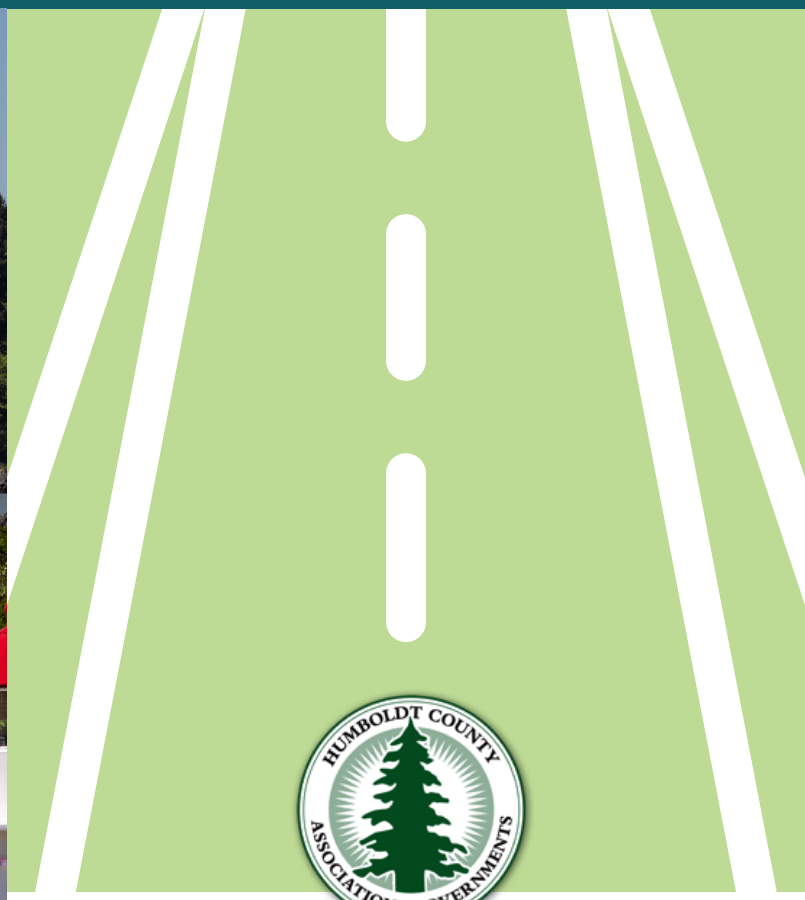
Vision Zero Action Plan

Humboldt County

HUMBOLDT COUNTY VISION ZERO ACTION PLAN (DRAFT)

OCTOBER 2026





HUMBOLDT COUNTY ASSOCIATION of GOVERNMENTS

SMITHGROUP GHD redwood communityaction agency







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Acknowledgement

Powered by Community, Guided by Partnership

The success of the Plan has been largely due to the contributions, openness, dedication, and time of all involved.

We appreciate the continued guidance of the Project Task Force(PTF), Technical Advisory Committee (TAC), and the support of County staff and all the local jurisdictions (City of Arcata, City of Eureka, City of Blue Lake, City of Ferndale, City of Fortuna, City of Rio Dell and City of Trinidad).

A special thank you to everyone who participated in the surveys, visited the tabling sessions, attended meetings, joined tours, and more.

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24
Tabling Sessions

468
Survey Responses

17
Agency/CBO Meetings

List of Abbreviations

ADA – *Americans with Disabilities Act*

AEB – *Automatic Emergency Braking*

ADT – *Average Daily Traffic*

ATP – *Active Transportation Program*

AV / CV – *Autonomous Vehicle / Connected Vehicle*

CA MUTCD – *California Manual on Uniform Traffic Control Devices*

Caltrans – *California Department of Transportation*

CBO – *Community Based Organization*

CDBG – *Community Development Block Grant*

CCRS – *California Crash Reporting System*

CEQA – *California Environmental Quality Act*

CHP – *California Highway Patrol*

CIP – *Capital Improvement Program*

CRF / CMF – *Crash Reduction Factor / Crash Modification Factor*

OVFD - *Orleans Volunteer Fire Department*

CTC – *California Transportation Commission*

DELAC – *District English Learner Advisory Committee*

DHHS – *Humboldt County Department of Health and Human Services*

DIB – *Design Information Bulletin (e.g., DIB 94)*

DMV – *Department of Motor Vehicles (California)*

DP-36 / DP-37 – *Caltrans Director's Policy 36/37 (Complete Streets)*

DUI – *Driving Under the Influence*

EMS – *Emergency Medical Services*

EPDO – *Equivalent Property Damage Only (crash severity score)*

ES – *Equity Score*

E&TS – *Engineering and Traffic Survey*

F+I – *Fatal and Injury (collisions)*

F+SI – *Fatal and Severe Injury (collisions)*

FEMA – *Federal Emergency Management Agency*

FHWA – *Federal Highway Administration*

FTIP – *Federal Transportation Improvement Program*

GIS – *Geographic Information System*

GPS – *Global Positioning System*

HAWK – *High-intensity Activated crossWalK (pedestrian beacon)*

HCAOG – *Humboldt County Association of Governments*

HIN – *High-injury Network*

HII – *High-injury Intersection*

HSGP – *Homeland Security Grant Program*

HSM – *Highway Safety Manual*

HSIP – *Highway Safety Improvement Program*

HTA – *Humboldt Transit Authority*

ISA – *Intelligent Speed Assistance*

IWG – *Interagency Working Group (Vision Zero)*

KPRA – *Kingpin-to-Rear-Axle (truck size restriction)*

LCI – *Governor's Office of Land Use and Climate Innovation*

LPI(s) – *Leading Pedestrian Interval(s)*

LRSM – *Local Roadway Safety Manual*

LRSP(s) – *Local Road Safety Plan(s)*

LTS – *Level of Traffic Stress*

MPH - *Miles per Hour*

NB / SB / EB / WB – *Northbound / Southbound / Eastbound / Westbound*

NHFP – *National Highway Freight Program*

NHTSA – *National Highway Traffic Safety Administration*

OWP – *Overall Work Program (HCAOG)*

OES – *Humboldt County Office of Emergency Services*

OTS – *California Office of Traffic Safety*

OVFD – *Orleans Volunteer Fire Department*

PDO – *Property Damage Only*

PIO – *Public Information Officer*

PS - *Petition Signers*

PTF - *Project Task Force*

RRFB – *Rectangular Rapid Flashing Beacon*

RTIP – *Regional Transportation Improvement Program*

RTOR – *Right-Turn-On-Red*

RTP – *Regional Transportation Plan*

ROW – *Right-of-Way*

SafeTREC – *Safe Transportation Research and Education Center*

SB 960, SB 720 – *California Senate Bills (Complete Streets/ encroachment permits; civil red-light enforcement)*

SHOPP – *State Highway Operation and Protection Program*

SHSP – *Strategic Highway Safety Plan*

SRTS – *Safe Routes to School*

SS4A – *Safe Streets and Roads for All (federal grant program)*

STBGP – *Surface Transportation Block Grant Program*

STIP – *State Transportation Improvement Program*

SVI – *Social Vulnerability Index*

SWITRS – *Statewide Integrated Traffic Records System*

TAC – *Technical Advisory Committee (HCAOG)*

TDA – *Transportation Development Act*

TDM – *Transportation Demand Management*

TIMS – *Transportation Injury Mapping System*

TOD – *Transit-Oriented Development*

USDOT – *U.S. Department of Transportation*

V2I – *Vehicle-to-Infrastructure*

VMT – *Vehicle Miles Traveled*

VZAP – *Vision Zero Action Plan*

WIOA – *Workforce Innovation and Opportunity Act*

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01



Chapter 01

Executive Summary

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1.1 Introduction

The Humboldt County Regional Vision Zero Action Plan (the Plan) is guided by the Safe System Approach and provides a roadmap for eliminating traffic deaths and serious injuries across the county, including tribal lands and unincorporated cities. 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 prioritizes investments where they can have the greatest impact.

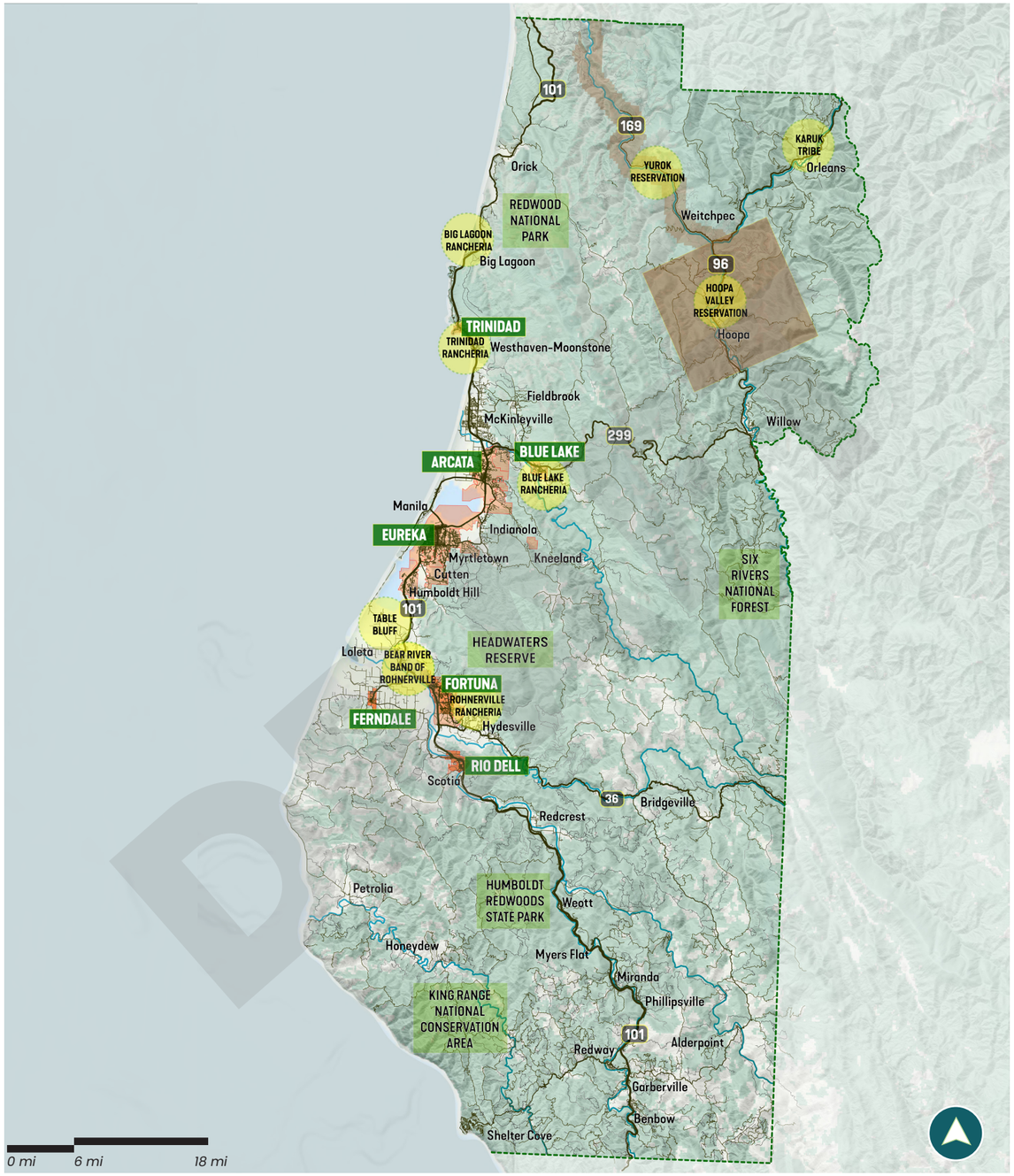


Figure 1.1 Humboldt County

1.2 Purpose of the Action Plan

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.

Humboldt County Association of Governments (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 percent each year until the number reaches zero, and to decrease the number of people seriously injured in traffic collisions by 25 percent each year. That target has not been met.

This Plan helps fill that gap by providing the data, priorities, and recommendations needed to make progress toward zero. A key component of the Plan is for each HCAOG member agency to adopt a Vision Zero commitment by council or Board resolution.

The Plan's geographic scope covers all public roadways in the county, including state highways within the Caltrans right-of-way, which differentiates it from the Local Road Safety Plans (LRSPs) prepared by individual jurisdictions.

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.

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1.3 Key Findings

The analysis reviewed crash data from 2018-2024 and found 12,143 total collisions, including 165 fatal crashes. Pedestrians and bicyclists accounted for nearly 30% of all fatal collisions. While overall crashes have declined, fatal and serious injury collisions have remained consistent.

The most common collision type was "hit object," followed by broadside crashes. Key contributing factors included improper turning, unsafe speeds, driving under the influence, and limited lighting, with 37% of collisions occurring in dark conditions. As a result, recommendations focus on speeding, turning conflicts, risky driving behaviors, and roadway lighting.

The High-injury Network (HIN) analysis identified roadway segments and intersections with the highest concentrations of fatal and severe injury crashes using Equivalent Property Damage Only (EPDO) scores that utilize weighted factors to account for collision frequency and severity (see Chapter 3 for more details).

While many of the highest-risk roadway segments are located in unincorporated Humboldt County, most severe segments occur on Caltrans-owned state highways, highlighting the need for strong state-local coordination. Likewise, most of the highest-risk intersections are located in Eureka on Caltrans-owned state highways.

An equity analysis overlaid the HIN with a countywide Equity Indicator that measures social vulnerability, access to essential services, and transportation mobility.

The analysis found that many of the county's most dangerous corridors are located in communities facing greater social and economic challenges.

Within the Vision Zero framework, the **High-injury Network (HIN)** is a data-driven tool that identifies locations with high-severity crashes and the greatest potential to reduce fatal and serious injuries.

Key concern areas include Downtown and West Eureka, Fortuna, Hoopa, Garberville, and portions of Arcata, McKinleyville, Blue Lake, Ferndale, Rio Dell, and Trinidad. US-101 emerged as the county's most significant equity corridor due to its recurring presence as a high-injury roadway across multiple communities.

During summer 2026, demonstration projects in Arcata, Eureka, Fortuna, and Ferndale tested traffic-calming measures such as speed humps, mini-roundabouts, bike lane striping, and radar speed feedback signs.

Community feedback generally supported the projects for reducing vehicle speeds and improving safety, although concerns were raised about vehicle noise, impacts to large vehicles, emergency access, and driver convenience. Overall, residents consistently favored slower speeds and safer streets.

165

Fatal Collisions

3,883

Injury Collisions

604

Pedestrian + Bicyclist Fatal + Injury Collisions

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1.4 Vision, Strategies & Actions

Using the Caltrans Local Roadway Safety Manual framework, the Plan identifies priority intersections and roadway segments for targeted safety investments. Recommended treatments include signal timing improvements, protected left turns, Leading Pedestrian Intervals (LPIs), pedestrian beacons, improved lighting, warning signs, rumble strips, delineators, and wildlife fencing.

The Plan's strategies and actions are organized around seven goals aligned with the Safe System Approach: framework for action, safe roads, safe road users, safe speeds, safe vehicles, post-crash care, and safer land use. A three-year education campaign will support implementation through public outreach and training. Implementation of this Plan is organized in four phases, reflecting the different time frames required for coordination and policy work, infrastructure design and construction, and long-term system change. Following plan adoption, securing grant funding will be a critical first step in building the capacity needed to implement the Plan.

As funding and staffing are pursued, HCAOG can establish key foundations for implementation, including an interagency working group, a state highway coordination process, a countywide crash data dashboard, and pedestrian and bicycle network gap analyses, along with other planning, data, and coordination efforts that require limited capital investment. Over the mid-term, the focus will shift to implementing priority safety improvements identified through the gap analyses and HIN. Progress will depend on available funding and local capacity, with implementation advancing at different rates across jurisdictions.

Long-term actions include major capital improvements and integration of Vision Zero principles into transportation planning and maintenance. Progress will be monitored through annual reporting and performance measures coordinated by HCAOG and partner agencies. Please refer to Chapters 6 and 7 for more details.

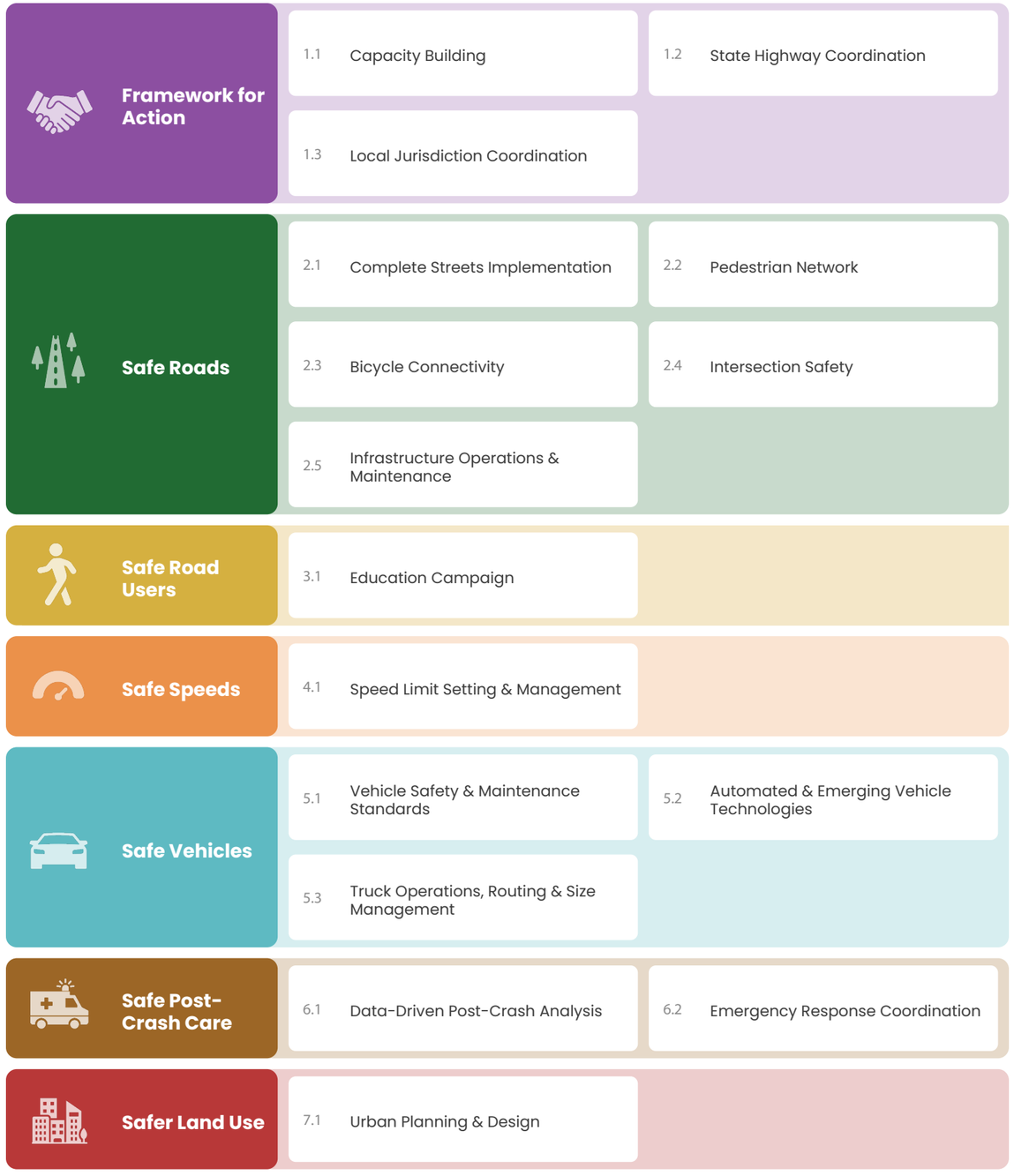


Figure 1.2 Overview of Goals and Strategies

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Chapter 02

Background & Context

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2.1 Vision Zero Principles

The Foundational Principles Guiding the Action Plan

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.

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 have 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.

The Safe System Approach is the framework through which Vision Zero is implemented in California. It identifies six interconnected and interdependent elements: Safe Roads, Safe Speeds, Safe Vehicles, Safe Road Users, Safe Post-Crash Care, and Safer Land Use. In addition to the five Safe System elements established by the U.S. Department of Transportation, the Plan includes Safer Land Use to recognize the critical role that community design and development patterns play in shaping transportation safety.

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The **Safe System Approach** recognizes that humans make mistakes and that transportation systems should be designed to minimize the risk of severe outcomes, with an emphasis on safer street design and speed management.

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.

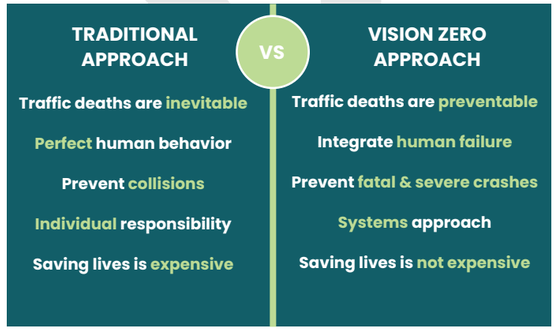


Figure 2.1 Traditional and Vision Zero Approach
Source: Northern Middlesex Council of Governments

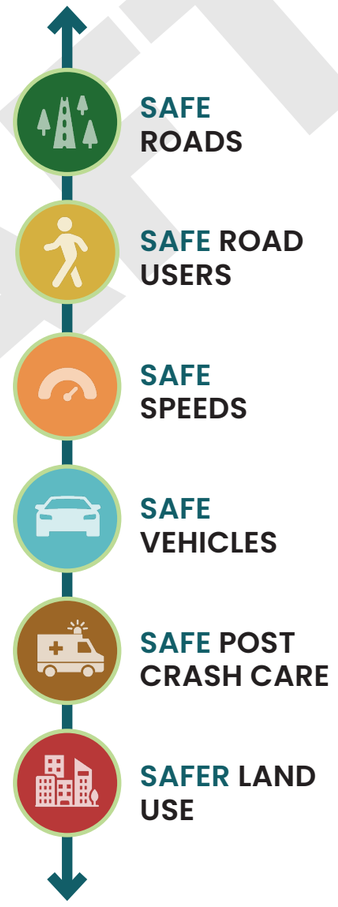


Figure 2.2 Safe System Approach

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.

