



736 "F" STREET
ARCATA, CA 95521

Debbie Egger, Interim Executive Director
Humboldt County Association of Governments
611 I Street, Suite B
Eureka CA 95501

March 25th, 2025

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

Dear Debbie,

The City of Arcata is requesting **\$ 41,468.00** of TDA Article 3 funds to assist in purchasing an upgrade for the City's pedestrian & bicyclist counters, purchasing a new counter and replacement pedestrian & bicycle counter, for the continuation of our joint bike share program at existing locations for the year 2025-2026, for the purchase of bicycle safety equipment for community youth, and programming support for Arcata's annual kids bike rodeo. Below are descriptions of the project proposal and how they address each evaluation criterion.

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

Total Project Cost:	\$ 20,156.00
Requested Funds:	\$ 19,148.00
City Match:	\$ 1,008.00

This project will involve funding for reducing the annual operation and maintenance of the City's bicycle and pedestrian counters. The City currently has three counters along the Humboldt Bay Trail (See Attachment 1) and one awaiting trail completion for installation. The counters count pedestrians and cyclists, as well as their direction of travel. Funding for this project will allow for the purchase of "4G Logger Replacement". After last year's funding provided positive results in testing data collection and reduction in operation and maintenance with the 4G logger, the City seeks to upgrade all counters to 4G. Two counters currently require staff to manually retrieve and upload data while the proposed upgrade allows the counters to provide a more efficient and accurate streamline of data. The quoted cost for upgrading is **\$ 4,283.00**.

The counters allow the City to better understand the dynamics of trail usage based on mode of travel along the Humboldt Bay Trail. Arcata has helped contribute to statistical analysis related to bike and pedestrian trail usage. This data is currently shared with the

California Department of Transportation, Humboldt County, and UC Berkeley for helping to develop volumetric estimations of transportation flow along trail systems. City of Arcata will be working in cooperation with Humboldt County and City of Eureka as the Humboldt Bay Trail connection commences to gather trail use statistics.

The City of Arcata is also seeking to purchase its fifth Eco-Counter, which will be placed along the Humboldt Bay Trail between the City of Arcata and the City of Eureka. This counter will serve to capture the statistics of bicycle and pedestrian flow between our two cities after the completion of the Bay Trail connection adjacent to U.S. Highway 101.

To continue the benefits of this data collection, a counter must be replaced near Shay Park. The total cost of purchasing a new counter and replacement counter is currently **\$14,252.50**.

The City of Arcata currently uses the Eco-Visio Professional Subscription for the City's pedestrian/bicycle counters. The annual subscription allows the City to access the Eco-Visio online data analysis platform, gain technical support, monitor equipment, and analyze trends (see Attachment 2). Annual subscription renewal amounts to **\$540.00** per counter per year. With the City's three counters, the annual subscription cost is **\$ 1,620.00** per year.



Figure 1: Eco-Counters at Humboldt Bay Trail near Samoa Blvd (left) and at Shay Park (right)

Each criterion questions for this project are addressed below.

Matching Funds (5 points)

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

Safety (20 points)

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

Project Readiness (15 points)

Two counters operate as normal while one requires replacement due to damage. The installation of the replacement counter and the 4G upgrade will be ready for implementation as soon as funding is received.

Special Considerations (15 points)

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

Maintenance of Project (10 points)

With the 4G upgrade the bicycle and pedestrian counters require minimal operation and maintenance. City staff maintain these counters as needed through replacing low batteries, site clearance, data management, and troubleshooting technical issues. Operation and maintenance currently require approximately four hours per month of City staff time. However, the 4G upgrade will reduce operation and maintenance to four hours per year or less.

Connectivity (10 points)

The counters allow the City to monitor usage of two major local trails, the Humboldt Bay Trail North (HBTN). HBTN is a part of the larger Humboldt Bay Trail that connects two major communities along Humboldt Bay. Additionally, the proposed Annie and Mary Regional Trail will connect to the northern end of the Rails with Trails Trail and will also have its own counter after the next phase of the project is completed.

