2021.

Of the total collisions (12,143), over 4,000 are F+I collisions. Of the F+I collisions, 4% were fatal and 96% were injury.

Commented [RH22]: Isn't this at least partially due to the fact that fewer people were driving/biking/walking? I think this is worth mentioning.

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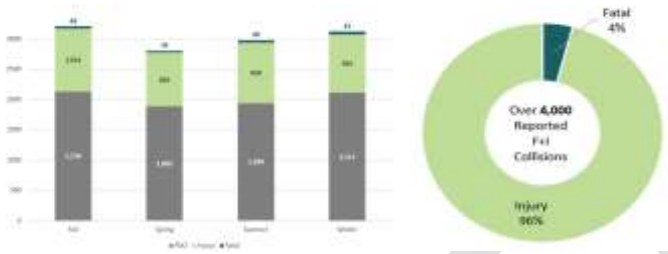


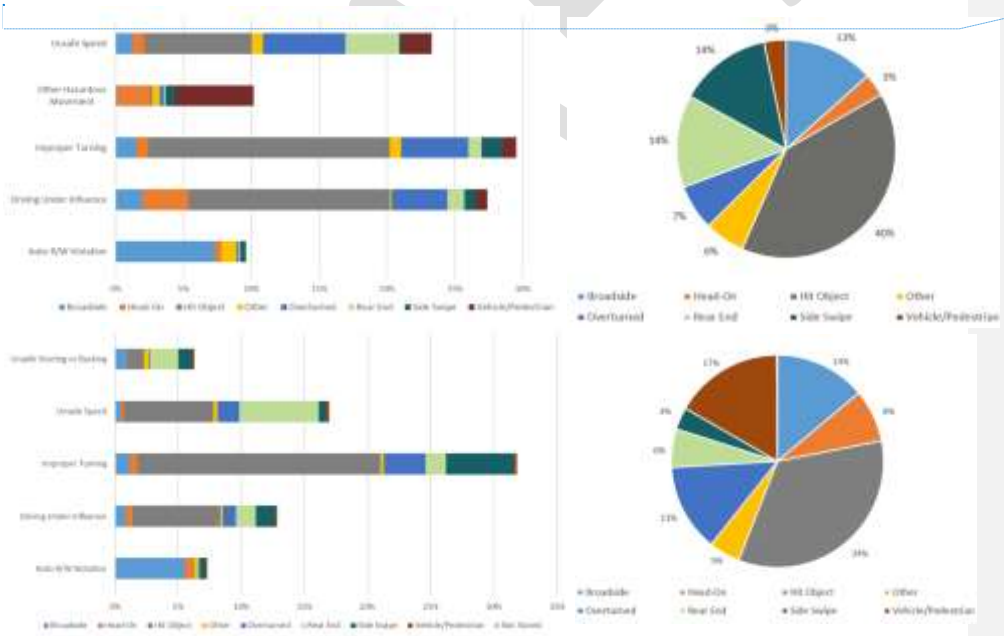
Excluding Unincorporated County, the Cities of Eureka and Arcata had the highest total collisions, with 52% (1,278) and 26% (251) F+I collisions, respectively. Unincorporated County had 29% (2,418) F+I collisions.

OVFD Results

The OVFD has a first-due response area of 198 square miles that extends from 2 miles north of Weitchpec on SR 96, north through Orleans and Somes Bar to Ti Bar in Siskiyou County. The OVFD provided a list of 56 collisions, of which 15 collisions were removed (e.g., collisions with locations outside of Humboldt County or undefinable, as well as one collision occurring in 2025), resulting in 41 collisions for the data analysis.

Of the 41 collisions, four collisions resulted in fatalities, 18 resulted in injuries, and 19 collisions resulted in PDO. This is an injury/fatality rate of 54%, compared to the 33% rate of the other dataset. Additionally, of the F+I collisions, 21% were fatal, which is a substantial contrast to the 4% from the other dataset. All four fatal collisions occurred along SR 96, two fatal collisions involved vehicles going over the riverbank, and one fatal collision involved a pedestrian.

Commented [RH24]: Great map. Too small.



Commented [RH25]: I encourage more charts and graphics. While this pie chart is interesting, I would find it far more valuable to have a pie chart of the other axis: "causes." What percent of collisions were "DUI" vs "unsafe speed." For instance, this pie chart tells me that 3% of collisions were "head-on." Ok. That's interesting and potentially useful. But, looking at the other axis, I think it is more helpful to know that 27% of collisions are DUI, while 24% are unsafe speeds. Categorically preventing head-on collisions is difficult, because they can occur at urban intersections and remote rural roadways. But, it is easier to wrap my mind around direct strategies decreasing DUI collisions or unsafe speed collisions.

I also recommend analyzing separately for F&I collisions.

3.2 High Injury Network (HIN) Analysis

Building on the collision data analysis, the Project Team developed a High Injury Network (HIN) identifying the roads and intersections where fatal and severe injury crashes are most concentrated, and where targeted investment has the greatest potential to save lives. Consistent with the Caltrans Local Roadway Safety Manual (LRSM), each collision was assigned an Equivalent Property Damage Only (EPDO) value that weights fatal and severe injury crashes most heavily, ensuring that prioritization reflects harm rather than simply collision volume. Locations with a combined EPDO score of 120 or above were classified as high-severity hot spots and assigned to the HIN.

Results

Among intersections, the top hot spots are concentrated in the City of Eureka, with 4th St/5th St/US 101 and 4th St/R St ranking highest.

Commented [RH26]: This isn't an intersection. 4th and 5th are a couplet that serve as US 101. They do not intersect one another.

Commented [SL27R26]: Good catch. The priority countermeasures table narrows the intersections down to 5th / H and 4th / H. Ensure consistency in presentation of results.

The top segments are located mainly in unincorporated Humboldt County along US 101, SR 96, and SR 299, where high travel speeds, narrow lanes, limited shoulders, and low lighting create conditions for severe run-off-road and head-on collisions.

A critical finding of the HIN analysis is that the majority of the highest-severity network segments are on state routes owned and operated by Caltrans, underscoring the importance of the state coordination framework established under Policy 1.1 of this Plan. The HIN serves as the primary geographic prioritization tool for all infrastructure investments in this Plan and will be updated annually as new collision data becomes available to reflect changing conditions and measure whether interventions are reducing harm at priority locations.

Intersection	Jurisdiction	EPDO	Total Collisions
4th St / 5th St / US 101	City of Eureka	891	36
4th St / R St	City of Eureka	879	35
Bayside Cutoff Rd / US 101	Unincorporated	806	16
Broadway / W Washington St	City of Eureka	664	14
H St / Henderson St	City of Eureka	638	13
Indianola Cutoff Rd / US 101	Unincorporated	635	25
Broadway / Highland Ave	City of Eureka	629	9
Alliance Rd / Stromberg Ave	City of Arcata	594	9
Broadway / W Hawthorne St	City of Eureka	592	21
Ocean Ave / W Henderson St	City of Eureka	573	3

Street Name	Boundary	Jurisdiction	EPDO	Total Collisions
SR 299	1.1 miles east of Cedar Creek Road to 200 ft east of Willow Creek	Unincorporated	1254	36
SR 96	0.8 miles south of Bull Creek to Mill Creek Road	Unincorporated	1236	43
US 101	Redwood Trails Circle to Old State Highway	Unincorporated	1195	27
Broadway	W Hawthorne St to Vigo St	City of Eureka	1091	27
US 101	L P Mill Rd to Kane Rd	Unincorporated	1075	75
US 101	Hidden Crest Rd to SR 299	City of Arcata	919	49
SR 299	New 3 Creeks Road to M and W Ranch Road	Unincorporated	900	64
SR 255 Bridge	100 ft east of Vance Avenue to Startare Drive	City of Eureka	897	32
US 101	1.6 mile south of Humboldt/Del Norte County Border to 600 ft south of Humboldt/Del Norte County Border	Unincorporated	759	23
US 101	Newton B Drury Scenic Pkwy to 2 miles north of Cal-Barrel Rd	Unincorporated	744	33

3.3 Equity Analysis

Introduction & Purpose

Traffic violence is not experienced equally. Across Humboldt County, as in communities throughout the nation, the burden of severe and fatal traffic collisions falls disproportionately on those who are already vulnerable: low-income residents, communities of color, older adults, people with disabilities, children, and those who depend on walking, cycling, or public transit. These communities are often located along the county's most dangerous corridors, but historically they have had the least political voice in shaping transportation investments and safety priorities.

The Plan is grounded in the principle that eliminating traffic fatalities and serious injuries requires a clear understanding of who is most at risk, where they live and travel, and how systemic inequities within the transportation network contribute to disproportionate safety outcomes. To translate this commitment into

action, a comprehensive, GIS-based Equity Analysis was developed as a core component of the planning process.

The Equity Analysis serves two overarching goals:

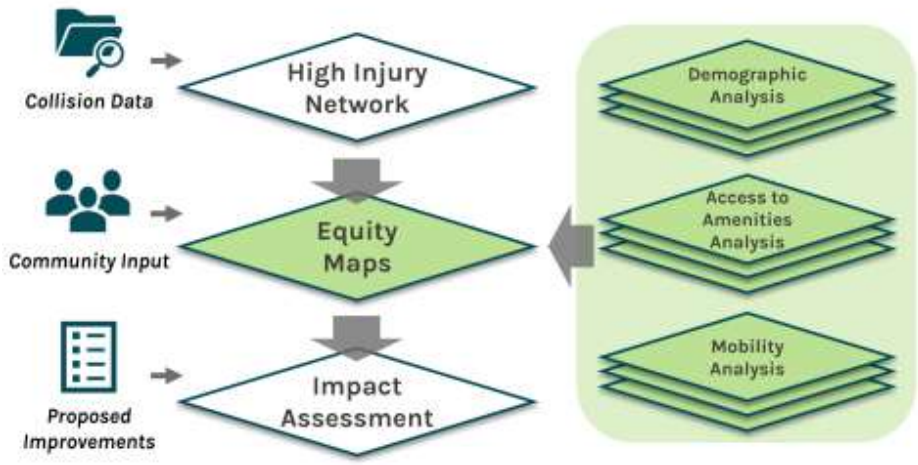
1. To spatially visualize and quantify the geographic overlap between Humboldt County's HIN and communities experiencing the greatest social vulnerability, limited access to services, and mobility disadvantages. This ensures that the roads and intersections most urgently in need of safety investment are understood through an equity lens.
2. To evaluate the distributional impact of proposed safety improvements across different demographic groups and geographic communities, ensuring that Vision Zero projects and programs actively promote inclusivity, reduce existing disparities, and deliver equitable access to safe mobility for all residents of Humboldt County.

This methodology directly responds to federal and state equity directives, including FHWA's Equity Action Plan, Caltrans' Racial Equity Action Plan, and the California Complete Streets Act. It operationalizes the county's commitment to justice-centered transportation planning by embedding equity as a quantitative criterion within the prioritization framework.

Equity Indicator Development

The Equity Indicator was calculated for every census block across the county on a scale of 0 (low equity) to 1 (high equity), drawing from three components:

- **Social Vulnerability Index (SVI):** Captures poverty, race and ethnicity, age (elderly and youth populations), disability status, limited English proficiency, and housing and transportation insecurity
- **Access to Services Score:** Measures proximity and connectivity to healthcare, emergency services, schools, grocery stores, and pharmacies
- **Mobility Score:** Reflects residents' ability to access critical resources through the transportation network, including transit stops and bicycle infrastructure



The Social Vulnerability Index Score, the Access to Services Score, and the Mobility Score each illuminate a distinct and critical dimension of disadvantage experienced by Humboldt County residents. Each individual score tells a meaningful but incomplete story. The SVI Score reveals who is most vulnerable: the demographic and socioeconomic characteristics that compound risk of traffic injury and limit capacity to absorb consequences. The Access to Services Score reveals where the transportation network falls short in connecting residents to essential destinations, identifying communities with limited access to healthcare, emergency services, schools, and food and pharmacy resources. The Mobility Score reveals how the transportation network performs for those who depend on it most, assessing the quality, safety, and connectivity of the bicycle and transit infrastructure available to residents with the greatest transportation needs.

Taken together, these three dimensions provide the most robust framework for identifying communities where Vision Zero investments are most urgently needed and where safety improvements can generate the greatest co-benefits for both traffic safety and transportation equity. Combined, they form the **Composite Equity Indicator**, a unified measure of transportation vulnerability at the census block level. Each dimension is represented through a set of normalized subcomponent scores derived from disaggregated, feature-level data and then integrated into a single Equity Score. The resulting score ranges from **0.0 (low equity/high vulnerability)** to **1.0 (high equity/low vulnerability)**, as illustrated in the HII + HIN + Equity composite maps.

Equity Findings

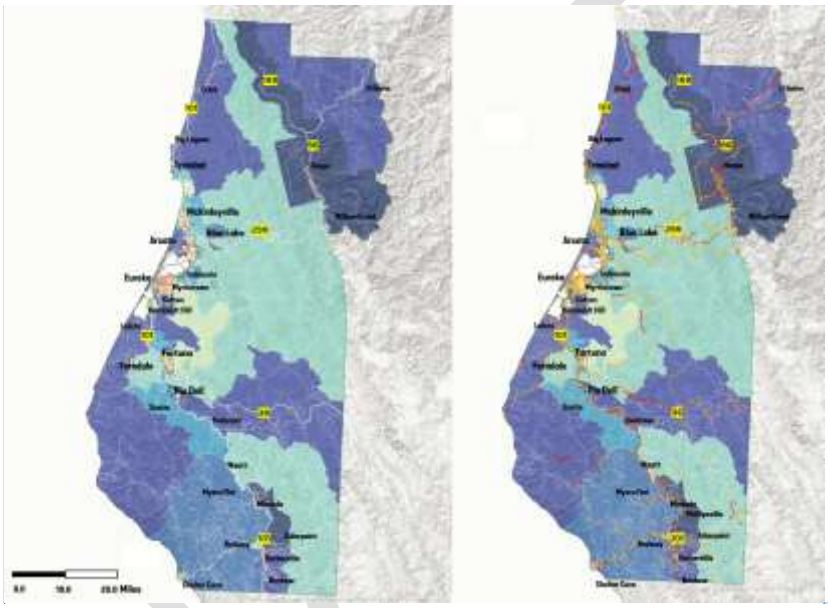
The Equity Overlay integrates the High Injury Network (HIN) with the Composite Equity Indicator Score to spatially identify communities simultaneously exposed to elevated traffic safety risk and systemic social disadvantages. On the following maps, darker navy and blue tones indicate census blocks with the lowest equity scores, meaning the greatest concentration of vulnerability indicators such as poverty, disability, limited English proficiency, and zero-vehicle households.

Key findings include:

The Coastal Urban Corridor between Eureka and McKinleyville contains the densest clustering of high-injury locations within the census blocks with lower equity scores. This pattern reflects the corridor's role as the primary mobility network serving many of Humboldt County's most vulnerable residents.

State highway corridors, including US-101, SR-299, and SR-36, traverse many of the county's most vulnerable census blocks, creating an important jurisdictional equity challenge. Because safety improvements on these Caltrans-managed facilities fall outside the local project delivery pipeline, advancing equitable outcomes will require close coordination with Caltrans. Ensuring that these communities receive appropriate consideration in Caltrans District 1 priorities and State Highway Operation and Protection Program (SHOPP) investments is a critical equity objective.

Humboldt Countywide



Commented [RH28]: What are these maps?

Other major areas of concern include:

- **Downtown and Western Eureka:** This area shows the county's strongest overlap between high-injury locations and census blocks with lower equity scores.
- **Downtown Arcata:** High-injury intersections and roadway segments are clustered within lower-equity census blocks in a pedestrian- and bicycle-oriented area with a large student population.
- **Fortuna Boulevard, Fortuna:** Several high-injury segments occur along this high-volume commercial corridor within census blocks with elevated equity issues.
- **Central Avenue, McKinleyville:** High-injury segments overlap with lower-equity census blocks along one of McKinleyville's primary transportation corridors.
- **Hoopa:** Some of the county's highest levels of social vulnerability coincide with safety concerns along SR-96, the community's primary route for access to services, employment, and regional destinations.

3.4 Traffic Safety Sensor Analysis

[AWAITING DATA FROM HCAOG]

CHAPTER 4. COMMUNITY & STAKEHOLDER ENGAGEMENT SUMMARY

4.1 Community Engagement Process

The outreach and engagement process was designed to ensure that wide range of community members had the opportunity to share their unique perspective (from both urban and rural regions), share specific local knowledge about road safety, transportation infrastructure and high-priority areas in Humboldt County, and contribute to the development of this Plan. The methods focused on enabling residents, community leaders, public officials, Tribal members, road safety professionals, community members, and other key stakeholders through direct conversation to identify highest priority road hazards, most dangerous streets, and suggest solutions.

To help aid in the collection of road safety data, an online survey was developed and shared during outreach events. The survey included a series of questions about transportation safety and an interactive map where respondents can report crash incidents, unsafe areas, and other road data. At community events, the Project Team set up pop-up tents featuring a gallery of Vision Zero maps that depicted different jurisdictions of Humboldt County and allowed participants to leave direct comments next to areas of concern. Event attendees could use sticky dots and sticky notes to highlight relevant locations, suggest preferred infrastructure improvements, and share their opinions and anecdotal evidence. These maps included information about the goal of Vision Zero to eliminate traffic fatalities and severe injuries and infrastructure and policy solutions and served as visual prompts to facilitate discussion. Discussion topics ranged from types of transportation used vs. preferred, barriers to travel, trip generators, hazardous road conditions, preferred solutions, and Vision Zero strategy. The Project Team maintained a community stakeholder emails list, where the survey, project updates, and events were shared.

Commented [SL29]: Share select results - graphs or other top level findings. Ensure complete comments included in appendix.

Focus groups and one-on-one meetings were conducted virtually, via Zoom or phone calls. The Project Team led discussions that explored transportation challenges and provided focus group participants with the opportunity to discuss what was important to them and relevant to their jurisdictions, constituents, customers, and clients. These discussions often allowed the Project Team to zoom in on specific issues and explore potential solutions to specialized issues. As a result, the Project Team gained a clearer understanding of the broader transportation landscape in Humboldt County.

4.2 Community Engagement Takeaways

Public engagement across Humboldt County reveals strong, widespread demand for road safety improvements and updated infrastructure. Residents consistently voice concerns over delays in safety upgrades, questioning why change takes so long. Many community members demonstrate a sophisticated understanding of local traffic risks and have organized into advocacy networks, coalitions, and grassroot organizations working to develop solutions and advocate for their community. Overall, there is public support for Vision Zero, Complete Streets, and regional road safety enhancements, which residents view as urgent, necessary investments for community well-being.

Commented [SL30]: Please add participation counts for each event or any other quantitative elements.

Annie & Marie Day

Blue Lake, Ca
07/03/2025

Participants highlighted the need for improved transit service, including additional stops and expanded hours. Other concerns included pedestrian and bicycle safety, accessibility, and challenges navigating local roadways.

Sovereign Days

Hoopa, Ca
08/08/25

Commented [SL31]: The specifics in Appendix E are valuable to demonstrate tribal engagement, bring forward to the main document

Residents identified significant safety concerns along highways and local roads, including pedestrian fatalities, speeding, poor lighting, limited pedestrian infrastructure, and unsafe evacuation routes.