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.

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

Within the roadway system, US 101 is a major north-south highway, providing access to Del Norte County to the north and Mendocino County to the south. Also, State Route (SR) 299 and SR 36 are major east-west highways, providing access to Interstate 5 on the east and US 101 on the west. The California Department of Transportation (Caltrans) is the state agency responsible for managing and maintaining these highways.

	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%

Figure 2.3 Local Demography

Source: Esri (2024), ACS (2018-2022), Esri-Data Axle (2024), Esri-MRI-Simmons (2024), Esri-U.S. BLS (2024)

	County	Arcata	Blue Lake	Eureka	Ferndale	Fortuna	Rio Dell	Trinidad
Fatal/Injury Crashes (2018-2024)	4,048	251	1	1,278	2	95	2	1
Fatal/Injury Crashes per 1000 pop. (2018-2024)	29.66	13.31	0.83	48.20	1.43	7.59	0.59	3.26

Figure 2.4 Fatal and Injury Collisions by Jurisdiction

Source: CCRS + TIMS Collision Data

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Historically, transportation investments have focused on supporting motor vehicle travel. As a result, bicycle, pedestrian, and transit infrastructure 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.

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 per capita, 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.

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.



Figure 2.5 Community Context

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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 & Mary Days in Blue Lake, Sovereign Days in Hoopa, the North Country Fair in Arcata, California Native American Days in Bear River, 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. For more detailed community feedback, please refer to Chapter 4 and Appendix E.



Figure 2.6 Stakeholder Engagement

03



Chapter 03

Data Analysis & Findings

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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 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.

As noted by the Federal Highway Administration (FHWA), for small and rural jurisdictions, certain traffic safety data may not be available in large enough numbers to use by itself for purposes of improving traffic safety, including the use of fatal collisions alone. As such, for the CCRS + TIMS collision dataset, in consideration of the small and rural jurisdictions in Humboldt County, beyond fatal collisions, all collision types were included. Supplemental or expanded datasets help to provide additional context regarding existing conditions.

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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.

Of the total collisions (12,143) over the seven-year period, over 4,000 (33%) are fatal and injury (F+I) collisions. Of the F+I collisions, 4% were fatal and 96% were injury. Of the 165 fatalities during this period, 42 fatalities (25%) involved pedestrians and 7 fatalities (4%) involved bicyclists. Over the seven-year timeframe, 373 pedestrian collisions occurred, resulting in an 11% pedestrian fatality rate in vehicle-pedestrian collisions.

Of the total collisions (12,143) over the seven-year period, 67% were PDO. PDO excludes bodily injury and is limited to property (e.g., cars, fences, trees) involved in the crash. During the COVID-19 pandemic (2020 to 2021), total collisions decreased in 2020 then increased in 2021.The lower number of collisions in 2020 is likely due to impacts of the pandemic, where shutdowns resulted in a significant decrease in overall traffic. 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.

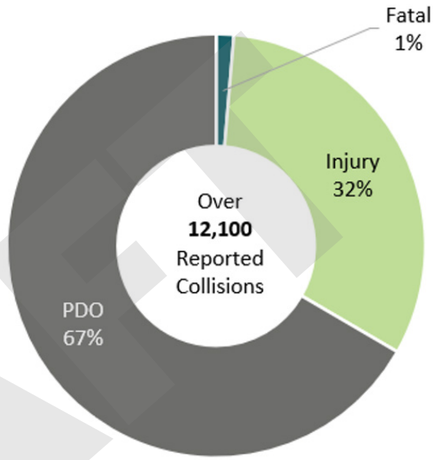


Figure 3.1 CCRS + TIMS Total Collisions by Severity

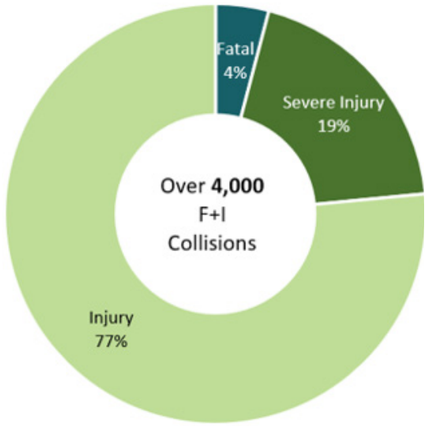


Figure 3.2 CCRS + TIMS F+I Collisions by Severity

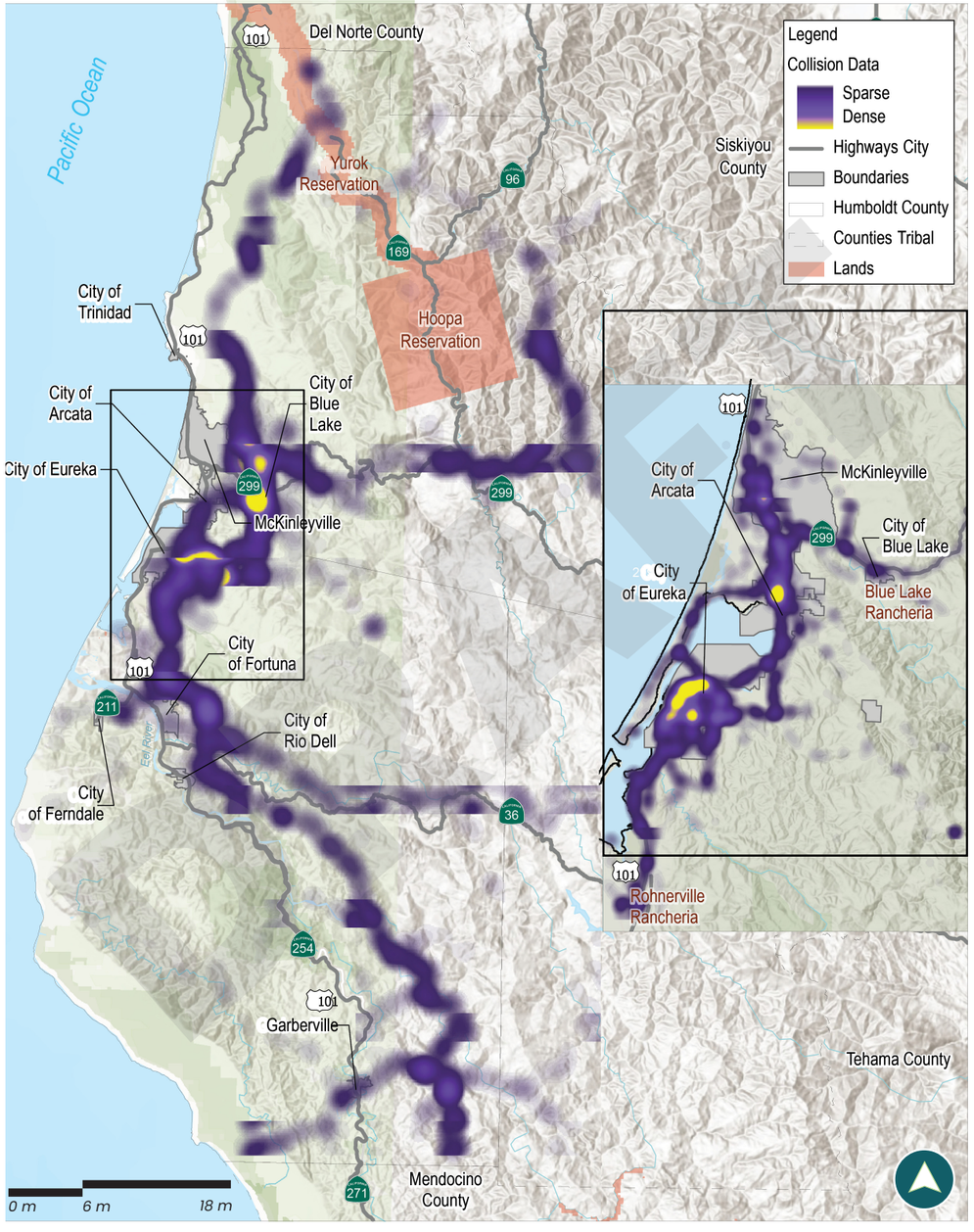


Figure 3.3 Collision Density Heat Map

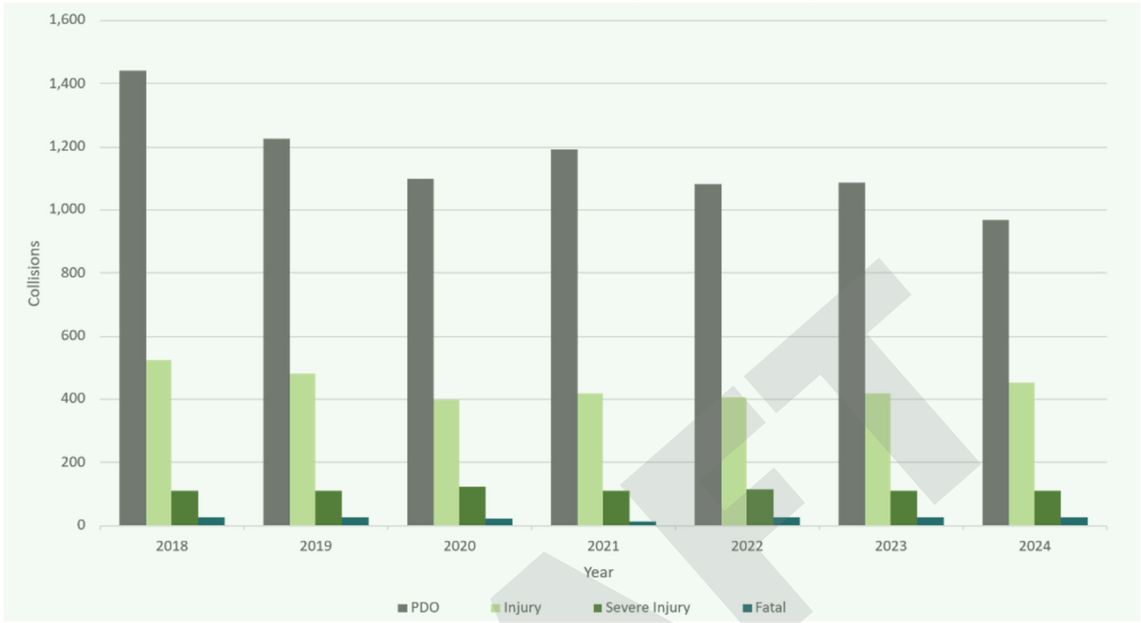


Figure 3.4 Collision Trends: Total Collisions

Violation Category	Collision Type								
	Broadside	Head-On	Hit Object	Other	Over-turned	Rear End	Side Swipe	Vehicle / Pedestrian	Not Stated
Auto R/ W Violation	6%	1%	<1%	<1%	<1%	<1%	1%	<1%	0%
Driving Under Influence	1%	1%	7%	<1%	1%	2%	2%	<1%	0%
Improper Turning	1%	1%	19%	<1%	3%	2%	5%	<1%	0%
Unsafe Speed	<1%	<1%	7%	<1%	2%	6%	1%	<1%	0%

Table 3.1 Collision Trends: Total Collisions

"Improper turning" (31%) was the most common violation category, with "hit object" (19%) being the most common collision type. "Unsafe speed" and "driving under influence" also were common violation categories (16% and 14%, respectively), with "hit object" being the most common collision type (7% each).

Of the 373 pedestrian collisions, 52% (195) occurred within the City of Eureka, 16% (59) occurred within the City of Arcata, and 29% (110) occurred in unincorporated areas.

Of the 231 bicyclist-related collisions, 40% (93) occurred in the City of Eureka, 26% (59) occurred in the City of Arcata, and 29% (67) occurred in unincorporated areas.

Over the seven-year period, a trend of overall decreasing collisions is occurring due to decreases in PDO collisions. As PDO collisions have decreased, the number of fatal and injury collisions remained steady.

The Humboldt County Local Road Safety Plan (2024) identified 2,400 total collisions over a five-year term (2018-2022). Of these collisions, 1% were fatal and 26% resulted in injury. Although total collisions differ, the overall trends in collision severity are similar.

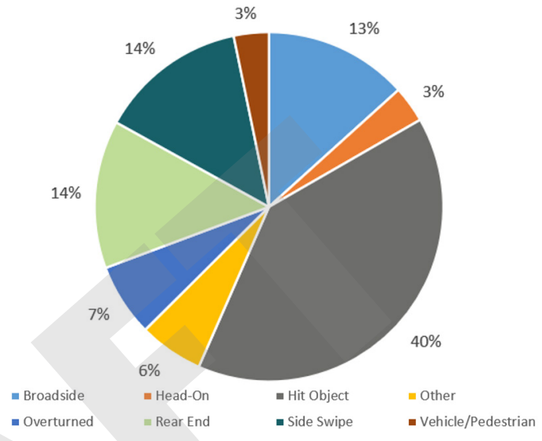


Figure 3.5 Collision Trends: Total Collisions

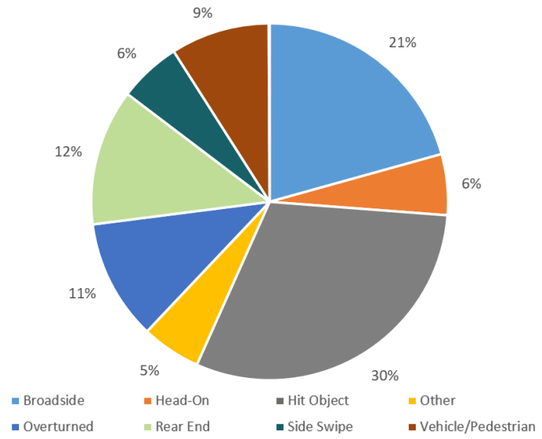


Figure 3.6 Collision Trends: F+SI Collisions

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.

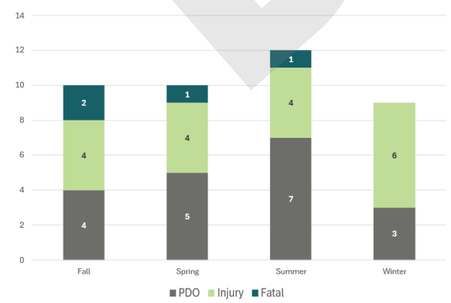


Figure 3.7 OVFD Collisons by Season and Severity

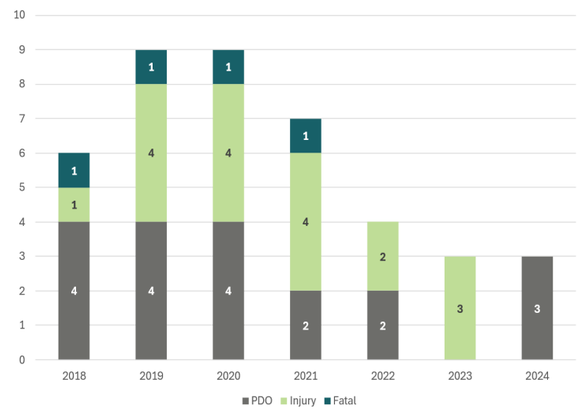


Figure 3.8 OVFD Collisons by Year and Severity

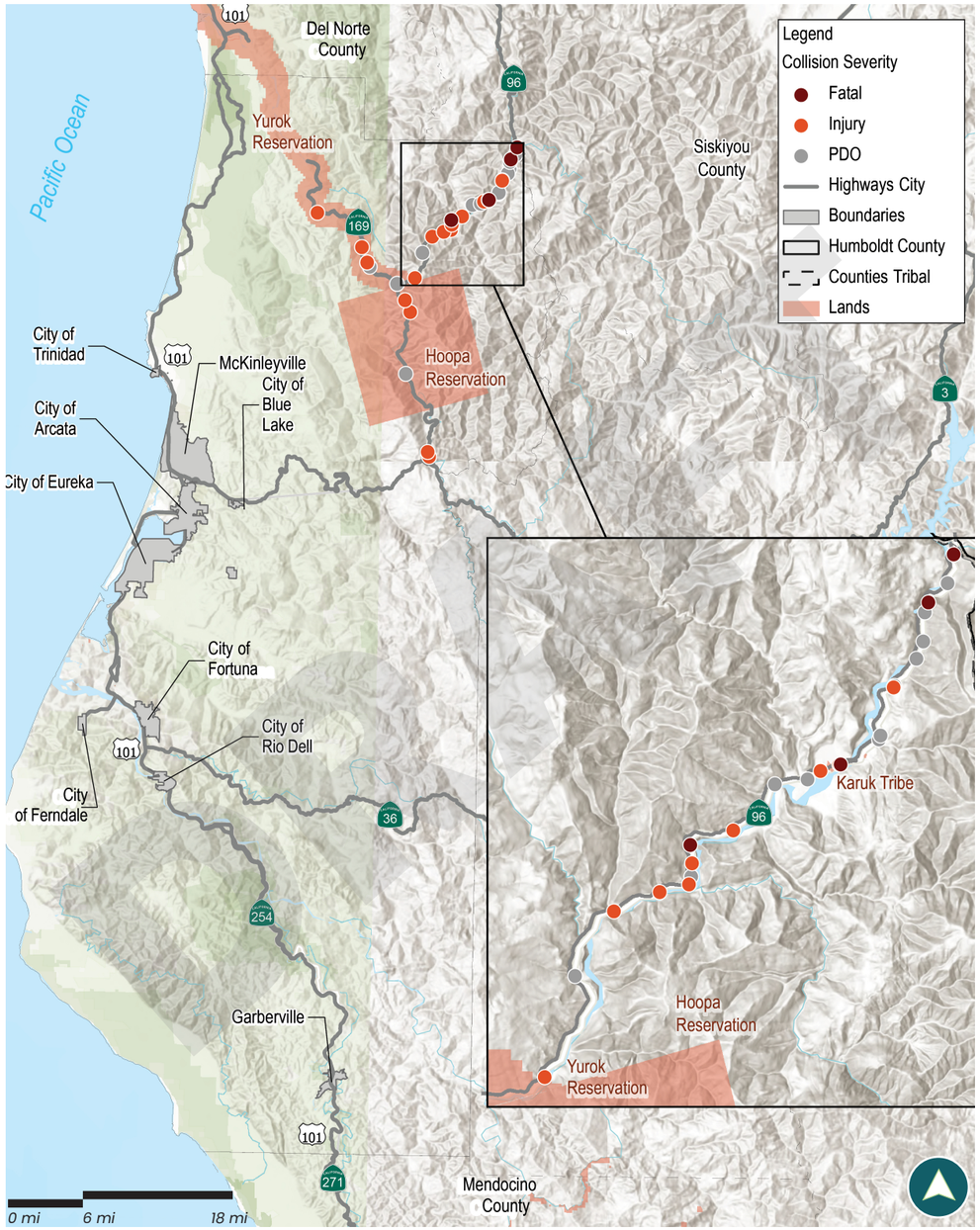


Figure 3.9 OVFD Collisons

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3.2 High-injury Network (HIN) Analysis

Introduction

Building on the collision data analysis, the Project Team developed a 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 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 within the HIN.

Results

Among intersections, the top hot spots are concentrated in the City of Eureka, including US 101 intersections (4th Street, 5th Street, and Broadway Street).

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 Strategy1.2 of this Plan. The HIN serves as the primary geographic prioritization tool for all infrastructure investments in this Plan and will be updated every five years as new collision data becomes available to reflect changing conditions and measure whether interventions are reducing harm at priority locations.

Intersection	Jurisdiction
Bayside Cutoff Rd / US 101	Unincorporated
Indianola Cutoff Rd / US 101	Unincorporated
Broadway / Highland Ave	City of Eureka
4th St / R St	City of Eureka
Alliance Rd / Stromberg Ave	City of Arcata
Broadway / W Hawthorne St	City of Eureka
Ocean Ave / W Henderson St	City of Eureka
Broadway / W Washington St	City of Eureka
H St / Henderson St	City of Eureka
5th St / H St	City of Eureka

Table 3.2 Top 10 Hot Spot Intersections in the County

Street Name	Intersection	Jurisdiction
Broadway	W Hawthorne St to Vigo St	City of Eureka
SR 96	0.6 miles south of Bull Creek to Mill Creek Rd	Unincorporated
SR 299	1.1 miles east of Cedar Creek Rd to 200 ft east of Willow Creek	Unincorporated
US 101	L P Mill Rd to Kane Rd	Unincorporated
SR 299	New 3 Creeks Rd to M and W Ranch Rd	Unincorporated
SR 255 Bridge	100 ft east of Vance Ave to Startare Dr	City of Eureka
US 101	Redwood Trails Circle to Old State Highway	Unincorporated
US 101	1.6 miles south of Humboldt/ Del Norte County Border to 600 ft south of Humboldt/ Del Norte County Border	Unincorporated
US 101	Hidden Creek Rd to SR 299	City of Arcata
US 101	Newton B Drury Scenic Pkwy to 2 miles north of Cal-Barrel Rd	Unincorporated

Table 3.3 Top 10 Hot Spot Segments in the County

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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.

Equity Analysis Goals

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.

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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 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 High-injury Intersections (HII)+ HIN + Equity composite maps.

