

## **ATTACHMENT B**

### **CONSULTANT SCOPE OF WORK**

Lead agency: Humboldt County Association of Governments (HCAOG)  
Project name: Humboldt Partnering Assets & Authorities for Comprehensive Transit (aka PAACT)  
Funding source: Strategic Partnerships-Transit Grants, FY 2024-25 Cycle

#### **Task 1. Project Management and Reporting**

##### **1.1: Project Kick-off Meeting**

Consultant will take the lead to organize a project kick-off meeting (virtual or in-person) with HCAOG, consultant, and partner agency staff. The meeting will be used to verify project goals, review the scope, project approach, schedule, and deliverables.

##### **1.2: Project Coordination**

Consultant shall meet with HCAOG bi-weekly or as needed throughout the project. Meetings may be virtual or in-person, as needed. Consultant shall propose frequency and schedule of project management meetings and shall be responsible for all aspects of meetings. Meetings are intended to keep HCAOG up to date on project progress, track milestones, and discuss key decision points to keep project moving forward on budget and on schedule.

##### **1.3: Invoicing and Reporting**

Consultant will be responsible for submitting invoicing with budget tracking (no more than monthly, no less than quarterly) and quarterly reports that summarize project progress and grant expenditures.

#### **Task Deliverables**

- ☐ Project kickoff meeting: attendance, agenda, meeting minutes; project timeline.
- ☐ Project team periodic check-in meetings: attendance, agenda, meeting minutes.
- ☐ Invoices, quarterly progress reports.

#### **Task 2: Lead Facilitation of Advisory Groups**

The project includes establishing one or two limited-term advisory groups.

The primary working group will be a government-based Project Steering Working Group that will build upon, and serve to strengthen, government-to-government relationships. The distinct purposes of the Project Steering Working Group are to: work directly with the project team and consultants to complete the comprehensive transit network analysis; tackle more difficult or costly network management decisions; develop transit-supportive land use policy directives; and achieve consensus on regional collaborative policy directives to effectively apply regional decisions. The Project Steering Working Group currently includes, but is not limited to, the following agencies: HTA, Cher-Ae Heights Indian Community of the Trinidad Rancheria, City of Arcata, City of Blue Lake, City of Trinidad, County of Humboldt, and Yurok Tribe.

Contract services will include ample interactions with the Project Steering Working Group, including facilitating discussions, facilitating site visits to transit and multimodal facilities, and one-on-one or roundtable interviews with transit operators and other mobility-service providers.

Consultants will add to the project team's resources on transit-supportive land-use policies and implementation actions.

The project may additionally establish a policy advisory group (or integrate with other existing advisory groups), that will directly advise on related topics, including regional planning, housing, land use, greenhouse gas reduction, public transit improvements, and new revenues for transportation in the region.

HCAOG staff will share responsibilities for managing the Project Steering Working Group, as well as for convening and facilitating a second advisory group.

#### **Task Deliverables**

- ☐ Schedule of meetings, agenda topics.
- ☐ Steering committee purpose statement (admin draft, draft, final).
- ☐ Attendance at a minimum of quarterly meetings with Project Steering Working Group. (Some, but not all, may be held as hybrid meetings. Consultants may attend some, but not all, meetings virtually).
- ☐ Facilitate Project Steering Working Group's site visits to transit and multimodal facilities (up to three (3)).

### **Task 3: Comprehensive Plan for Regional Transit & Multimodal Networks & Networking**

The selected consultant team will provide technical, facilitation, and outreach work under this task.

#### **Task 3.1 Understanding the Community's Transit & Mobility Values and Priorities**

Facilitate the Project Steering Working Group to find consensus on a defined problem/purpose/vision statement for regional transit service and active mobility.

Prepare for, facilitate and guide discussions on key choices (priority values) for transit planning choices that compete with each other, such as: ridership vs. coverage, local vs. regional service, equality vs. equity. Consultant will support educational needs on these choices to ensure Working Group members are making fully informed decisions. Discussions may also seek consensus-direction on what are priority aims for correlated values, e.g. customer experience, equity, economic drivers, financial capacity, staff capacity, independent authority, local control, strategies to lower VMT, and affordable housing.

Review and examine existing short-term and long-term transit planning goals and implementation measures, and consider such planning/plans to inform and carry out applicable tasks, discussions, and reporting under this task.

This process includes outreach to engage other partners (i.e., who are not part of the Working Group) and stakeholders for initial input and/or review and comments on a draft statement. The work will involve engaging and surveying diverse stakeholders to identify the broad community's key choices for the regional transit network.

### **Task 3.2 Existing Conditions Report on Community & Regional Characteristics**

The consultant will analyze and summarize Humboldt County demographics, equity factors, governance, funding, and other existing conditions that impact the region's public transit system. This report should build upon, rather than replicate or update, the current Transit Development Plan.

Characteristics to gather and analyze can include, but are not limited to:

- Existing land use plans
- Existing travel demand patterns and data already available (consultant is not expected to conduct a travel demand assessment)
- Population density, housing/jobs density, activity density, and employment density (i.e., proximity of jobs, housing, destinations/major points of interest)
- Service equity factors that contribute to transportation burdens, e.g., zero-vehicle households; low-income households; race and ethnicity; age; limited English proficiency; low-wage jobs; job types; off-peak hour commutes; and mobility disabilities.
- Populations/areas overburdened by pollution.
- Disadvantages Communities in Humboldt as defined in the RTP, *VROOM 2022-2042*.
- Dimensions designating communities as burdened by underinvestment in transportation, per USDOT: Transportation Insecurity, Climate and Disaster Risk Burden, Environmental Burden, Health Vulnerability, and Social Vulnerability.
- Other applicable factors identified as contributing to marginalizing communities.