Creative Inclusions

Arcata, CA

09/02/25

Peggie Martinez emphasized accessibility barriers for people with disabilities, particularly related to pedestrian infrastructure, visibility, and crossing safety.

Manila Community Resource Center

Manila, CA
09/09/25

Residents highlighted safety concerns on Highway 255, including speeding, limited crossing opportunities, and barriers to walking and biking. Limited transit access was also a major concern.

California Native American Days

Bear River Rancheria Tish Non-Community Center
9/13/25

Attendees cited concerns related to crosswalk conditions, lighting, speeding, and pedestrian safety near schools and community destinations. Improved transportation options and connectivity were also recurring themes.

North Country Fair

Arcata, CA
09/20/25

Participants expressed concerns about speeding, unsafe arterial roadways, and inadequate pedestrian infrastructure, particularly along Samoa Boulevard.

District English Learner Advisory Committee (DELAC)

Arcata, CA
09/23/25

Key concerns included bicycle safety for children in high-speed areas and the lack of bicycle facilities in residential neighborhoods.

Arcata Friday Night Market

Arcata Plaza, Ca
9/26/25
Feedback focused on pedestrian and bicycle safety, particularly at crossings and along major corridors. Participants also noted concerns about roadway conditions and limited public transit service.

Humboldt County Safe Routes to School Task Force

Arcata/ Sunnybrae/ Union Charter
10/15/25

Discussion centered on student safety issues, including speeding, sidewalk gaps, drop-off conflicts, and bicycle and scooter safety near schools throughout the county.

TRI County Living

Eureka, CA
11/11/25

Participants emphasized challenges of accessing reliable and accessible transportation, particularly for low-income residents and people with disabilities.

Key Takeaways

- **Public Transportation Improvements:** Residents consistently expressed a strong desire for enhanced public transportation options, including longer bus hours, additional stops, and better overall accessibility.

- **Safe Routes to School (SRTS):** Key issues include poor maintenance of roads and crosswalks, inadequate signage, high-speed traffic areas near schools, dangerous driving conditions, and limited funding support for SRTS projects.

- **Pedestrian & Bicycle Infrastructure**: Many communities reported a lack of essential infrastructure such as bike lanes, sidewalks, enhanced crossings and crosswalks, and proper lighting.

- **Community Engagement and Awareness:** Residents support increased awareness and educational resources including education safety campaigns, road safety workshops, presentations and events.

- **Speeding and Aggressive Driving:** Concerns about excessive vehicle speeds, especially near schools and residential areas, were recurrent. Recommendations include reducing speed limits, enhancing signage, and introducing traffic calming measures such as speed bumps and roundabouts.

- **Accessibility Challenges:** Many roads and transportation options are not accessible in Humboldt County, and the disabled community has been left out of the majority if not all of planning and implementation projects. If roads are designed to be accessible, then it is safe for everyone. Planners must do better to include the disabled perspective in all road safety and campaign projects including providing appropriate and accessible outreach and engagement opportunities.

- **Rural Challenges:** Humboldt's rural communities like Garberville and Hoopa, face unique challenges. Poor or missing pedestrian and cyclist infrastructure has created unsafe conditions and a perceived lack of respect for road rules.

4.3 Community Education Campaign

A community education campaign is a key strategy for improving road safety by building awareness, encouraging safer behaviors, and increasing public participation in Vision Zero efforts. The campaign should use multiple engagement channels, including a website, surveys, community events, social media, local media, and direct outreach. Success depends on clear messaging, strong partnerships, and active involvement from community members and local leaders. The education campaign should complement

roadway improvements, policy changes, and enforcement efforts to support lasting reductions in traffic deaths and serious injuries.

Regional Vision Zero Branding

A consistent regional Vision Zero brand should be used across Humboldt County to make safety messages recognizable and reinforce a shared commitment to eliminating traffic deaths and serious injuries. Standardized logos, colors, messaging, and visual identity help connect local initiatives to the broader regional safety effort and strengthen public awareness over time.

Vision Zero Messaging Principles

Campaign messaging should be:

- Human-centered, empathetic, and focused on preventing traffic deaths and serious injuries.
- Based on the Safe Systems Approach, emphasizing that while human mistakes occur, severe outcomes can be prevented.
- Focused on shared responsibility and community safety rather than blame.
- Inclusive and reflective of diverse community experiences.
- Positive, relatable, and action-oriented.

Messages should use clear, simple language, tell local stories when possible, and encourage specific safety behaviors.

Strategies for Behavior Change

Educational campaigns are most effective when they make safe behavior feel normal, achievable, and socially supported. Key approaches include:

- Reinforcing positive social norms around safe driving.
- Emphasizing community responsibility and protection of vulnerable road users.
- Using positive framing that highlights benefits of safe behavior.
- Delivering messages where and when people are making travel decisions, such as through roadside, transit, school, and community-based communications.

Community Engagement and Partnerships

Effective outreach requires collaboration with local agencies, schools, community organizations, businesses, and residents. Key strategies include:

- Partnering with community organizations and local leaders to expand campaign reach.
- Engaging schools and youth in safety education activities.
- Supporting community champions who can promote safety messages locally.
- Using surveys, workshops, events, and direct outreach to gather feedback and encourage participation.
- Tailoring engagement methods to local community needs and preferences.

Educational and Communications Materials

A coordinated suite of materials should support campaign goals, including:

- Educational flyers, posters, and digital content.
- Social media and public awareness campaigns.
- Project webpages and online engagement tools.
- Surveys and community feedback opportunities.
- Media resources and communication toolkits for partner organizations.

All materials should follow Vision Zero branding, accessibility standards, and consistent messaging guidelines.

Communications Training

Training should be provided to communication staff, community leaders, and partner organizations to ensure consistent Vision Zero messaging. Training topics should include:

- Use of people-centered and non-blaming language.
- Safe Systems principles.
- Inclusive and accessible communication practices.
- Crisis and media communications for serious traffic incidents.

Implementation Approach

The campaign should be implemented over three years:

- Year 1: Develop branding, messaging, partnerships, outreach materials, and communication networks.
- Year 2: Conduct community engagement, educational events, school partnerships, and coordinated outreach activities.
  Year 3: Sustain outreach efforts, strengthen community leadership, evaluate outcomes, and establish long-term continuation strategies.

Commented [RH32]: I'm assuming that Year 1 starts after pursuit of a grant, acquisition of the grant, an RFP process for a specialized consultant, and then contracting. HCAOG does not have the staff capacity to do this alone, nor do we have the money to pay for this without a grant. If my assumptions are correct, please mention something along these lines so that a general public reader does not get the impression that this campaign will be completed three years after this ZAP is complete.

CHAPTER 5. TEMPORARY (or Pop-Up) TRAFFIC SAFETY ~~QUICK-BUILD~~ DEMONSTRATION PROJECTS

5.1 Introduction & Purpose

As part of the plan process, a series of demonstration projects were selected and implemented across the county to test the practical effectiveness of priority countermeasures. Demonstration projects are a low-cost strategy for generating site-specific before-and-after data, building community familiarity with new street treatments, and creating tangible evidence of safe street outcomes. The projects cover a range of countermeasure types that appear in the planning recommendations, such as geometric treatments, vertical deflection, roundabouts, and driver feedback technology.

The demonstration projects serve a dual purpose within the planning framework, both generating data and serving as a community engagement and education platform. Pop-up tabling and outreach was used at each project site to reach residents where they are, distribute ~~safety~~ information materials, and reinforce the core message that traffic deaths are preventable. An online questionnaire with questions for each site was distributed to collect input about the effectiveness of the interventions. Results from the demonstration projects have informed the final recommendations and the prioritization of near-term infrastructure investments.

5.2 Selection of Demonstration Projects

Demonstration projects were identified to help participating jurisdictions quickly test and evaluate traffic safety improvements while fostering collaboration across agencies. Candidate projects were selected by integrating findings from the crash analysis, equity analysis, recommended countermeasures, PTF and agency input, and public feedback. Priority was given to locations with a history of severe crashes and corridors where improvements could address documented safety concerns for people walking, bicycling, rolling, taking transit, and driving.

The goal of the demonstration project program was to implement a diverse set of safety improvements that represent different transportation modes, land use contexts, jurisdictions, and geographic settings throughout Humboldt County. Projects were considered at high-risk intersections, along safety priority corridors, and in areas where communities identified a need for safer travel conditions.

To support project selection, the Project Team conducted an agency workshop with local jurisdiction staff and agency partners. Participants discussed:

- Which project types would provide the greatest safety benefits
- Potential locations for implementation
- Opportunities and constraints for deployment
- Project timing and evaluation considerations
- Strategies for long-term implementation if projects prove successful

A demonstration project toolkit was also developed to encourage low-cost, quick-build solutions that could be installed, tested, and adjusted as needed. The toolkit included treatments such as:

Commented [SL33]: Don't want to miscategorize because quick-builds would be longer laster (6 months - 3 years) with possibility of becoming permanent. Although the Fortuna speed radar feedbacks don't really fit in the "pop-up" category, I think it's still a better descriptor overall for this work.

Commented [SL34]: Ensure this claim is consistent with the text in section 5.5 that is currently a placeholder.

- Traffic cones
- Temporary speed humps
- Pavement striping and markings
- Temporary signage
- Traffic control barricades
- Movable street furnishings
- Planters and other traffic-calming elements

To ensure projects were practical and effective, a set of evaluation criteria was established. Candidate projects were assessed based on their ability to:

- Address documented crash and safety concerns
- Reflect community and stakeholder priorities
- Improve safety for vulnerable roadway users
- Be implemented within the project schedule
- Comply with environmental requirements
- Provide measurable outcomes
- Deliver benefits in a cost-effective manner

Because projects needed to be installed, evaluated, and incorporated into the Vision Zero Action Plan within the planning timeline, only projects eligible for a CEQA Categorical Exemption or Common Sense Exemption were considered. This approach streamlined implementation while ensuring compliance with applicable environmental regulations.

Following the workshop and screening process, participating agencies reviewed the evaluation findings and selected demonstration projects that best aligned with local priorities, available resources, and identified safety needs.

5.3 Demonstration Project Summaries

Commented [SL35]: Rewrite to past tense in next draft

1. City of Arcata — Temporary Speed Humps at 11th & K Streets

Project Description

The City of Arcata's pop-up safety demonstration is located at the intersection corridor of 11th Street and K Street, where temporary speed humps and high-visibility signage have been installed to address persistent and ongoing traffic safety concerns in the area. The project is designed to test the effectiveness of physical traffic-calming devices in reducing vehicle travel speeds along these corridors, while simultaneously improving driver awareness and enhancing the overall safety environment for all road users, including pedestrians, cyclists, and motorists.

The temporary speed humps introduce a vertical deflection measure that physically encourages motorists to reduce their speeds as they traverse the corridor. High-visibility signage complements the physical infrastructure by providing advance warning and reinforcing the intent of the calming measures. Together, these elements create a multi-layered approach to addressing speed-related safety concerns along these streets.

Project Benefits

- Traffic Calming
- Improved Awareness
- Enhanced Safety
- Low-Cost/Temporary Approach to Collect Feedback
- Data-Driven Evaluation to Monitor Effectiveness

2. City of Eureka — Temporary Mini Roundabouts at Pine Street & West Hawthorne Street and Humboldt Street & G Street

Project Description

The City of Eureka's demonstration project introduces temporary mini roundabouts at two distinct intersections within the city: (1) the intersection of Pine Street and West Hawthorne Street, and (2) the intersection of Humboldt Street and G Street. At each location, the proposed mini roundabouts are designed to replace existing intersection control mechanisms by guiding vehicles around a compact central island, thereby fundamentally reorganizing the flow of traffic through these intersections in a manner that reduces the number of conflict points between vehicles and other road users.

Mini roundabouts are a well-established traffic engineering measure recognized for their ability to slow approaching vehicle speeds, eliminate high-speed angle and head-on conflict points, and create a more predictable, self-regulating traffic environment. By channeling all traffic into a circular, yield-based flow, the temporary installations are intended to test whether this intersection typology can meaningfully reduce vehicle speeds, improve driver awareness, and enhance safety for all road users — including pedestrians, cyclists, and motorists — at these two specific locations within Eureka's street network.

Project Benefits

- Traffic Calming
- Improved Safety
- Efficient Traffic Flow
- Low-Cost/Temporary Approach to Collect Feedback
- Data-Driven Evaluation to Monitor Effectiveness

3. City of Ferndale — Traffic Calming & Signage Improvements at 5th Street Between Arlington Avenue ~~Street~~ & Shaw Avenue

Project Description

The City of Ferndale's pop-up safety demonstration encompasses a multi-element traffic calming and signage improvement effort along 5th Street, targeting two distinct but complementary components. First, temporary speed humps/tables, pavement markings, and enhanced signage will be installed along 5th Street between Arlington Street and A Street with the primary objective of slowing vehicle speeds and improving overall roadway safety along this segment. Second, a temporary bike lane will be installed along 5th Street between Arlington Avenue and Shaw Avenue, providing a dedicated, delineated space for bicycle travel along this corridor.

This dual-component approach reflects a comprehensive strategy to address both motorized vehicle speeds and the accommodation of vulnerable road users — specifically cyclists — within the same corridor. The speed humps and tables introduce vertical deflection measures that physically moderate vehicle speeds, while the pavement markings and signage serve to reinforce desired driver behavior and increase awareness of the shared roadway environment. The temporary bike lane, while in place for a shorter duration, provides critical data on the feasibility and community acceptance of dedicated cycling infrastructure in Ferndale.

Project Benefits

- Traffic Calming
- Improved Awareness
- Enhanced Safety
- Low-Cost/Temporary Approach to Collect Feedback
- Data-Driven Evaluation to Monitor Effectiveness

4. City of Fortuna — High-Visibility Programmable Radar Feedback Signs at 12th Street Corridor & Ross Hill Road Corridor

Project Description

The City of Fortuna's pop-up safety demonstration takes a technology-based approach to traffic calming through the installation of high-visibility programmable radar feedback signs within two school-adjacent corridors. The two project locations are: (1) the 12th Street corridor, spanning from Newburg Road to 12th Street, and (2) the Ross Hill Road corridor, spanning from Thelma Street to Hope Street. At each corridor location, two radar feedback signs will be installed to provide continuous, real-time speed feedback to approaching drivers, creating an effective and low-impact safety improvement in areas where student and pedestrian safety are of particular concern.

Programmable radar feedback signs — commonly referred to as driver feedback signs or speed awareness signs — function by detecting the speed of approaching vehicles and displaying that speed back to the driver in real time, often accompanied by a visual alert when the detected speed exceeds the posted speed limit. This technology leverages the principle of behavioral self-correction: when drivers are made immediately aware that they are traveling above the speed limit, studies consistently demonstrate a measurable reduction in speeds. The placement of these signs within school corridors specifically targets the heightened safety needs of students and pedestrians traveling to and from school, during the times when these corridors experience their greatest vulnerability.

Project Benefits

- Speed Reduction
- Increased Driver Awareness
- Enhanced Pedestrian/Student Safety
- Low-Cost/Temporary Approach to Collect Feedback
- Data-Driven Evaluation to Monitor Effectiveness

5.4 Evaluation & Performance Assessment

Evaluation Methodology

[IN PROGRESS – AWAITING DATA FROM HCAOG]

Community Feedback Assessment

To determine the ~~success and impact~~ effectiveness of the demonstration projects, the Project Team conducted engagements at each project site. The engagements consisted of tabling ~~set up a table~~ with maps and ~~conducted an on-the-ground outreach~~ asking passing residents for their thoughts on the temporary improvements. These live demonstrations led to engaging street-side discussions about the positives and negatives of the installations and how to design future permanent improvements to benefit the community. The Project Team took notes on discussions and encouraged participants to elaborate on their concerns~~, and take the survey.~~ Live demonstrations served as a practical tool to identify concerns, priorities, and preferred design features in real time. While previous outreach discussions were largely theoretical, these pop-ups helped communities tangibly recognize the importance of safe street design.

In addition to the in-person engagements, an online survey was distributed through a link embedded in press releases and fliers posted at each site with a QR code linking to the survey. Local news outlets picked up the press release. In several cases, a significant number of comments were generated in the comments section. These comments were captured and categorized as additional open-ended comments

Ferndale — Speed humps, pavement markings and temporary bike lane striping along 5th Avenue between Arlington Street and Shaw Avenue: Community members highlighted decades long speeding hazard on Shaw Avenue and the connected Safe Routes to School issue, where students face barriers to traveling to school due to speeding during drop of and pick up times at Ferndale Elementary School (located near 5th and Shaw). While there was general support for the demonstrated improvements and many respondents agreed that the speed humps slowed down traffic, those in opposition cited that driving over the speed humps was uncomfortable, will be difficult for the agricultural vehicles to drive over, and grant funding should be directed to other issues like bike lanes, SRTS improvements at Shaw and Arlington near the High School. A resident living on 5th Street directly in front of a speed hump also noted that the speed humps:

- Increased vehicle noise/vibration for residents in the nearby area.
- Provided little to no obstacle for large pickup trucks, doing little to slow their speed.
- Were easy for many drivers to avoid by diverting their vehicles into the temporary bike lane and parking lane.

- Behavioral Observations: The team interacted with several families walking and biking through the demonstration. Those with children were especially in support of the road striping, indicating that their children have no safe way to bike to school, but a protected bike lane would enhance safety enough to allow them to. The Project Team did encounter several people who were critical of the demonstration and indicated that there was no need for traffic calming, bike lanes, the speed humps were a nuisance to drive over, and the improvement would be a waste of money. However, these were all drivers who did not live in the adjacent area.
- Key Feedback :
  - Shaw Avenue & Berding Street intersection was identified by residents as a major safety concern and Safe Routes to School priority. Traffic calming measures and a bike lane on 5th

Commented [SL36]: HCAOG will poll the local agency staff to ensure this section captures their assessment of the pop-ups.

Street is a good start to improving safety but there are significant ongoing concerns regarding Ferndale Elementary and High School traffic. Residents suggest sidewalk improvements, improved crossings, and drop-off/ pick up zone traffic management.
    - Arlington Avenue received a high level of concern due to speeding, lack of connected sidewalks, and blind intersections.
    - Main Street was discussed with residents highlighting concerns with tourist traffic, speeding, poor visibility at crosswalks, and the need to maintain parking
- **Eureka — Temporary mini roundabout striping, wheel stops, and delineators at Pine Street and West Hawthorne Street, and at Humboldt Street and G Street:** Survey results indicate that the mini-roundabouts were successful at reducing vehicle speeds and enhancing a sense of safety. This was supported by multiple neighbors who noticed a significant reduction in vehicle speeds and improved driver awareness. Those in opposition to the improvement indicated they did not believe there was enough room in the street for the roundabout and could create a crash hazard, especially for large trucks. Participants witnessed in several instances emergency fire vehicles unable to navigate the roundabout and get caught in the telephone line. It was suggested that emergency vehicle training on how to approach mini roundabouts is necessary.
- Behavioral observations: In similar fashion to other observations, neighbors who walk near the demonstration observed a significant reduction in speeding, and those with strong feelings of opposition were drivers passing through. The Project Team observed dog walkers, multiple cyclists, who reported positive feedback, and slower traffic. The team noticed a large truck drive over the roundabout instead of going around, but in general, the cars passing though were able to navigate the installation and slowed to do so. A woman reported that a school bus could not navigate the roundabout and had to take a 4-point turn to drive out.
- Key Feedback:
    - Many residents are in support of the roundabouts because they view them as a potential way to address speeding, failure-to-yield conflicts, and noncompliance at stop signs and traffic signals.
    - The driver's main opposition to the installation is due to the annoyance and difficulty of driving around them; they don't believe they do anything to slow traffic and in fact create more dangerous conditions and traffic, and a four-way stop is a preferred improvement. However, some conceded that a four-way stop would not enhance safety if drivers' pattern of failing to stop at stop signs, remains constant.
    - Driver education was identified as an important need, particularly training for emergency responders, school bus drivers, and the general public on how to safely navigate roundabouts.
    - Other improvements suggested include more bulbouts and visual obstacles to calm traffic, protected bike lanes, traffic calming on H and I Street, speed limit reduction around all of Eureka, flashing beacons and improved crossings, and more lighting.
- **Arcata — Four rubber speed humps at locations on 11th and K Streets to supplement existing radar speed feedback signs:** Survey responses indicate that community members overwhelmingly believe that the speed hump demonstration effectively reduces vehicle speeds but did not indicate positive impacts on enhancing driver awareness or a sense of safety. Community members at the demonstration project agreed they noticed a significant reduction in vehicle speeds due to the speed humps but also noted an increase in frustration from drivers who hit the speed bump too fast and, in some cases, lost truck debris or hit an oil pan. It was suggested that the city should consider better

speed hump design to reduce conflict with cars, and the signage should indicate a suggested MPH vehicles should drive as they approach the speed hump.