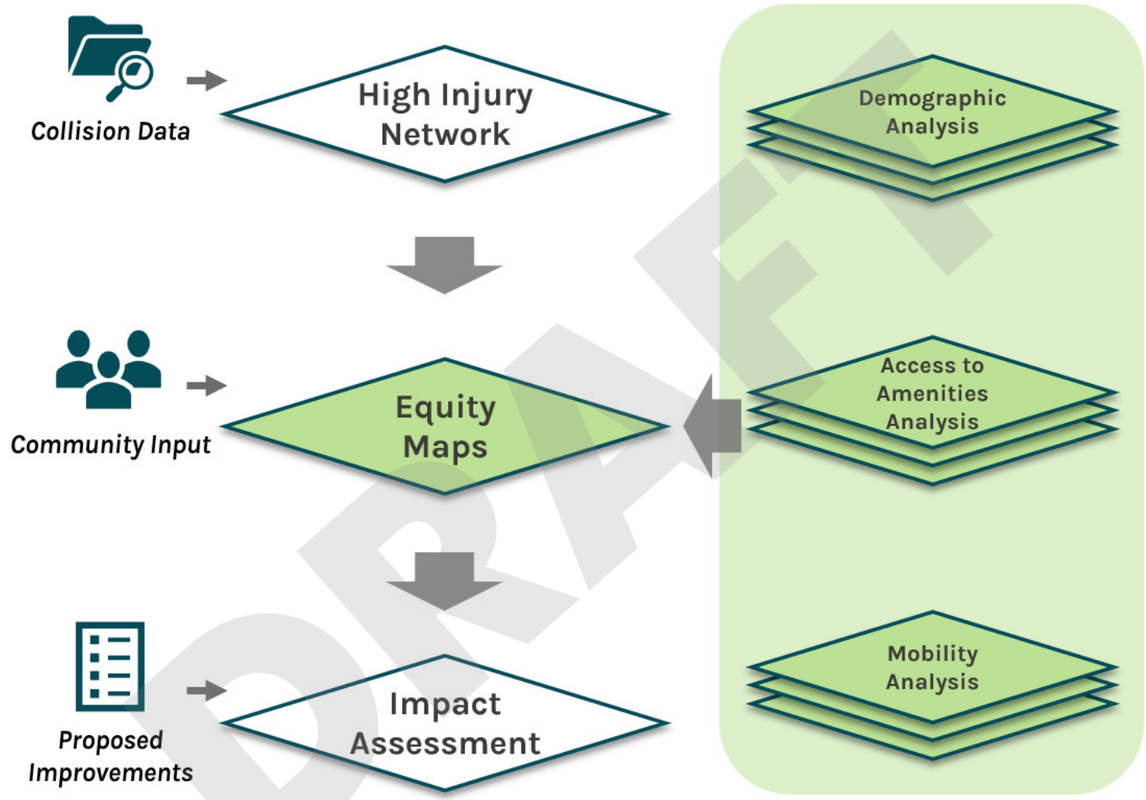


Figure 3.10 Equity Analysis Methodology

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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.

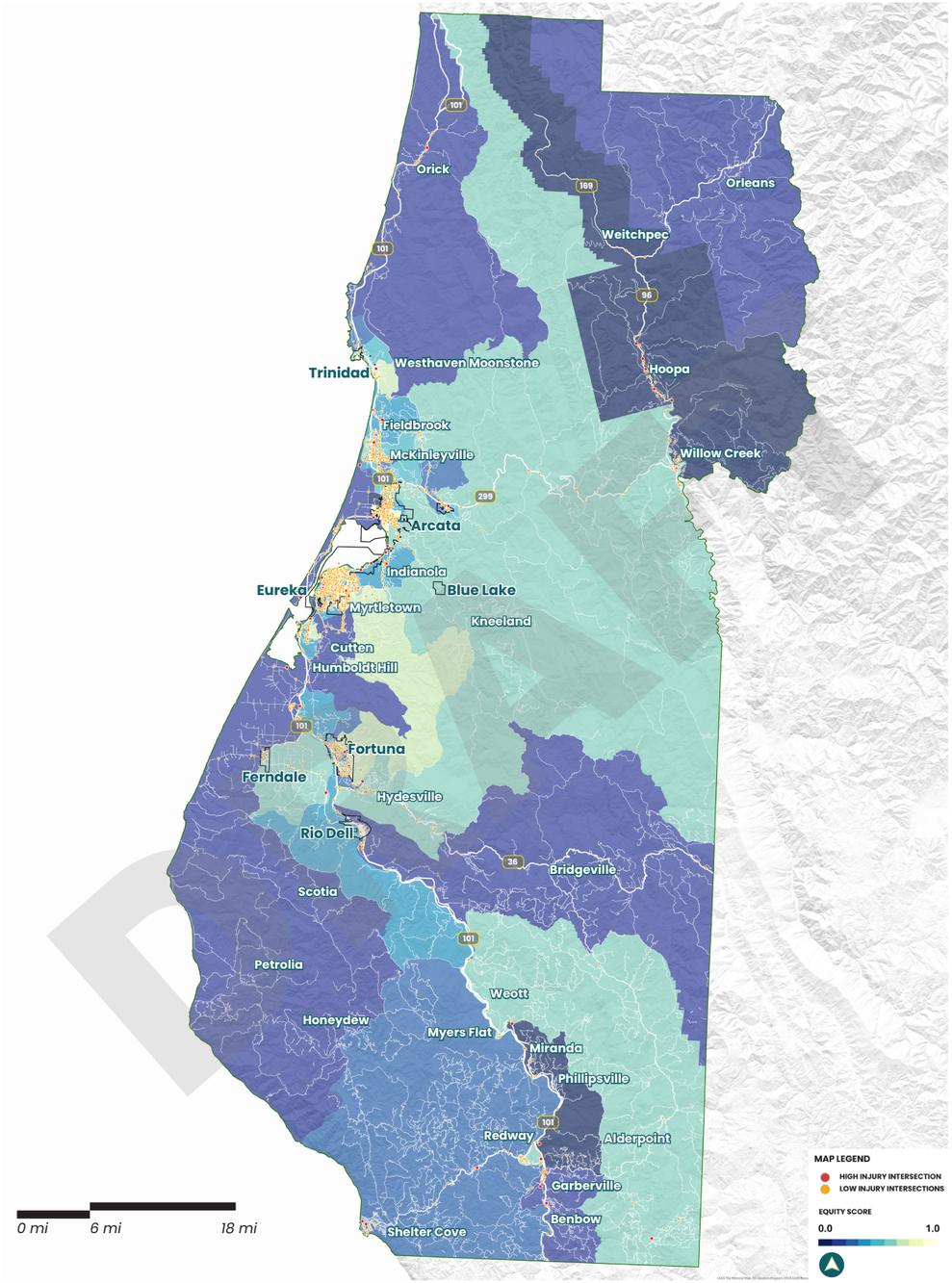


Figure 3.11 Countywide Equity Analysis + High Injury Intersections

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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.

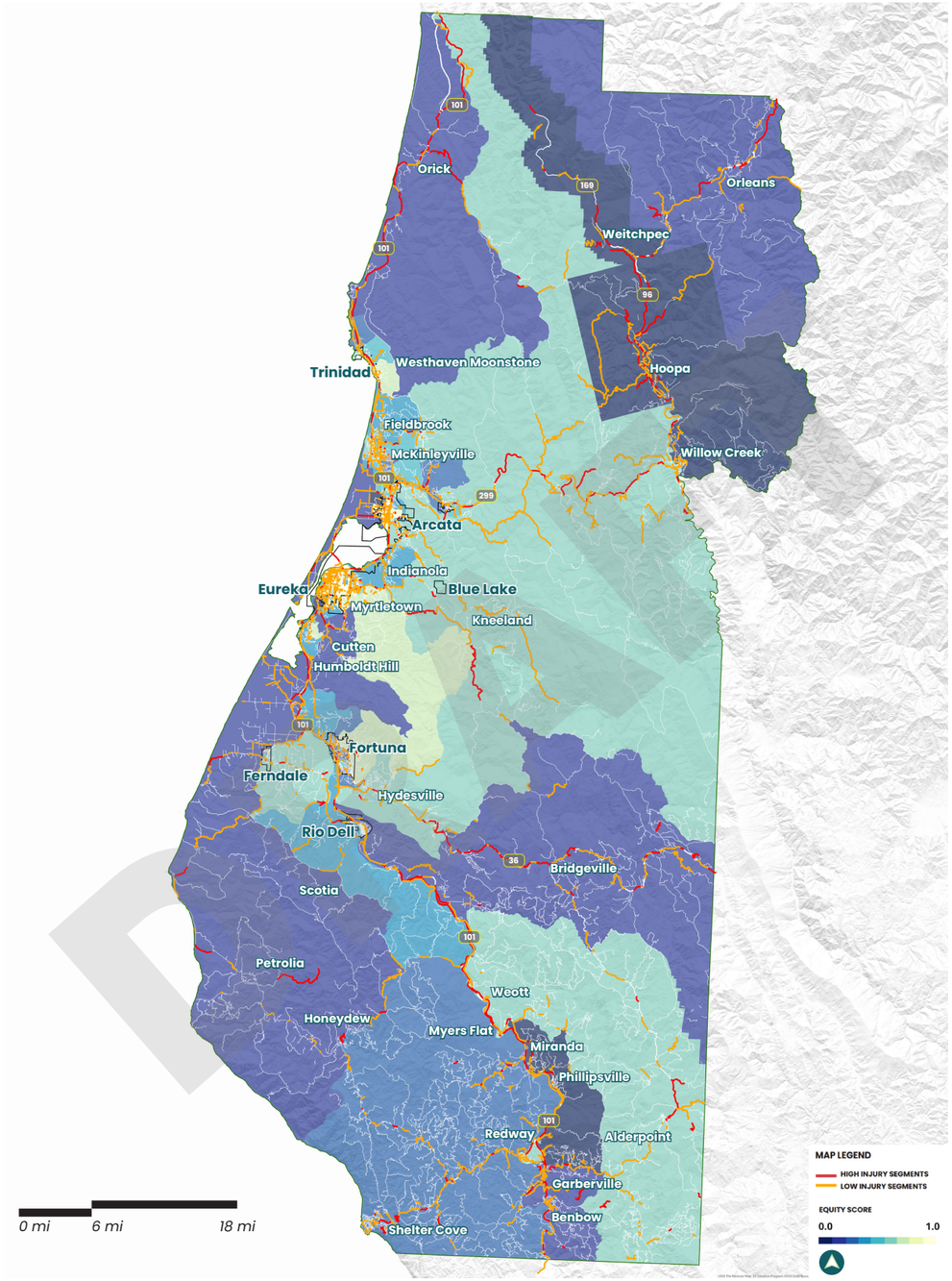


Figure 3.12 Countywide Equity Analysis + High-injury Network

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Arcata:

- Arcata's equity pattern provides a strong foundation for prioritizing investment in western and northwestern blocks where safety gains will have the greatest equity impact.
- The high-injury cluster at the downtown transition zone represents a high-opportunity area where targeted interventions can meaningfully improve access to jobs, services, and transit for the city's most vulnerable residents.
- Alliance Road is a well-defined priority corridor where traffic calming, crosswalk improvements, and lighting investments can deliver direct safety benefits to an elevated-vulnerability community.
- US-101 safe crossing improvements present a significant opportunity to reconnect vulnerable residents to the broader city, with high potential for equity impact per dollar invested.

Eureka:

- Eureka's high concentration of vulnerable populations and documented injury hotspots presents a clear, data-driven case for prioritized safety investments that can maximize both safety outcomes and equity impacts.
- Downtown and Western Eureka present a high-opportunity area where addressing high-injury intersections can meaningfully improve conditions for residents most reliant on walking and transit.
- Samoa Boulevard is a well-defined priority corridor where targeted infrastructure improvements can deliver immediate safety benefits to Manila residents who depend on it as their sole connection to the broader region.

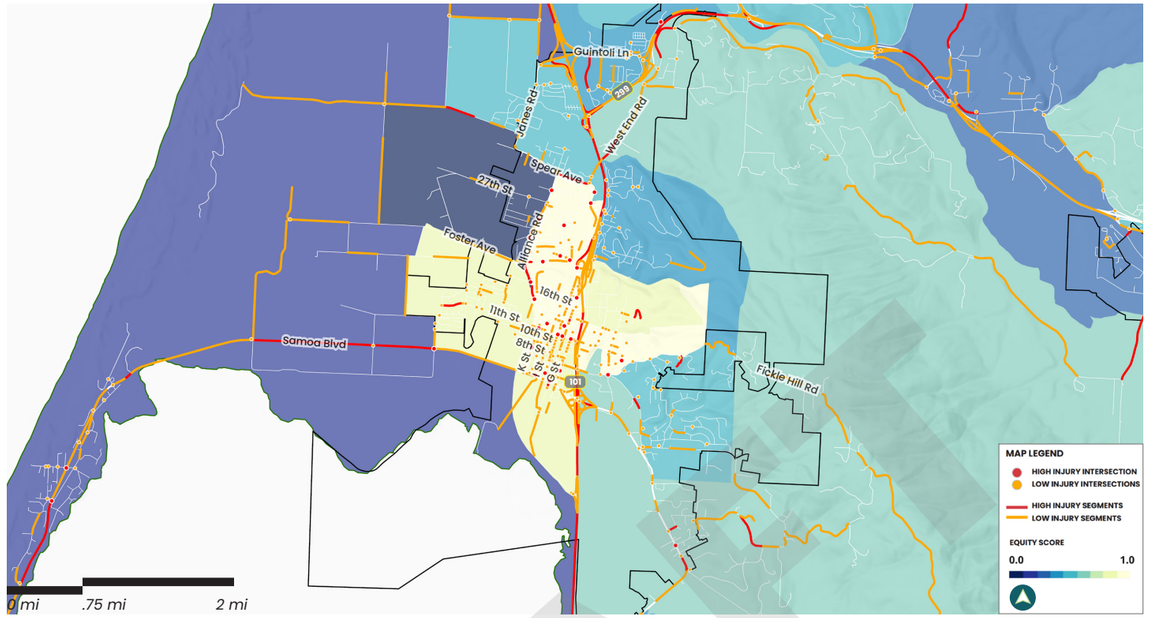


Figure 3.13 Arcata: Equity Analysis Overlay + HIN

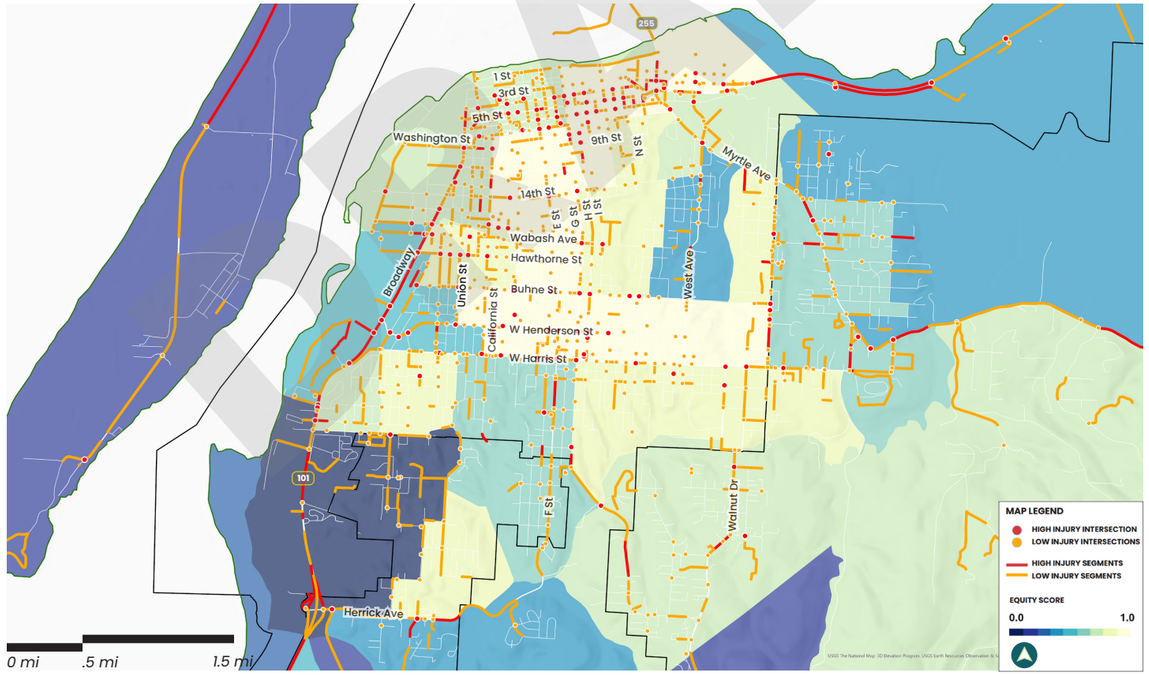


Figure 3.14 Eureka: Equity Analysis Overlay + HIN

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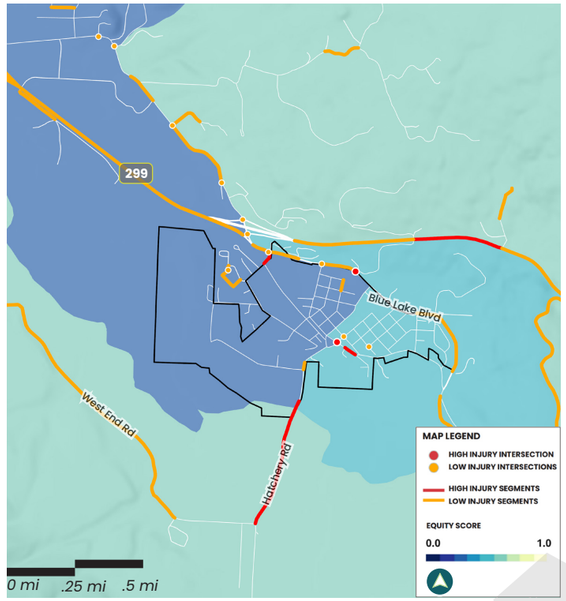


Figure 3.15 Blue Lake: Equity Analysis Overlay + HIN

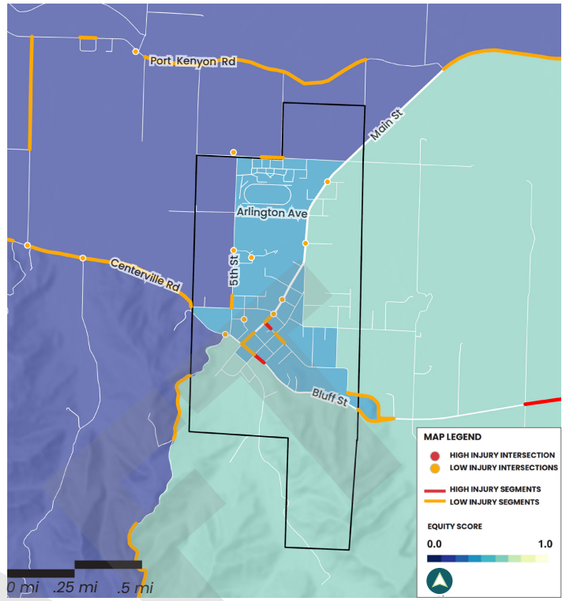


Figure 3.16 Ferndale: Equity Analysis Overlay + HIN

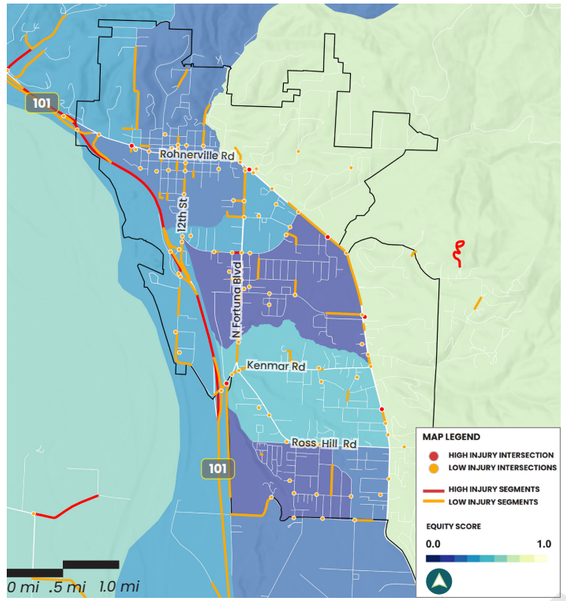


Figure 3.17 Fortuna: Equity Analysis Overlay + HIN

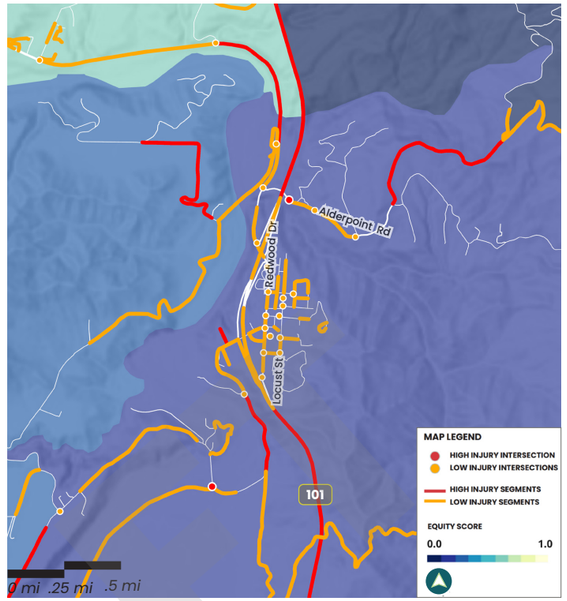


Figure 3.18 Garberville: Equity Analysis Overlay + HIN

Blue Lake:

- SR-299 is a priority corridor for safer crossings and pedestrian and cyclist improvements that support Blue Lake's most vulnerable residents.
- The concentration of severe crashes and elevated social vulnerability along the community's primary access route highlights the need for targeted Caltrans investments.
- Coordination with the Blue Lake Rancheria presents a valuable opportunity to deliver equitable, community-informed safety improvements.

Ferndale:

- Southern downtown's high-injury intersection cluster is a clear, well-defined target for safety investment serving Ferndale's most vulnerable residents.
- The high-injury rural connector to the east is a critical entry corridor where improvements can directly benefit residents with no alternative routes to services.
- The overlap of elevated vulnerability and documented injury outcomes makes a strong data-driven case for directing resources to Ferndale as an equity priority.

Fortuna:

- Fortuna Boulevard is an equity priority and the city's primary commercial and mobility corridor. The combination of high social vulnerability and a high-injury corridor creates a strong, data-driven case for targeted safety investments that can deliver the greatest benefits to residents who rely on it for daily travel.
- The US-101 interchange area and eastern segment are well-defined secondary priorities for safety improvements.

Garberville:

- Garberville's consistent overlap of deep SVI vulnerability and high-injury activity along US-101 makes it a compelling case for prioritized rural safety investment.
- The town center intersection cluster, though small, represents a high-opportunity area where focused investment can improve safety for residents who depend on a limited transportation network.