### **Task 3.3 Transit Market Analysis & Regional Operations Assessment**

Using the results from Tasks 2.1 and 2.2, develop scenarios for improving, expanding, and enhancing mobility choices and more equitable access in the regional transit network. Public input on local transit service needs should be used to inform this task.

Assessment factors should include, but are not limited to:

- Transit service ridership and operations statistics
- Transit-dependency
- Local and regional travel patterns
- Regional, intercity, inter-regional transit network
- Jobs density
- Residential/housing density
- Commuting trends (peak and off-peak), transit ridership trends
- Multimodal connections and first-mile/last-mile connectivity
- Land use patterns, uses, zoning
- Safety outcomes
- Funding
- Agency governance/governing structures

The assessment shall include considering replacing low ridership fixed-route trips with ADA-compliant on-demand/micro-transit opportunities to reduce capital and operational costs while retaining the vital connection of rural areas to urbanized cores.

Source documents should include, but not be limited to: “Humboldt Transit Development Plan” (2023), Unmet Transit Needs-Report of Findings, Performance Audits, Regional Transportation Plan “VROOM 2022-2042” (2022); “McKinleyville Transit Study” (2021); “Mobility-on-Demand Strategic Plan” (2020); “Blue Lake Rancheria Transit Study” (2019) and Caltrans Intercity Transit Plan and District 1 Complete Streets Plan (2022).

The Project Steering Working Group agencies will be responsible for reviewing data and for supplying available data for their jurisdictions as needed to fill in data gaps.

### **Task 3.4 Develop Comprehensive Plan**

Consultant will compile all results of previous tasks into a Comprehensive Plan that provides recommendations on transit and multi-model system design changes for Humboldt County. An administrative draft of the Comprehensive Plan shall be prepared for and reviewed by the Project Steering Working Group. A public draft Comprehensive Plan shall be prepared for public comment and review period; a final plan shall include a record of comments and incorporate comments as appropriate. This Comprehensive Plan will serve as a structure around which to develop land use and long-range planning policy recommendations in Task 3.

#### **Task Deliverables**

- ☐ Purpose statement or vision statement for Humboldt regional transit service and for regional active mobility, reviewed and approved by Project Steering Working Group. (Administrative, draft, and final versions.)
- ☐ Survey (or alternative best tool(s), ADA accessible) to inform and solicit public input; record of responses.
- ☐ Existing Conditions Report (ADA accessible admin draft, draft, and final)
- ☐ Transit Market Analysis & Regional Operations Assessment (ADA accessible admin draft, draft, and final).
- ☐ Comprehensive Plan (administrative draft, record of comments from Project Steering Working Group and other stakeholders, public review draft, and final draft (all ADA accessible)).
- ☐ Presentation of draft and/or final plan at public meetings (ADA accessible). (Minimum four required; may include presentation(s) at regularly scheduled board/committee/council meetings. It is preferred that the consultant present in-person at at least one meeting.)

### **Task 4: Land Use-Transportation Policy Connections**

This task includes work to facilitate the transit operators and planners and land use authorities to explicitly discuss, study, dialogue on, and document what strategies would best govern the vision (developed and agreed upon in prior tasks) of Humboldt’s regional transit service and multimodal networks. The consultant will research relevant land use policies and identify applicable best practices that promote transit and active transportation for the purpose of sharing this with local jurisdictions.

Identify procedures for improving regular governmental agency consultation with Humboldt Transit Authority. Facilitate the Project Steering Working Group and partners to explore and consider opportunities to incorporate more of these policies into local and tribal jurisdictions' applicable planning documents and processes (e.g. General Plans, Tribal Plans, Specific Plans, Transit Development Plans, etc.). Facilitation should help partners build consensus for regionally-focused policy, as well as support agencies to adopt local policy, processes and/or programs that can impact the regional multimodal network.

Assist HCAOG in preparing agency partners to propose, adopt, and/or implement the identified procedures/best practices or policy corresponding to this task. As applicable, Project Steering Working Group members will help coordinate and facilitate meetings, review, or input with other pertinent staff, departments, and elected officials of their respective agencies.

#### **Task Deliverables**

- ☐ Technical memo of literature review/best practices of pro-transit policies. (Admin draft and final (all ADA accessible).)
- ☐ Write-up of procedures for government-to-government consultations and/or new pro-transit land use policies or (as applicable) implementation measures. (Admin draft, draft, and final (all ADA accessible).)
- ☐ Attendance at meetings of Project Steering Working Group agencies, as requested, to present corresponding task deliverable to their respective staff or decision-making body. (Up to eight (8) meetings; attendance may be virtual/remote.) Assist respective Project Steering Working Group representative with staff report for their respective subject meeting.

### **Task 5: Stakeholder Outreach, Engagement, & Input**

HCAOG and the whole project team will carry out/carry on community engagement throughout the project timeline. Consultant will not take a primary role in public engagement for the overall project, but shall support outreach and engagement efforts to maximize effectiveness of their tasks and deliverables (e.g., collecting existing conditions data, soliciting public comments on draft documents, etc.).

#### **Task Deliverables**

- ☐ Project website page, ADA accessible. (Can be hosted on HCAOG and/or HTA existing website.)
- ☐ Community survey, polls, or other interactive engagement tool(s) (English and Spanish, ADA accessible), as identified under previous tasks.
- ☐ Announcements, PSA/press releases, flyers, and/or social media posts (all ADA accessible) for public-review draft documents identified under previous tasks.
- ☐ Stakeholder input and community outreach meetings, as identified under previous tasks.