- Behavioral Observations: While on the streets, the Project Team encountered many vehicles that did not slow down when approaching the demonstrations and were subsequently launched over the speed humps. This remained constant throughout the day, despite the installed signs and flagging indicating the speed hump. While the team did not encounter aggression from drivers, neighbors shared that several stories of drivers who hit the speed bumps too hard, and in one case damaged their cars and yelled, blaming the City for the installations. A few drivers passing by shared they did not like the speed humps and thought them to be a waste of funding, but everyone the team encountered on the street shared positive feelings toward the demonstration and provided additional details about future improvements the City should prioritize.
- Key Feedback:
    - Speed humps received broad support as an effective traffic-calming measure, although many drivers noted they can be inconvenient and uncomfortable to drive over.
    - Speed hump design and visibility were recurring concerns. Residents suggested improved signage, clearer speed guidance, and quieter designs that reduce vehicle impacts while maintaining traffic-calming benefits.
    - Some drivers are choosing to take alternative routes to avoid the speed humps and City should consider and anticipate these behavioral changes when planning permanent improvements
    - Additional improvements suggested for 11th Street, K Street, and nearby corridors included chicanes, road diets, protected bike lanes, flashing pedestrian beacons, roundabouts, and school drop-off/pick-up improvements. Many residents emphasized that speed humps are most effective when implemented as part of a broader corridor safety strategy.
- **Fortuna —** Programmable radar speed feedback signs on the 12th Street and Ross Hill Road school corridors.

[IN PROGRESS – AWAITING DATA FROM HCAOG]

A recurring theme when talking to community members during the demonstration projects was that residents who lived directly adjacent were deeply satisfied and happy with the traffic calming and speed reduction they witnessed. The biggest opponents to the demonstrations were commuters who expressed annoyance with the design or their experience when driving through them. Some residents offered suggestions to improve the designs but always supported the idea of having slower traffic speeds and safer streets.

Key Findings

[IN PROGRESS – AWAITING DATA FROM HCAOG]

5.5 Integration into the Action Plan

[IN PROGRESS – AWAITING DATA FROM HCAOG]

Commented [SL37]: Present as a a summary table listing each demonstration project by location, treatment, dates, participation, key findings, and resulting next step.

Speed bumps, traffic calming and mini traffic circle results show proof of concept for a treatment type to be replicated countywide.

Emphasize how pop-ups are a low-cost method for testing countermeasures before capital investment.

Recommend a standing demonstration or pilot protocol for member agencies based on our method. Identify demonstrations (and more long-lasting quickbuilds) as an accepted step in each agency's project development. Could recommend HCAOG continue educating, encouraging and creating program for agencies to implement pop ups.

Cite demonstrations as evidence of local commitment and project readiness.

Set performance measures- demonstrations per year, # converted to permanent projects, and measured change in speed or yielding.

CHAPTER 6. IDENTIFICATION OF PRIORITY COUNTERMEASURES & STRATEGIES

6.1 Countermeasure Development Framework

To create a safer transportation network, the U.S. Department of Transportation (USDOT) has adopted the Safe System Approach to guide the assessment of roadways and intersections and the subsequent development of collision countermeasures in the pursuit of zero fatalities and severe injuries in the future. The Safe System Approach is a cornerstone of the USDOT National Roadway Safety Strategy and is centered around understanding both human behavior and human vulnerabilities to develop mitigations for high-severity collision locations. Additionally, through the Strategic Highway Safety Plan (SHSP), the 4 E's of safety (Engineering, Education, Enforcement, and Emergency Medical Services) are emphasized to guide safety projects toward developing countermeasures and strategies for reducing collisions.

The Project Team developed countermeasures identified for the HIN locations. Additionally, engineering countermeasures that mitigate on a systemic basis, while also addressing the priority locations, are presented. In addition to these engineering strategies, non-engineering strategies (i.e., programs and policies) are presented that mitigate on a systemic basis, as well as at priority locations. A key feature that distinguishes this Vision Zero Action Plan (VZAP) from prior Local Road Safety Plans (LRSPs) is the inclusion of all jurisdictional agencies in Humboldt County, including the California Department of Transportation (Caltrans). The Humboldt County Regional VZAP includes multiple Caltrans facilities, including priority locations, which have been coordinated and confirmed with Caltrans. The inclusion of Caltrans facilities is especially important given that 16 out of 20 of the top hot spots are Caltrans-owned.

Data-Driven Decision Framework

As detailed in the Injury & Collision Data Analysis Memorandum, consistent with the Caltrans Local Roadway Safety Manual (LRSM) ranking and prioritization, high-injury locations were determined by assessing the following for each collision: crash severity type (e.g., property damage only, F+SI, other injury), location type (e.g., roadway, non-signalized intersection, and signalized intersection), and severity ranking (i.e., crash cost and Equivalent Property Damage Only (EPDO)). This methodology ensures that F+SI collisions receive the highest values, to distinguish the high-severity locations. For each network and each intersection, the EPDO of each and all collisions was summed, with EPDO 119 and below categorized as "low severity" and EPDO 120 and above categorized as "high severity." Hot spots are "high severity" high-injury locations, which comprise the HIN.

More information on the Injury & Data Analysis and HIN identification can be found in Appendix A.

6.2 Vision Zero Safety Countermeasures

Building directly on the collision data and High-Injury Network analysis, the Project Team developed a prioritized list of safety projects using the Caltrans ~~Local Roadway Safety Manual (~~LRSM~~)~~ framework to identify engineering countermeasures and non-engineering strategies for the county's highest-severity locations. Ten priority intersections and ten priority segments were selected in coordination with stakeholders including the County of Humboldt and Caltrans District 1 . At priority intersections, where broadside collisions and traffic signal violations are common, recommended countermeasures focus on

Commented [SL38]: Refer to comment on page 9 regarding background explanation of how we moved forward in selecting these sites for countermeasures, in contrast to what the data showed. Create a side by side table to show how the data-driven top ten intersections was filtered to the 'priority" countermeasures explored here.

signal timing improvements, protected left-turn phases, intersection lighting upgrades, Leading Pedestrian Intervals, and pedestrian hybrid beacons. At priority segments, the majority of which are rural Caltrans-owned state highways where hit-object collisions and unsafe speed are the dominant patterns, recommended countermeasures include dynamic and variable speed warning signs, curve advance warning signs with flashing beacons, edgeline rumble strips, delineators and object markers, segment lighting, and animal fencing.

In addition to these location-specific engineering improvements, the Plan identifies systemic countermeasures applicable countywide (including high-visibility crosswalks, signal timing upgrades, and expanded lighting) as well as four non-engineering programs: Inclement Weather Education, Alcohol and Drug Awareness, a Sign Audit program, and a Share the Road Awareness campaign. Three policy recommendations round out the project list: evaluating habitat connectivity and wildlife corridor crossings to address the significant share of animal-involved collisions on rural US 101 segments; evaluating bicycle network facilities and connectivity to address wrong-way cycling on Eureka's one-way street network; and evaluating truck routes, particularly SR 96, where over a quarter of collisions involve trucks striking guardrails and embankments on a narrow, curving facility that also serves as the primary access route to the Hoopa Valley Reservation and communities to the northeast. These more general recommendations were incorporated into the Policy Recommendations section of the Plan.

Further information on the Priority Countermeasures process can be found in Appendix C.

6.3 Policy & Practice Recommendations

INTRODUCTION

The Priority Countermeasures described above primarily reflect location-specific interventions based on the HIN analysis. However, a broader set of policy recommendations is crucial to establish a holistic framework for incorporating Vision Zero business as usual. The policies listed here are organized into a three-tier structure of Goals, Policies, and Actions that work together to support a Safe System approach to Vision Zero. At the highest level, there are six goals connected to the Safe System elements: Safe Roads, Safe Road Users, Safe Speeds, Safe Vehicles, Safe Post-Crash Care, and Safer Land Use. These reflect the key elements of the Safe System and acknowledge that no single factor on its own can prevent serious or fatal crashes. There is also an initial goal, Establishing a Framework for Action, that lays the groundwork of coordination to achieve all the following goals.

Each goal is backed by a set of policies that outline how it will be achieved. These policies are informed by crash data, proven safety countermeasures, and input from the community, helping ensure that priorities are both evidence-based and responsive to local needs. In turn, each policy is supported by specific actions that turn strategy into practical, measurable steps.

Across all three tiers, the goals, policies, and actions are designed to work together. They address driver behavior, road design, vehicle safety, land use, and emergency response as parts of one system.

OVERALL PRIORITIZATION PRINCIPLES

When implementing the actions below, the fundamental prioritization concerns should be:

1. **HIN network** *(The HIN will be updated every year.)*
2. **Equity score** *(The Equity Score will be updated every 5 years.)*

Commented [SL39]: Add a column to the left of the policy tables with an alphanumeric identifier to allow for easy reference of each policy. Ie 2.2a, 2.2b. I appreciate the addition of the responsible party column in response to previous comments!

Commented [SL40]: GHD - please provide a memo with raw data and methodology in order for HCAOG staff to be able to update the HIN on a rolling annual basis. Alternatively, provide a suggested method / work-plan for HCAOG to follow through on this update process, ideally consistent with current methodology.

Commented [RH41R40]: Agreed. We need the tool to be in Excel or Word, rather than a software program we do not have. Then, we need methodology / instructions.

Commented [RH42]: Same. How will HCAOG do this?

This framework advances safety improvements most urgently in locations and populations with the greatest need.

GOAL 1: ESTABLISHING A FRAMEWORK FOR ACTION

Lay the groundwork for achieving Vision Zero by establishing the critical interagency partnerships, protocols, and workflows.

POLICY 1.1 STATE HIGHWAY COORDINATION

Establish a formal, ongoing coordination process with Caltrans District 1 to align state highway operations, maintenance, and capital investment with local Vision Zero priorities, recognizing that a substantial share of the High-Injury Network runs through Caltrans right-of-way, where HCAOG does not have direct design or maintenance authority. Work together with Caltrans District 1 towards the Caltrans DP-36 and DP-37 commitments.

ACTION	LEAD & PARTNERS	TARGET TIMEFRAME
Establish a standing coordination protocol (~~MOU or~~ annual work plan) with Caltrans District 1 identifying a single point of contact for Vision Zero-related requests, data sharing, and project coordination.	LEAD: HCAOG Partners: Caltrans District 1, Member Jurisdictions	Years 1–2 (Near-term)
Jointly identify state highway segments and intersections within the local High-Injury Network and incorporate them into Caltrans' collision data review so that state and local HIN methodologies are aligned.	LEAD: HCAOG, Caltrans District 1 Partners: County Public Works, City Public Works Depts., OTS	Years 1–2 (Near-term)
Leverage the Caltrans encroachment permit process proactively for locally-initiated safety retrofits within state ROW, requesting pre-application coordination meetings to reduce permit review cycles.	LEAD: Member Jurisdictions (City/County Public Works) Partners: Caltrans District 1, HCAOG (coordination support)	Years 1–3 (Near-term / Ongoing)
Pursue joint funding applications (HSIP, SHOPP Collision Reduction, and SS4A) for state-local partnership projects on HIN segments within Caltrans ROW.	LEAD: HCAOG (funding programming) Partners: Caltrans District 1, City/County Public Works, CTC	Years 1–5 (Ongoing per funding cycle)
Request documentation of Complete Streets exceptions (per DP-37) for any Caltrans capital or maintenance project within the county, and establish a local agency comment step prior to exception approval.	LEAD: HCAOG Partners: Member Jurisdictions, Caltrans District 1	Years 1–2 (Policy / Process)
Coordinate speed limit and speed zone review requests on state routes through Caltrans' engineering and traffic survey process, incorporating context-based justifications consistent with AB 43 authority.	LEAD: Caltrans District 1 Partners: Member Jurisdictions (initiation/data), HCAOG, Law Enforcement	Years 2–5 (As infrastructure triggers allow)
Establish a joint multi-jurisdictional post-crash review process for serious/fatal crashes on state highway segments, consistent with the local crash analysis process under Policy 5.1.	LEAD: Caltrans District 1, County Sheriff / City Police Partners: HCAOG, Local EMS/Fire, City/County Public Works	Years 1–3 (Near-term)

Commented [RH43]: It would be helpful to know if this has been done previously between any other RTPAs and Caltrans. Please research this and then cite some examples (if any exist).

This would likely work better under "Process & funding" below.

Commented [RH44]: When does Year 1 begin? What are the prerequisites? Address this somehwere.

Commented [RH45]: Stevie - Not everyone at Caltrans is going to like all these extra requirements. We need to be sure to give someone at Caltrans the opportunity to review this before we consider it complete. Who is the right person? Be sure to draw their attention to this section.

Commented [RH46]: It would be helpful to know if this has been done previously in other Caltrans Districts. Please research this and then cite some examples (if any exist).

This would likely work better under "Process & funding" below.

Include Caltrans District 1 as a standing participant in the local Vision Zero governance and reporting structure, not solely as an external reviewer of individual projects.	LEAD: HCAOG Partners: Caltrans District 1, All Member Jurisdictions	Years 1–2 (Near-term)

Why it matters

A substantial portion of Humboldt County's High-Injury Network runs through Caltrans right-of-way, including US-101, ~~US-199,~~ SR-36, SR-96, and other state routes that function as primary corridors for many communities. HCAOG and its member jurisdictions do not have direct authority to design, modify, or maintain these segments. This highlights the importance of implementation of Caltrans Complete Street commitments. Without a structured coordination process, locally identified safety needs on state routes risk being or addressed inconsistently through one-off encroachment permit interactions rather than as part of a shared safety strategy.

Caltrans DP-37 and SB 960 together create new obligations and pathways for Caltrans to incorporate Complete Streets and safety improvements into all capital and maintenance projects, and to develop a more transparent encroachment permit process for locally-sponsored safety work within state ROW. This policy positions HCAOG and member agencies to proactively use these mechanisms.

Process & funding

Coordination Protocol

HCAOG should initiate an ~~MOU or~~ annual work plan to establish consistent coordination with Caltrans District 1 within the first year, identifying a named District point of contact, such as the District Complete Streets Coordinator established under DP-37, for all Vision Zero-related requests for data, permits, or project coordination.

Complete Streets Coordination

Implementation of the Caltrans Complete Streets commitment is critical, with a focus on community listening, equity and access considerations, and local context. Solutions must be appropriately funded, holistic, have community buy-in, and be monitored for effectiveness. The mechanism of accountability should be the working group referenced in the Actions table above.

HIN Alignment

HCAOG should share its local HIN methodology and data with Caltrans District 1 and request reciprocal access to TASAS/TIMS collision data for state route segments. This creates a unified view of the HIN and improves joint eligibility for HSIP funding, which requires documented crash history.

Encroachment Permits

SB 960 requires Caltrans to develop a dedicated project intake and encroachment permit review process for Complete Streets facilities sponsored by local jurisdictions or transit agencies, and to designate an encroachment permit manager in each district. Member agencies should use this process and request pre-application meetings for crosswalk upgrades, curb extensions, signal modifications, and lighting improvements within state ROW. HCAOG can provide coordination support and help smaller cities navigate the process.

Commented [RH47]: Stevie - I like this and support it. But, do we have the software required? Discuss with the consultants. Delete this if we'll never be able to do anything with the data. Unless we could pay for a relatively cheap software program? Or simply use Excel? Check on that.

Commented [SL48R47]: Yes, TIMS is accessed online and TASAS can be accessed with a data request to Caltrans. Both can be used with Excel.

Commented [SL49]: Ensure this coordination support task is included in implementation table so HCAOG can integrate into work plan.

Speed Limit Coordination

AB 43 expands local authority to reduce speed limits on local roads beyond the 85th percentile Engineering and Traffic Survey (E&TS) result, but it does not apply to state routes. Speed limit changes on Caltrans-managed roads still require a formal E&TS, which could result in a speed limit increase if operating speeds have risen. Physical infrastructure changes should be implemented first to slow operating speeds, consistent with CA MUTCD 2026 and DIB 94, before any E&TS re-evaluation is requested.

Funding Sources

- HSIP (Highway Safety Improvement Program): federal safety funding administered by Caltrans that fits with documented crash-reduction projects on state and local routes
- SHOPP Collision Reduction: Caltrans' capital program. DP-37 and SB 960 require Complete Streets evaluation in all SHOPP projects, creating a new lever for state-route improvements
- STIP: regional capital programming through HCAOG that can incorporate state-local partnership projects when ROW and cost-sharing agreements are in place
- Potential federal funding under surface transportation reauthorization

Performance measures

- ~~MOU or a~~Annual work plan with Caltrans District 1 executed (Year 1 target)
- Named District point of contact identified and active for Vision Zero coordination (Year 1 target)
- State highway HIN segments incorporated into shared HCAOG/Caltrans collision data review (Year 2 target)
- Number of locally-initiated safety retrofits within state ROW successfully permitted annually
- Number of joint HSIP/SHOPP/SS4A funding applications submitted per funding cycle
- Number of DP-37 Complete Streets exceptions documented and subject to local agency comment
- Number of serious/fatal crash reviews on state highway segments conducted jointly per year
- Caltrans District 1 participation in Vision Zero working group meetings (meeting attendance rate)

Notes

- Caltrans District 1 is currently developing a 4th & 5th Street Feasibility Study (FY 2026–27) examining safety, operations, and bicycle/pedestrian/transit integration in downtown Eureka. This study impacts priority intersections in the local HIN (4th & 5th/H Street; 4th Street/R Street) and should be closely coordinated with HCAOG and the City of Eureka throughout its development.
- Leading Pedestrian Intervals (LPI) have already been implemented at traffic signals owned and operated by Caltrans District 1 within the county. Coordination under this policy should confirm full LPI coverage at state-controlled signals and identify any remaining gaps.
- Edge line rumble strips on state routes are installed by Caltrans District 1 only where at least 4 feet of clear space remains for cyclists beyond the strip. This constraint should be factored into any jointly developed corridor safety plans on rural state routes.
- The encroachment permit process applies to all locally-sponsored work within state ROW, including minor items such as signage and pavement markings. Early coordination with the

Commented [RH50]: SL - This (and multiple other items) are going to need to go on someone's "annual to do list." In this specific case, we would need to monitor Caltrans's "safety retrofits" and then determine which were "locally-initiated." Or, ask Caltrans to provide us with a list annually. But even that would require work on our part because we would need to ensure the information is sent to us annually, and then we need to process and store that information.