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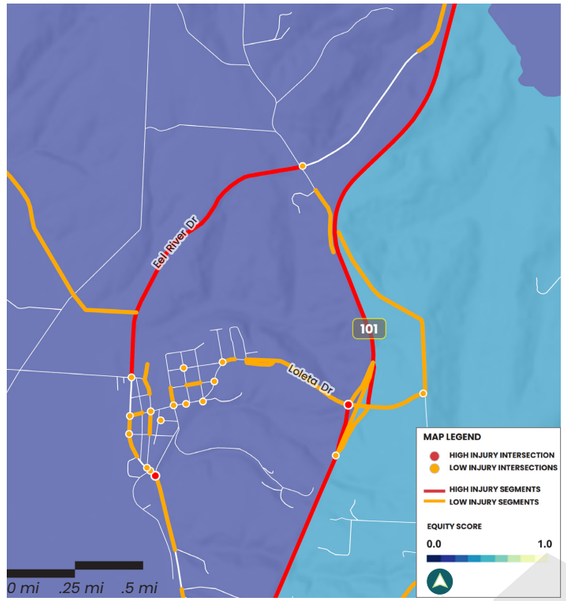


Figure 3.19 Loleta: Equity Analysis Overlay + HIN

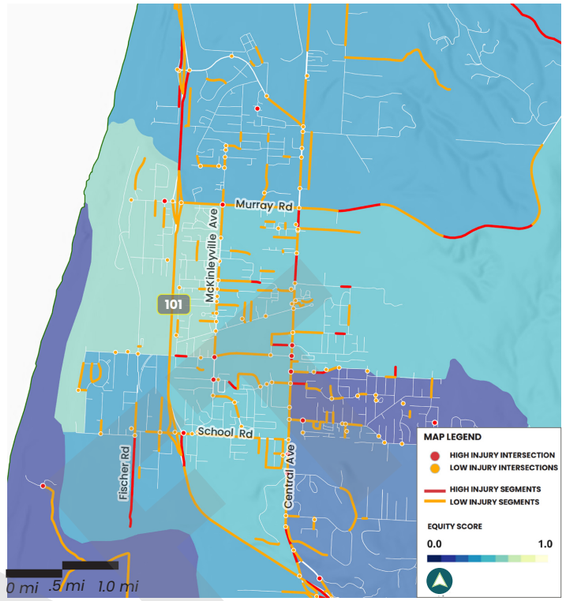


Figure 3.20 McKinleyville: Equity Analysis Overlay + HIN

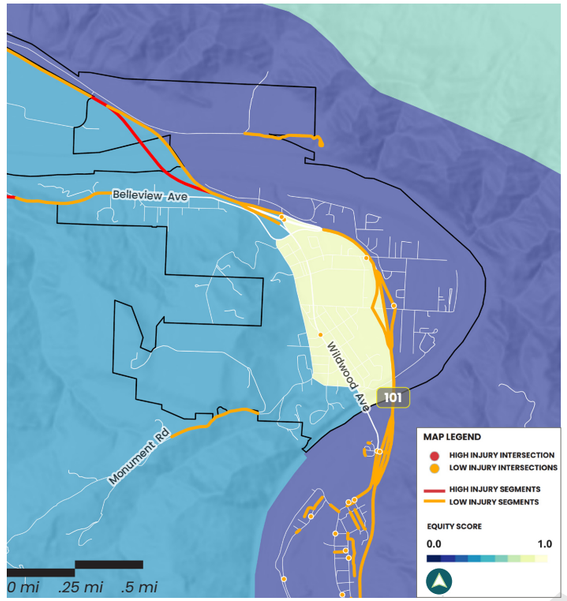


Figure 3.21 Rio Dell: Equity Analysis Overlay + HIN

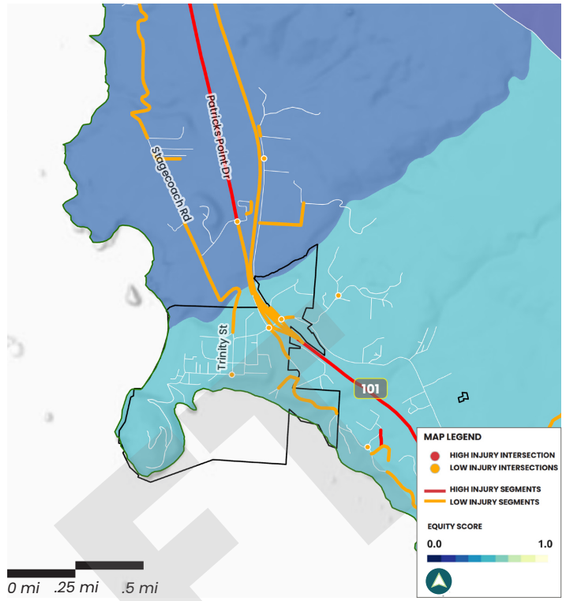


Figure 3.22 Trinidad: Equity Analysis Overlay + HIN

Loleta:

- Loleta's high-injury network is concentrated along the US-101 corridor, particularly at the entry and exit ramp intersections, as well as along Loleta Drive, the community's primary thoroughfare.
- Given Loleta Drive's role in connecting residents to schools, neighborhoods, and community destinations, improvements that enhance safety for pedestrians, bicyclists, and motorists could provide broad benefits across the community.
- High-injury patterns also extend to the northern portion of Eel River Drive, indicating that safety challenges are not limited to the town center.

McKinleyville:

- McKinleyville's distributed high-injury pattern across Central Avenue, the US-101 entry, and the southern grid calls for coordinated, network-wide investment rather than isolated spot improvements.
- Elevated vulnerability in the southern and coastal periphery aligns closely with documented crash activity, providing a clear case for targeted investment where equity and safety needs converge.
- McKinleyville's unincorporated status presents an opportunity for Humboldt County to demonstrate leadership where institutional gaps leave vulnerable residents underserved.

Rio Dell:

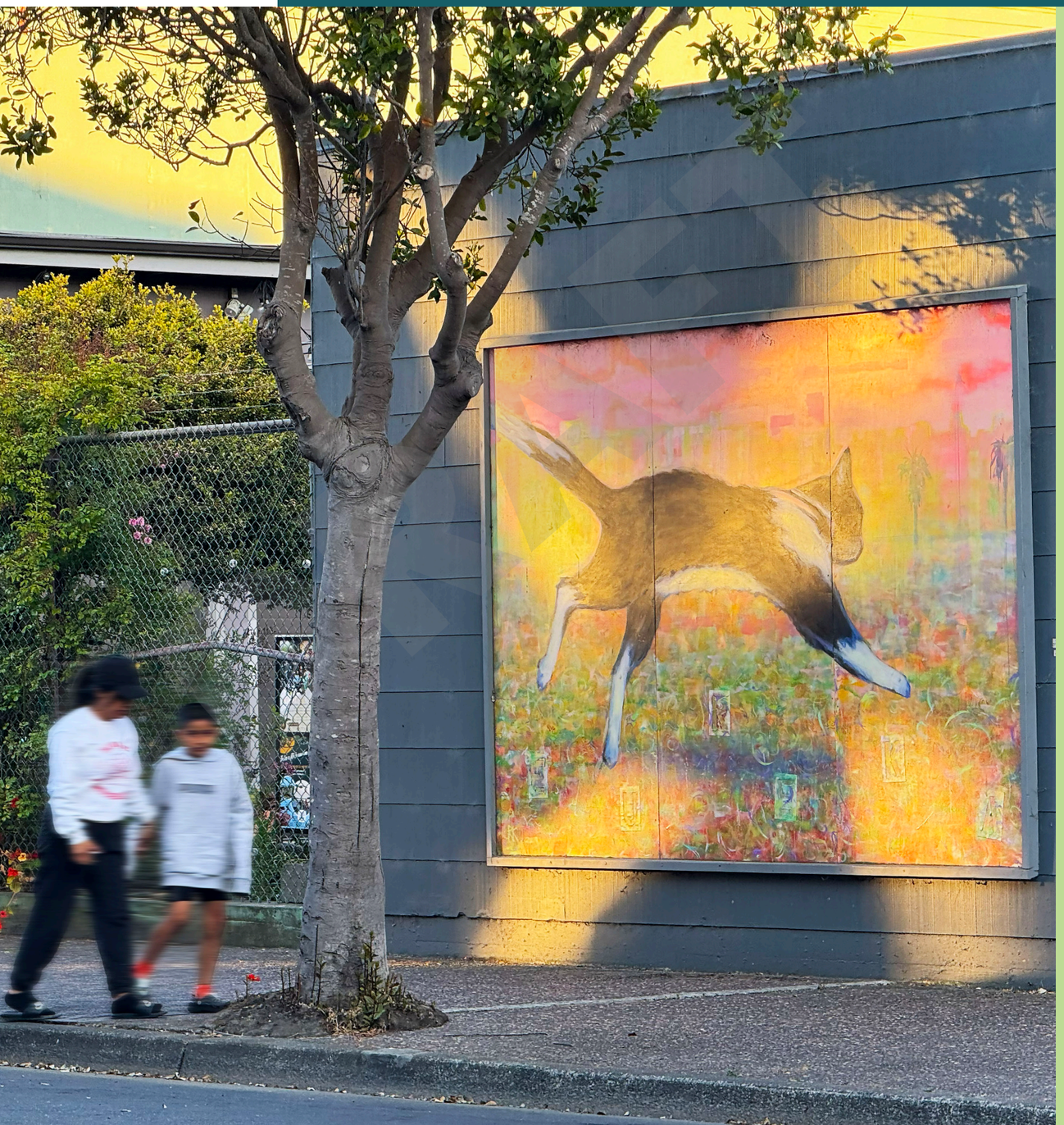
- High-injury conditions at the US-101 interchanges on both ends of Rio Dell create safety risks at the community's primary access points, making interchange improvements the city's highest transportation safety priority.
- The northern interchange, which serves many of the county's most vulnerable rural residents, stands out as a particularly strong candidate for targeted near-term investment.

Trinidad:

- US-101 through downtown Trinidad is the community's primary high-injury corridor and a clear priority for safety investment.
- Improvements at the intersection of US-101 and the local street network can reduce crash risk for residents and visitors who rely on limited access routes.

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Chapter 04

Community & Stakeholder Engagement Summary

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4.1 Community Engagement Process

Process

The outreach and engagement process was designed to ensure that a wide range of community members had the opportunity to share their unique perspectives (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 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 could 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 included 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 email list, where the survey, project updates, and events were shared.

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.

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4.2 Community Engagement Takeaways

Introduction

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 grassroots 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.

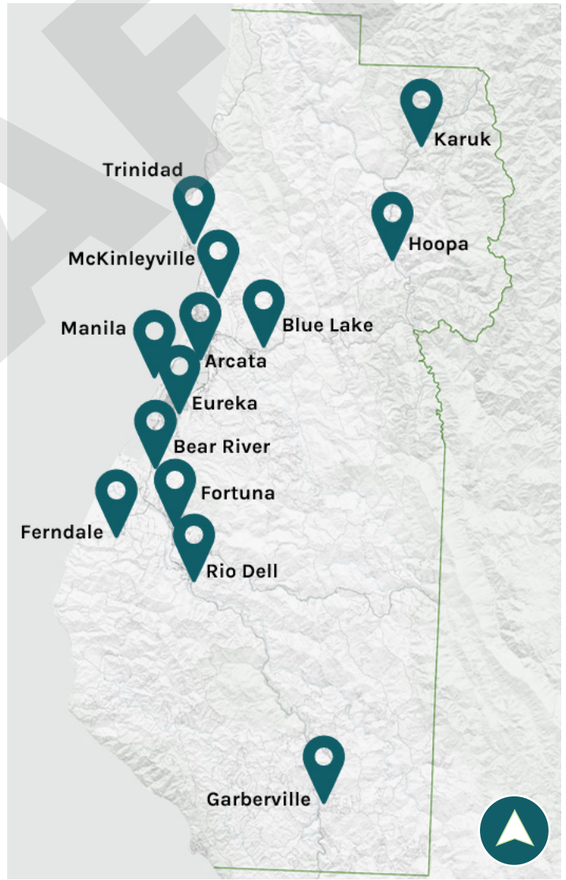


Figure 4.1 Outreach Activity Locations





Project Task Force Meeting

Eureka, CA | June 17, 2025, September 23, 2025, and July 21, 2026

Project Task Force participants identified recurring transportation safety concerns across Humboldt County communities, with a strong emphasis on pedestrian and bicycle safety, speeding, and roadway design.

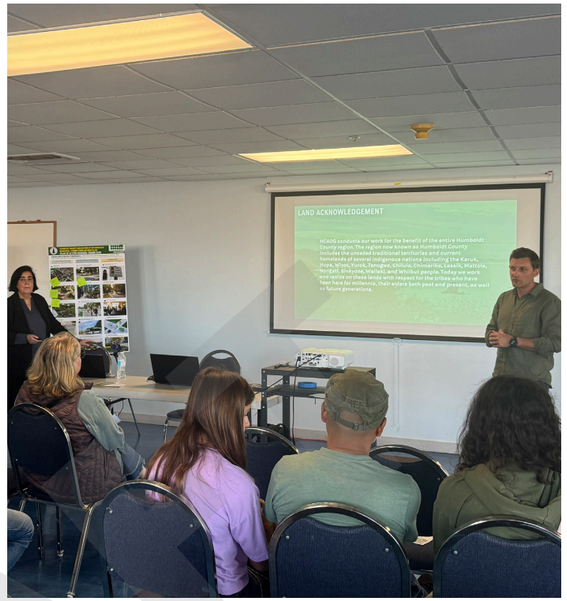
In Arcata and Eureka, concerns centered on crash-prone intersections, speeding, cyclist and pedestrian conflicts, visibility challenges, and recent fatal crashes, while successful traffic-calming projects demonstrated potential models for future improvements.

In Blue Lake, Garberville, and McKinleyville, participants highlighted the need for safer bicycle and pedestrian connections, improved roadway design, traffic calming, and better access to schools and key destinations.

Across all communities, stakeholders supported multimodal transportation investments, connected pedestrian and bicycle networks, and roadway improvements that enhance safety for all users.

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Community Open House

Eureka, CA | June 17, 2025

Community Open House participants highlighted the need for safer, more connected transportation networks in Arcata, Samoa, Eureka, Blue Lake, and McKinleyville.

Common concerns included excessive vehicle speeds, pedestrian and bicycle safety, and roadway designs that prioritize vehicle movement over community access.

Participants identified opportunities for traffic calming, intersection improvements, and safer crossings in key corridors and neighborhood areas.

Residents also emphasized the importance of expanding bicycle and pedestrian infrastructure, improving regional connections between communities, and creating safer routes to schools and destinations.

Specific concerns included speeding near schools, inadequate sidewalks and bike facilities, truck traffic conflicts, and unsafe gateway conditions, with strong support for investments that enhance multimodal access and improve safety for all roadway users.





Annie & Mary Day

Blue Lake, CA | July 3, 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.

Common themes included a desire for improved public transportation, with suggestions for more educational resources for children, longer bus hours, and additional stops.

Residents expressed concerns about tourist navigation challenges due to the area's unique roads, the need for bike lanes on specific routes, and better accessibility features such as crosswalks.

There was support for increased safety measures, including traffic surveys during peak times and rewards for safe driving. Participants were enthusiastic about enhancing transportation safety and accessibility in Humboldt County.

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North Coast Tribal Transportation Commission Meeting

Virtual | July 7, 2025

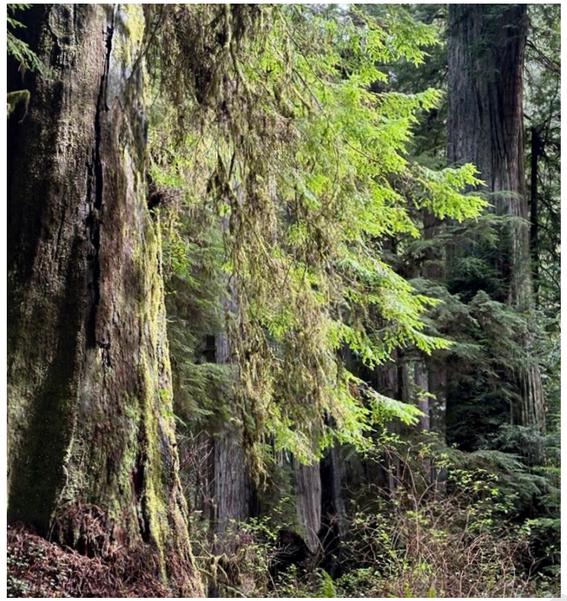
The meeting focused on strengthening regional partnerships to advance the implementation of Local Road Safety Plans (LRSPs) and build momentum for safe streets and roads across all projects.

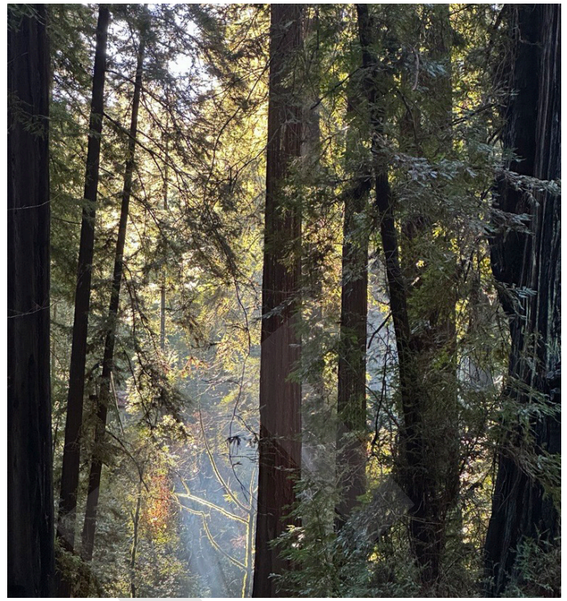
Participants emphasized opportunities to improve safety through enhanced lighting, designated pedestrian and multiuse paths, better roadside vegetation management, additional guardrail, and more frequent refreshing of edge lines, striping, and reflective materials following road construction.

Tribal partners shared a strong commitment to making roads safer, noting long-standing efforts on regional road safety and access projects, and highlighted the value of using the Commission as a forum to keep each community updated.

Common priorities included addressing county roads within reservation lands, such as Highway 169 and Scenic Drive, and incorporating related efforts such as population health assessments and inter-regional connectivity plans.

Participants expressed enthusiasm for seeing the project progress.





Karuk Tribe

Virtual | July 31, 2025

Community members emphasized safety improvements that do not rely on law enforcement, identifying edge lines and additional guardrails as top priorities.

Along Highway 96 and the Klamath River corridor, narrow shoulders, faded striping, limited lighting, and frequent slip-outs create safety challenges, especially for older adults and pedestrians.

Community-supported guardrail investments have been successful, and residents would like guardrail placement criteria revisited, particularly between Orleans and Somes Bar, where multiple fatalities have occurred.

Local roads, including Ishi Pishi Road and Red Cap Road, need improved striping, reflective markers, lighting, and ongoing maintenance of existing solar lights.

Residents support expanding bike and multiuse paths through ATP funding and implementing broader speed management strategies beyond radar feedback signs.

Because many crashes go unreported and are not reflected in SWITRS data, local knowledge and tribal input are critical for documenting safety needs, while existing transit services and studies provide opportunities to improve regional mobility.





Sovereign Days

Hoopa, CA | August 8, 2025

Community members identified ongoing safety concerns along the Hoopa–Weitchpec corridor, where multiple vehicle-related fatalities involving Tribal members have occurred.

Key contributing factors include deferred roadway maintenance, limited pedestrian and bicycle infrastructure, inadequate lighting and guardrails, unsafe driving behaviors, and inconsistent compliance with traffic rules.

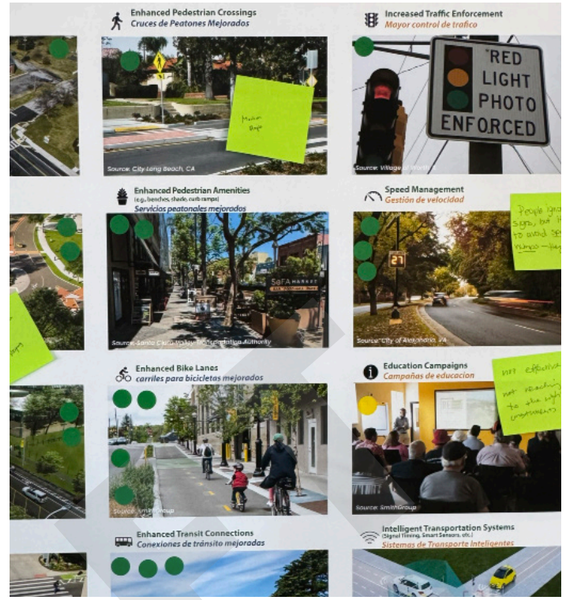
Residents highlighted concerns about emergency evacuation routes, noting that some unpaved roads may be difficult to access during emergencies.

Roads such as Tish Tang Road and Salmon River Road were described as narrow and lacking guardrails, sidewalks, and other critical safety features.

High vehicle speeds near schools and neighborhoods, combined with limited signage and lighting, were identified as significant risks for pedestrians and other roadway users.

Community members supported investments in crosswalks, bicycle facilities, lighting, traffic calming, and connected pedestrian networks, while also noting that prolonged construction delays can contribute to unsafe driving behavior.





Agency Workshop

Virtual | August 11, 2025

During the Agency Workshop, staff from local jurisdictions provided input on potential demonstration projects to support the Plan. Participants identified candidate locations based on local safety needs and discussed potential treatments, implementation strategies, partnerships, and community benefits.

Participants also helped shape the education campaign by identifying key audiences, including motorists, youth, schools, employers, and community organizations, and discussing effective outreach methods and partnerships.

The workshop included a brainstorming session on the countywide safety data dashboard, focusing on target users, desired tools and functionality, and platform considerations. Feedback emphasized creating an accessible, user-friendly resource that supports data-driven decision-making and public engagement.

