

Vision Zero Community and Tribal Engagement Plan

Background

The Humboldt County Association of Governments (HCAOG) desires to develop a Humboldt County Regional Vision Zero Action Plan aimed at reducing and eliminating serious injuries and fatal crashes affecting all roadway users. Vision Zero is different from traditional approaches that it uses a multidisciplinary systems approach that brings together designers, policy makers, public health leaders and individual users to create actionable plans that increase safe, healthy, equitable mobility for all. To create a regional Vision Zero Action Plan, data will be collected and analyzed to understand trends and prioritize opportunities to design roads and policies that recognizes that people make mistakes and encourage safe individual behaviors that follow the rules of the road.

Community and tribal engagement are an essential part of the Action Plan to help identify areas where improvements can be made and build sustainable leadership, collaboration and accountability. Public engagement will focus on reaching traditionally underserved groups and encouraging their participation in the development of the Action Plan. The SmithGroup Team, along with their subcontractor Redwood Community Action Agency, will convene a broad stakeholder group (in addition to the project steering committee) that seeks to include representation from diverse community-based organizations.

Community Engagement Goals

1. Ensure that a diversity of community members understand the principles and goals of Vision Zero and how it is different than traditional approaches to increasing public safety
2. Present the latest roadway safety data and national/local trends to inform and empower community members.
3. Encourage community members to share their lived experience and help to shape Vision Zero actions and strategies.
4. Increase a sense of shared responsibility among all road users and build a stronger base of support for future infrastructure projects.
5. Support a successful Vision Zero Education Campaign.

Key Messages

- **Vision Zero is different from traditional projects** in that it uses a multidisciplinary systems approach that brings together designers, policy makers, public health leaders, and individual users to create actionable plans that increase safe, healthy, equitable mobility for all. Instead of planning for perfect human behavior, Vision Zero integrates

human failing in its approach and aims to prevent fatal and severe crashes rather than preventing collisions.

- **Data will be collected and analyzed to understand trends and prioritize opportunities** to design roads and policies that recognize that people make mistakes and encourage safe individual behaviors that follow the rules of the road.
- **Input from traditionally underserved groups and vulnerable populations is key to creating an effective action plan.** By sharing their lived experiences, they can help identify priority areas for safety improvements.
- **The Safe Systems Approach** recognizes that no loss of life is acceptable or inevitable. Humans make mistakes, and road systems should be designed to factor in human error and vulnerability. It is a proactive approach to eliminating fatalities and injuries, rather than a reactive one.
- **Adopting a Vision Zero plan** will significantly increase Humboldt County's competitiveness for funding to implement road safety improvements and system change strategies. Developing a Vision Zero plan signals a strong commitment from city and county leadership to address traffic fatalities proactively and competitive grant programs will look for a Vision Zero plan. This will show that Humboldt County is a dedicated and forward-thinking community ready for change. Vision Zero will equip Humboldt with the tools we need to be competitive for funding to implement these needed improvements.

Target Audiences

- Project Task force
 - Those who did not attend the first Task Force Mtg:
 - Public Health- Peach Green: has been contacted
 - HCOE: Contacted Superintendent and am waiting response
 - Cal Fire
 - Peggy Martinez: ADA specialist, can provide input regarding accessibility
- Safe Routes to School Task Force
- Tribal Communities
 - Bear River Band of Rohnerville Rancheria
 - Big Lagoon Rancheria
 - Blue Lake Rancheria
 - Hoopa Valley Tribe
 - Karuk Tribe
 - Trinidad Rancheria
 - Wiyot Tribe
 - Yurok Tribe

- CBO's:
 - including but not limited to:
 - Promotores,
 - Latino Outdoors,
 - Black Humboldt,
 - Queer Humboldt
 - Two Feathers youth groups
 - Latinonet
 - HAPI Humboldt Asians & Pacific Islanders in Solidarity

 - Humboldt Housing and Homelessness Coalition
 - Jefferson Community Center
 - Manila Moves
 - Uplift Eureka
 - CUNA Community United of North America
 - DELAC District English Learner Advisory Committee
 - Changing Tides Family Services
 -
 - Humboldt Bicyclists
 - Humboldt Trails Council
 - PCSD, MCSD and other Community Districts in Humboldt
 - 350 Humboldt
 - TCIL Tri-County Independent Living
 - ADRC The North Coast Aging Disability Resource Connection
 - Area 1 Agency on Aging.