The little things like this are going to add up to a set of ongoing VZ responsibilities, seemingly indefinitely. Let's discuss how to best plan for this. I'd like this document to strategically outline an approach.

Commented [RH51]: I'm not sure I agree with this. This implies that the "number of meetings" is the performance measure. Is nine meetings really better than four? No matter how many collisions occur in a year, they can all be covered in a single annual meeting. No? Am I missing something?

Commented [SL52R51]: Agree. A binary yes/no on whether F&SI review occurred in a given year could be the measure.

District encroachment permit manager (required under SB 960) is strongly recommended before scoping any project that touches state right-of-way, regardless of scale.

POLICY 1.2 LOCAL JURISDICTION COORDINATION

Establish a formal, ongoing coordination framework between HCAOG and all member jurisdictions, ~~including~~ as well as Tribal members and the Humboldt Transit Authority~~smaller cities and the unincorporated county,~~ to ensure that each agency's individual safety priorities, funding parameters, and capital programming cycles are reflected in the regional Vision Zero effort, and that HCAOG's planning and funding support is accessible and responsive to jurisdictions of all sizes.

ACTION	LEAD & PARTNERS	TARGET TIMEFRAME
Establish a Vision Zero Interagency Working Group under HCAOG with standing representation from each member jurisdiction, meeting at minimum quarterly.	LEAD: HCAOG Partners: City Public Works Depts. (Eureka, Arcata, Fortuna, Rio Dell, Blue Lake, Ferndale, Trinidad), Humboldt County Public Works, Humboldt County Planning, Caltrans District 1	Year 1 (Establish structure)
Develop a standardized annual check-in process between HCAOG and each member jurisdiction to document current safety priorities, capital project schedules, and funding availability.	LEAD: HCAOG Partners: All Member Jurisdictions	Years 1–2 (Annual / Ongoing)
Provide targeted technical assistance to smaller cities and rural unincorporated communities without in-house traffic engineering staff. Assist the larger jurisdictions as well if needed.	LEAD: HCAOG Partners: Caltrans District 1 (Local Assistance), OTS, Smaller City Public Works Depts.	Years 1–3 (Ongoing)
Prepare a template Resolution outlining a commitment to Vision Zero and a reprioritization of the jurisdictions' "philosophy" regarding mobility systems. Facilitate the passing of the Resolution in each jurisdiction.	...	...
Develop and maintain a countywide safety project pipeline, ranking Vision Zero-aligned projects by jurisdiction, priority, and funding status.	LEAD: HCAOG Partners: All Member Jurisdictions, Caltrans District 1	Years 1–2 (Establish); Ongoing update
Establish a shared crash data agreement and access protocol so all member jurisdictions work from a common data foundation.	LEAD: HCAOG Partners: CHP, OTS, Member Jurisdictions, Caltrans District 1	Years 1–3 (Near-term)
Require that all locally-initiated safety projects receiving HCAOG-programmed funding demonstrate alignment with regional Vision Zero priorities.	LEAD: HCAOG Partners: All Member Jurisdictions (project sponsors)	Years 1–2 (Policy / Process)
Coordinate local capital improvement program (CIP) annual updates ~~timing~~ with HCAOG's RTIP update cycle to identify upcoming projects as Vision Zero improvement opportunities.	LEAD: HCAOG Partners: City/County Public Works Depts.	Years 1–2 (Ongoing / Annual)
Establish a protocol for cross-jurisdictional safety projects, including lead agency designation and shared cost and maintenance agreements.	LEAD: HCAOG Partners: Relevant Member Jurisdictions (case-by-case), Caltrans District 1 (if state route involved)	Years 1–3 (Framework in Year 1; apply as needed)
Report annually to the HCAOG Board of Directors on Vision Zero progress across all member jurisdictions.	LEAD: HCAOG Partners: All Member Jurisdictions, OTS, Caltrans District 1	Year 2 onward (Annual)

Why it matters

Commented [SL55]: Include Tribes and HTA as part of agency working group throughout this section

Commented [RH53]: SL - I'm not sure about this. A new committee? Couldn't the TAC serve this role?

Commented [SL54R53]: Will highlight for TAC discussion. Benefit to having regional group of professionals outside engineering.

Cite past example of how HCAOG facilitated the Greater Eureka Traffic Safety Task Force.

Commented [SL56]: This will be a discussion topic at TAC level.

Commented [RH57]: I'm not sure I even like this, but the concept is worth exploring.

Commented [SL58]: While technically feasible and a good idea to have a pipeline of projects, the concept of "ranking" or prioritizing projects across jurisdictions can be controversial at TAC. I see this being a self-submitted list by jurisdictions. Will discuss at TAC.

Commented [RH59R58]: I agree. We need the consultant team to prepare a conceptual preliminary "ranking system." We can then work with the jurisdictions to evaluate/modify the proposed system. Ultimately, we may never get past the point of having each jurisdiction prioritize their own projects.

Commented [RH60]: We'll need a "ranking system" or "scoring system." Prepare one as part of this plan.

Commented [RH61]: Please provide examples/samples if they exist.

Commented [RH62]: This isn't realistic. The eight local jurisdictions are not going to change the timing of their annual CIPs.

But we can coordinate the CIPs with the RTP. However, I do not believe that we can modify the timing of eight jurisdictions.

HCAOG does not build or maintain roads or control the budgets or capital programs of member jurisdictions. Each city and the county is independently funded, operates under its own planning cycle, and sets its own safety priorities. A structured coordination framework ensures that Vision Zero is connected to the project decisions, resurfacing schedules, and grant applications that lead to concrete progress.

This policy addresses that gap by establishing working relationships, shared data tools, and joint processes that allow HCAOG to function as an effective regional coordinator of Vision Zero. It ensures that smaller cities and rural communities, which often lack in-house engineering staff and have fewer resources to pursue competitive grants independently, receive targeted support to navigate the process.

Process & funding

Interagency Working Group

The Vision Zero Interagency Working Group should meet quarterly, with a standing agenda covering crash data trends, funding opportunities, project updates, and lessons learned. Representation should include Public Works and/or Planning staff from each member jurisdiction, Caltrans District 1, County public works, Tribal governments, and HCAOG staff. This may build upon the existing Technical Advisory Committee (TAC), potentially established as a subcommittee. The existing TAC consists of staff from each member agency (typically from the Public Works Departments) as well as representatives from HTA, Caltrans, and each of the Tribes. The TAC has the qualifications and structure to allow it to periodically convene as the VZ Working Group. The working group is the primary vehicle for implementing coordination projects in this policy.

Commented [RH63]: During the seven-year study period, there were approximately 143 F&I collisions per quarter. Is that worth mentioning here to establish the scope/scale of the effort that would be required?

Annual Check-In and Project Pipeline

HCAOG should develop a simple annual check-in form for jurisdictions, capturing current safety priorities, upcoming resurfacing and reconstruction projects, available local match, and known funding barriers. Responses feed directly into the countywide project pipeline: a living, ranked list of Vision Zero-aligned projects organized by jurisdiction, funding status, and readiness. This pipeline should be the primary tool for identifying and programming projects into the RTIP/FTIP ahead of grant cycles.

Commented [RH64]: Provide a recommended "ranking system" as part of this document. An appendix is fine.

Technical Assistance for Smaller Jurisdictions

HCAOG should provide Vision Zero-specific technical assistance to smaller and rural communities, assisting with crash data analysis, grant writing, project scoping, and review of proposed safety improvements. Caltrans District 1 Local Assistance and OTS are key partners.

Shared Data Agreement

A shared data agreement should establish that all member jurisdictions have access to SWITRS, TIMS, and local crash report data through a common platform or dashboard (potentially building on the public Vision Zero dashboard). HCAOG should lead configuration of a shared data tool in coordination with CHP and OTS, ensuring that smaller cities have the same analytical foundation as larger jurisdictions when making project decisions.

Commented [RH65]: While I like this overall concept, I do not want us to create a situation in which HCAOG and/or member agencies become burdened by the costs of another software program or annual subscription. Address that here.

CIP and RTIP Cycle Coordination

HCAOG should plan for a regular calendar touchpoint, ideally 12–18 months before each RTIP update, for jurisdictions to flag upcoming capital projects that could serve as Vision Zero improvement opportunities, allowing HCAOG to help identify funding and scope safety elements before project designs are finalized.

Cross-Jurisdictional Project Protocol

Corridors that cross city limits or city/county boundaries present a recurring coordination challenge. HCAOG should develop a protocol in such cases for lead agency designation, cost-sharing, and maintenance responsibility.

Funding Alignment Requirement

The Vision Zero alignment requirement for HCAOG-programmed funding (HSIP, ATP, TDA Article 3, STIP) should be operationalized through a simple checklist or attestation form completed by project sponsors at time of funding nomination.

Commented [RH66]: Great. Prepare a draft or template for us as part of this plan. Can be an appendix.

Performance measures

- Resolution passed in each member jurisdiction.
- Vision Zero Interagency Working Group established and meeting by end of Year 1
- Number of member jurisdictions completing annual HCAOG check-in
- Countywide safety project pipeline established and updated at least annually
- Number of ~~smaller~~ jurisdictions receiving technical assistance from HCAOG per year
- Shared crash data platform operational and accessible to all member jurisdictions
- Percentage of HCAOG-programmed projects with documented Vision Zero alignment
- Number of cross-jurisdictional safety projects advanced
- Annual Board report produced and presented, with equity metrics by jurisdiction

Commented [RH67]: See above. I'm still not sure if this is a good idea. Explore this and see what you come up with.

Notes

- HCAOG's coordination role under this policy does not override member jurisdictions' independent authority over their capital programs, budgets, or project decisions. The framework is intended to provide support and alignment.
- The annual check-in and project pipeline should be living tools that are updated continuously. HCAOG staff capacity to maintain these tools should be reflected in the Overall Work Program (OWP).
- Smaller cities with very limited staff may not have a dedicated Public Works Director. Outreach and check-in processes should be adapted to the scale of each jurisdiction.
- The annual Board of Directors report should include equity metrics showing whether safety improvements are reaching rural and low-income communities proportionally.
- Tribal governments are sovereign entities and are not member jurisdictions of HCAOG, but Tribal governments should be closely consulted and involved in the Interagency Working Group.

GOAL 2: SAFE ROADS

POLICY 2.1 COMPLETE STREETS IMPLEMENTATION

Align Complete Streets Policy with Vision Zero by evaluating crash data to identify corridors for road diets, curb extensions, two-way conversion, enhanced crossings, and other Complete Streets tools across Humboldt County. Prioritize these projects and work with local and state agencies to include the projects in

TIPs and fund them. Ensure that all roadway and safety improvement projects are scoped and designed to incorporate a range of strategies, prioritizing vulnerable users including pedestrians and cyclists.

Action	Responsibilities	Timeframe
Utilizing the City of Eureka's Complete Streets Program as a sample/template, assist each HCAOG member agency with establishing a Complete Street Program and/or Policies.	…	…
Identify appropriate roads, particularly in the HIN, to implement road diets and lane narrowing, reducing vehicle speeds and reallocating space for all road users.	Lead: HCAOG (corridor identification, prioritization, grant programming) Partners: • Caltrans District 1 (for state route corridors; coordinates with SB 960 and SHOPP project pipeline) • Humboldt County Public Works (county roads) • City Public Works Departments (city streets; each jurisdiction programs independently) • California Transportation Commission (STIP programming)	< 6 months: Crash data analysis and candidate corridor screening 1–2 years: Prioritized project list adopted; pilots initiated on highest-priority corridors timed with resurfacing 2–5 years: Full implementation of priority corridors; before/after data collection
Identify appropriate roads for curb extensions, median refuges, and other Complete Streets Engineering tools*, then aid in design and implementation.	Lead: City and County Public Works Departments (each jurisdiction implements within its own right-of-way and capital program) Partners: • HCAOG (technical assistance, grant programming for HSIP and ATP; prioritization support for smaller cities) • Caltrans District 1 (encroachment permit approval and design coordination for improvements within or adjacent to state ROW) • Transit operators (coordination on curb extension placement at bus stops)	1 year: Design and install at highest-priority locations identified in HIN analysis, especially near schools and transit stops 2–5 years: Systematic deployment on remaining priority corridors as part of capital and resurfacing programs Ongoing: Incorporated as default element in all new roadway and resurfacing projects
Reevaluate one-way streets to assess opportunities for conversion to two-way operation or other design changes that improve pedestrian and bicyclist safety, reduce vehicle speeds, and enhance access to adjacent land uses.	Lead: City Public Works Departments (cities with one-way street networks) Partners: • Caltrans District 1 (lead for state route segments) • HCAOG (coordination, technical assistance, grant programming) • Local Planning Departments (land use and economic development integration) • Transit operators (routing impacts) • Local businesses and community (access and operations impacts)	1 year: Inventory of one-way street network, identify candidate corridors for evaluation, coordinate with Caltrans 4th & 5th Street Study timeline 2–3 years: Complete feasibility studies for priority candidates, community outreach, traffic operations analysis 3–5 years: Implement conversions where feasibility studies support, monitor before/after conditions

Commented [RH68]: Consider adding this or something like it. I'm not attached to this idea, but it seems worth exploring.

Identify and address missing and inadequate crosswalks, utilizing high-visibility markings and enhanced crossings where needed and implementing best practices for signalization.	Lead: City and County Public Works Departments (each jurisdiction implements within its own right-of-way and capital program) Partners: • HCAOG (technical assistance, grant programming for HSIP and ATP; prioritization support for smaller cities) • Caltrans District 1 (encroachment permit approval and design coordination for improvements within or adjacent to state ROW)	1 year: Design and install at highest-priority locations identified in HIN analysis, especially near schools and transit stops 2–5 years: Systematic deployment on remaining priority corridors as part of capital and resurfacing programs Ongoing: Incorporated as default element in all new roadway and resurfacing projects

Why it matters

Complete Streets are designed to provide safe and accessible options for multiple travel modes, including walking, cycling, transit, mobility devices, automobiles, and freight. It differs from conventional street design, which has historically prioritized vehicle throughput over safety and access for all users.

Complete Streets design is one of the most effective tools to slow driver speeds, increase attentiveness and visibility of all road users, and move the needle towards Vision Zero. The Caltrans Complete Streets Elements Toolbox 3.0 reflects this with its inclusion of road space reallocation and bicycle & pedestrian elements that facilitate safe multimodal travel to meet the goals of DP-37. Furthermore, the Caltrans Proven Safety Countermeasures features strategies such as Bicycle Lanes, Pedestrian Crossing Islands, Road Diets, and Walkways.

Complete Streets changes to physical road design typically focus on decreasing driver speed, since this is one of the most important factors in crash severity. However, several strategies increase safety through other mechanisms as well. For instance, a pedestrian refuge island with bumpouts serves to both decrease driver speed and increase driver attentiveness through visual friction, and simultaneously reduces pedestrian exposure to traffic.

Process & funding

All countermeasures identified in this section are preliminary recommendations. Improvements at specific locations must be grounded in site-specific data, engineering judgment, and context-sensitive design.

Identifying priority sites should begin by referencing the HIN and Equity Score in this report, and move into more detailed crash history analysis. For road diets, FHWA guidance recommends focusing on roads with Average Daily Traffic (ADT) of less than 20,000, in addition to evaluation speed conditions, crash history, and land use context.

Implementing these projects in coordination with routine street resurfacing significantly reduces the cost. Quick-build pilot projects should be utilized as practical to test new designs and gather before/after data.

Key funding sources:

- **HSIP**: Federal safety funding; strongest fit for data-supported crash reduction projects
- **STIP**: State capital program through HCAOG regional programming (RTIP)

- **ATP Cycle 8**: Monitor Cycle 9 timeline, regional ATP component may still offer near-term opportunities
- **SHOPP**: SB 960 now requires Complete Streets elements to be evaluated in SHOPP projects, a significant new lever for state-route improvements in Humboldt communities
- **Local Transportation Measures**: Varies by jurisdiction
- **CDBG**: For improvements in low-income communities
- Potential federal funding under surface transportation reauthorization

Performance measures

- Reduction in fatal and serious injury crashes within 5 years of implementation
- Reduction in pedestrian and bicycle-involved collisions on treated corridors
- Reduced vehicle operating speeds on road diet and lane-narrowed corridors
- Target 100% Complete Streets element inclusion in evaluated resurfacing and reconstruction projects, with exclusions documented per DP-37
- Number of Complete Streets projects successfully programmed into RTIP/FTIP/STIP/local CIPs annually

Notes

- The California Complete Streets Act of 2008 (AB 1358) requires all cities and counties to include Complete Streets policies as part of any substantial revision to the circulation element of their general plans
- In 2024, Caltrans released its 2024–25 Complete Streets Action Plan, which outlines key efforts to implement the Director's Policy for Complete Streets (DP-37) from January 2024 to December 2025
- SB 960 requires Caltrans to prioritize road improvements for pedestrians, bike riders, and public transit users whenever it performs maintenance or does road work, including sidewalks, bike lanes, bus-only lanes, comfortable and accessible public transportation stops, frequent and safe crosswalks, median islands, accessible pedestrian signals, curb extensions, and narrower travel lanes
- Each member agency independently programs and implements Complete Streets projects within its limits according to its own CIP and budget

**SIDEBAR: Complete Streets Engineering Toolbox*

Strategy	Best Context	Notes
Road diet/lane reduction	4-lane undivided roads, <20,000 ADT	FHWA proven countermeasure; cost-effective with resurfacing
Lane narrowing	High-speed corridors with wide lanes	Can slow operating speeds; must comply with CA MUTCD 2026 minimum widths

Commented [RH69]: Yes. These are the types of performance measures that matter most. Some of the other policies need more direct measures like this. Many of the performance measures are about "number of meetings." But, this is all about reducing injuries/deaths. So, ensure that ever section leads with explicit, direct measures like this (if possible).

Commented [SL70]: For smaller jurisdictions, they may not have capacity to measure prevailing speeds. Add policy action above for HCAOG to lead technical assistance to collect baseline speed and AADT data for jurisdictions

Commented [RH71R70]: Yes. Review all policies with this thinking in mind and add content accordingly.

Commented [SL72]: Add a row explaining the one-way conversion strategy mentioned earlier.

Sidewalk installation/repair	Corridors with pedestrian crash history or school proximity	ADA compliance required
Protected/buffered bike lanes	Arterials ≥30 mph	Coordinate with Caltrans on state routes
Raised crosswalks/speed tables	Posted speeds ≤25 mph	Vertical deflection slows vehicles at crossings
Curb extensions/bulb-outs	Urban intersections with pedestrian volumes	Reduces crossing distance; not suitable on bus routes without coordination
Roundabouts	Rural intersections, stop-controlled intersections with crash history	Can reduce fatal and serious injury crashes significantly; evaluate case-by-case
Median refuge islands	Wide arterials, high-speed crossings	Improves pedestrian crossing safety on multi-lane roads
Bus stop improvements	Transit corridors	Required under SB 960 prioritization of transit
Accessible pedestrian signals	All new/reconstructed signalized intersections	ADA requirement

POLICY 2.2 PEDESTRIAN NETWORK

Work with local agencies to establish a county wide pedestrian network gap analysis and identify corridors and intersections with high pedestrian fatalities and injuries. Develop a strategy with agency partners to design, fund, and implement pedestrian safety improvements in these areas.