Regional Significance (10 points)

The Eco-Counters are currently installed along HBTN, which is a part of the regional trail system and will assist us in determining frequency of bicycle and

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

Traffic Generators (10 points)

Eco-Counters are located along the Humboldt Bay Trail North between the City of Arcata Corporation Yard and Foster Avenue. The Humboldt Bay Trail North is a major bicycle and pedestrian path of travel that is adjacent to numerous worksites, neighborhoods, and other high traffic generators.

Multi-Modal Interface (5 points)

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

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

Total Project Cost:	\$ 72,000.00
Requested Funds:	\$ 18,000.00
AHSC, Cal Poly Humboldt & City Match:	\$ 54,000.00

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

Two of the stations currently serve downtown Arcata and are located on the northern and southern side of the Arcata Plaza. The third and fourth stations are located at the Cal Poly Humboldt campus at the Jolly Giant Commons and Harry Griffith Hall. The fifth station is located along the Humboldt Bay Trail North, adjacent to Shay Park and Foster Avenue. The sixth station is located at the Sorrel Building at the intersection of 7th

Street & I Street. The seventh station is located at the 30th Street Yurok Housing Project. The eighth station is currently located along Valley West Boulevard, adjacent to one of the Arcata Mad River Transit System and Humboldt Transit Authority bus stations.

Prior to the COVID-19 outbreak, the City had seven bike share stations throughout Arcata that allowed residents and visitors to rent bikes through an app-based platform. The City of Arcata has successfully revitalized and expanded its bike share program from four stations to eight from 2022 to mid-2023.

There are currently 1,539 unique users that are currently subscribed to utilize this service. Since its revival the bike share program has had 8,088 rentals. The program has experienced a 25.5% increase in use from 2021 to 2022, a 79.5% increase from 2022 to 2023 and remained somewhat consistent with only a 2% increase from 2023 to 2024. 2025 appears to already have increased ridership in comparison to the months of January and February in 2024.

With the increases in total rentals, there has been a proportionate 8% increase in revenue generation from the project between 2022 and 2023. The City is requesting funds to continue the implementation of forty turnkey bicycles at our six stations. The annual cost of implementing a bicycle at the existing bike share locations is **\$1,800.00** per bicycle. The total cost of implementing forty bicycles is approximately **\$72,000.00** per year.



Figure 2: Bike share stations at Cal Poly Humboldt (left) and 8th & G St (right)

Each criterion questions for this project are addressed below.

Matching Funds (5 points)

The City of Arcata, AHSC Cal Poly Humboldt will match approximately 75% of the total cost for continuing to maintain and implement the community bicycle share program.

Safety (20 points)

Bike share programs offer the opportunity for individuals to exchange vehicle miles traveled for active transportation, reducing the number of vehicles on the road, and decreasing the risk of accidents. Bike share stations will be installed per the manufacturer's design guidelines, which meets the safety requirements.

Project Readiness (15 points)

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

Special Considerations (15 points)

The City of Arcata has a goal to work towards achieving 50% of all trips that begin and end in Arcata being made by non-motorized modes. This project will assist in that goal by providing additional non-motorized options for residents and visitors. Additionally, Arcata is a low-income area that has a large student population. This program will provide a low-cost service for riders who may not ride often, may not be able to purchase a bike, or may not be able to maintain their own bike. The 7th Street and I Street station, 30th Street Yurok Housing Project station, and Valley West station locations were chosen to provide low-income housing developments with an affordable option to motorized vehicles when travelling within Arcata.

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

Maintenance of Project (10 points)

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

Connectivity (10 points)

This project provides residents and visitors with an additional option to travel through Arcata. The stations are placed in traffic generating areas with goal of reducing vehicle miles traveled and CO₂ emissions locally. Increased bicycle availability will incentivize more people to drive less when traveling within throughout Arcata. Bike share stations have also been installed at the 30th Street Yurok Housing Project, along adjacent to Shay Park and Foster Avenue, and another is planned for the Valley West neighborhood to offer an alternative form of transportation for the communities outside of central Arcata. Please see attached map for the location of each station.