Strategies for Engaging CBOs

Focus meetings with small groups to target hard to reach/ groups typically left out:

- Small virtual meetings with each focus group. Could be one-on-one phone conversations if that works best for CBO.
- Provide an overview of the project including goals and key messages. Share survey and ask what their main areas of concerns are.
- RCAA & SmithGroup will co-lead small virtual meetings. RCAA will lead one-on-one conversations. RCAA will coordinate with CBO's and schedule meetings.
- SmithGroup will analyze crash data to determine what populations in Humboldt experience the most traffic violence. This will inform which groups to prioritize. This equity analysis will show who is getting hit the most, where they are located and our outreach will help determine why they are getting hit.

- Spanish speaking community
 - Latino Outdoors; CUNA; Promotores; DELAC
- Houseless community
 - Uplift Eureka; Humboldt Housing & Homeless Coalition
- Family Resource Centers:
 - Jefferson Community Center; Changing Tides; Manila Community Resource Center (Esther Hutton)
- Senior community
 - Area one on Aging (Maggie Craft)
- Southern Humboldt
 - Southern Humboldt Chamber of Commerce; Garberville Rotary

Strategies for Engaging Tribal Communities

RCAA and SmithGroup will co-lead outreach efforts. RCAA will coordinate with Tribes and will schedule meetings. All Tribal groups on the Northern California Tribal Court Coalition (NCTCC) will be invited to half hour virtual meeting blocks in groups of two. Meetings provide a short intro with project goals and key messages and will focus on understanding each community's main areas of concern. NCTCC members include:

- Bear River Band of Rohnerville Rancheria
- Hoopa Valley Tribe
- Karuk Tribe
- Tolowa Dee-ni' Nation
- Yurok Tribe
 - Other groups that should be engaged that are not a part of NCTCC
 - Blue Lake Rancheria
 - Big Lagoon Rancheria
 - Trinidad Rancheria
 - Table Bluff Rancheria/ Wiyot Tribe
 - RCAA will present project goals and key messages to the Wiyot Tribal Council meeting in August or September

Tabling at Community Events

RCAA will lead tabling events. RCAA will share project goals, key messages, share surveys, and encourage participants to engage with the outreach boards. RCAA will take notes during conversations to ensure input is captured.

- Annie and Mary Days- Sunday August 3

- Sovereign Days- Friday August 8
- North Country Fair Sunday September 21
- Potential Farmers Market (Arcata) or other Community Event in October in coordination with SmithGroup

Other Strategies and Activities

- Initiate Community Engagement
 - Develop and Promote the Survey
 - Flash Survey- set up meeting to understand if cost and scope fits into project goals.
- One-on-one interviews with additional stakeholders as needed, if budget and capacity allow.
 - These interviews will provide input on challenges and solutions with regard to moving safely throughout the community. These will be structured to hear from citizens about their needs and where they are struggling in relation to getting to their everyday destinations safely.
- PTF Meetings
 - Next meeting scheduled for late August
 - Preliminary Analysis Findings
 - Demonstration Project Selection
 - Invite Tribal Representatives
- SmithGroup Visit planned for October 2025
 - Open House/ Interactive Community Workshop
 - Location: Jefferson Community Center
 - Share Analysis Findings and host interactive stations to gather additional road safety information and input
 - Agency Workshops/ PTF Meetings
 - Share Analysis Findings
 - Coordinate Demonstration Project Implementation
- Pop-up demonstrations
 - Pop-up activities to begin October 2025. Some or all may be postponed until Spring 2026, depending on schedules and deadlines
 - RCAA will lead pop-up demonstrations with support from Smith Group
 - The popups will be a hands-on visual demonstration of what types of fixes are possible to address the concerns heard during the listening sessions. Outreach efforts will also include local community-based advocacy group, the Coalition for Responsible Transportation Priorities (CRTP), promoting StreetStory, a UC

Berkeley SafeTrec tool that people can use to document near misses or other safety hazards. CRTP will encourage the ongoing use of StreetStory as a citizen empowerment and storytelling tool

- Other ideas:
 - Press Release
 - Mailer