ACTION	LEAD & PARTNERS	TARGET TIMEFRAME

Establish a countywide pedestrian network gap analysis using SWITRS crash data, HCAOG's Level of Traffic Stress Analysis tool, and ~~and~~ field inventory to identify sidewalk gaps, missing crosswalks, inadequate lighting, and ADA deficiencies on HIN corridors	Lead: HCAOG Partners: City/County Public Works, Caltrans District 1, Tribal Governments	< 6 months
Develop a prioritized pedestrian safety improvement strategy with agency partners, identifying specific projects for design, funding, and implementation in high-injury areas.	Lead: HCAOG Partners: City/County Public Works, Caltrans District 1, OTS	Years 1–2
Conduct walk audits in partnership with community members, particularly seniors, people with disabilities, and residents of low-income and Tribal communities, to validate gap analysis findings and identify barriers not captured in data	Lead: HCAOG Partners: Local community organizations, Senior centers, Tribal liaisons	Years 1–2
Coordinate with transit agencies to identify where bus stop access is a contributing factor to unsafe pedestrian behavior, and identify locations where bus stops and/or crossings can be improved.	Lead: HCAOG Partners: Local community organizations, Senior centers, Tribal liaisons	Years 1–2

Why it matters

Pedestrians using the transportation network are unprotected by vehicles and subject to severe or fatal injury even in relatively low-speed collisions. In Humboldt County, pedestrian crashes are concentrated in a few locations: high-activity urban corridors with sidewalk gaps and inadequate crossings, rural state highway segments where pedestrians walk in travel lanes due to the absence of sidewalks or shoulders, and locations near transit stops and social services with high pedestrian volumes and poor infrastructure.

People experiencing homelessness are disproportionately represented in pedestrian fatality data both locally and statewide, as are seniors, people with disabilities, and people walking in areas with limited or no pedestrian infrastructure. These can be addressed with a gap analysis and targeted investment strategy.

Effective pedestrian safety requires both infrastructure and education working, and these strategies should be applied in concert with the human-centric and empathetic education campaign described in Policy 3.1.

Process & funding

Pedestrian network gap analysis: The gap analysis should combine SWITRS pedestrian crash data mapped against the HIN, field inventory of sidewalk coverage, crosswalk presence, curb ramp condition, and lighting on priority corridors, and ADA Transition Plan data from each member jurisdiction. HCAOG should compile and synthesize these sources into a countywide map and prioritized deficiency list by Year 1. Smaller jurisdictions without recent ADA Transition Plan updates should be flagged for HCAOG technical assistance support.

Prioritized improvement strategy: The improvement strategy should rank identified deficiencies using a scoring matrix that weights crash severity and frequency, pedestrian exposure, equity, and implementation feasibility. Projects should be tiered into near-term (restriping, signage, quick-build curb extensions), mid-term (sidewalk construction, signal upgrades), and long-term (major corridor reconstruction) categories, with near-term actions advanced immediately to demonstrate progress while longer-term projects are designed and funded. Final treatment selection at each location must be based on site-specific engineering assessment, consistent with the Caltrans Pedestrian Safety Countermeasures Toolbox and CA MUTCD 2026.

Walk audits: Walk audits are a structured field activity where community members walk a defined route and document specific problems: broken sidewalks, missing curb cuts, inadequate crossing times, poor lighting, vegetation blocking sight lines, and locations where they feel unsafe. Walk audits should be conducted in each jurisdiction as part of the gap analysis validation process, with particular attention to reaching seniors, people with disabilities, and residents of communities that may not participate in standard public meetings. The Safety Campaign Plan's community engagement structure provides a pathway to recruiting walk audit participants from these groups.

Funding sources:

- **HSIP**: primary source for infrastructure improvements at documented high-crash locations; crosswalk markings, signals, lighting, and curb ramps are eligible
- **ATP:** monitor Cycle 9 and regional ATP component for near-term opportunities
- **STIP**: through HCAOG regional programming for larger corridor projects
- **CDBG**: pedestrian improvements in low-income communities
- **Section 504 / ADA compliance funding**: for curb ramp and accessibility upgrades required under ADA Transition Plans
- **Tribal Transportation Safety Fund**: for improvements on or near Tribal transportation facilities
- **OTS grants**: pedestrian safety education program component

Performance measures

- Reduction in pedestrian-involved crash rates within the HIN.
- Reduction in pedestrian-involved crash rates on treated corridors
- Countywide pedestrian gap analysis completed, with deficiency inventory and prioritized project list delivered to all member jurisdictions
- Number of walk audits conducted annually, by jurisdiction
- Number of sidewalk gap segments closed on HIN corridors
- Number of crosswalks upgraded to high-visibility markings on HIN corridors
- Number of ADA curb ramps installed or upgraded on priority corridors
- Number of pedestrian-scale lighting gaps addressed at high-crash nighttime locations
- ~~Reduction in pedestrian-involved crash rates on treated corridors~~

Commented [RH73]: SL - This is starting feel like a standalone fulltime job. Or, maybe another $200K+ consultant project? Discuss.

Commented [SL74]: We want to consider structuring the performance measures into two categories; one for those HCAOG would actually track and report on, and the other that would be a nice to have if possible list. Will make edits and send to consultant with clear direction.

Commented [RH75]: I moved this to the top of the list. Don't dance around the actual goal. This entire effort would be a success if we reduced pedestrian deaths, but didn't accomplish any of these other performance measures.

- Percentage of priority pedestrian projects successfully programmed into RTIP/FTIP or local CIPs
- Reduction in gap in sidewalk coverage and crossing quality between low-income/rural communities and county average

Notes

- **People experiencing homelessness:** Unhoused individuals are disproportionately represented in pedestrian fatality data in Humboldt County and statewide. Pedestrian safety improvements near encampment areas, social service facilities, and transitional housing should be flagged as priorities in the gap analysis, and outreach through the Humboldt Housing and Homeless Coalition should be incorporated into the walk audit program.
- **ADA Transition Plan compliance is a legal requirement:** All public agencies are required to maintain current ADA Transition Plans identifying accessibility deficiencies and timelines for correction. HCAOG provide technical assistance to those that do not have a plan.
- **State route pedestrian improvements require Caltrans coordination.** Many of the most dangerous pedestrian corridors in smaller Humboldt County communities are on state routes. Any crosswalk, sidewalk, or signal improvements within Caltrans right-of-way require encroachment permits and design approval through District 1. The coordination protocol under Policy 0.1 should be used proactively to advance these projects.
- **Walk audits are education as well as data collection.** Participants in walk audits learn about pedestrian safety and the Vision Zero Action Plan in the process of contributing to it. Campaign materials, reflective gear, and safety lights should always be distributed at walk audit events, consistent with the Safety Campaign Plan's Year 2 engagement strategy.
- **Tribal roads and communities** may have pedestrian safety needs that fall outside standard sidewalk gap analysis frameworks. HCAOG should coordinate directly with Tribal transportation departments to understand connectivity needs and incorporate Tribal road pedestrian conditions into the countywide analysis where data is available.

POLICY 2.3 BICYCLE CONNECTIVITY

Work with local agencies to establish a county wide low-stress bicycle network gap analysis, identify corridors and intersections with high bicyclist fatalities and injuries, and develop a strategy with agency partners to design, fund, and implement bicycle safety improvements in these areas.

ACTION	LEAD & PARTNERS	TARGET TIMEFRAME
Expanding on the existing LTS for the Greater Humboldt Bay Area, ~~C~~conduct a countywide low-stress network gap analysis using the Level of Traffic Stress (LTS) framework, identifying corridors where LTS 3–4 conditions interrupt connectivity between key destinations	Lead: HCAOG Partners: City/County Public Works, Caltrans District 1, Tribal Governments	Years 1–2

Design and implement low-stress bicycle facility improvements on priority corridors, selecting treatments based on road classification, operating speed, and available right-of-way	Lead: City/County Public Works; Caltrans District 1 (state routes) Partners: HCAOG (prioritization, funding), Tribal Governments	Years 2–5
Inventory and classify all multi-use trail crossings of public roads, and implement appropriate crossing treatments based on vehicle speed, volume, and crash history	Lead: City/County Public Works; Caltrans District 1 (state routes) Partners: HCAOG, Law Enforcement	Years 1–4

Why it matters

The county's bicycle network has developed over time in disconnected fragments, often leaving riders to navigate high-speed arterials or unpaved shoulders. This fragmentation excludes children, seniors, people with disabilities, and any riders seeking higher-comfort facilities from using bicycles as a mode of transportation.

Both the perception of safety and actual crash rates play a role in determining whether people choose to cycle. Roughly 51% of adults describe themselves as "interested but concerned," people who would ride more if they felt safer. Building a connected low-stress network addresses this concern by either physically separating cyclists from fast-moving traffic or sharing streets where speeds are low enough for most people to feel comfortable.

Bicycle-involved collisions in the county cluster at high-speed arterials with no dedicated facilities, uncontrolled trail crossings with right-of-way ambiguity, and gap locations where bike lanes abruptly end. These conditions vary by geography, with urban jurisdictions facing intersection density and right-of-way constraints and smaller cities and rural areas encountering higher speeds, longer distances, and greater reliance on state highways.

Process & funding

Low-stress network gap analysis: Using the LTS framework, HCAOG should map all existing bicycle facilities countywide and generate a low-stress connectivity score for each community that shows what percentage of key destinations can be reached through LTS 1–2 routes. Route selection for improvements should include network gap analysis, estimate of demand, crash analysis, community input, and feasibility screening by right-of-way, cost, and engineering constraints.

Facility design hierarchy: Treatments should be selected based on road classification, posted and operating speed, and right-of-way, in the following order of priority:

1. Class I separated paths
2. Class IV/II protected/buffered bike lanes
3. Class II conventional bike lanes (25 mph or below only)
4. Bike boulevards/neighborhood greenways
5. Class III shared roadway with speed management

Trail crossings: Crossings should be assessed for vehicle speed/volume, trail user volume, sight distance, crossing angle, existing controls, and crash history, then evaluated for the following treatments:

- Full signal
- HAWK beacon
- RRFB
- Pedestrian refuge island

Right-of-way protections at all crossings should include high-visibility ladder crosswalk markings, advance yield signs, trail approach pavement legends, and sight triangle clearing.

Funding sources:

- **ATP:** monitor Cycle 9 and regional ATP component
- **HSIP**: for infrastructure improvements at documented high-crash locations
- **STIP**: through HCAOG regional programming
- **Recreational Trails Program (RTP)**; trail construction and crossing improvements
- **CDBG**: in low-income communities
- **Local Transportation Measures**: where available by jurisdiction

Performance measures

- Reduction in bicycle-involved crash rates within the HIN.
- Reduction in bicycle-involved collision rates on designated low-stress corridors

Commented [RH76]: Feel free to merge these if there is a better way to say this.

- Countywide LTS gap analysis completed, with low-stress connectivity scores for each member jurisdiction
- Number and length of low-stress corridor segments constructed or upgraded annually
- Percentage of residents countywide within 0.25 miles of an LTS 1–2 route
- Number of trail crossings inventoried and treated
- Driver yielding compliance at treated crossings
- ~~Reduction in bicycle-involved collision rates on designated low-stress corridors~~
- Reduction in operating speeds on bike boulevard corridors
- Reduction in gap in low-stress network access between low-income/rural census tracts and county average

Notes

- **HCAOG coordination role:** Each jurisdiction independently funds and manages its own bicycle capital projects. HCAOG's role is gap analysis, prioritization, and technical assistance for cities with limited engineering staff.
- **Preliminary countermeasures:** Treatments must be evaluated individually at each location through site-specific data and engineering judgment.
- **Tribal coordination:** Outreach to Tribal communities on bicycle connectivity and crossing improvements should be conducted through direct coordination with Tribal transportation departments.
- **The Caltrans 4th & 5th Street Feasibility Study** impacts bicycle connectivity in downtown Eureka and should be monitored as a potential implementation vehicle for near-term corridor improvements on priority intersections.
- On rural corridors where edge line rumble strips are considered, coordinate with Caltrans District 1, which requires at least 4 feet of clear space beyond the strip for cyclists.

POLICY 2.4: INTERSECTION SAFETY

Improve safety at intersections where crashes are concentrated by applying system-based countermeasures.

ACTION	LEAD & PARTNERS	TARGET TIMEFRAME
Identify and address missing and inadequate crosswalks at HIN intersections, installing high-visibility markings and enhanced crossing treatments as prioritized by crash data	Lead: HCAOG (prioritization); City/County Public Works (implementation) Partners: Caltrans District 1 (state-route intersections), OTS	Years 1–2
Implement signal timing and phasing best practices at signalized intersections on HIN corridors, including pedestrian signal recall, extended crossing phases, and Leading Pedestrian Intervals (LPIs)	Lead: City/County Public Works Partners: HCAOG, Caltrans District 1 (state-route signals)	Years 1–3

Commented [SL77]: Do we know specifically what HIN intersections are missing crosswalks from the priority countermeasure list? Check cause seems like easy low hanging fruit to identify

Evaluate and implement right-turn-on-red (RTOR) restrictions at high-priority intersections with documented pedestrian and bicycle conflicts	Lead: City/County Public Works (city streets); Caltrans District 1 (state routes) Partners: HCAOG, Law Enforcement	Years 1–3
Deploy red light camera enforcement at high-priority signalized intersections with documented red-light-running crash histories, consistent with California Vehicle Code §21455.5 and SB 720 (2025) civil enforcement options	Lead: City Police Depts.; CHP (state routes) Partners: HCAOG, City/County Public Works, Courts	Years 2–5
Assess the feasibility of roundabout conversions at high-injury intersections where angle, head-on, and left-turn crashes are concentrated, using FHWA crash modification factors to evaluate expected safety benefit	Lead: City/County Public Works; Caltrans District 1 (state routes) Partners: HCAOG (data and funding support)	Years 2–5

Why it matters

Intersections are among the most dangerous locations on any road network, and approximately two-thirds of all intersection fatalities occur at unsignalized intersections. In Humboldt County, the intersection crash picture reflects both urban and rural conditions, with signalized intersections in Eureka and Arcata showing pedestrian and bicycle conflicts, rear-end crashes, and red-light-running incidents, and rural stop-controlled intersections on state highways and county roads producing the highest-severity angle and head-on crashes.

Intersection crashes are highly preventable through engineering intervention, often through low-cost operational changes or moderate-cost physical treatments. The countermeasures in this policy range from near-term operational adjustments to longer-term capital investments.

Process & funding

Crosswalk identification and prioritization: HCAOG should conduct a countywide crosswalk inventory as a Year 1 action, cross-referenced with the HIN to identify intersections where crosswalks are missing, substandard, or where pedestrian crash history is concentrated. High-visibility "ladder" crosswalk markings, which increase driver yielding compliance by 30–50% compared to standard two-line crosswalks, should be the default treatment. Crosswalks at state-route intersections require Caltrans coordination and encroachment permits, and the protocol established under Policy 0.1 should be used to streamline this process.

Signal timing and LPIs: Leading Pedestrian Intervals give pedestrians a head-start before vehicles receive a green light, significantly reducing turning-vehicle conflicts with pedestrians in the crosswalk. LPIs have already been implemented at Caltrans District 1-operated signals in the county, but local agencies should confirm current LPI coverage at locally-operated signals and fill any gaps as a near-term, low-cost action. Signal timing changes on state-route signals require Caltrans District 1 Traffic Operations coordination.

RTOR restrictions: Right-turn-on-red restrictions can be applied by ordinance on city streets and by resolution on county roads. They are most effective at intersections with high pedestrian volumes, limited sight distance, or a history of pedestrian conflicts with turning vehicles, and should be paired with clear signage.

Red light cameras: Red light cameras are authorized under Vehicle Code §21455.5. Cities must post clear warning signs before intersections, keep the equipment calibrated, and follow strict evidence standards. A new measure, SB 720, gives cities the option to issue civil violations through a Safer Streets Program. Member cities considering red light camera deployment should evaluate SB 720 program adoption alongside traditional criminal enforcement options and assess program costs carefully.

Roundabout feasibility: A roundabout feasibility assessment should be data-driven and site-specific, evaluating crash history, traffic volumes and turning movements, available right-of-way, pedestrian and bicycle accommodations, and estimated construction cost. Roundabouts have been effective in improving safety, reducing delay, and providing environmental benefits, and can be implemented in both urban and rural areas under a wide range of traffic conditions. They are an effective option for managing speed and transitioning traffic from high-speed to low-speed environments, such as freeway interchange ramps and rural intersections along high-speed roads.

Funding sources:

- **HSIP**: primary funding source for all intersection safety improvements
- **STIP / SHOPP**: Caltrans SHOPP for state-route intersection improvements
- **OTS grants**: red light camera programs and intersection enforcement coordination
- **ATP**: pedestrian crossing improvements at active transportation priority intersections
- **Local CIP budgets**: low-cost changes through routine operations and maintenance budgets
- Potential federal grant programs supporting safe streets

Performance measures

- Reduction in collisions at intersections.
- Reduction in pedestrian- and bicycle-involved crashes at treated intersections (before/after, SWITRS baseline)
- Number of HIN intersections with inadequate or missing crosswalks identified for upgrade
- Number of crosswalk upgrades to high-visibility markings completed annually on HIN corridors
- Number of signalized intersections where LPIs and pedestrian signal recall have been implemented
- Number of intersections where RTOR restrictions have been evaluated and implemented
- Number of red light camera programs operational and number of intersections monitored
- Number of roundabout conversions completed or in design/construction
- ~~Reduction in pedestrian- and bicycle-involved crashes at treated intersections (before/after, SWITRS baseline)~~

Commented [RH78]: Re-word as needed.

Notes

- **Roundabouts can increase minor crashes while reducing serious ones:** Roundabout construction has generally been associated with an increase in the total number of crashes, although the number

of injury crashes and severity of crashes are reduced. Converting an intersection to a roundabout is most beneficial at intersections that experience a disproportionate number of severe crashes, such as angle and head-on/left-turn collisions. This tradeoff should be clearly communicated to the public and elected officials during feasibility assessment: a roundabout that reduces fatal crashes while increasing fender-benders is a Vision Zero success.

- **RTOR restrictions on state routes require Caltrans approval:** For intersections within Caltrans right-of-way. The encroachment and coordination process under Policy 1.1 applies.
- **Intersection safety education**: The Safety Campaign Plan's crosswalk safety and pedestrian awareness materials should be deployed in coordination with physical intersection improvements, so that driver behavior change reinforces the infrastructure investment.
- **The Caltrans 4th & 5th Street Feasibility Study** (FY 26–27) will examine three priority intersections identified in the plan's High-Injury Network analysis: 4th & 5th Streets at H Street and 4th Street at R Street. Results of this study should inform the intersection safety project pipeline for downtown Eureka and should be tracked under this policy's performance measures.

POLICY 2.5: INFRASTRUCTURE OPERATIONS & MAINTENANCE

Prioritize proactive, system-wide infrastructure operations and maintenance to support safe travel and prevent crashes caused or exacerbated by roadway condition deficiencies, with particular attention to rural and Tribal communities.