Regional Significance (10 points)

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

Traffic Generators (10 points)

Bike share stations are placed in traffic generating areas. Two stations are currently located in the downtown area of Arcata, one of the main traffic hubs in town. The downtown area includes the Arcata Library, City Hall, The Arcata Transit Center, and many local businesses within and surrounding the Arcata Plaza. One station is located near downtown at the intersection of 7th Street and I Street at the Sorrel Building, a new densely populated low-income housing building. Another station is located along the Humboldt Bay Trail North, adjacent to Shay Park, near a few new high density residential developments and an AMRTS bus stop. Another station is installed along Valley West Boulevard adjacent to a HTA and AMRTS bus stop.

Multi-Modal Interface (5 points)

Increasing the number of bicycles available will help increase the number of people able to access alternative modes of transportation. Bike share locations were selected to be near bus stops, low-income areas, and densely populated locations to help provide a multi-modal interface and increase public transportation accessibility. With the success of this bike share program, additional bike share locations can be developed to increase multi-modal access throughout Arcata.

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

Total Project Cost:	\$ 4,800.00
Requested Funds:	\$ 4,320.00
City Match:	\$ 480.00

The City of Arcata has hosted 15 bike rodeos for the local community since their first one in 2006. Bike rodeos provide a great opportunity to invite families to learn safe bicycling practices and have fun while doing so. Funding for this project would be dedicated towards facilitating the bike rodeo, refurbishing and purchasing equipment for obstacle courses, and for providing safety equipment for participants.



Figure 3: Bike Rodeo , Arcata (Arcata Plaza 2006 and Creamery District 2023)

Each criterion questions for this project are addressed below.

Matching Funds (5 points)

The City of Arcata will match approximately 10% of the total cost for providing bike safety equipment to the Arcata community youth and supplying equipment such as signs, chalk, barrels, cones, and rope and other materials for the implementation the annual Kids Bike Rodeo.

Safety (20 points)

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

Project Readiness (15 points)

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

Special Considerations (15 points)

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

Maintenance of Project (10 points)

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

Connectivity (10 points)

This project compliments the Humboldt County Bicycle Plan through providing 2 of the “5 E’s”, education and encouragement and by striving to provide safer routes to schools and transit. This project is consistent with both the regional and City’s bicycle plan as it intends to provide education and promotion of bicycle safety and best practices.

Regional Significance (10 points)

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

Traffic Generators (10 points)

This project aims to serve the Arcata community. Increasing bicycle safety awareness and practices should serve major traffic generators throughout the region.

Multi-Modal Interface (5 points)

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

Past TDA Article 3 Awards

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

The “*Bicycle & Pedestrian Counter Upgrade, Subscription, and Counter*” project was majority implemented, and the city continues to collect pedestrian and cyclist data with Eco-Viso and is awaiting the completion of the Annie & Mary Trail for the fourth counter. The testing and usage of the 4G logger both reduced operation and maintenance required by City employees and allowed faster data processing, leading to the City seeking to upgrade all counters to the same 4G capabilities. The City anticipates the capacity to install the pedestrian and cyclist counter at the Annie & Mary Trail in the summer of 2026.

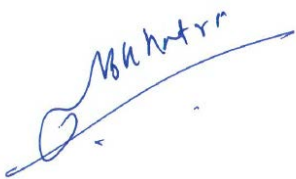
Project Title: City of Arcata and Cal Poly Humboldt Bike Share Program

The “*City of Arcata and Cal Poly Humboldt Bike Share Program*” continues to be a success with a 2% increase in bike rentals from the year 2023 to 2024. The program continues to grow with both increased usage and increased unique users renting bikes. The consistent data collection is being used to further develop bike facility improvements and decrease vehicle emissions in the Arcata community.

Project Title: Bike Safety Education and Annual Bike Rodeo Assistance

The “*Bike Safety Education and Annual Bike Rodeo Assistance*” is intended to be a legacy project with the goal in mind of continual collaboration of the City, schools and communities. The city has successfully distributed 20% of the total safety education materials and will continue to work with schools and the Arcata community to distribute the remaining 80%. The City of Arcata employees are working on administrating the annual bike rodeo in May 2025 with the collaboration of local schools, community members, and volunteers.

Sincerely,



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Attachment 1: Current Ped/Bike Counter & Bike Share Station Location Map

Attachment 2: Current Daily Average Counts from Pedestrian-Bike Counters by Site and User Type

Attachment 3: Current Bike Share Statistics