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Creative Inclusions

Arcata, CA | September 2, 2025

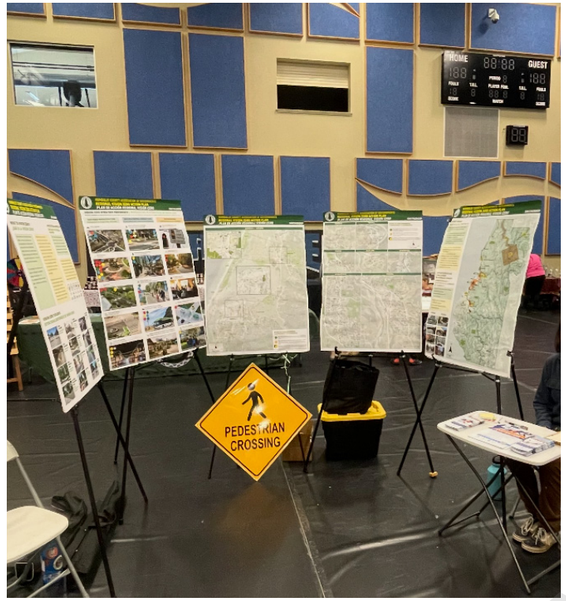
Peggy Martinez, Owner and Principal of Creative Inclusions, highlighted accessibility barriers faced by people with disabilities, particularly related to pedestrian infrastructure, visibility, and crossing safety. As a leader in disability inclusion in Humboldt County, she emphasized that roadway planning and design have often overlooked the perspectives of the disabled community.

She noted that designing roads to be safe and accessible for people with disabilities benefits all users, as disabled individuals are among the most vulnerable roadway users. Their perspectives should be incorporated throughout project development.

Manila Community Resource Center

Manila, CA | September 9, 2025

Esther Hutton, the Director of the Manila Community Resource Center, spoke to the outreach team and represented the perspective of many Samoa peninsula residents that she works with, particularly in Manila. 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 | September 13, 2025

Key concerns included aging or inadequately maintained crosswalks, limited lighting, challenging intersections, and high-speed areas near schools and community hubs.

Attendees emphasized the need for improved infrastructure, such as enhanced sidewalks, well-maintained curbs, and reliable public transportation, particularly for areas like Table Bluff.

Safe Routes to School were identified as a priority, along with better connectivity to recreational destinations, events, and stores.

Participants also expressed a desire for greater awareness and preparation for the anticipated increase in visitors associated with the upcoming Great Redwood Trail.

Overall, the feedback highlighted the need for enhanced roadway safety and transportation resources tailored to the Loleta, Table Bluff, and Bear River communities.

The project team spoke to approximately 30 Bear River Rancheria Tribal members.





North Country Fair

Arcata, CA | September 20, 2025

Participants expressed concerns about speeding, unsafe arterial roadways, and inadequate pedestrian infrastructure, particularly along Samoa Boulevard in Arcata, Broadway Street, 4th, 5th, 6th, 7th Streets, and Harris streets in Eureka.

The outreach team participated in the fair from 10 am until 3 pm on Saturday and spoke with approximately 85 community members.

Residents on the Peninsula are concerned about limited and unsafe crossings and speeding on Highway 255 that prevents students from walking to school at Redwood Coast Montessori.

Community members support traffic calming measures on Peninsula Drive, such as more speed humps and safe crossing improvements.

Lack of public transportation on the peninsula is a problem, especially for low-income families, and especially those at the Phyllis Rex Townhomes who lack grocery stores and resources.

Safety on Highway 255 is a recurring theme, with suggestions to lower the speed limit from 55 to 45 mph due to frequent speeding and dangerous driving conditions in wetter months.

This especially applies to intersections like Dean/255/Pacific-Peninsula Drive, which have a troubling history of collisions and fatalities.



District English Learner Advisory Committee

Arcata, CA | September 23, 2025

The project team spoke with Lucy Salazar, who leads DELAC and is the President of CUMBRE Humboldt, a nonprofit that provides education enrichment to Spanish-speaking students.

Lucy represented the interests of her Spanish-speaking communities' Key concerns included bicycle safety for children in high-speed areas and the lack of bicycle facilities in residential neighborhoods, particularly in Spanish speaking communities of Valley West in Arcata.



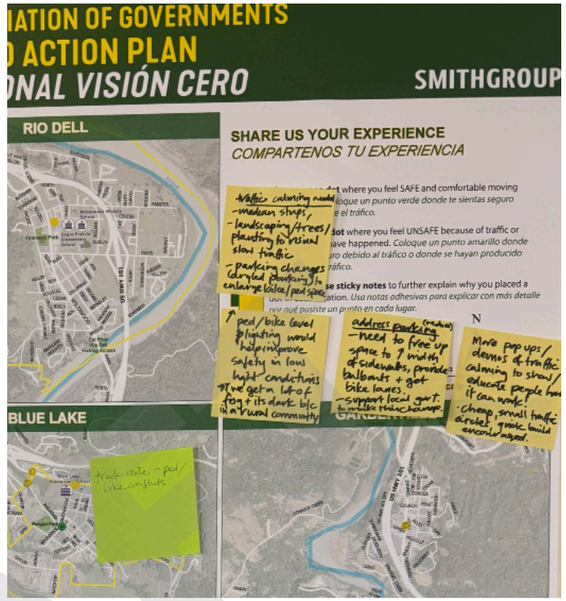
Arcata Friday Night Market

Arcata, CA | September 26, 2025

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.

The outreach team spoke with approximately 65 community members during this lively, well-attended community event.





Humboldt County Safe Routes to School Task Force

Arcata/Sunnybrae/Union Charter | October 10, 2025

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

Thirteen community leaders participated and provided input to this SRTS Task Force meeting representing schools from Morris Elementary in McKinleyville, Union Charter in Arcata, Loleta Elementary, and Sunny Brae Middle School in Arcata.

TRI-County Independent Living

Eureka, CA | November 11, 2025

Two Tri County Living staff participated in this meeting and represented the interests of the many disabled community members they serve. Participants at Tri County Living emphasized challenges of accessing reliable and accessible transportation, particularly for low-income residents and people with disabilities. Staff expressed the importance of including the disabled community in planning for road safety.

Online Survey

The online survey was conducted from June through September 2025 and received more than 250 responses. Survey participants represented a diverse range of ages, travel behaviors, and communities across Humboldt County, providing valuable insight into local transportation safety concerns and priorities.

The survey gathered feedback on travel habits, perceptions of roadway safety, and potential solutions to reduce traffic deaths and serious injuries. Many respondents reported walking, biking, driving, or using other transportation modes regularly, offering perspectives from a variety of roadway users. Several participants indicated they had experienced or witnessed a crash or close call in the past year, while a large majority reported changing their travel route, travel time, or mode to avoid locations they perceived as unsafe.

Respondents identified speeding, distracted driving, lack of sidewalks and bike facilities, and unsafe crossings as some of the most significant safety concerns. Key priorities for improvement included protected bike lanes, intersection upgrades, traffic calming measures, and enhanced pedestrian infrastructure. Participants also expressed strong support for safer streets that encourage walking, biking, and transit, while creating safer conditions for children, families, and other vulnerable roadway users.

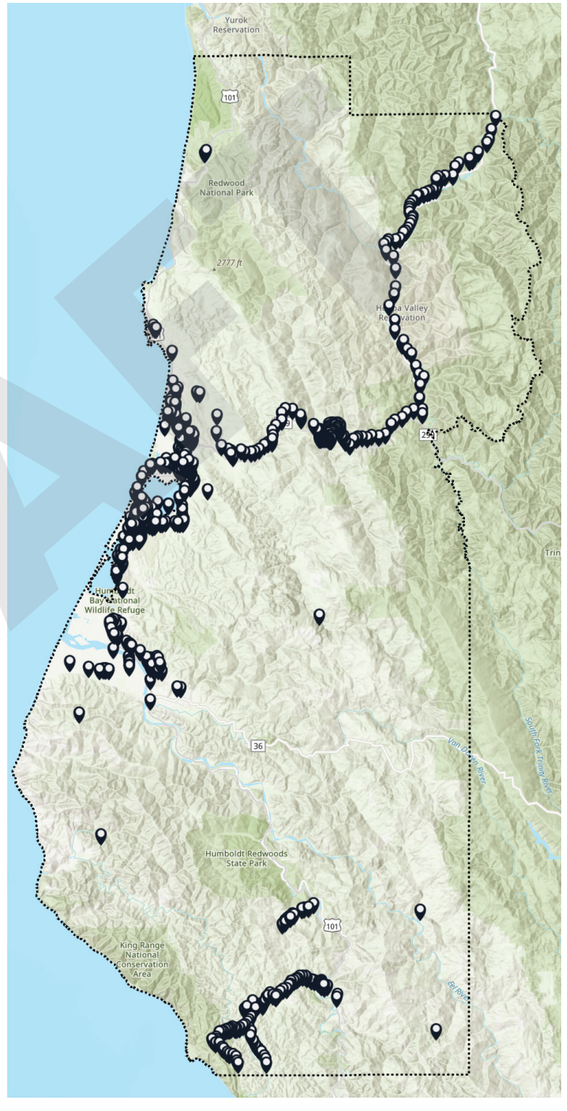
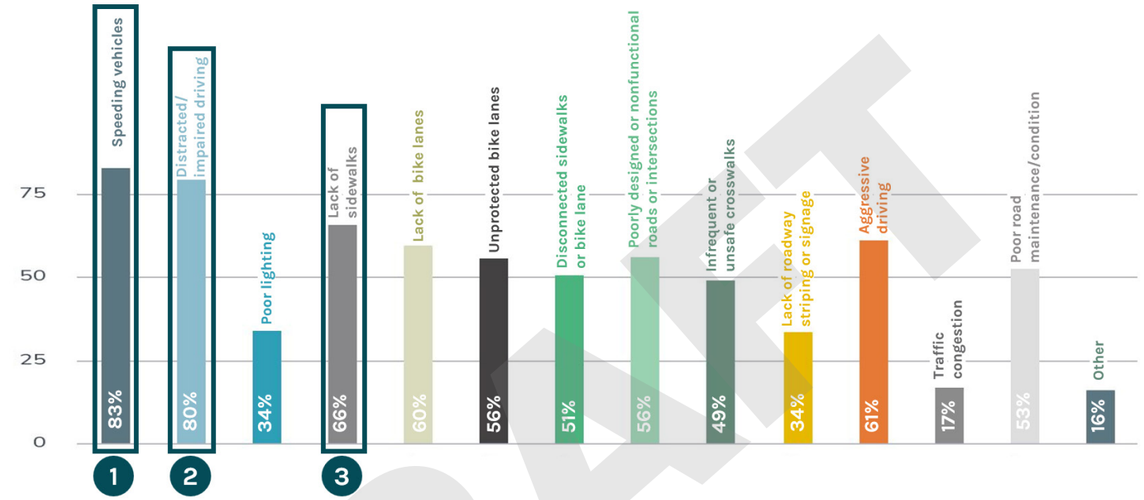
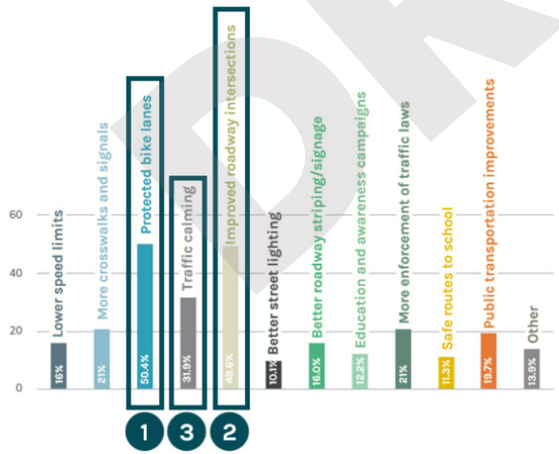


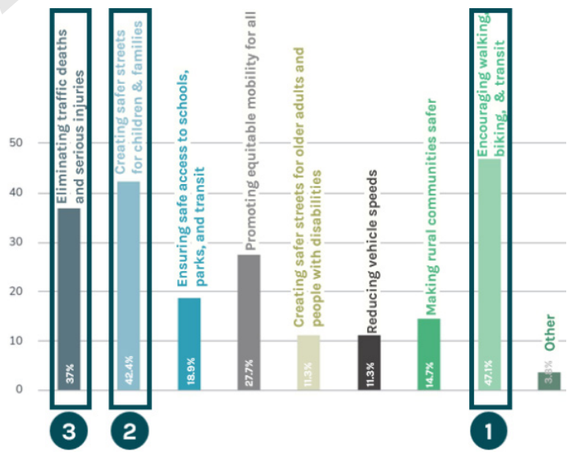
Figure 4.2 Areas of Concern from the Online Survey



Question: What factors make you feel unsafe from traffic?



Question: What should be the top priorities to improve traffic safety?



Question: Which of the following goals resonate most with you?

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 safety education 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 most if not all of planning and implementation projects. If roads are designed to be accessible, then they are 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

Introduction

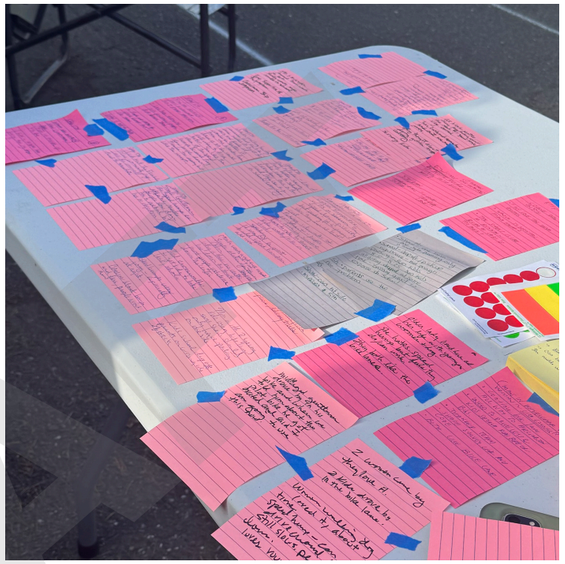
A community education campaign is a key strategy for improving road safety by building awareness, encouraging safer behaviors, and increasing public participation in Vision Zero efforts. The campaign should use multiple engagement channels, including a website, surveys, community events, social media,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

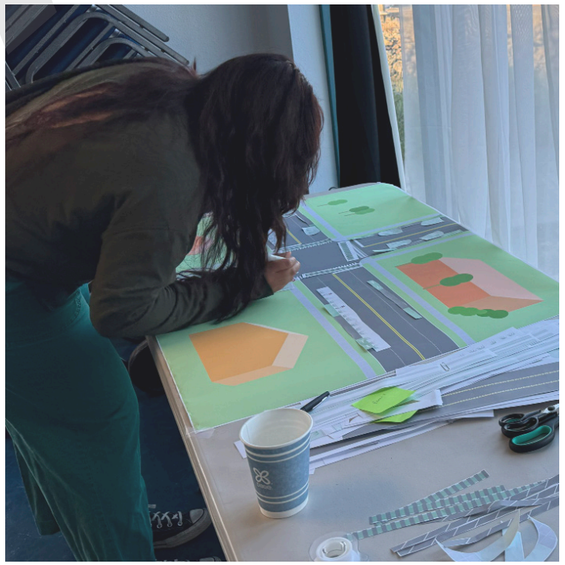
The education campaign should complement roadway improvements, policy changes, and enforcement efforts to support lasting reductions in traffic deaths and serious injuries.

Research shows that public education campaigns produce measurable but modest safety benefits, and effect size depends on campaign design and pairing with other interventions. Meta-analytic evidence indicates road safety campaigns reduce crashes by roughly 9 percent on average, with larger effects when campaigns include enforcement or personal communication such community outreach. Mass media campaigns targeting impaired driving have reduced alcohol-related crashes by a median of 13 percent, with the strongest results from intense, sustained efforts coordinated with enforcement. National guidance rates mass media paired with high-visibility enforcement among the most effective approaches for increasing seat belt use and reducing impaired driving.

Stand-alone education has a thinner evidence base. Campaigns delivered without enforcement or engineering support change awareness and stated intent more reliably than observed behavior or crash outcomes. Messages that name a specific, actionable behavior, reinforce social norms, and carry credible local context outperform generic or fear-based appeals.

Within the Plan, education complements infrastructure, speed management, and enforcement under the Safe System approach. Campaigns focused on one defined behavior, such as speeding, impaired driving, distraction, or yielding to pedestrians, and timed to coincide with engineering changes or enforcement waves, offer the most credible path to measurable benefit. Humboldt County campaigns should include baseline and follow-up measures, such as observed behavior counts, speed data, and survey recall, to document outcomes and support future grant applications.





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4.3 Community Education Campaign

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.

Strategies for Behavior Change

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

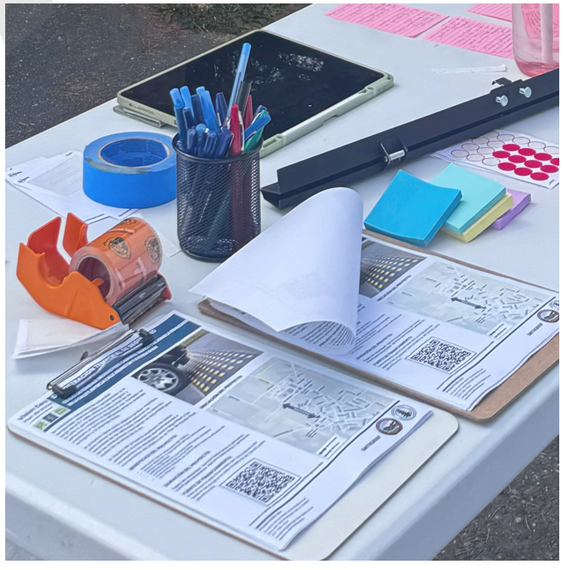
Vision Zero Messaging Principles

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.





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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.





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Chapter 05

TEMPORARY TRAFFIC SAFETY DEMONSTRATION PROJECTS

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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 were used at each project site to reach residents where they are, distribute 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.



Figure 5.1 Eureka Temporary Mini Roundabout at Hawthorne St



Figure 5.2 Arcata Pop-up Tabling Session

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 the following:

- 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:

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



Figure 5.3 Demonstration Project Evaluation Criteria

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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 California Environmental Quality Act (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.



Figure 5.4 Eureka: Temporary Mini Roundabout at Hawthorne St & Pine St



Figure 5.5 Ferndale: Temporary Speed Humps and Bike Lanes between Arlington Ave & Shaw Ave

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5.3 Demonstration Project Summaries

Arcata: Temporary Speed Humps along 11th Street & K Street

The City of Arcata's pop-up safety demonstration was located along the 11th Street and K Street corridor. Temporary speed humps and high-visibility signage were installed to address persistent and ongoing traffic safety concerns in the area.

The project was 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 introduced a vertical deflection measure that physically encouraged motorists to reduce their speeds as they traversed the corridor.

High-visibility signage complemented the physical infrastructure by providing advance warning and reinforcing the intent of the calming measures. Together, these elements created a multi-layered approach to addressing speed-related safety concerns

Project Benefits:

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



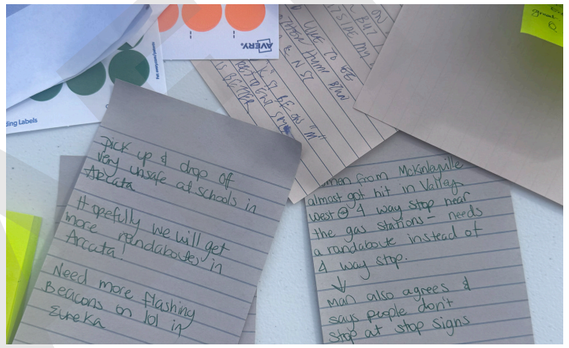






Figure 5.6 Arcata: Demonstration Project Location, Installation, and Community Feedback

Eureka: Temporary Mini Roundabouts

Pine Street & West Hawthorne Street and Humboldt Street & G Street

The City of Eureka's demonstration project introduced 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 were 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 reduced 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 were intended to test whether this intersection typology could 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



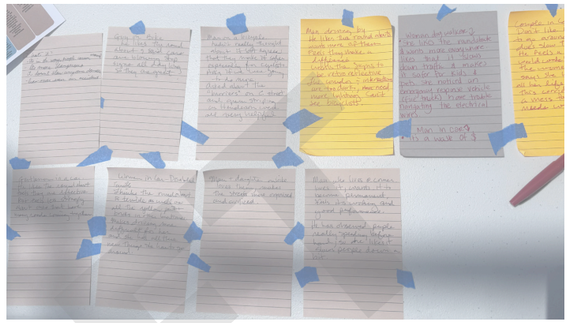






Figure 5.7 Eureka: Demonstration Project Location, Installation, and Community Feedback

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Ferndale: Traffic Calming & Signage Improvements

5th Street between Arlington Avenue & Shaw Avenue

The City of Ferndale's pop-up safety demonstration encompassed 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 were 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 was 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 reflected a comprehensive strategy to address both motorized vehicle speeds and the accommodation of vulnerable road users.

The speed humps and tables introduced vertical deflection measures that physically moderated vehicle speeds, while the pavement markings and signage served to reinforce desired driver behavior and increase awareness of the shared roadway environment. The temporary bike lane, while in place for a shorter duration, provided 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





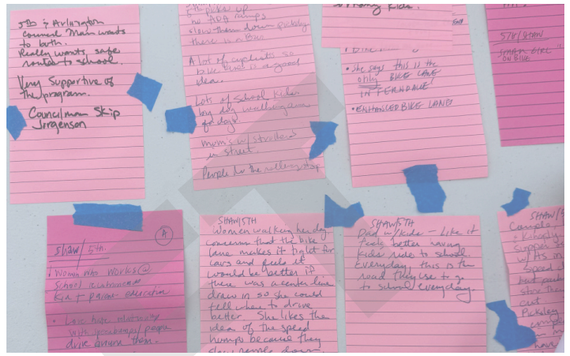




Figure 5.8 Ferndale: Demonstration Project Location, Installation, and Community Feedback

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Fortuna: High-Visibility Programmable Radar Feedback Signs

12th Street Corridor & Ross Hill Road Corridor

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 were 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.