ACTION	LEAD & PARTNERS	TARGET TIMEFRAME
Establish consistent maintenance schedules and standards among agencies, ensuring continuity of treatments that prioritize safety outcomes	Lead: HCAOG Partners: County public works, local government public works, Caltrans District 1, Tribal governments	Years 1–2
Implement a systematic safety-critical signage audit program, covering regulatory, warning, and wayfinding signs across all jurisdictions	Lead: County and local government public works Partners: HCAOG (coordination, funding), Caltrans District 1 (state routes), Tribal governments	Years 1–3
Establish a pavement condition and markings refresh program on HIN corridors, prioritizing faded lane lines, crosswalk markings, and bike lane markings	Lead: County and local government public works Partners: HCAOG (HIN data, funding), Tribal governments	Years 1–5 (ongoing)
Conduct a countywide lighting and sight line assessment, identifying gaps in roadway lighting at HIN locations, and addressing vegetation and physical obstructions that reduce visibility	Lead: County and local government public works Partners: HCAOG (HIN data, funding), Tribal governments	Years 2–4
Assess the condition of shoulders and ADA-	Lead: County & City Public Works Depts.; Caltrans District	Years 2–5

accessible infrastructure on key corridors, prioritizing rural roads and routes connecting Tribal communities, schools, and transit stops	1 (state routes) Partners: HCAOG (prioritization, funding), Tribal Governments	

Why it matters

Roadway condition deficiencies are contributing factors that often do not appear in collision reports as the cause, but may have directly influenced behavior at the moment of a crash. In Humboldt County, this challenge is compounded by the scale and geographic diversity of the road network: rural and Tribal roads frequently operate with limited maintenance budgets and less frequent inspection cycles, but carry traffic at speeds where any loss of roadway clarity has severe consequences. Proactive, safety-focused maintenance is a cost-effective intervention, protecting the investment already made in roadway infrastructure and preventing crashes before they occur.

TheHCAOG's Local Road Safety Plans (LRSP) and member jurisdictions' Pavement Management Systems (PMS) for HCAOG member jurisdictions provide the data foundation for this policy. However, PMS programs have historically prioritized structural pavement condition over safety outcomes. This action reorients maintenance prioritization to ensure that safety-critical elements are treated as primary criteria.

Process & funding

Maintenance schedules: HCAOG should facilitate a joint working session with all member agencies and Tribal governments to compare current maintenance schedules, identify gaps, and agree on minimum standards for each treatment category.

Signage audit: Each jurisdiction should conduct a field audit of safety-critical signs using MUTCD compliance criteria (CA MUTCD 2026) as the baseline, prioritizing HIN corridors and school/pedestrian zones. Results should feed into each agency's capital replacement schedule. HCAOG can support smaller cities without in-house capacity.

Pavement and markings: The most cost-effective implementation window is alongside scheduled resurfacing. Agencies should flag upcoming resurfacing projects so that marking upgrades are included proactively. HCAOG's project pipeline coordination under Policy 1.2 supports this.

Lighting and sight lines: A countywide lighting gap assessment should cross-reference known high-crash nighttime locations from SWITRS with existing streetlight coverage maps. Utility coordination will be required for lighting on public streets where fixtures are utility-owned. Vegetation management should be incorporated into existing right-of-way maintenance contracts where possible.

Shoulders and ADA infrastructure: The LRSP provides a starting framework for rural shoulder condition prioritization. ADA transition plans should be reviewed and updated to ensure they reflect current field conditions. HCAOG should support smaller jurisdictions in updating their ADA transition plans where they are outdated.

Funding sources:

- **HSIP**: eligible for signage, markings, lighting, and shoulder improvements with documented crash reduction potential

- **STIP / SHOPP**: Caltrans SHOPP program covers maintenance and safety on state routes; SB 960 requires Complete Streets evaluation in SHOPP projects
- **Tribal Transportation Safety Fund**: federal funding administered through FHWA for safety improvements on tribal transportation facilities, if available going forward
- **TDA Article 3**: can fund bike/pedestrian marking and signage improvements

Performance measures

- Reduction in collisions that can be attributed to infrastructure operations and maintenance.
- Number of jurisdictions with a documented, safety-outcome-based maintenance schedule
- Percentage of HIN corridor signage meeting CA MUTCD 2026 compliance standards
- Lane-miles of pavement markings refreshed annually on HIN corridors and key pedestrian/bicycle routes
- Number of lighting gaps identified and addressed at high-crash and high-pedestrian locations
- Number of rural shoulder and ADA deficiencies inventoried and programmed for correction
- Percentage of scheduled resurfacing projects on HIN corridors that include marking upgrades

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Notes

- Tribal governments are sovereign entities, and coordination on Tribal road maintenance should be approached as a government-to-government relationship.
- Maintenance actions on state routes require Caltrans involvement at every stage, as local agencies cannot directly modify state ROW markings, signage, or lighting without an encroachment permit. The coordination protocol established under Policy 1.1 should be used to streamline this.

GOAL 3: SAFE ROAD USERS

POLICY 3.1: EDUCATION CAMPAIGN

Develop a comprehensive, countywide education campaign in collaboration with healthcare, enforcement, and education partners to inform the public and strategically target high-risk behaviors and priority user groups.

ACTION	LEAD & PARTNERS	TARGET TIMEFRAME
Develop campaign branding, core messaging, and a press toolkit aligned with the Humboldt County Vision Zero Action Plan identity, building on existing local and statewide campaigns	Lead: HCAOG Partners: City PIOs, Humboldt Transit Authority, Community nonprofits	< 6 months
Implement culturally responsive safe road use campaigns focused on speed management, distraction avoidance, and road user rights and	Lead: HCAOG Partners: City PIOs, Community nonprofits, local media channels	< 6 months

responsibilities, delivered through local media channels and community events		
Develop and deliver targeted, data-driven education on DUI and impaired driving prevention and safe travel during inclement weather	Lead: HCAOG, Law Enforcement Agencies Partners: Humboldt County Public Health, OTS, Local healthcare providers	Year 1
Expand Safe Routes to School (SRTS) education to encourage safe walking, biking, and driving behaviors around schools, using Bike Rodeos, Walk to School Day, and school assembly presentations	Lead: HCAOG Partners: School Districts, Safe Routes to School program, PE teachers, City/County Public Works	Year 1
Train Public Information Officers (PIOs) across all member jurisdictions on campaign branding, messaging language, media toolkit use, and consistent application of Vision Zero framing	Lead: HCAOG Partners: City PIOs, CHP	Year 1
Identify, recruit, and train Community Champions to serve as local voices for the campaign, mobilize their networks, and help plan and lead community events across the county	Lead: HCAOG Partners: Community nonprofits, Tribal community liaisons, Senior centers, Disability advocates	Years 1–2

Why it matters

Infrastructure and enforcement alone cannot achieve Vision Zero, and behavior change is an essential component of the road safety strategy. Education campaigns shift individual behaviors by raising awareness of risks and responsibilities, and build the broader public understanding and political will needed to sustain long-term infrastructure investments and policy changes.

In Humboldt County, the case for a robust education campaign is grounded in local crash data. Speed, impairment, and distraction are consistently among the leading contributing factors in serious and fatal crashes countywide, and these are behaviors that can be influenced through well-designed, targeted outreach. At the same time, the county's geographic and demographic diversity means that effective education requires culturally responsive messaging, multiple delivery channels, and trusted local messengers.

Humboldt County already has a foundation to build on. Previous local campaigns, including Go Slow Watch the Road, Heads Up Eureka, I Give 3 Feet for Safety, I Drive 45 in Manila, and the statewide Go Safely California campaign, have established local familiarity with road safety messaging. The Vision Zero Action Plan campaign should extend and reinforce this existing identity rather than starting from scratch, while sharpening messaging to reflect Vision Zero principles: crashes are not accidents, deaths are preventable, and slowing down protects our neighbors.

Process & funding

Branding and messaging foundation: All campaign materials should adhere to the established Humboldt County Vision Zero Action Plan branding identity, using the plan's color palette, icons, and logos consistently across all channels. Storytelling and diverse representation should be centered in all materials, with particular attention to groups who experience the greatest road violence: people experiencing homelessness, people with disabilities, communities of color, seniors, and children.

Three-year campaign structure: The Safety Campaign Plan developed as part of this project outlines a phased, $20,000 three-year campaign structure:

- **Year 1 ($10,000) Develop and deploy:** Identify priority safety challenges, refine messaging, define target communities, develop and mobilize media toolkits, table at community events recruit local champions, conduct school assembly presentations, and reach out to partner agencies
- **Year 2 ($6,000) Direct engagement:** Mobilize street events including pop-up demonstrations, bike rodeos, and walk audits; distribute reflective gear and safety lights at events, schools, and bus stops; coordinate and train PIOs, local champions, teachers, and students
- **Year 3 ($4,000) Scale and sustain:** Continue engagement, coordinate with schools for Walk to School Day and Ruby Bridges events, work with community champions to identify additional strategies

Media and outreach channels: The campaign should use the full range of local media available in the county:

- *Online:* Lost Coast Outpost, Redheaded Blackbelt, NorCAN email list
- *Print:* Times-Standard, North Coast Journal, Mad River Union
- *Radio:* KMUD Redwood Community Radio, KHUM
- *TV:* Access Humboldt, KIEM TV Redwood News, KAEF North Coast News of KRCR
- *In-person:* Pop-up demonstrations, community event tabling, bike rodeos, walk audits, school assemblies, senior center visits

DUI and impaired driving: Targeted DUI and impaired driving education should be data-driven, using SWITRS crash data to identify the times, locations, and demographics most associated with impairment-related crashes in Humboldt County. It should be coordinated with OTS-funded enforcement campaigns so that education and enforcement reinforce each other. Inclement weather safety messaging should be incorporated into seasonal outreach, particularly for rural corridors where weather-related run-off-road crashes are a documented pattern.

Funding sources:

- **OTS grants**: primary funding source for public education and awareness campaigns targeting specific behaviors
- **HCAOG Overall Work Program (OWP)**:campaign coordination and staff time are appropriate OWP work elements
- **Local in-kind contributions**: partner organizations (nonprofits, school districts, transit) can contribute staff time, event space, and distribution networks at no direct cost
- Potential federal grant programs supporting safe streets education

Commented [SL80]: We can probably remove the dollar amount as I don't think it is enough. I think this is a carryover from the original grant application which sought to implement $20,000 worth of campaign through this grant period.

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Performance measures

- Reduction in speed, impairment, and distraction-related crashes on HIN corridors over the campaign period, tracked against SWITRS baseline
- Campaign branding package and press toolkit completed and distributed to all member jurisdiction PIOs
- Number of PIOs trained on Vision Zero messaging and media toolkit use
- Number of community events, pop-up demonstrations, and school presentations conducted annually
- Number of community champions recruited, trained, and active
- Number and reach of media placements across local online, print, radio, and TV channels
- Number of schools participating in SRTS education activities and Bike Rodeo events annually
- Number of reflective gear and safety light kits distributed at events, schools, and bus stops
- ~~Reduction in speed, impairment, and distraction-related crashes on HIN corridors over the campaign period, tracked against SWITRS baseline~~

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Notes

- **"Crashes," not "accidents."** All plan documents, campaign materials, and public communications should consistently use "crash" or "collision" rather than "accident" to reflect the core Vision Zero principle that traffic deaths are preventable system failures, not random unavoidable events.
- **Community champions are a high-leverage, low-cost strategy** particularly well-suited to Humboldt County's dispersed geography. A trusted local will be more effective than centralized outreach from HCAOG alone. Champion recruitment should prioritize people who are already embedded in communities that experience disproportionate road violence.
- **Tribal community outreach** requires a government-to-government approach and should not be treated as equivalent to outreach to general community organizations. HCAOG should coordinate directly with Tribal governments on culturally appropriate engagement strategies for Tribal community members.

GOAL 4: SAFE SPEEDS

POLICY 4.1: SPEED LIMIT SETTING & MANAGEMENT

Set speed limits that reflect safety outcomes, street context, and the presence of vulnerable users rather than solely traffic flow.

ACTION	LEAD & PARTNERS	TARGET TIMEFRAME
Evaluate opportunities to modify speed limits on locally-controlled roads in sensitive areas using the authority provided by AB 43 and AB 1938, including school zones, senior zones, business activity districts, safety	Lead: City/County Public Works; Local Jurisdictions Partners: HCAOG (data, coordination), Caltrans District 1 (state routes with separate E&TS process)	Years 3–5

corridors, and high pedestrian and bicycle activity areas		
Optimize signal timing on HIN corridors to reduce vehicle operating speeds and improve pedestrian crossing conditions, including extending pedestrian signal phases and reducing cycle lengths on high-injury streets	Lead: City/County Public Works Partners: HCAOG, Caltrans District 1 (state-route signals)	Years 1–3
Monitor the AB 645 automated speed camera pilot program in eligible California cities and advocate for future legislative expansion to additional jurisdictions, while pursuing available speed feedback sign deployment on HIN corridors in the near term	Lead: HCAOG Partners: City/County Public Works, Law Enforcement Agencies	Years 1–5 (ongoing)
Implement physical traffic calming measures (including curb extensions, lane narrowing, raised crossings, speed tables, speed humps, edge line treatments, gateway treatments, and chicanes) to reduce operating speeds; use documented speed reductions to support subsequent speed limit adjustments through the E&TS process	Lead: City/County Public Works; Caltrans District 1 (state routes) Partners: HCAOG, Local Jurisdictions	Years 1–5

Why it matters

Lowering speeds is critical to improving crash outcomes. At 20 mph, a pedestrian struck by a vehicle has roughly a 90% chance of survival. At 40 mph, that probability drops below 50%. This relationship between speed and survivability is the core reason for Vision Zero's emphasis on speed management.

The standard mechanism for setting speed limits in California is the Engineering and Traffic Survey (E&TS), based on the 85th percentile of free-flowing traffic. This has historically produced speed limits that reflect how fast drivers choose to travel, rather than what speeds are safe for the full range of road users. AB 43 and AB 1938 together created new flexibility for local jurisdictions to set lower speed limits in defined sensitive areas without being entirely bound by the 85th percentile result. The provisions of AB 43 and AB 1938 identify specific criteria for speed reductions based on road classification, land use, and other designations.

Despite this increased flexibility, in most cases physical infrastructure changes must be implemented first to reduce operating speeds, followed by re-evaluation through the E&TS process. This ensures that posted speed limits reflect actual conditions and prevents the risk that a new E&TS produces a speed limit increase.

Automated speed enforcement is a proven complement to infrastructure-based speed management. Speed safety systems have been long identified as an effective and immediate measure to slow excessive speeding, and according to FHWA, speed cameras can reduce crashes on urban streets by 54%. However, AB 645 currently does not authorize Humboldt County to establish a Speed Safety System Pilot Program. HCAOG should monitor the pilot's outcomes and advocate for future expansion, while deploying available near-term tools such as speed feedback signs in the interim.

Process & funding

Speed limit modifications under AB 43 / AB 1938: The process for implementing speed limit reductions under AB 43 and AB 1938 differs by road type and zone designation. For school zones, senior zones, and business activity districts, local jurisdictions may adopt reduced prima facie limits by ordinance with minimal additional process. For safety corridor designations on high-injury streets, jurisdictions must first designate the corridor using criteria consistent with the CA MUTCD 2026.

Signal timing optimization: Extending pedestrian crossing phases, reducing cycle lengths, and adjusting progression speeds are operational modifications by the agency that owns and operates the signal. For Caltrans-owned signals on state routes, coordination through District 1 Traffic Operations is required. For locally-owned signals, city and county Public Works departments can implement changes directly. HCAOG can support by providing crash data and pedestrian volume data to justify timing changes at specific intersections.

Traffic calming: The design standards described in Policy 2.1 apply here: treatments should be selected based on road classification, operating speed, and available right-of-way, and must comply with CA MUTCD 2026 minimum lane width and clearance requirements. Quick-build pilots may be used for testing configurations before permanent installation.

Automated enforcement: While AB 645 speed cameras are not currently available to Humboldt County jurisdictions, speed feedback signs are available and have documented effects on reducing speeds. These should be deployed on HIN corridors and in school zones as a near-term action while the AB 645 pilot program is monitored.

Funding sources:

- **HSIP**: physical speed management infrastructure at documented high-crash locations
- **OTS grants**: speed management education and enforcement programs
- **STIP / SHOPP**: signal timing and operations improvements on state routes through Caltrans
- Potential federal grant programs supporting safe streets
- Local transportation measures where available for traffic calming capital projects

Performance measures

- Reduction in collisions that can be attributed to speeding.
- Number of locally-controlled corridors evaluated for speed limit reduction under AB 43/AB 1938 authority
- Number of speed limit reductions successfully implemented on local roads, by zone type
- Number of signalized intersections where pedestrian phase timing has been extended or cycle lengths reduced on HIN corridors
- Number and location of speed feedback signs deployed on HIN corridors and school zones
- Reduction in 85th percentile operating speeds on corridors where physical traffic calming has been implemented
- Number of traffic calming projects completed annually, by treatment type
- Number of subsequent E&TS evaluations conducted on corridors where physical calming has reduced operating speeds

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Notes

- **AB 43 and AB 1938 apply to local roads only.** Any speed limit changes on Caltrans right-of-way require a formal E&TS through Caltrans District 1, which could result in a speed limit increase if operating speeds have risen. Physical infrastructure changes should precede any E&TS request on state routes, consistent with CA MUTCD 2026 and DIB 94.
- **The E&TS caveat applies throughout this policy.** Initiating a new Engineering and Traffic Survey on any corridor where operating speeds have not yet been reduced by physical means risks producing a speed limit increase rather than a decrease. The sequence should always be physical changes first, speed measurement second, limit adjustment third.
- **"Quick-build" pilots are appropriate and encouraged.** Using these traffic calming measures before permanent installation reduces cost, allows community feedback, and generates before/after data that strengthens future HSIP funding applications.

GOAL 5: SAFE VEHICLES

POLICY 5.1: VEHICLE SAFETY & MAINTENANCE STANDARDS

Ensure vehicles operating on public roadways are in safe working condition to prevent crashes caused by mechanical failure. Leverage public procurement and contracting authority to promote safer vehicles.

ACTION	LEAD & PARTNERS	TARGET TIMEFRAME
Partner with community organizations to provide low-cost vehicle inspection and maintenance services, prioritizing low-income households and rural communities with limited access to commercial services	Lead: HCAOG Partners: Community nonprofits, Humboldt County DHHS, Local auto repair businesses, Community colleges	Years 1–2
Establish enhanced inspection requirements and enforcement for high-risk vehicle classes, including large commercial trucks, school buses, and transit vehicles operating on HIN corridors	Lead: CHP Partners: City/County Public Works, School Districts, Transit providers, HCAOG	Years 1–3
Require public agency fleets to meet defined safety and maintenance standards, with documented inspection schedules and clear accountability	Lead: City/County Public Works; Transit providers Partners: HCAOG, School Districts	Years 1–2
Track and review fleet-involved crashes to inform continuous improvement.	Lead: HCAOG Partners: CHP, City/County Police, City/County Public Works, Transit providers	Year 2 onward (Annual)

Why it matters

Brake failure, tire blowouts, lighting deficiencies, and steering failures do not always appear as primary collision causes in crash reports, but they can contribute to or worsen crashes. For large vehicles such as

commercial trucks, buses, and heavy equipment, the consequences of mechanical failure are amplified by vehicle mass and the limited ability of other road users to respond in time.

The geography of the county, with long driving distances on steep, winding roads, can cause extreme wear on braking systems and tires, particularly for commercial and agricultural vehicles that are prevalent in the county. Many rural residents and low-income households face significant barriers to accessing regular vehicle maintenance due to the cost of inspections and repairs, distance from service providers, and limited availability of affordable alternatives.

Well-maintained vehicle public and private vehicles critical to the Safe Vehicles pillar of the Safe System approach. While HCAOG and member jurisdictions have limited direct authority over private vehicle maintenance, they can influence outcomes by supporting access to services for low-income residents, enforcing standards for high-risk commercial vehicles through CHP coordination, and holding public agency fleets to a documented standard.

Process & funding

Low-cost inspection and maintenance services: HCAOG should convene a working group in Year 1 to assess the current landscape of vehicle inspection and maintenance services available to low-income and rural residents, including existing community programs, Workforce Development Board training opportunities, and vocational automotive programs. Where gaps are identified, HCAOG can convene and facilitate partnerships between community organizations, local repair shops, and social service agencies to develop low-cost or sliding-scale inspection clinics, potentially providing funding support through OWP or grant pass-through mechanisms. Outreach should specifically target rural communities, Tribal community members, and households identified through DHHS as transportation-cost-burdened.

Enhanced inspection for high-risk vehicle classes: CHP is the primary enforcement authority for commercial vehicle inspection in California, operating through its Commercial Vehicle Enforcement program. HCAOG can share data and request that CHP's enforcement activity is aligned with local HIN data and mobile inspection activities are prioritized on corridors with the highest concentration of commercial vehicle crash risk. School bus and transit vehicle inspections are governed by separate state mandates, but HCAOG should confirm that all member transit providers and school districts are in compliance with current inspection requirements as a baseline action in Year 1.

Public agency fleet standards: Each member jurisdiction and transit provider should maintain a documented vehicle maintenance schedule with defined inspection intervals and clear out-of-service criteria. HCAOG should request copies of current fleet maintenance policies from all member agencies in Year 1 and identify any jurisdictions without a current policy. A template fleet maintenance policy, developed with input from Public Works staff, can be offered to smaller cities that lack the internal capacity to develop one independently.

Funding sources:

- **OTS grants**: vehicle safety and inspection programs, particularly for high-risk vehicle classes
- **NHTSA Section 405 grants**: occupant protection and vehicle safety programs
- **CDBG**: community development funds can support low-cost vehicle services in low-income communities

- **Workforce Innovation and Opportunity Act (WIOA)**: can fund vocational automotive training that supports a community inspection clinic model
- **Public agency fleet budgets**: inspection compliance is primarily a budget and operations matter for each jurisdiction; HCAOG's role is coordination and standard-setting, not direct funding

Performance measures

- Reduction in collisions that can be attributed to vehicle condition/maintenance.
- Number of low-cost vehicle inspection or maintenance events held annually, and number of vehicles served
- Geographic coverage of low-cost inspection services, percentage of rural and low-income communities with access within a defined distance
- Number of HIN corridors where CHP commercial vehicle enforcement activity has been coordinated using local crash data
- Percentage of member jurisdictions and transit providers with a current, documented fleet maintenance policy
- Number of fleet-involved crashes reviewed annually for mechanical contributing factors
- Percentage of school district and transit agency fleets in compliance with current state inspection requirements

Commented [RH84]: Re-word as needed.

Notes

- **CHP enforcement:** Commercial vehicle inspection enforcement is a CHP function. HCAOG's role under this policy is to share data, coordinate priorities, and support access programs.
- **Agricultural and forestry vehicles:** These vehicles operate under different regulatory frameworks than standard commercial vehicles in some contexts. HCAOG should confirm with CHP and the County Agricultural Commissioner which inspection standards apply to the types of heavy equipment most commonly operating on Humboldt County roads, and ensure that the enhanced inspection coordination action covers the relevant vehicle classes.
- **College of the Redwoods** operates an automotive technology program that could be a meaningful partner for community inspection clinics, providing both trained student labor and supervised service in a low-cost setting. This partnership should be explored in Year 1 as part of the community services action.

POLICY 5.2: AUTOMATED & EMERGING VEHICLE TECHNOLOGIES

Ensure that new vehicle technologies are deployed in ways that support Vision Zero outcomes.

ACTION	LEAD & PARTNERS	TARGET TIMEFRAME

Establish evidence-based safety expectations, operating guidelines, and data requirements for automated and emerging vehicle technologies operating on county roads	Lead: HCAOG Partners: Caltrans District 1, City/County Public Works, CHP	Years 1–2
Evaluate and promote the deployment of Intelligent Speed Assistance (ISA) technologies on public agency fleets and in sensitive areas such as school zones and HIN corridors	Lead: HCAOG Partners: City/County Public Works, School Districts, Transit providers	Years 1–3
Monitor deployment of autonomous and connected vehicles (AVs/CVs) in Humboldt County and establish a local data-sharing expectation for any operator testing or deploying on public roads	Lead: HCAOG Partners: Caltrans District 1, CHP, Member Jurisdictions	Years 2–4
Assess infrastructure readiness for emerging vehicle technologies, including signal communication systems, lane marking visibility standards, and lighting	Lead: City/County Public Works; Caltrans District 1 (state routes) Partners: HCAOG, Utilities, Technology vendors	Years 2–5

Why it matters

Vehicle technology is changing rapidly, with inconsistent impacts on traffic safety. Technologies such as automatic emergency braking (AEB), lane departure warnings, and Intelligent Speed Assistance (ISA) reduced crash frequency and severity. However, emerging technologies including semi-autonomous driving systems introduce new failure modes, driver over-reliance risks, and infrastructure compatibility requirements that transportation agencies are only beginning to understand.

The Humboldt County road network includes a wide range of conditions, from urban signalized corridors to rural two-lane state highways to Tribal roads with variable maintenance standards. For this reason, technologies designed and tested in urban or suburban environments may perform unpredictably. At the same time, the high share of serious and fatal crashes on rural state highways means that a technology that can reduce run-off-road crashes, speeding, or impaired driving could have significant impact.

The authority to regulate vehicle technology lies primarily with the state (DMV, CHP) and federal government (NHTSA). However, HCAOG can ensure that new technologies are deployed on county roads in ways that are consistent with Vision Zero priorities, and that the county is not left behind as infrastructure requirements evolve.

Process & funding

Evidence-based safety expectations and operating guidelines: HCAOG should develop a brief policy framework, in coordination with Caltrans District 1 and member jurisdictions, that establishes what the

region expects from operators of automated or emerging vehicle technologies on public roads. This should cover minimum safety reporting requirements, data sharing expectations, and reinforcement of desired Vision Zero safety outcomes. This framework should be developed in Year 1 and reviewed annually as the technology landscape evolves.

Intelligent Speed Assistance (ISA): ISA technology uses GPS mapping and onboard speed monitoring to alert drivers or limit vehicle speed when the posted limit is exceeded. The most practical near-term opportunity for HCAOG member agencies is deployment in public agency fleets such as county vehicles, city maintenance trucks, transit buses, and school district vehicles. HCAOG should survey member agencies on current fleet composition and identify procurement windows where ISA-equipped vehicles could be specified at minimal additional cost. For school zones and HIN corridors, speed feedback signs can be deployed in the near term while ISA adoption develops.

AV/CV monitoring: Humboldt County is not currently a primary market for large-scale AV deployment, but the technology landscape is shifting quickly and HCAOG should be proactive by staying current on state permitting activity, communicating local road condition data to operators where appropriate, and establishing a clear data-sharing expectation before deployment occurs.

Infrastructure readiness assessment: Many emerging vehicle technologies depend on infrastructure inputs including high-quality lane markings, consistent signage, and signal communication systems. The infrastructure readiness assessment should be integrated with the maintenance and markings work under Policy 2.5.

Funding sources:

- **Caltrans SHOPP**: technology and operations improvements on state routes
- **HSIP**: where technology deployment can be tied to documented crash reduction at specific locations
- **OTS grants**: technology-based impaired driving and speed management programs
- **ATP/STIP**: for infrastructure readiness improvements that also serve active transportation goals
- **Fleet procurement budgets**: ISA and AEB specifications can often be incorporated into normal fleet replacement cycles at minimal incremental cost

Performance measures

- Number of public agency fleet vehicles equipped with ISA or equivalent speed management technology
- Number of school zones and HIN corridor locations where ISA-compatible speed feedback infrastructure has been deployed
- Completion of a local AV/CV policy framework with data-sharing expectations adopted by HCAOG Board
- Number of AV or emerging vehicle technology operators sharing safety data with HCAOG or member jurisdictions
- Infrastructure readiness assessment completed with number of corridors assessed for lane marking visibility, signage consistency, and V2I compatibility

- Reduction in speed-related crashes on corridors where ISA or speed management technology has been deployed
- Annual report to HCAOG Board on emerging vehicle technology deployments and safety data received

Notes

- **ISA and AB 43 as complementary tools:** AB 43 gave local agencies new authority to reduce speed limits on local roads in certain contexts, and ISA technology is most effective when speed limits accurately reflect safe operating speeds. As speed limit updates occur under Policy 4.1, corresponding ISA deployment opportunities should be evaluated on the same corridors.
- **Equity considerations:** Technology-dependent safety interventions risk creating a two-tier system where safety improvements accrue primarily to drivers of newer, better-equipped vehicles while older vehicle owners see fewer benefits. The plan's overall equity framework should be applied when evaluating technology investments, ensuring that infrastructure-based and education-based interventions remain the primary tools on equity-priority corridors.

POLICY 5.3: TRUCK OPERATIONS, ROUTING, & SIZE MANAGEMENT

Manage truck routes, vehicle size, and operational characteristics to reduce crash risk, minimize conflicts with vulnerable road users, and align heavy vehicle movements with appropriate roadway contexts.

ACTION	LEAD & PARTNERS	TARGET TIMEFRAME
Evaluate and update designated truck routes to minimize truck traffic on streets with high pedestrian, bicycle, and transit activity	Lead: HCAOG Partners: City/County Public Works, Caltrans District 1, CHP, Local businesses/freight operators	Years 1–2
Assess truck size and weight regulations, including Kingpin-to-Rear-Axle (KPRA) restrictions, to ensure compatibility with roadway design, land use, and safety objective	Lead: City/County Public Works Partners: HCAOG, Caltrans District 1, CHP	Years 1–2
Identify and remediate roadway segments where geometric conditions such as curve radius, lane width, and sight distance create elevated crash risk for large vehicles	Lead: Caltrans District 1 (state routes); City/County Public Works (local roads) Partners: HCAOG, CHP	Years 2–5
Develop freight-specific guidance for high-conflict locations, including turning radius accommodations, loading zone placement, and driveway consolidation near pedestrian corridors and school zones	Lead: City/County Public Works Partners: HCAOG, Local businesses, School districts	Years 2–5
Establish a coordination mechanism with major	Lead: HCAOG Partners: Caltrans District 1, City/County Public Works,	Years 1–3

Commented [RH85]: Is this realistic? Especially in Eureka? For instance, 4th and 5th Streets serve as US101. Downtown Eureka (primarily along 4th and 5th) is likely have the highest pedestrian traffic in the County. But, 4th and 5th also carry the vast majority of the truck traffic in the County.

freight generators and carriers to communicate route restrictions, HIN conflicts, and construction detours that affect truck routing countywide	CHP, Port of Humboldt Bay, Timber/agricultural industry representatives	

Why it matters

Heavy vehicles are disproportionately involved in fatal crashes with vulnerable road users. A pedestrian or cyclist struck by a large truck faces dramatically lower survival odds than one struck by a passenger vehicle, due to the vehicle's mass and blind spots. Nationally, large truck-involved crashes account for a disproportionate share of traffic fatalities.

In Humboldt County, the regional economy depends heavily on timber, agriculture, and port activity, meaning large commercial trucks operate on roadways that not necessarily designed for them. Rural state highways and county roads that serve as freight corridors frequently have narrow lanes, limited shoulders, sharp curves, and no separation between truck traffic and pedestrians or cyclists. Many of these same corridors pass through small communities where state routes double as main streets, creating direct conflicts between freight movement and other road users.

Managing the impact of freight requires ensuring that heavy vehicles operate on roadways that are geometrically appropriate for them, and that through-truck traffic is directed away from streets with the highest concentration of pedestrians, cyclists, children, and transit users.

Process & funding

Truck route evaluation: The truck route review process should begin with a data-driven conflict analysis: map all currently designated truck routes against the HIN, school locations, pedestrian activity zones, and bicycle network gaps to identify where heavy vehicles conflict with high-risk environments. This analysis should be conducted by HCAOG with input from each jurisdiction. Where conflicts are identified, alternative routing options should be evaluated for geometric feasibility and impact on freight efficiency. Stakeholder engagement with freight operators, particularly timber and agricultural industries that are significant employers in Humboldt County, is essential to developing workable alternatives.

KPRA restrictions and size/weight assessments: Kingpin-to-Rear-Axle (KPRA) restrictions are a regulatory category distinct from general California legal truck dimensions (65-foot combination vehicles). KPRA restrictions limit the distance between the kingpin of a semi-trailer and the centerline of the rear axle, and are applied on roads where tight curves or geometric constraints make longer trailers unsafe. Assessment of truck size compatibility should explicitly address KPRA restrictions as a separate category from overall length limits, and proposed route maps should clearly distinguish between roads that accommodate 65-foot CA legal trucks and those with KPRA restrictions. Caltrans District 1 should be a primary partner in this assessment for state routes.

Geometric hazard identification: Assessments of roadway geometry should be based on field surveys, as-built drawings, and formal geometric analysis.

Freight coordination mechanism: A standing freight coordination forum between HCAOG, Caltrans, public works agencies, and major freight generators can reduce the frequency of ad-hoc conflicts between truck

routing and safety improvement projects. This is particularly important during construction periods, when detour routes may inadvertently direct truck traffic onto roads with weight or size restrictions.

Funding sources:

- **HSIP**: eligible for geometric safety improvements on high-crash freight corridors
- **STIP / SHOPP**: Caltrans SHOPP covers safety and operational improvements on state routes used as freight corridors
- **Freight Formula Funds (STBGP / NHFP)**: federal National Highway Freight Program funds can support infrastructure improvements on freight network routes
- **Port of Humboldt Bay / industry partnerships**: freight generators may have interest in co-funding routing or access improvements that reduce operational costs or delays

Performance measures

- Reduction in large-vehicle-involved collisions.
- Reduction in large-vehicle-involved crashes on corridors where routing or geometric improvements have been implemented
- Number of designated truck route segments overlapping HIN and vulnerable user conflict maps
- Number of truck route modifications implemented to reduce conflicts on high-pedestrian/bicycle corridors
- Number of roadway segments with KPRA or size/weight restrictions clearly documented, mapped, and communicated to freight operators
- Number of geometric hazard locations on freight corridors identified through field-verified assessment
- Number of geometric deficiencies remediated on HIN-overlapping freight corridors
- Number of freight operators and generators participating in countywide coordination
- ~~Reduction in large-vehicle-involved crashes on corridors where routing or geometric improvements have been implemented~~

Commented [RH86]: Re-word as needed.

Notes

- **KPRA vs. 65-foot legal trucks:** These are two distinct regulatory categories and should not be conflated in route maps, plan text, or communications with freight operators. Route maps should clearly label which restriction applies to each segment. Reference the current Caltrans District 1 truck route map as the authoritative source, and note any discrepancies between the official map and field conditions identified during the review process.
- **Timber and agricultural industry engagement:** Log trucks and agricultural vehicles are a significant and economically important part of the Humboldt County freight picture. Route restriction proposals that do not account for the operational realities of these industries are unlikely to be successfully implemented. Engagement should begin early and be structured as collaborative problem-solving rather than regulatory notice.

- **Tribal roads and freight:** Some routes connecting Tribal communities or natural resource areas may carry significant truck traffic outside of state or county jurisdiction. Coordination with Tribal transportation departments on freight-related safety concerns should be incorporated into the broader Tribal engagement framework.
- **Enforcement:** CHP is the primary enforcement agency for truck size, weight, and route compliance on state routes and county roads, while city police departments enforce within city limits.

GOAL 6: SAFE POST CRASH CARE

POLICY 6.1: DATA-DRIVEN POST-CRASH ANALYSIS

Use crash and injury data to improve emergency response and prevent repeat harm.

ACTION	LEAD & PARTNERS	TARGET TIMEFRAME
Develop and maintain crash data dashboards that track crash trends, injury severity, and response times across jurisdictions.	Lead: HCAOG Partners: CHP, OTS, Member Jurisdictions, Caltrans District 1	< 6 months
Establish a multi-jurisdictional crash analysis process for serious and fatal crashes, focused on identifying systemic factors and preventing repeat harm	Lead: HCAOG, County Sheriff / City Police Partners: City/County Public Works, Caltrans District 1, Local EMS/Fire	Years 1–2
Conduct annual review of HIN locations using updated crash data to assess whether previous improvements have reduced injuries, and flag locations with repeat crashes for priority follow-up	Lead: HCAOG Partners: Member Jurisdictions, Caltrans District 1, OTS	Year 2 onward (Annual)
Establish a data-sharing protocol between law enforcement, EMS, hospitals, and transportation agencies to enable more complete injury outcome tracking beyond what SWITRS captures	Lead: HCAOG Partners: CHP, Humboldt County Sheriff, City Police Depts., local hospitals, local EMS	Years 1–3

Why it matters

Crash data is the foundation of Vision Zero. Without accurate, timely, and complete information about where crashes are happening, who is being harmed, and under what conditions, it is impossible to prioritize resources or evaluate interventions. SWITRS data, the primary statewide crash database, is typically 12–18 months behind real time, limiting its usefulness for rapid response. It does not track injury outcomes beyond an initial severity classification, meaning true injury rates are often undercounted. Rural and Tribal road crashes may also be underrepresented due to lower law enforcement coverage. Finally, since crashes on

state routes, county roads, and city streets are all reported through different channels, no single agency has a complete picture of the county's full crash landscape.

A systematic, multi-agency approach to crash data, combining SWITRS with local incident reports, EMS run data, and hospital admission records, can produce a more accurate picture of where harm is concentrated and what countermeasures are needed while also supporting funding applications.

Process & funding

Crash data dashboard: HCAOG should establish a shared dashboard that all member jurisdictions can access, built on TIMS (Transportation Injury Mapping System) or a comparable platform. This may build upon the public Vision Zero dashboard and can display crash locations, severity, mode, time of day, lighting conditions, and HIN locations. It should be designed for use without specialized technical support, completed within the first six months and updated annually as new SWITRS data is released.

Multi-jurisdictional crash analysis process: Serious and fatal crash reviews should be conducted by a standing team including transportation staff, law enforcement, and EMS that convenes within a defined window after a serious or fatal crash to review contributing factors, site conditions, and potential systemic improvements. Reviews should focus on prevention of similar crashes in the future, and findings should feed directly into the HIN update process and project prioritization.

Data-sharing protocol: Establishing a formal data-sharing agreement between transportation agencies, law enforcement, EMS, and health systems will require legal review and coordination across agencies. HCAOG should convene an initial working session with all relevant parties in Year 1 to identify data available, legal barriers, and phasing. The California SHSP's emphasis on post-crash care as a core Safe System element provides state-level backing for this interagency data work.