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









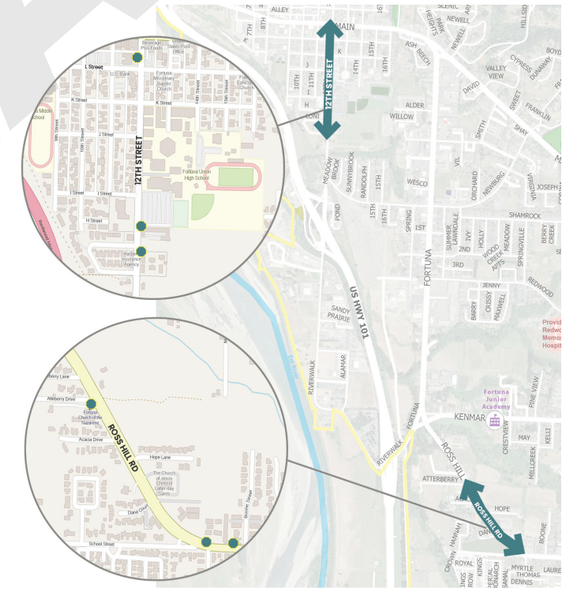


Figure 5.9 Fortuna: Demonstration Project Location and Context

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5.4 Evaluation & Performance Assessment

Community Feedback Assessment

To determine the effectiveness of the demonstration projects, the Project Team conducted engagements at each project site. The engagements consisted of tabling with maps and 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. 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 feedback.

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 generally 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.

Traffic Data Assessment

To evaluate the safety benefits of the demonstration projects, the Project Team compared before-and-after traffic speed data at demonstration sites in Arcata, Eureka, and Fortuna. Because the datasets collected by implementing cities differ in format, the Project Team compared changes within each location rather than across locations. The analysis assessed whether each treatment reduced vehicle speeds and how closely resulting speeds aligned with the posted or assumed speed limit.

The before-and-after datasets differed in collection dates, locations, duration, and methodology. Analysis results are therefore best treated as indicators of effectiveness rather than conclusive measures. Findings from the traffic data assessment were considered alongside community feedback to inform the recommendations for permanent improvements.

For detailed analysis and tables, please see Appendix H: Demonstration Project Data Analysis.



Figure 5.10 Arcata: Temporary Speed Humps at K St & 8th St

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Arcata

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 hump 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 several stories of drivers who hit the speed humps 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 most people 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, despite some concerns about driver comfort.
- Residents requested improved speed hump design, signage, visibility, and noise reduction.
- Some drivers diverted to alternate routes, highlighting the need to consider rerouted traffic in future planning.
- Additional suggestions included chicanes, road diets, protected bike lanes, flashing beacons, roundabouts, and school access improvements.
- Residents emphasized that speed humps are most effective as part of a comprehensive corridor safety strategy.

Traffic Data Assessment

The City of Arcata installed speed humps at two locations and provided speed survey data collected before and after installation. 11th Street is a collector roadway and K Street is an arterial roadway, and both have a posted speed limit of 25 mph.

- 11th Street (at N Street): Before data were collected between O Street and P Street on April 11-22, 2022. After data were collected between N Street and O Street on August 4-12, 2026.
- K Street (at 8th Street): Before data were collected between 4th Street and 13th Street on May 10-17, 2012. After data were collected between 7th Street and 8th Street on August 5-12, 2026.

The analysis compared the 85th percentile speed (the speed at or below which 85 percent of drivers travel), the 50th percentile speed (median speed), and the 10-mph pace speed (the 10-mph range with the most vehicles) along with the share of vehicles in that range.

On 11th Street, the 85th percentile speed decreased from 33 to 26 mph and the median speed from 26 to 22 mph. The share of vehicles in the pace speed range increased from 64 to 78 percent. The 85th percentile speed remained slightly above the 25-mph limit.

On K Street, the 85th percentile speed decreased from 30 to 26 mph and the median speed from 25 to 22 mph. The share of vehicles in the pace speed range increased from 64 to 77 percent. The 85th percentile speed also remained slightly above the 25-mph limit.

Overall, the speed humps reduced speeds at both locations and brought them closer to the posted limit.

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Eureka

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 that it 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 supported the roundabouts as a way to reduce speeding and improve driver compliance.
- Opponents questioned their effectiveness, cited operational challenges, and generally preferred a four-way stop.
- Driver education was identified as a key need, particularly for emergency responders, school bus operators, and the general public.
- Additional suggestions included curb extensions, protected bike lanes, traffic calming, lower speed limits, enhanced crossings, flashing beacons, and improved lighting.

Traffic Data Assessment

The City of Eureka installed a mini roundabout at Humboldt Street / G Street intersection and provided camera-based speed data collected before and after installation. A 25-mph speed limit was assumed for this evaluation, as it is the standard for most local streets in the city.

- Before: Data were collected on September 21, 2026. (Captured after the installation to cover the intersection without a treatment)
- After: Data were collected on August 31, 2026, at 4:00 p.m. (non-school hour)
- After: Data were collected on August 20, 2026, at 2:00 p.m. (school hour)

The city-provided dataset was a Currux Vision dataset listing vehicle counts, types, and speeds from northbound (NB), eastbound (EB), southbound (SB), and westbound (WB) cameras.

During the non-school hour, average speeds decreased on the SB, EB, and WB approaches and increased by 2 mph on the NB approach. All approaches except SB were below the assumed 25-mph limit both before and after. The SB approach decreased from 32 mph before to 20 mph after, bringing it below the limit.

During the school hour, average speeds decreased on the NB, SB, and EB approaches and increased by 2 mph on the WB approach. Again, all approaches except SB were below the assumed 25-mph limit both before and after. The SB approach decreased from 32 mph to 20 mph.

After speeds were similar during the school and non-school hours, so results were consistent. Overall, the mini roundabout reduced speeds on most approaches, including a 12-mph reduction on the SB approach.

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Ferndale

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-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, would 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 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.



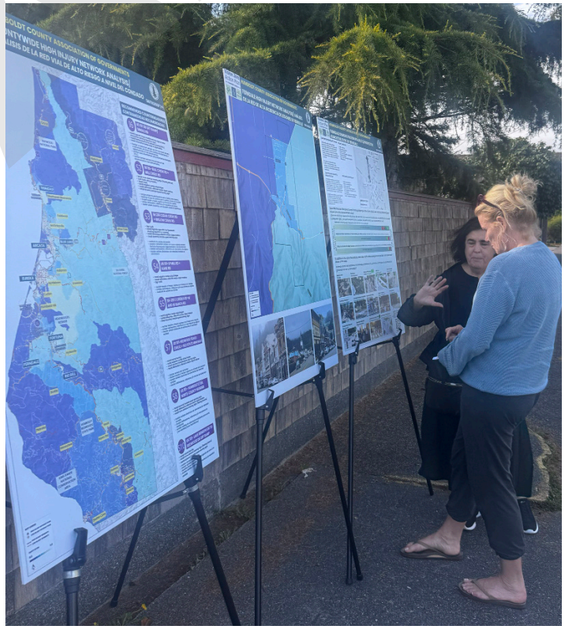


Figure 5.10 Ferndale: Pop-up Tabling Session

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Fortuna

Community input from the Fortuna pop-up engagement conversations at both the 12th Street and Ross Hill school corridors clearly indicated serious speeding problems, highlighting significant Safe Routes to School safety issues. Both students and residents described excessive speeding, distracted and risky driving behavior, especially during lunch break and immediately after school ends at Fortuna High School. However, some students noticed a change during morning drop-off and reported slower speeds. Some students said the signs increased their awareness while driving to school. Many residents expressed gratitude for the demonstration and agreed the signs were slowing speeds, but said many other improvements are needed to really change and create a safe environment for students and the community.

Behavioral Observations:

The Project Team observed speeding and reckless driving during lunch hours by students and other community members.

Students indicated that some classmates did not take the speed signs seriously and instead used them as a competitive game to see who could get the highest number and drive the fastest. The Project Team did not observe this behavior, but several students repeated the story. While it is important to remember that many community members speed, especially parents during drop-off and pick-up, and High School students should not solely bear the blame for unsafe road conditions, it seems clear that this community could benefit from increased driver safety education and the whole community could benefit from general driving education and/or a road safety campaign.

Key Feedback:

- Speeding and reckless driving are pervasive on both the 12th and Ross Hill student corridor. School pick-up and drop-off remain a constant safety hazard.
- Students frequently enter the roadway while walking during lunch break, near speeding traffic.
- Community members agreed this demonstration is a good start, but many more improvements must be employed together to improve safety and secure a safe route to school for students.
- Additional suggested improvements include: flashing beacons and other enhanced crossings, speed humps, driver education at the High School and a community-wide speed and driver awareness education campaign, and “any and all traffic calming measures.”

Traffic Data Assessment

The City of Fortuna installed radar speed feedback signs with school zone speed limit signs at two locations and provided average speed data collected during school arrival (7:30 to 8:15 a.m.) and dismissal (3:00 to 3:30 p.m.) periods. The radar speed feedback sign shows drivers their vehicle speed, and the school zone sign alerts drivers to the approaching school and its speed limit.

- Southbound (SB) 12th Street (at K Street, near Fortuna High School): Before data were collected on March 10, 2025. After data were collected on September 14, 2026.
- SB Ross Hill Road (at Acacia Drive, near Redwood Preparatory Charter School): Before data were collected on April 14, 2025. After data were collected on September 14, 2026.

Each location already had school zone speed limit signs. On SB 12th Street, a sign is located south of the 12th Street/Main Street intersection, about 500 feet north of the school, with additional signs on K Street. These signs note a 15-mph limit.

On SB Ross Hill Road, a sign is located south of the Ross Hill Road/Acacia Drive intersection, about 600 feet north of the school, and notes a 25-mph limit.

The school zone speed limit applies when children are present, including during arrival, dismissal, and noon recess.

On 12th Street, average speeds decreased by 2 to 7 mph in most time periods. The largest decrease was at 3:15 p.m., from 26 mph to 19 mph.

Average speeds increased slightly at 8:15 a.m. and 3:30 p.m. Speeds, both before and after, remained above the 15-mph school zone limit.

On Ross Hill Road, average speeds decreased by 1 to 6 mph in most time periods. The largest decrease was at 7:30 a.m., from 38 mph to 32 mph. Average speeds increased at 7:45 a.m. (by 7 mph) and 8:15 a.m. Speeds, both before and after, remained above the 25-mph school zone limit.

Overall, the signs reduced average speeds in most time periods, but effectiveness varied by time of day, and speeds remained above the school zone limits.

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Integration into the Plan

The demonstration projects gave the Project Team and participating agencies direct experience with how low-cost, temporary treatments perform on local streets. The data analysis results, together with community feedback from the pop-up engagements, informed the countermeasures, strategies, and priorities in this Plan.

The demonstration projects also showed the value of testing improvements before committing to permanent construction. The Plan therefore encourages local agencies to use temporary installations, with before-and-after data collection, as a standard step in project development. Consistent data collection, including standardized speed metrics, comparable locations, and similar time periods, will make future evaluations more reliable and support grant applications and project prioritization.

Project Location	Temporary Demonstration Project	Dates	Key Findings	Resulting Next Step
Arcata (11th & K Streets)	Temporary speed humps and high-visibility signage	August 2026	Community feedback and speed data showed that the speed humps effectively reduced vehicle speeds and were widely supported as a traffic-calming measure. However, concerns about driver comfort, signage, visibility, noise, and diversion to nearby streets highlighted the need for design refinements.	Pursue permanent speed humps with improved design and signage, while monitoring traffic diversion and integrating the treatments into a broader corridor safety strategy that includes complementary pedestrian, bicycle, and traffic-calming improvements.
Eureka (Pine Street & W Hawthorne Street, Humboldt St & G St)	Temporary mini roundabouts to reduce conflict points	July 2026	Community feedback and speed data indicate that the mini roundabout successfully reduced vehicle speeds and improved perceived safety, with strong support from nearby residents, pedestrians, and cyclists. Concerns focused on how large vehicles, school buses, and emergency vehicles navigate the intersection, suggesting a need for design adjustments and user education.	Consider a permanent mini roundabout or similar traffic-calming treatment at the intersection, while evaluating modifications to better accommodate larger vehicles. Complement future installations with public education and targeted training for emergency responders and transit operators.
Ferndale (5th Street between Arlington Street & Shaw Avenue)	Temporary speed humps/tables, bike lane, pavement markings, and signage	July 2026	While many participants agreed that the speed humps reduced vehicle speeds, concerns were raised about driver comfort, impacts on agricultural vehicles, increased noise and vibration, and the ability of some drivers to bypass the treatments.	Leverage strong community support for the demonstration project to pursue funding for permanent traffic calming and bicycle improvements on 5th Street. Future efforts should also advance Safe Routes to School improvements along the Shaw Avenue corridor serving Ferndale Elementary School and the High School.
Fortuna (12th Street Corridor & Ross Hill Road Corridor)	High-visibility programmable radar feedback signs (two per corridor)	August 2026	While the radar feedback signs reduced average speeds in most time periods and increased driver awareness, speeds generally remained above posted school zone limits, highlighting the need for additional measures.	Advance a comprehensive Safe Routes to School program that includes traffic calming, enhanced crossings, and driver education. Evaluate converting the temporary radar feedback signs into permanent installations and establish a protocol for rapid deployment of radar signs at other high-priority school and community corridors.

Table 5.1 Demonstration Projects Summary

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Chapter 06

Identification of Priority Countermeasures and Strategies

6.1 Countermeasure Development Framework

Introduction

To create a safer transportation network, the U.S. Department of Transportation (USDOT) has adopted the Safe System Approach to guide the development of collision countermeasures in the pursuit of zero fatalities and severe injuries in the future. 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.

Priority Locations

Multiple priority locations were identified by collision data and HIN analysis, as well as Caltrans LRSM and Highway Safety Manual (HSM) ranking for collision frequency and severity. The priority locations were examined in detail to develop the countermeasures.









The draft list of the priority locations was developed and reviewed with partner agencies. Based on partner agency consultation (e.g., safety projects in the process of being implemented), some locations were removed and replaced. The final priority intersections (Table 6.1) and segments (Table 6.2) are listed on the following page.

Comprehensive Regional Approach

The Project Team developed countermeasures for priority locations within the HIN. 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 Plan from prior LRSPs is the inclusion of all jurisdictional agencies in Humboldt County, including 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 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 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 & Collision Data Analysis and HIN identification can be found in Appendix A.

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

Table 6.1 Priority Intersections

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

Table 6.2 Priority Segments

6.2 Vision Zero Safety Countermeasures

The Safe System Approach considers both human behavior and human vulnerabilities to develop mitigations for high-severity collision locations. In accordance with this approach, both **engineering countermeasures** and **non-engineering strategies** were assessed in the pursuit of reducing collisions.

Building directly on the collision data and High-Injury Network analysis, the Project Team developed a prioritized list of safety projects using the Caltrans' 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 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 strategy 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 Goals, Strategies, & Actions section of the Plan.

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

Initial Priority Intersection	Jurisdiction	Final Priority Intersection	Jurisdiction
5th St / H St	City of Eureka	4th St / R St	City of Eureka
4th St / R St	City of Eureka	Alliance Rd / Stromberg Ave	City of Arcata
Bayside Cutoff Rd / US 101	Unincorporated	Ocean Ave / W Henderson St	City of Eureka
Broadway / W Washington St	City of Eureka	Broadway / W Washington St	City of Eureka
H St / Henderson St	City of Eureka	H St / Henderson St	City of Eureka
Indianola Cutoff Rd / US 101	Unincorporated	US 101 SB Off Ramp / Singley Rd	Unincorporated
Broadway / Highland Ave	City of Eureka	G St / Samoa Blvd	City of Arcata
Alliance Rd / Stromberg Ave	City of Arcata	H St / Harris St	City of Eureka
Broadway / W Hawthorne St	City of Eureka	5th St / H St	City of Eureka
Ocean Ave / W Henderson St	City of Eureka	4th St / H St	City of Eureka

Table 6.3 Initial and Final Priority Intersections

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Intersection (Jurisdiction)	Control	Relative Severity (EPDO)	Total Crashes	Top Type of Collision	Countermeasure Number	CRF	CMF	HSIP Funding Eligibility	Recommended Countermeasures
4th St / R St (Eureka; Caltrans)	Signalized	608	27	Broadside (13)	SI03	15%	0.85	50%	Improve signal timing (coordination, phases, red, yellow, or operation)
					SI06	30%	0.70	90%	Provide protected left turn phase (left turn lane already exists)
Alliance Rd / Stromberg Ave (Arcata)	Unsignalized	594	9	Broadside (2), Rear End (2), Hit Object (2), Veh/Ped (2)	NS01INT	40%	0.60	90%	Add intersection lighting (NS.I.)
					NS02	50%	0.50	90%	Convert to all-way STOP control (from 2-way or Yield control)*
					NS11	30%	0.70	90%	Install flashing beacons as advance warning (NS.I.)
					NS25PB	55%	0.45	90%	Install Pedestrian Signal (including Pedestrian Hybrid Beacon (HAWK))
Ocean Ave / W Henderson St (Eureka)	Unsignalized	573	3	Other-Bicycle (2)	NS01INT	40%	0.60	90%	Add intersection lighting (NS.I.)
					NS22PB	25%	0.75	90%	Install pedestrian crossing at uncontrolled locations (new signs and markings only)
					-	-	-	-	Bicycle track
Broadway / W Washington St (Eureka; Caltrans)	Signalized	451	14	Broadside (3), Rear End (3)	SI03	15%	0.85	50%	Improve signal timing (coordination, phases, red, yellow, or operation)
					SI01NT	40%	0.60	90%	Add intersection lighting (S.I.)
					SI07	30%	0.70	90%	Convert signal to mast arm (from pedestal-mounted)
H St / Henderson St (Eureka)	Signalized	424	12	Broadside (9)	SI03	15%	0.85	50%	Improve signal timing (coordination, phases, red, yellow, or operation)
					SI01NT	40%	0.60	90%	Add intersection lighting (S.I.)

Table 6.4 Recommended Countermeasures: Priority Intersections

Intersection (Jurisdiction)	Control	Relative Severity (EPDO)	Total Crashes	Top Type of Collision	Countermeasure Number	CRF	CMF	HSIP Funding Eligibility	Recommended Countermeasures
US 101 SB Off Ramp / Singley Rd (Unincorporated; Caltrans)	Unsignalized	395	5	Broadside (4)	NS08	15%	0.85	90%	Install/upgrade larger or additional stop signs or other intersection warning/regulatory signs
					NS11	30%	0.70	90%	Install flashing beacons as advance warning (NS.I.)
					NS12	20%	0.80	90%	Install transverse rumble strips on approaches
G St / Samoa Blvd (Arcata)	Signalized	337	29	Broadside (8)	SI03	G	0.85	50%	Improve signal timing (coordination, phases, red, yellow, or operation)
					SI06	30%	0.70	90%	Provide protected left turn phase (left turn lane already exists)
H St / Harris St (Eureka)	Signalized	323	15	Broadside (12)	SI03	15%	0.85	50%	Improve signal timing (coordination, phases, red, yellow, or operation)
					SI01NT	40%	0.60	90%	Add intersection lighting (S.I.)
5th St / H St (Eureka; Caltrans)	Signalized	277	9	Broadside (4)	SI01NT	40%	0.60	90%	Add intersection lighting (S.I.)
					SI03	15%	0.85	50%	Improve signal timing (coordination, phases, red, yellow, or operation)
4th St / H St (Eureka; Caltrans)	Signalized	262	4	Sideswipe (2), Veh/Ped (2)	SI01NT	40%	0.60	90%	Add intersection lighting (S.I.)

Table 6.4 (Continued) Recommended Countermeasures: Priority Intersections

Segment (Jurisdiction)	Relative Severity (EPDO)	Total Crashes	Top Type of Collision	Countermeasure Number	CRF	CMF	HSIP Funding Eligibility	Recommended Countermeasures
Broadway St, W Hawthorne St to Vigo St (Eureka; Caltrans)	1088	24	Rear End (10)	-	-	-	-	Parking study
				-	-	-	-	Speed study
				R26	30%	0.70	90%	Install dynamic/variable speed warning signs
SR 96, 0.6 mi s/o Bull Creek to Mill Creek Rd (Unincorporated; Caltrans)	1071	42	Hit Object (28)	R25	30%	0.70	90%	Install curve advance warning signs (flashing beacon)
				-	-	-	-	Limit trucks along roadway
	1071	42	Hit Object (28)	-	-	-	-	Speed study
				R31	15%	0.85	90%	Install edgeline rumble strips/stripes
				R26	30%	0.70	90%	Install dynamic/variable speed warning signs
				R27	15%	0.85	90%	Install delineators, reflectors and/or object markers
SR 299, 1.1 mi e/o Cedar Creek Rd to 200 ft e/o Willow Creek Rd (Unincorporated; Caltrans)	912	32	Hit Object (16)	-	-	-	-	Sign audit
				R22	15%	0.85	90%	Install/Upgrade signs with new fluorescent sheeting (regulatory or warning)
				R27	15%	0.85	90%	Install delineators, reflectors and/or object markers
				R26	30%	0.70	90%	Install dynamic/variable speed warning signs
US 101, L P Mill Rd to Kane Rd (Unincorporated; Caltrans)	899	73	Hit Object (56)	R31	15%	0.85	90%	Install edgeline rumble strips/stripes
				R27	15%	0.85	90%	Install delineators, reflectors and/or object markers
				-	-	-	-	Sign audit
SR 299, New 3 Creeks Rd to M and W Ranch Rd (Unincorporated; Caltrans)	899	63	Hit Object (38)	R31	15%	0.85	90%	Install edgeline rumble strips/stripes
				R27	15%	0.85	90%	Install delineators, reflectors and/or object markers
				R26	30%	0.70	90%	Install dynamic/variable speed warning signs

Table 6.5 Recommended Countermeasures: Priority Segments

Segment (Jurisdiction)	Relative Severity (EPDO)	Total Crashes	Top Type of Collision	Countermeasure Number	CRF	CMF	HSIP Funding Eligibility	Recommended Countermeasures
SR 255 Bridge, 100 ft e/o Vance Ave to Startare Dr (Eureka; Caltrans)	890	30	Hit Object (11)	R27	15%	0.85	90%	Install delineators, reflectors and/or object markers
				R26	30%	0.70	90%	Install dynamic/variable speed warning signs
				R01NT	35%	0.65	90%	Add segment lighting
US 101, Redwood Trails Cir to Old State Hwy (Unincorporated; Caltrans)	859	24	Hit Object (11)	R39AL	80%	0.20	90%	Install animal fencing
				R31	15%	0.85	90%	Install edgeline rumble strips/stripes
				R26	30%	0.70	90%	Install dynamic/variable speed warning signs
					15%	0.85	90%	Install delineators, reflectors and/or object markers
US 101, 1.6 mile s/o Humboldt/ Del Norte County Border to 600 feet s/o border (Unincorporated; Caltrans)	755	19	Hit Object (11)	R26	30%	0.7	90%	Install dynamic/variable speed warning signs
				R27	15%	0.85	90%	Install delineators, reflectors and/or object markers
				R25	30%	0.7	90%	Install curve advance warning signs (flashing beacon)
US 101, Hidden Creek Rd to SR 299 (Arcata; Caltrans)	753	47	Hit Object (28)	R39AL	80%	0.20	90%	Install animal fencing
				R01NT	35%	0.65	90%	Add segment lighting
				R26	30%	0.70	90%	Install dynamic/variable speed warning signs
				R31	15%	0.85	90%	Install edgeline rumble strips/stripes
US 101, 0.6 mi n/o Lake Benbow Dr to US 101 Redwood Dr Off Ramp (Unincorporated; Caltrans)	736	25	Hit Object (12)	R39AL	80%	0.20	90%	Install animal fencing
				R25	30%	0.70	90%	Install curve advance warning signs (flashing beacon)
					30%	0.70	90%	Install dynamic/variable speed warning signs

Table 6.5 (Continued) Recommended Countermeasures: Priority Segments

6.3 Goals, Strategies, & Actions

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 recommendations listed here are organized into a three-tier structure of Goals, Strategies, 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 strategies that outline how it will be achieved. These strategies 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 strategy is supported by specific actions that outline practical, measurable steps. Responsible parties and time periods are noted for each action, with Short-term, Medium-term, and Long-term intended to refer to the timeframe after HCAOG has developed sufficient capacity to implement the plan. Activities involved in the process of developing that capacity, as well as crucial tasks that can be initiated within current capacity, are noted as *Immediate*.