Funding sources:

- **OTS grants**: California Office of Traffic Safety funds data collection, analysis, and crash review programs
- **HSIP**: requires crash data documentation, investment in data infrastructure strengthens future HSIP applications
- **NHTSA Section 405 grants**: federal funding for occupant protection and data programs
- **HCAOG Overall Work Program (OWP)**: dashboard maintenance and coordination functions can be OWP elements

Performance measures

- Countywide crash dashboard operational and accessible to all member jurisdictions within 6 months
- Number of serious/fatal crashes reviewed through the multi-jurisdictional analysis process annually
- Time from crash occurrence to HCAOG data update (target: within 30 days of SWITRS release)
- Percentage of HIN locations reviewed annually for repeat crash patterns
- Number of systemic improvements directly attributed to crash analysis review findings

Commented [SL87]: Fatal and serious injury crashes? So the goal of data dashboard is to be updated continuously?

- Progress toward a linked data protocol with EMS and health systems
- Reduction in lag between crash occurrence and agency awareness

Notes

- The crash analysis review process described here is a transportation safety function, not a legal or liability proceeding. Care should be taken to establish clear documentation protocols that distinguish safety review findings from any records that could be subject to discovery in legal proceedings. Legal counsel should be consulted in Year 1.
- Tribal communities may have crash data gaps due to limited law enforcement coverage on Tribal roads. HCAOG should work with Tribal transportation departments to identify the best available data sources for Tribal road crashes and incorporate them into the countywide picture where possible.
- SWITRS data should always be cross-referenced with local collision reports and EMS run data, since it will undercount crashes in areas with lower law enforcement response coverage.

POLICY 6.2: EMERGENCY RESPONSE COORDINATION

Improve coordination and effectiveness of post-crash response.

ACTION	LEAD & PARTNERS	TARGET TIMEFRAME
Establish and document emergency response standards for crash scenes, covering access routes, arrival targets, on-scene protocols, and coordination between first responders and transportation agencies	**Lead:** Humboldt County OES / EMS **Partners:** HCAOG, City/County Fire Depts., CHP, City Police, Caltrans District 1	Years 1–2
Develop and implement a traffic control protocol for serious crash scenes on HIN corridors, establishing clear procedures for lane management, detour routing, and secondary crash prevention during incident response	**Lead:** CHP, City/County Police **Partners:** Caltrans District 1, City/County Public Works, Local Fire/EMS	Years 1–3
Establish triage and transport protocols that prioritize rapid movement of seriously injured crash victims, including pre-designation of landing zones on rural corridors where ground transport times to trauma care exceed critical thresholds	**Lead:** Humboldt County EMS / Humboldt County Sheriff **Partners:** Local hospitals / trauma centers, Local Fire Depts., Air ambulance providers	Years 1–3
Coordinate joint training between transportation agencies, law enforcement, fire, and EMS to test and improve multi-	**Lead:** Humboldt County OES **Partners:** All response agencies, HCAOG	Years 2–5 (ongoing)

agency crash response on HIN corridors		

Why it matters

Even when a crash is not prevented, the quality and speed of post-crash response can determine whether a serious injury becomes a fatality. Research in trauma care consistently identifies the "golden hour," the period immediately following a traumatic injury in which rapid medical intervention has the greatest impact on survival. In Humboldt County, geography makes this especially important, as many rural corridors are far from trauma centers and vulnerable to long response times. Secondary crashes, which occur at a primary crash scene during incident response, can be a risk on high-speed corridors when traffic is not adequately managed.

Effective post-crash care is recognized as one of the six Safe System elements in the 2025–2029 California SHSP, reflecting the understanding that a complete Vision Zero approach must address crash survivability in addition to prevention. Coordination among transportation agencies, law enforcement, fire, EMS, and trauma centers is critical but challenging in a county with multiple independent jurisdictions, Tribal territories, and a mix of state, county, and city roads.

Process & funding

Response standards: HCAOG should facilitate the development of a countywide crash response standards document that establishes common expectations for response times, scene access, inter-agency communication, and handoffs between first responders and transportation agencies. It should be developed jointly with Humboldt County OES, CHP, and the major fire and EMS providers in Year 1, with a formal adoption or endorsement by each participating agency.

Traffic control protocol: The highest-priority traffic control need is on HIN corridors with high speeds and limited alternate routes, particularly rural state highway segments. Caltrans District 1 Maintenance should be involved as a partner, as they are responsible for traffic control on state routes. The protocol should address when to close lanes, how to communicate detour routes, how to prevent secondary crashes through upstream warning, and how to coordinate scene clearance.

Triage and transport: Rural trauma response in Humboldt County is constrained by distance to the regional trauma center and limited availability of air ambulance services. The pre-designation of helicopter landing zones on key rural corridors is a low-cost, high-impact action that should be completed in Year 1. HCAOG can support this by mapping corridors where ground transport times exceed 30 minutes and working with EMS to identify feasible landing sites.

Training and exercises: Annual or biennial joint exercises are standard practice in emergency management and relatively low-cost and high-value. Humboldt County OES should convene, with HCAOG providing scenario development and data support.

Funding sources:

- **FEMA Hazard Mitigation grants**: can fund preparedness and coordination activities
- **NHTSA Section 405 / 405(c) grants**: traffic records and EMS data improvement programs
- **OTS grants**: emergency medical services and crash response programs

- **Caltrans SHOPP**: traffic management and incident response improvements on state routes
- **Homeland Security grants (HSGP)**: multi-agency emergency preparedness exercises and planning

Performance measures

- Reduction in secondary crashes at or near primary crash scenes on HIN corridors
- Number of HIN corridors with documented, agency-endorsed traffic control protocols
- Average emergency response time to serious injury crashes on HIN corridors
- Number of helicopter landing zones pre-designated on rural corridors where ground transport exceeds 30 minutes
- Number of joint exercises conducted annually
- Percentage of serious/fatal crash scenes on HIN corridors where traffic control was implemented within a defined target time
- Number of agencies participating in the countywide crash response standards framework
- ~~Reduction in secondary crashes at or near primary crash scenes on HIN corridors~~

Notes

- Tribal governments with road jurisdiction should be engaged in the response standards and triage protocol development. Crash response on Tribal roads may involve different agency relationships and access considerations than county or state routes.
- Post-crash traffic control on state routes is a Caltrans Maintenance responsibility, and local agencies cannot place or modify traffic control without coordination. The protocol established under Policy 1.1 (State Highway Coordination) should be the mechanism for formalizing Caltrans' role.

GOAL 7: SAFER LAND USE

POLICY 7.1: URBAN PLANNING & DESIGN

Integrate safety-focused urban design, land use planning, and travel demand management strategies to create street environments that reduce VMT, calm traffic, minimize travel conflicts, and improve safety for all road users.

ACTION	LEAD & PARTNERS	TARGET TIMEFRAME
Coordinate land use with roadway design to support compact, transit-oriented, mixed-use development.	LEAD: HCAOG Partners: Humboldt County Planning Dept., City Planning Depts., Governor's Office of Land Use and Climate Innovation (LCI)	< 6 months (Policy / Process)
Incorporate safety considerations into development review and site design, ensuring new and redeveloped	LEAD: City & County Planning Depts. Partners: City & County Public Works Depts., HCAOG (guidance & standards)	1 year (Ongoing)

properties provide safe access for all modes		
Advance Transportation Demand Management (TDM) strategies, including transit incentives, shared mobility, employer programs, and parking management, to reduce VMT on high-injury corridors.	LEAD: HCAOG Partners: Humboldt Transit Authority (HTA), City & County Planning Depts., Caltrans District 1, Employers & Institutions	1–3 years (Program development)
Update General Plan Circulation Elements to reflect Complete Streets and Vision Zero priorities, consistent with AB 1358.	LEAD: City & County Planning Depts. Partners: HCAOG (technical assistance, RTP alignment), Caltrans District 1	2–5 years (Per jurisdiction update cycle)
Establish minimum active transportation connectivity standards for new development as conditions of project approval.	LEAD: City & County Planning Depts. Partners: City & County Public Works Depts., HCAOG	1–3 years (Standards adoption)

Why it matters

The 2025–2029 California Strategic Highway Safety Plan incorporates Safer Land Use as an additional Safe System element, formally recognizing that land use decisions and transportation safety are interdependent. Where homes, schools, jobs, and services are located relative to each other, and how sites connect to the street network, determines how people travel, how far they travel, and how exposed they are to crash risk. Compact, mixed-use, transit-oriented development reduces the need for long vehicle trips, shortens pedestrian and bicycle distances, and supports transit viability. Auto-oriented development patterns generate high VMT, concentrate pedestrian exposure on high-speed arterials, and make Vision Zero goals structurally harder to achieve regardless of safety infrastructure.

In Humboldt County, this link is important in both urban and rural contexts. Auto-focused site designs, fragmented sidewalk networks, and the absence of safe access requirements for new development have contributed to street environments where vulnerable road users are frequently in conflict with vehicle traffic. Addressing land use at the front end, through General Plan policy, development standards, and TDM programs, is a robust and cost-effective safety investment.

Process & funding

Land use decisions are made primarily by local governments within the framework of state planning law. HCAOG does not have land use authority, but it plays a critical coordination role by aligning regional transportation investment with land use, supporting member jurisdictions in updating General Plan Circulation Elements, and providing technical assistance on safety-focused site design standards. Recent examples of City planning efforts that have had HCAOG input include the City of Eureka Waterfront Specific Plan, the City of Arcata Gateway Area Plan, and the County of Humboldt McKinleyville Town Center Plan.

Compact / TOD coordination: HCAOG should work with city and county planning departments to identify areas where land use or zoning can be updated to support transit-oriented, mixed-use patterns near transit

stops and on HIN corridors. The Governor's Office of Land Use and Climate Innovation (LCI) provides technical assistance and grant programs to support local planning updates.

Development review: With HCAOG support, cities and the County should adopt or update checklists for safety review of new development, covering pedestrian and bicycle connectivity to the street network, driveway conflict minimization, on-site crosswalk and paths, and lighting.

TDM programs: Strategies including transit incentives, employer commute programs, shared mobility, and parking management are most effective in partnership with major employers, Cal Poly Humboldt, and the Humboldt Transit Authority. HCAOG can coordinate a countywide TDM working group, potentially as part of the Complete Streets Interagency Working Group, and explore funding through Caltrans' Transportation Demand Management grant program.

General Plan updates: All member cities and the county are required under AB 1358 to include Complete Streets policies in their Circulation Elements with any substantial revision. HCAOG should track the update status of each Circulation Element and provide technical support to ensure that Vision Zero language is incorporated consistently.

Active transportation connectivity standards: HCAOG should develop model development standards covering minimum sidewalk widths, bicycle parking, driveway frequency limits, and safe site access design.

Relevant funding sources:

- **LCI Planning Grants**: support General Plan and zoning updates aligned with climate and safety goals
- **Caltrans Sustainable Transportation Planning Grants**: funds TDM and land use/transportation coordination studies
- **ATP Cycle 8 (regional component):** can fund active transportation connections required as part of development approvals
- **CDBG**: supports planning and infrastructure improvements in low-income communities
- **Local development impact fees**: can be structured to fund off-site active transportation improvements

Performance measures

- Areas rezoned or upzoned to support mixed-use and compact development near transit stops and HIN corridors
- Number of member jurisdictions with an updated Circulation Element compliant with AB 1358 and incorporating Vision Zero language
- Number of new development projects reviewed using a safety checklist or incorporating active transportation connectivity conditions of approval
- Number of minimum active transportation connectivity standards formally adopted by member jurisdictions
- Reduction in VMT per capita on HIN corridors over 5 years
- Number of active TDM programs countywide and estimated vehicle trips reduced annually
- Percentage of new residential and commercial development within 0.25 miles of a transit stop or low-stress bicycle route

Notes

Commented [SL88]: Was this group mentioned elsewhere by this name?

Commented [SL89]: Many of these don't have a baseline i.e. VMT per capita on HIN corridors, number of TDM programs etc. Measures without baselines are going to make performance difficult to track.

Commented [RH90R89]: Agreed. So, let's deal with that head-on. Add an action item within one of the policies (or even an entire goal?) to enhance the quantity and quality of relevant data within all jurisdictions. That would almost certainly need to be a long-term action/goal.

- Land use authority rests entirely with local jurisdictions. HCAOG's role is to coordinate, educate, and provide technical assistance.
- The Safer Land Use element is new to the 2025–2029 SHSP. HCAOG should monitor LCI, Caltrans, and OPR guidance as it is released and update this section in subsequent plan revisions.
- Many compact development strategies apply primarily to the urban cores. Rural community centers may benefit more from rural main street design approaches under DIB 94.
- Development review improvements have the greatest impact when applied to projects on HIN corridors. Jurisdictions with limited planning staff may wish to apply enhanced safety review selectively to larger projects or high-priority locations first.

CHAPTER 7. IMPLEMENTATION & MONITORING

7.1 Implementation Program

[INSERT ACTION TABLE BY TIMEFRAME ONCE FINALIZED]

7.2 Roles & Responsibilities

Implementing the Humboldt County Regional Vision Zero Action Plan is a shared responsibility across multiple agencies, funding cycles, and planning horizons. HCAOG's role throughout this Plan is to coordinate, convene, prioritize, program funding, and provide technical assistance to member agencies, particularly smaller cities and rural jurisdictions with limited in-house engineering capacity. HCAOG does not build or maintain roads, does not direct member agency budgets or capital programs, and does not have enforcement authority. Caltrans District 1 holds design, maintenance, and permitting authority over state routes (the majority of the High-Injury Network in many parts of the county) and should be a standing participant in Vision Zero governance. Each member city and Humboldt County Public Works independently implements projects within their own jurisdiction, programs capital improvements through their own CIPs, and applies for grant funding on their own schedule, with HCAOG support. Tribal governments are sovereign entities whose roads and transportation needs should be addressed through direct government-to-government coordination.

The Safety Campaign is led by HCAOG and delivered through a network of partners: city Public Information Officers trained on the Plan's branding and messaging standards, community champions recruited and trained to serve as trusted local voices, nonprofit organizations including the Eureka Bike Kitchen, Uplift Eureka, Humboldt Housing and Homeless Coalition, Tri County Independent Living, and CRTP, and institutional partners including school districts, the Humboldt Transit Authority, the Chamber of Commerce, and Rotary Groups. Law enforcement agencies such as CHP and city and county police departments participate in enforcement actions as defined in the Plan: directed patrol, citation activity, and enforcement mobilizations coordinated with OTS calendar windows.

7.3 Monitoring & Evaluation

Progress on this Plan will be tracked through two complementary mechanisms. The first is the countywide crash data dashboard established under Policy ~~5~~6.1, which will compile SWITRS data, local collision reports, and EMS-run data into a shared platform accessible to all member jurisdictions. This will provide a common, real-time foundation for measuring whether serious injuries and fatalities are declining on the county's road network. This dashboard will be updated at minimum annually as new SWITRS data is released and will be used to flag HIN locations with repeat crash patterns for priority follow-up. The second mechanism is an annual Vision Zero progress report presented to the HCAOG Board of Directors, consolidating performance measure data including projects completed, funding secured, crash trend data, and equity metrics.

Performance measures for each policy are defined in the corresponding policy sections of this Plan. They cover a range of output and outcome indicators, such as lane-miles of crosswalk markings upgraded, number of trail crossings treated, number of community events held, reductions in pedestrian- and bicycle-involved

Commented [SL91]: This will be a key overview table for our Board that consolidates the seven goals, twelve policies and ~55 actions into one program with timetable. The alphanumberic identifiers will help link the actions to earlier policies.

Commented [RH92R91]: To take this further, we need an action plan for how to get this all completed. We simply do not have the staff capacity to do all of this. I would like to see a detailed action plan. And, a "recommendations for next steps" section. It seems almost certain that we will need to apply for additional grants, either to hire new full-time staff at HCAOG, to hire consultants, or both. Acquiring such grants takes time, so I'd like to see you build timing for that into the overall timeline. For instance, what you've been describing as "Year 1," is primarily going to have to occur after we acquire additional grant funds.

Commented [RH93R91]: I'd also like you to consider adding "estimated time commitment" to the table proposed above by Stevie. Think of the table as the budget in a competitive RFP proposal. How many hours of HCAOG staff time will it take to complete each of the 55 actions? A range is fine (such as "8 to 40 hours" or "3 to 12 days per year." Something like that.

Commented [SL94]: Make sure all data dashboard policy references get updated from 5.1 to 6.1

Commented [SL95]: Good idea!

Commented [RH96R95]: This feels like an important action item that is lost in a paragraph. Why not make "Monitoring" a Goal/Policy with performance measures? Alternatively, find some way to ensure that this action item is listed in the table proposed above by Stevie. And/or some other way to capture this and other action items that standalone throughout the report.

Commented [SL97]: As mentioned, addition of performance measures for each policy section is excellent! Flagging that HCAOG will need to evaluate how to program the work to establish baseline figures and ongoing monitoring. Any scope of work or additional information on how to approach performance measures would be appreciated!

Commented [SL98R97]: Also noting where existing staff capacity exists in HCAOG's overall work program and where additional staffing is needed

crash rates on treated corridors, and reductions in operating speeds following traffic calming implementation. The Plan's equity commitments are tracked through a set of metrics measuring the gap in safety improvement access between low-income and rural census tracts and the county average, ensuring that progress is distributed equitably across the full geographic and demographic range of Humboldt County.

Commented [SL99]: The plan should state a target year to achieve zero deaths and serious injuries.

7.4 Next Steps

Upon the adoption of this Plan, the immediate priority should be creating the governance structures that make the rest possible. Within the first six months, HCAOG should convene the first meeting of the Vision Zero Interagency Working Group, finalize the coordination protocol with Caltrans District 1, launch the crash data dashboard, and begin the countywide pedestrian and bicycle network gap analyses. In parallel, the Safety Campaign should begin its Year 1 activities: finalizing branding and messaging materials, training PIOs across member jurisdictions, recruiting community champions, tabling at Friday Night Market and other community events, and conducting school assembly presentations. These actions do not require capital funding and can begin immediately upon plan adoption, creating visible momentum while infrastructure and grant processes are initiated.

Commented [RH100]: I think funding (grants) is the immediate priority. We do not have the current staff capacity to do all of this. So, setting up governance structure will only lead to failure. We need to staff up or engage consultants.

Over the following year, HCAOG and member agencies should develop and submit applications to the next available funding cycles, including HSIP, the regional ATP component, STIP, and OTS grants. These should use the prioritized project lists generated through the gap analyses and the HIN to build strong, data-supported applications. This Plan is a living document: it should be reviewed and updated on a two-year cycle aligned with HCAOG's Regional Transportation Plan update schedule, incorporating new crash data, funding outcomes, and lessons learned from implementation across all member jurisdictions. With strong coordination, community relationship-building, and data-driven strategies, the Plan will move the needle towards Zero deaths and serious injuries on Humboldt County roads.

Acknowledgments

HCAOG Team:

- ~~Rob Holmlund, Executive Director~~
- Stevie Luther, Senior Regional Planner
- Brendan Byrd, Former Executive Director
- Rob Holmlund, Executive Director

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- Melissa Estrada, Transportation Planner
- Alysia Bixler, Project Coordinator
- Mason Rewerts, Natural Resources Specialist

Appendices

A. Injury Collision Data Analysis Summary
B. Equity Analysis Summary
C. Prioritized List of Safety Projects
D. Community and Tribal Engagement Plan
E. Community Engagement Summary
F. Community Education Campaign Plan
G. Preliminary Conceptual Ranking System for Ranking Vision Zero-aligned Projects
~~F.~~H. Preliminary Conceptual Checklist and Attestation Form for Vision Zero Alignment in HCAOG-Programmed Funding

Commented [RH101]: This will be produced as a part of this product? Super!