Across all three tiers, the goals, strategies, 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 5 years. See Appendix A for detailed methodology.)
2. Equity score (The Equity Score will be updated every 5 years. See Appendix B for detailed methodology.)

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

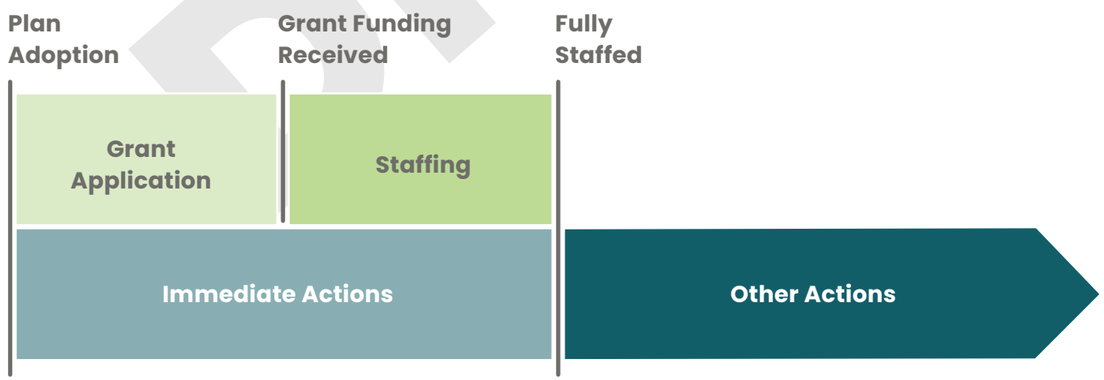


Figure 6.1 Phasing Strategy

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Goal 1: Establishing a Framework for Action

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

Strategy 1.1 Capacity Building

Create a foundation for success with the following strategies and actions by developing sufficient capacity within HCAOG to administer a Vision Zero program.

Strategy 1.2 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.

Why it Matters

A substantial portion of Humboldt County's High-Injury Network runs through Caltrans right-of-way, including US-101, 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 overlooked 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 strategy positions HCAOG and member agencies to proactively use these mechanisms.

Process & Funding

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 Interagency Working Group (IWG) referenced in the Actions table.

HCAOG should meet with the Caltrans District 1 Regional Transportation Liaison and Complete Streets Coordinator within the first year to discuss all Vision Zero-related requests for data, permits, or project coordination.

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.

STRATEGY 1.1 CAPACITY BUILDING				
	Action	**Lead**	**Partners**	**Target Timeframe**
1.1a	Apply for grant funding to support administration of the Vision Zero program.	HCAOG	Caltrans District 1, Member Jurisdictions	Immediate
1.1b	Use grant funding to hire or contract new staff support for Vision Zero program management.	HCAOG	Caltrans District 1, Member Jurisdictions	Immediate (after securing grant funding)
1.1c	Assist jurisdictions with establishing and improving quality of baseline data for Vision Zero metrics.	HCAOG	Caltrans District 1, Member Jurisdictions, City/County Public Works, OTS, CTC	Long-term

Table 6.6 Strategy 1.1 Capacity Building

STRATEGY 1.2 STATE HIGHWAY COORDINATION				
	Action	**Lead**	**Partners**	**Target Timeframe**
1.2a	Include Caltrans District 1 as a standing participant in the Vision Zero Interagency Working Group (IWG) described in task 1.3a below.	HCAOG	Caltrans District 1, All Member Jurisdictions	Immediate
1.2b	Meet with the Regional Transportation Liaison and Complete Streets Coordinator to establish processes for Vision Zero-related requests, data sharing, and project coordination.	HCAOG	Caltrans District 1	Immediate
1.2c	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.	HCAOG, Caltrans District 1	City/County Public Works, OTS	Immediate
1.2d	Pursue joint funding applications (HSIP, SHOPP Collision Reduction, and SS4A) for state-local partnership projects on HIN segments within Caltrans ROW.	HCAOG	Caltrans District 1, City/County Public Works, CTC	Short-term
1.2e	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.	HCAOG	Member Jurisdictions, Caltrans District 1	Short-term
1.2f	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 and assisting jurisdictions where needed.	Member Jurisdictions (City/County Public Works)	Caltrans District 1, HCAOG	Medium-term
1.2g	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.	Caltrans District 1	Member Jurisdictions, HCAOG, Law Enforcement	Medium-term

Table 6.7 Strategy 1.2 State Highway Coordination

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.

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.

Key Funding Sources

- Highway Safety Improvement Program (HSIP): 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

Primary

- PM-1A: Caltrans District 1 participation in IWG

Secondary

- PM-1B: Protocols established during meeting with Regional Transportation Liaison and Complete Streets Coordinator
- PM-1C: State highway HIN segments incorporated into shared HCAOG/Caltrans collision data review
- PM-1D: Number of locally-initiated safety retrofits within state ROW successfully permitted annually
- PM-1E: Number of joint HSIP/SHOPP/SS4A funding applications submitted per funding cycle
- PM-1F: Number of DP-37 Complete Streets exceptions documented and subject to local agency comment

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

Strategy 1.3 Local Jurisdiction Coordination

Establish a formal, ongoing coordination framework between HCAOG and all member jurisdictions, as well as Tribal governments and the Humboldt Transit Authority 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.

Why it Matters

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 strategy 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 (IWG) should meet quarterly, with a standing agenda covering crash data trends, fatal crash review, 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 Vision Zero IWG. The working group is the primary vehicle for implementing coordination projects in this strategy.

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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.

The process of ranking should begin with the Equivalent Property Damage Only (EPDO) values identified for road segments and intersections as part of the HIN analysis process. Additional prioritization factors may be incorporated to reflect equity considerations and community support. Because lower Equity Scores (ES) indicate greater social vulnerability, the equity term is inverted so that more vulnerable communities receive higher priority. Petition signers (PS) may also be included as a measure of community interest. A potential equation may look like this:

Ranking Score = (EPDO/1000) + (1 - ES) + (PS/100)

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 and using existing tools such as ArcGIS. 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.

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.

STRATEGY 1.3 LOCAL JURISDICTION COORDINATION				
	Action	**Lead**	**Partners**	**Target Timeframe**
1.3a	Establish a Vision Zero Interagency Working Group (IWG) under HCAOG with standing representation from each member jurisdiction, meeting at minimum quarterly . This may be an offshoot of the existing TAC, or may follow a process similar to the creation of the Greater Eureka Traffic Safety Task Force.	HCAOG	City/County Public Works, Tribal liaisons, HTA, Humboldt County Public Works, Humboldt County Planning, Caltrans District 1	Immediate
1.3b	Develop a standardized annual check-in process, within the TAC framework, between HCAOG and each member jurisdiction to document current safety priorities, capital project schedules, and funding availability.	HCAOG & TAC	All Member Jurisdictions	Immediate
1.3c	Within the IWG, establish a protocol for crash data sourcing and analysis so that all member jurisdictions work from a common data foundation.	HCAOG	CHP, OTS, Member Jurisdictions, Caltrans District 1, Tribal liaisons, HTA	Immediate
1.3d	Require that all locally-initiated safety projects receiving HCAOG-programmed funding demonstrate alignment with regional Vision Zero principles.	HCAOG	All Member Jurisdictions	Immediate
1.3e	Report annually to the HCAOG Board of Directors on Vision Zero progress across all member jurisdictions.	HCAOG	All Member Jurisdictions, OTS, Caltrans District 1	Immediate
1.3f	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.	HCAOG	Caltrans District 1, OTS, Smaller City Public Works Depts.	Short-term
1.3g	Coordinate local capital improvement program (CIP) annual updates with HCAOG's RTIP update cycle to identify upcoming projects as Vision Zero improvement opportunities.	HCAOG	City/County Public Works	Short-term
1.3h	Establish a protocol for cross-jurisdictional safety projects, including lead agency designation and shared cost and maintenance agreements.	HCAOG	Relevant Member Jurisdictions, Caltrans District 1, Tribal liaisons, HTA	Short-term
1.3i	Develop a process for creating a countywide safety project pipeline, ranking Vision Zero-aligned projects as noted below and listing by jurisdiction, priority, and funding status.	HCAOG & TAC	All Member Jurisdictions, Caltrans District 1, Tribal liaisons, HTA	Medium-term

Table 6.8 Strategy 1.3 Local Jurisdiction Coordination

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 (see Appendix J) completed by project sponsors at time of funding nomination.

Performance Measures

Primary

- PM-1G: Vision Zero IWG established

Secondary

- PM-1H: Number of member jurisdictions completing annual HCAOG check-in
- PM-1I: Countywide safety project pipeline established and updated at least annually
- PM-1J: Number of jurisdictions receiving technical assistance from HCAOG
- PM-1K: Shared crash data procedures implemented by member jurisdictions
- PM-1L: Percentage of HCAOG-programmed projects with documented Vision Zero alignment
- PM-1M: Number of cross-jurisdictional safety projects advanced
- PM-1N: Annual Board report produced and presented

Notes

- HCAOG's coordination role under this strategy 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 IWG.





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Goal 2: Safe Roads

Strategy 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.

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.

STRATEGY 2.1 COMPLETE STREETS IMPLEMENTATION				
	Action	**Lead**	**Partners**	**Target Timeframe**
2.1a	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.	HCAOG	Member Jurisdictions, Caltrans District 1 Complete Streets Coordinator	Medium-term
2.1b	Identify appropriate roads for curb extensions, median refuges, and other Complete Streets Engineering tools*, then aid in design and implementation.	City/County Public Works	HCAOG, Caltrans District 1, HTA	Medium-term
2.1c	Identify and address missing and inadequate crosswalks, utilizing high-visibility markings and enhanced crossings where needed and implementing best practices for signalization.	City/County Public Works	HCAOG, Caltrans District 1	Medium-term
2.1d	Identify appropriate roads, particularly in the HIN, to implement road diets and lane narrowing, reducing vehicle speeds and reallocating space for all road users.	HCAOG	Caltrans District 1, City/County Public Works, California Transportation Commission	Long-term
2.1e	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.	City Public Works Departments	Caltrans District 1, HCAOG, local planning departments, HTA, local businesses	Long-term

Table 6.9 Strategy 2.1 Complete Streets Implementation

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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 9: 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

Primary

- PM-2A: Reduction in fatal and serious injury crashes within 5 years of implementation
- PM-2B: Reduction in pedestrian and bicycle-involved collisions on treated corridors

Secondary

- PM-2C: Reduced vehicle operating speeds on road diet and lane-narrowed corridors
- PM-2D: Target 100% Complete Streets element inclusion in evaluated resurfacing and reconstruction projects, with exclusions documented per DP-37
- PM-2E: Number of Complete Streets projects successfully programmed into RTIP/FTIP/STIP/local CIPs annually



Figure 6.2 Complete Street Illustrative Example

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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.

COMPLETE STREETS ENGINEERING TOOLBOX		
Tool	**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
Two-way conversion	Streets with high speeds, bus routes, double-jeopardy pedestrian crossings	Many one-way couplets were historically two-way and altered to maximize throughput
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

Table 6.10 Complete Streets Engineering Toolbox

Strategy 2.2 Pedestrian Network

Work with local agencies to establish a countywide 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.

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 Strategy 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. Smaller jurisdictions without recent ADA Transition Plan updates should be flagged for HCAOG technical assistance support.

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.

STRATEGY 2.2 PEDESTRIAN NETWORK				
	Action	**Lead**	**Partners**	**Target Timeframe**
2.2a	Develop a prioritized pedestrian safety improvement strategy with agency partners, identifying specific projects for design, funding, and implementation in high-injury areas.	HCAOG	City/County Public Works, Caltrans District 1, OTS	Immediate
2.2b	Establish a countywide pedestrian network gap analysis using SWITRS crash data, HCAOG's Level of Traffic Stress Analysis tool, and field inventory to identify sidewalk gaps, missing crosswalks, inadequate lighting, and ADA deficiencies on HIN corridors.	HCAOG	City/County Public Works, Caltrans District 1, Tribal Governments	Short-term
2.2c	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.	HCAOG	Local community organizations, Senior centers, Tribal liaisons	Medium-term
2.2d	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.	HCAOG	Local community organizations, Senior centers, Tribal liaisons	Medium-term

Table 6.11 Strategy 2.2 Pedestrian Network

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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 Community Education Campaign Plan's community engagement structure provides a pathway to recruiting walk audit participants from these groups.

Key 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

Primary

- PM-2F: Reduction in pedestrian-involved crash rates within the HIN.
- PM-2G: Reduction in pedestrian-involved crash rates on treated corridors

Secondary

- PM-2H: Countywide pedestrian gap analysis completed, with deficiency inventory and prioritized project list delivered to all member jurisdictions
- PM-2I: Number of walk audits conducted annually, by jurisdiction
- PM-2J: Number of sidewalk gap segments closed on HIN corridors
- PM-2K: Number of crosswalks upgraded to high-visibility markings on HIN corridors
- PM-2L: Number of ADA curb ramps installed or upgraded on priority corridors
- PM-2M: Number of pedestrian-scale lighting gaps addressed at high-crash nighttime locations
- PM-2N: Percentage of priority pedestrian projects successfully programmed into RTIP/FTIP or local CIPs
- PM-2O: 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 Strategy 1.2 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 Community Education 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.

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Strategy 2.3 Bicycle Connectivity

Work with local agencies to establish a countywide 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.

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.

STRATEGY 2.3 BICYCLE CONNECTIVITY				
	Action	**Lead**	**Partners**	**Target Timeframe**
2.3a	Expanding on the existing LTS for the Greater Humboldt Bay Area, 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.	HCAOG	City/County Public Works, Caltrans District 1, Tribal Governments	Short-term
2.3b	Design and implement low-stress bicycle facility improvements on priority corridors, selecting treatments based on road classification, operating speed, and available right-of-way.	City/County Public Works; Caltrans District 1 (state routes)	HCAOG (prioritization, funding), Tribal Governments	Long-term
2.3c	Inventory and classify all multi-use trail crossings of public roads, and implement appropriate crossing treatments based on vehicle speed, volume, and crash history.	City/County Public Works; Caltrans District 1	HCAOG, Law Enforcement	Long-term

Table 6.12 Strategy 2.3 Bicycle Connectivity

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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.

Key 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

Primary

- PM-2P: Reduction in bicycle-involved crash rates within the HIN.
- PM-2Q: Reduction in bicycle-involved collision rates on designated low-stress corridors

Secondary

- PM-2R: Countywide LTS gap analysis completed, with low-stress connectivity scores for each member jurisdiction
- PM-2S: Number and length of low-stress corridor segments constructed or upgraded annually
- PM-2T: Percentage of residents countywide within 0.25 miles of an LTS 1–2 route
- PM-2U: Number of trail crossings inventoried and treated
- PM-2V: Driver yielding compliance at treated crossings
- PM-2W: Reduction in operating speeds on bike boulevard corridors
- PM-2X: 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.

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Strategy 2.4 Intersection Safety

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

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 strategy range from near-term operational adjustments to longer-term capital investments.

Process & Funding

Crosswalk Identification And Prioritization
HCAOG should conduct a countywide crosswalk inventory, 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 Strategy 1.2 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.

STRATEGY 2.4 INTERSECTION SAFETY				
	Action	**Lead**	**Partners**	**Target Timeframe**
2.4a	Identify and address missing and inadequate crosswalks at HIN intersections , installing high-visibility markings and enhanced crossing treatments as prioritized by crash data.	HCAOG; City/County Public Works	Caltrans District 1, OTS	Short-term
2.4b	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).	City/County Public Works	HCAOG, Caltrans District 1	Short-term
2.4c	Evaluate and implement right-turn-on-red (RTOR) restrictions at high-priority intersections with documented pedestrian and bicycle conflicts.	City/County Public Works; Caltrans District 1	HCAOG, Law Enforcement	Medium-term
2.4d	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.	City Police Depts.; CHP	HCAOG, City/County Public Works, Courts	Medium-term
2.4e	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.	City/County Public Works; Caltrans District 1	HCAOG	Long-term

Table 6.13 Strategy 2.4 Intersection Safety

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.

Key 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



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Performance Measures

Primary

- PM-2Y: Reduction in collisions at intersections
- PM-2Z: Reduction in pedestrian- and bicycle-involved crashes at treated intersections (before/after, SWITRS baseline)

Secondary

- PM-2AA: Number of HIN intersections with inadequate or missing crosswalks identified for upgrade
- PM-2AB: Number of crosswalk upgrades to high-visibility markings completed annually on HIN corridors
- PM-2AC: Number of signalized intersections where LPIs and pedestrian signal recall have been implemented
- PM-2AD: Number of intersections where RTOR restrictions have been evaluated and implemented
- PM-2AE: Number of red light camera programs operational and number of intersections monitored
- PM-2AF: Number of roundabout conversions completed or in design/ construction

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 Strategy 1.2 applies.
- **Intersection safety education:** The Community Education 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 strategy's performance measures.

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Strategy 2.5 Infrastructure Operations and 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.

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.

The Local Road Safety Plans (LRSP) and Pavement Management Systems (PMS) for HCAOG member jurisdictions provide the data foundation for this strategy. 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.

STRATEGY 2.5 INFRASTRUCTURE OPERATIONS AND MAINTENANCE				
	Action	**Lead**	**Partners**	**Target Timeframe**
2.5a	Assist member agencies as needed to establish consistent maintenance schedules and standards among agencies, ensuring continuity of treatments that prioritize safety outcomes.	HCAOG &TAC	City/County Public Works, Caltrans District 1, Tribal governments	Immediate
2.5b	Implement a systematic safety-critical signage audit program, covering regulatory, warning, and wayfinding signs across all jurisdictions.	City/County Public Works	HCAOG, Caltrans District 1, Tribal governments	Short-term
2.5c	Establish a pavement condition and markings refresh program on HIN corridors, prioritizing faded lane lines, crosswalk markings, and bike lane markings.	City/County Public Works	HCAOG, Tribal governments	Medium-term
2.5d	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.	City/County Public Works	HCAOG, Tribal governments	Medium-term
2.5e	Assess the condition of shoulders and ADA-accessible infrastructure on key corridors, prioritizing rural roads and routes connecting Tribal communities, schools, and transit stops.	City/County Public Works; Caltrans District 1	HCAOG, Tribal Governments	Medium-term

Table 6.14 Strategy 2.5 Infrastructure Operations and Maintenance

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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 Strategy 1.3 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.

Key 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

Primary

- PM-2AG: Reduction in collisions that can be attributed to infrastructure operations and maintenance

Secondary

- PM-2AH: Number of jurisdictions with a documented, safety-outcome-based maintenance schedule
- PM-2AI: Percentage of HIN corridor signage meeting CA MUTCD 2026 compliance standards
- PM-2AJ: Lane-miles of pavement markings refreshed annually on HIN corridors and key pedestrian/bicycle routes
- PM-2AK: Number of lighting gaps identified and addressed at high-crash and high-pedestrian locations
- PM-2AL: Number of rural shoulder and ADA deficiencies inventoried and programmed for correction
- PM-2AM: Percentage of scheduled resurfacing projects on HIN corridors that include marking upgrades

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 Strategy 1.2 should be used to streamline this.

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Goal 3: Safe Roads Users

Strategy 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.

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.

STRATEGY 3.1 EDUCATION CAMPAIGN				
	Action	**Lead**	**Partners**	**Target Timeframe**
3.1a	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.	HCAOG	City PIOs, Humboldt Transit Authority, Community nonprofits	Immediate
3.1b	Implement culturally responsive safe road use campaigns focused on speed management, distraction avoidance, and road user rights and responsibilities, delivered through local media channels and community events.	HCAOG	City PIOs, Community nonprofits, local media channels	Short-term
3.1c	Develop and deliver targeted, data-driven education on DUI and impaired driving prevention and safe travel during inclement weather.	HCAOG, Law Enforcement Agencies	Humboldt County Public Health, OTS, Local healthcare providers	Short-term
3.1d	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.	HCAOG	School Districts, Safe Routes to School program, PE teachers, City/County Public Works	Short-term
3.1e	Train Public Information Officers (PIOs) across all member jurisdictions on campaign branding, messaging language, media toolkit use, and consistent application of Vision Zero framing.	HCAOG	City PIOs, CHP	Medium-term
3.1f	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.	HCAOG	Community nonprofits, Tribal community liaisons, Senior centers, Disability advocates	Medium-term

Table 6.15 Strategy 3.1 Education Campaign

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Three-year campaign structure
The Community Education Campaign Plan developed as part of this project outlines a phased, three-year campaign structure:

- Year 1- 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 - 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 - 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.

Key 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

Performance Measures

Primary

- PM-3A: Reduction in speed, impairment, and distraction-related crashes on HIN corridors over the campaign period, tracked against SWITRS baseline

Secondary

- PM-3B: Campaign branding package and press toolkit completed and distributed to all member jurisdiction PIOs
- PM-3C: Number of PIOs trained on Vision Zero messaging and media toolkit use
- PM-3D: Number of community events, pop-up demonstrations, and school presentations conducted annually
- PM-3E: Number of community champions recruited, trained, and active
- PM-3F: Number of schools participating in SRTS education activities and Bike Rodeo events annually

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.
- Additional details on education campaign are provided in Section 4.3 and Appendix F.

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Goal 4: Safe Speeds

Strategy 4.1 Speed Limit Setting and Management

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

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.

STRATEGY 4.1 SPEED LIMIT SETTING AND MANAGEMENT				
	Action	**Lead**	**Partners**	**Target Timeframe**
4.1a	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.	HCAOG	City/County Public Works, Law Enforcement Agencies	Immediate
4.1b	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.	City/County Public Works	HCAOG, Caltrans District 1	Short-term
4.1c	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 corridors, and high pedestrian and bicycle activity areas.	City/County Public Works; Local Jurisdictions	HCAOG, Caltrans District 1	Medium-term
4.1d	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.	City/County Public Works; Caltrans District 1	HCAOG, Local Jurisdictions	Long-term

Table 6.16 Strategy 4.1 Speed Limit Setting and Management

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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 Strategy 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.

Key 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

Primary

- PM-4A: Reduction in collisions that can be attributed to speeding

Secondary

- PM-4B: Number of speed limit reductions successfully implemented on local roads, by zone type
- PM-4C: Number of signalized intersections where pedestrian phase timing has been extended or cycle lengths reduced on HIN corridors
- PM-4D: Number and location of speed feedback signs deployed on HIN corridors and school zones
- PM-4E: Reduction in 85th percentile operating speeds on corridors where physical traffic calming has been implemented
- PM-4F: Number of traffic calming projects completed annually, by treatment type
- PM-4G: Number of subsequent E&TS evaluations conducted on corridors where physical calming has reduced operating speeds

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 strategy**. 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.

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Goal 5: Safe Vehicles

Strategy 5.1 Vehicle Safety and 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.

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.

STRATEGY 5.1 VEHICLE SAFETY AND MAINTENANCE STANDARDS				
	Action	**Lead**	**Partners**	**Target Timeframe**
5.1a	Evaluate, and, where appropriate, establish enhanced inspection requirements and enforcement for high-risk vehicle classes, including large commercial trucks, school buses, and transit vehicles operating on HIN corridors.	CHP	City/County Public Works, School Districts, Transit providers, HCAOG	Short-term
5.1b	Encourage public agency fleets to continue to meet defined safety and maintenance standards, with documented inspection schedules and clear accountability.	City/County Public Works; Transit providers	HCAOG, School Districts	Short-term
5.1c	Evaluate opportunities to 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.	HCAOG	Community nonprofits, Humboldt County DHHS, Local auto repair businesses, Community colleges	Medium-term
5.1d	Track and review fleet-involved crashes to inform continuous improvement.	HCAOG	CHP, City/County Police, City/County Public Works, Transit providers	Medium-term

Table 6.17 Strategy 5.1 Vehicle Safety And Maintenance Standards

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Process & Funding

Low-cost inspection and maintenance services
HCAOG should work with the IWG 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.

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 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.

Key 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



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Performance Measures

Primary

- PM-5A: Reduction in collisions that can be attributed to vehicle condition/ maintenance

Secondary

- PM-5B: Number of low-cost vehicle inspection or maintenance events held annually, and number of vehicles served
- PM-5C: Number of HIN corridors where CHP commercial vehicle enforcement activity has been coordinated using local crash data
- PM-5D: Number of fleet-involved crashes reviewed annually for mechanical contributing factors
- PM-5E: Percentage of school district and transit agency fleets in compliance with current state inspection requirements

Notes

- **CHP enforcement:** Commercial vehicle inspection enforcement is a CHP function. HCAOG's role under this strategy 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 as part of the community services action.

Strategy 5.2 Automated & Emerging Vehicle Technologies

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

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.

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STRATEGY 5.2 AUTOMATED & EMERGING VEHICLE TECHNOLOGIES				
	Action	**Lead**	**Partners**	**Target Timeframe**
5.2a	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.	HCAOG	Caltrans District 1, CHP, Member Jurisdictions	Immediate
5.2b	Advocate for the state to establish evidence-based safety expectations, operating guidelines, and data requirements for automated and emerging vehicle technologies operating on county roads.	HCAOG	Caltrans District 1, City/County Public Works, CHP	Immediate
5.2c	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.	HCAOG	City/County Public Works, School Districts, Transit providers	Medium-term
5.2d	Assess infrastructure readiness for emerging vehicle technologies, including signal communication systems, lane marking visibility standards, and lighting.	City/County Public Works; Caltrans District 1	HCAOG, Utilities, Technology vendors	Long-term

Table 6.18 Strategy 5.2 Automated & Emerging Vehicle Technologies

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 Strategy 2.5.

Key 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

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Performance Measures

Primary

- PM-5F: Reduction in speed-related crashes on corridors where ISA or speed management technology has been deployed
- PM-5G: Number of crashes involving AV or emerging vehicle technology

Secondary

- PM-5H: Number of public agency fleet vehicles equipped with ISA or equivalent speed management technology
- PM-5I: Number of school zones and HIN corridor locations where ISA-compatible speed feedback infrastructure has been deployed
- PM-5J: Number of AV or emerging vehicle technology operators sharing safety data with HCAOG or member jurisdictions
- PM-5K: Infrastructure readiness assessment completed with number of corridors assessed for lane marking visibility, signage consistency, and V2I compatibility
- PM-5L: 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 Strategy 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.

Strategy 5.3 Truck Operations, Routing, and 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.

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 are 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. 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).

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STRATEGY 5.3 TRUCK OPERATIONS, ROUTING, & SIZE MANAGEMENT				
	Action	**Lead**	**Partners**	**Target Timeframe**
5.3a	Establish a coordination mechanism with major freight generators and carriers to communicate route restrictions, HIN conflicts, and construction detours that affect truck routing countywide.	HCAOG	Caltrans District 1, City/ County Public Works, CHP, Port of Humboldt Bay, Timber/agricultural industry representatives	Immediate
5.3b	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	HCAOG, Caltrans District 1, CHP	Immediate
5.3c	Develop freight-specific guidance for high-conflict locations, including turning radius accommodations, loading zone placement, and driveway consolidation near pedestrian corridors and school zones.	City/County Public Works	HCAOG, Local businesses, School districts	Short-term
5.3d	Evaluate and update designated truck routes where feasible to minimize truck traffic on streets with high pedestrian, bicycle, and transit activity.	HCAOG	City/County Public Works, Caltrans District 1, CHP, Local businesses/freight operators	Medium-term
5.3e	Identify and remediate roadway segments where geometric conditions such as curve radius, lane width, and sight distance create elevated crash risk for large vehicles.	Caltrans District 1; City/County Public Works	HCAOG, CHP	Long-term

Table 6.19 Strategy 5.3 Truck Operations, Routing, And Size Management

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.

Key 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

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Performance Measures

Primary

- PM-5M: Reduction in large-vehicle-involved collisions
- PM-5N: Reduction in large-vehicle-involved crashes on corridors where routing or geometric improvements have been implemented

Secondary

- PM-5O: Number of designated truck route segments overlapping HIN and vulnerable user conflict maps
- PM-5P: Number of truck route modifications implemented to reduce conflicts on high-pedestrian/bicycle corridors
- PM-5Q: Number of roadway segments with KPRA or size/weight restrictions clearly documented, mapped, and communicated to freight operators
- PM-5R: Number of geometric deficiencies remediated on HIN-overlapping freight corridors
- PM-5S: Number of freight operators and generators participating in countywide coordination

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.

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Goal 6: Safe Post Crash Care

Strategy 6.1 Data-Driven Post-Crash Analysis

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

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 the IWG, including as needed transportation staff, law enforcement, and EMS. It should convene 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.

STRATEGY 6.1 DATA-DRIVEN POST-CRASH ANALYSIS				
	Action	**Lead**	**Partners**	**Target Timeframe**
6.1a	Develop and maintain crash data dashboards that track crash trends, injury severity, and response times across jurisdictions.	HCAOG	City/County Public Works, Caltrans District 1, Local EMS/ Fire	Immediate
6.1b	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.	HCAOG	Member Jurisdictions, Caltrans District 1, OTS	Immediate
6.1c	Engage the IWG in a crash analysis process for serious and fatal crashes, focused on identifying systemic factors and preventing repeat harm.	HCAOG	County Sheriff / City Police	Short-term
6.1d	Establish a data-sharing protocol between law enforcement, EMS, hospitals, and transportation agencies to enable more complete injury outcome tracking beyond what SWITRS captures.	HCAOG	CHP, Humboldt County Sheriff, City Police Depts., local hospitals, local EMS	Medium-term

Table 6.20 Strategy 6.1 Data-Driven Post-Crash Analysis

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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 through the IWG 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.

Key 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

Primary

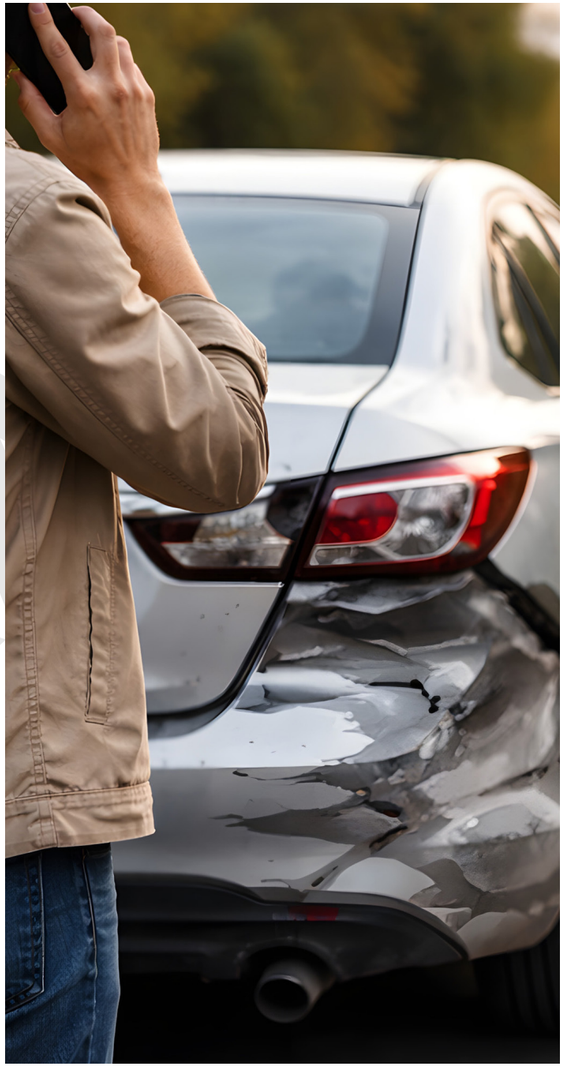
- PM-6A: Reduction in overall, repeat, fatal, and serious injury crashes

Secondary

- PM-6B: Countywide crash dashboard operational and accessible to all member jurisdictions
- PM-6C: Number of serious/fatal crashes reviewed through the IWG analysis process annually
- PM-6D: Incorporation of crash occurrences into 5-year HCAOG data updates
- PM-6E: Percentage of HIN locations reviewed annually for repeat crash patterns
- PM-6F: 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.
- 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.



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Strategy 6.2 Emergency Response Coordination

Improve coordination and effectiveness of post-crash response.

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.

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.

STRATEGY 6.2 EMERGENCY RESPONSE COORDINATION				
	Action	**Lead**	**Partners**	**Target Timeframe**
6.2a	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.	CHP, City/ County Police	Caltrans District 1, City/County Public Works, Local Fire/EMS	Immediate
6.2b	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.	Humboldt County OES / EMS	HCAOG, City/County Fire Depts., CHP, City Police, Caltrans District 1	Short-term
6.2c	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.	Humboldt County EMS / Humboldt County Sheriff	Local hospitals / trauma centers, Local Fire Depts., Air ambulance providers	Medium-term
6.2d	Coordinate joint training between transportation agencies, law enforcement, fire, and EMS to test and improve multi-agency crash response on HIN corridors.	Humboldt County OES	All response agencies, HCAOG	Medium-term

Table 6.21 Strategy 6.2 Emergency Response Coordination

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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. 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.

Key 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

Primary

- PM-6G: Reduction in secondary crashes at or near primary crash scenes on HIN corridors

Secondary

- PM-6H: Number of HIN corridors with documented, agency-endorsed traffic control protocols
- PM-6I: Average emergency response time to serious injury crashes on HIN corridors
- PM-6J: Percentage of serious/fatal crash scenes on HIN corridors where traffic control was implemented within a defined target time
- PM-6K: Number of agencies participating in the countywide crash response standards framework

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 Strategy 1.2 should be the mechanism for formalizing Caltrans' role.

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Goal 7: Safer Land Use

Strategy 7.1 Urban Planning and 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.

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.

STRATEGY 7.1 URBAN PLANNING & DESIGN				
	Action	**Lead**	**Partners**	**Target Timeframe**
7.1a	Establish minimum active transportation connectivity standards for new development as conditions of project approval.	City & County Planning Depts.	City/County Public Works, HCAOG	Short-term
7.1b	Advance Transportation Demand Management (TDM) strategies, including transit incentives, shared mobility, employer programs, and parking management, to reduce VMT on high-injury corridors.	HCAOG	Humboldt Transit Authority (HTA), City & County Planning Depts., Caltrans District 1, Employers & Institutions	Short-term
7.1c	Incorporate safety considerations into development review and site design, ensuring new and redeveloped properties provide safe access for all modes.	City & County Planning Depts.	City & County Public Works Depts., HCAOG	Medium-term
7.1d	Update General Plan Circulation Elements to reflect Complete Streets and Vision Zero priorities, consistent with AB 1358.	City & County Planning Depts.	HCAOG, Caltrans District 1	Medium-term
7.1e	Coordinate land use with roadway design to support compact, transit-oriented, mixed-use development.	HCAOG	Humboldt County Planning Dept., City Planning Depts., Governor's Office of Land Use and Climate Innovation (LCI)	Long-term

Table 6.22 Strategy 7.1 Urban Planning And Design

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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 IWG, 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 9 (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

Primary
- PM-7A: Areas rezoned or upzoned to support mixed-use and compact development near transit stops and HIN corridors
- PM-7B: Reduction in VMT per capita on HIN corridors over 5 years

Secondary
- PM-7C: Number of member jurisdictions with an updated Circulation Element compliant with AB 1358 and incorporating Vision Zero language
- PM-7D: Number of new development projects reviewed using a safety checklist or incorporating active transportation connectivity conditions of approval
- PM-7E: Number of minimum active transportation connectivity standards formally adopted by member jurisdictions
- PM-7F: Number of active TDM programs countywide and estimated vehicle trips reduced annually
- PM-7G: Percentage of new residential and commercial development within 0.25 miles of a transit stop or low-stress bicycle route

Notes
- 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.

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Chapter 07

Implementation & Monitoring

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Implementation of this Plan is organized into four phases, creating a clear pathway from **early coordination** and policy action to **transformative infrastructure investments** and lasting system change.

7.1 Implementation Program

Implementation of this Plan is organized in four phases, reflecting the different time frames required for coordination and policy work, infrastructure design and construction, and long-term system change. Running in parallel, the Community Education Campaign follows the three-year structure outlined in Chapter 4.

Immediately after adoption of the Plan, application for grant funding will be required to build the necessary capacity for accomplishing planning goals.

While grant applications and subsequent staffing are in progress, the foundations can be established for coordination and policy change. This includes establishing an interagency working group structure and state highway coordination protocol.

In the short term, with additional capacity secured, HCAOG can make progress on developing the countywide crash data dashboard, conducting gap analyses for pedestrian and bicycle networks to inform future investments, modifying signal timing and deploying LPIs, and other coordination, data, and planning actions that do not require capital funding.

In the mid-term, the focus shifts to implementing high-priority physical improvements identified through the gap analyses and HIN, priority pedestrian corridor improvements, and low-stress bicycle facility segments. 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 addresses larger-scale coordination initiatives and capital projects requiring substantial design and administrative commitment. It also emphasizes institutionalizing Vision Zero standards in future roadway maintenance and reconstruction efforts, leveraging upcoming Caltrans SHOPP projects to advance safety improvements as part of the project delivery pipeline.

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 strategy section to track whether the plan is achieving its goal.

All actions from the Goals, Strategies, & Actions section above are organized here by target timeframe to demonstrate the layers of the implementation process.

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Immediate						
Goal	Strategy	#	Action	Lead	Partners	Target Timeframe
1. Establishing a Framework for Action	1.1 Capacity Building	1.1a	Apply for grant funding to support administration of the Vision Zero program.	HCAOG	Caltrans District 1, Member Jurisdictions	Immediate
		1.1b	Use grant funding to hire or contract new staff support for Vision Zero program management.	HCAOG, Caltrans District 1	Caltrans District 1, Member Jurisdictions	Immediate (after securing grant funding)
	1.2 State Highway Coordination	1.2a	Include Caltrans District 1 as a standing participant in the Vision Zero Interagency Working Group (IWG) described in task 1.3a below.	HCAOG	Caltrans District 1, All Member Jurisdictions	Immediate
		1.2b	Meet with the Caltrans District 1 Regional Planning Liaison and Complete Streets Coordinator to establish processes for Vision Zero-related requests, data sharing, and project coordination.	HCAOG	Caltrans District 1	Immediate
		1.2c	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.	HCAOG, Caltrans District 1	City/County Public Works, OTS	Immediate
	1.3 Local Jurisdiction Coordination	1.3a	Establish a Vision Zero Interagency Working Group (IWG) under HCAOG with standing representation from each member jurisdiction, meeting at minimum quarterly. This may be an offshoot of the existing TAC, or may follow a process similar to the creation of the Greater Eureka Traffic Safety Task Force.	HCAOG	City/County Public Works, Tribal liaisons, HTA, Humboldt County Public Works, Humboldt County Planning, Caltrans District 1	Immediate
		1.3b	Develop a standardized annual check-in process, within the TAC framework, between HCAOG and each member jurisdiction to document current safety priorities, capital project schedules, and funding availability.	HCAOG & TAC	All Member Jurisdictions	Immediate
		1.3c	Within the IWG, establish a protocol for crash data sourcing and analysis so that all member jurisdictions work from a common data foundation.	HCAOG	CHP, OTS, Member Jurisdictions, Caltrans District 1, Tribal liaisons, HTA	Immediate
		1.3d	Require that all locally-initiated safety projects receiving HCAOG-programmed funding demonstrate alignment with regional Vision Zero principles.	HCAOG	All Member Jurisdictions	Immediate
		1.3e	Report annually to the HCAOG Board of Directors on Vision Zero progress across all member jurisdictions.	HCAOG	All Member Jurisdictions, OTS, Caltrans District 1	Immediate

Table 7.1 Immediate Implementation Program

Immediate						
Goal	Strategy	#	Action	Lead	Partners	Target Timeframe
2. Safe Roads	2.2 Pedestrian Network	2.2a	Develop a prioritized pedestrian safety improvement strategy with agency partners, identifying specific projects for design, funding, and implementation in high-injury areas.	HCAOG	City/County Public Works, Caltrans District 1, OTS	Immediate
	2.5 Infrastructure Operations & Maintenance	2.5a	Assist member agencies as needed to establish consistent maintenance schedules and standards among agencies, ensuring continuity of treatments that prioritize safety outcomes	HCAOG & TAC	City/County Public Works, Caltrans District 1, Tribal governments	Immediate
3: Safe Road Users	3.1 Education Campaign	3.1a	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.	HCAOG	City PIOs, Humboldt Transit Authority, Community nonprofits	Immediate
4: Safe Speeds	4.1 Speed Limit Setting & Management	4.1a	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.	HCAOG	City/County Public Works, Law Enforcement Agencies	Immediate
5: Safe Vehicles	5.2 Automated & Emerging Vehicle Technologies	5.2a	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.	HCAOG	Caltrans District 1, CHP, Member Jurisdictions	Immediate
		5.2b	Advocate for the state to establish evidence-based safety expectations, operating guidelines, and data requirements for automated and emerging vehicle technologies operating on county roads.	HCAOG	Caltrans District 1, City/County Public Works, CHP	Immediate
	5.3 Truck Operations, Routing, & Size Management	5.3a	Establish a coordination mechanism with major freight generators and carriers to communicate route restrictions, HIN conflicts, and construction detours that affect truck routing countywide.	HCAOG	Caltrans District 1, City/County Public Works, CHP, Port of Humboldt Bay, Timber/agricultural industry representatives	Immediate
		5.3b	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	HCAOG, Caltrans District 1, CHP	Immediate

Table 7.1 (Continued) Immediate Implementation Program

Immediate						
Goal	Strategy	#	Action	Lead	Partners	Target Timeframe
6. Safe Post Crash Care	6.1 Data-Driven Post-Crash Analysis	6.1a	Develop and maintain crash data dashboards that track crash trends, injury severity, and response times across jurisdictions.	HCAOG	City/County Public Works, Caltrans District 1, Local EMS/Fire	Immediate
		6.1b	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.	HCAOG	Member Jurisdictions, Caltrans District 1, OTS	Immediate
	6.2 Emergency Response Coordination	6.2a	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.	CHP, City/ County Police	Caltrans District 1, City/ County Public Works, Local Fire/EMS	Immediate

Table 7.1 (Continued) Immediate Implementation Program

Short-Term						
Goal	Strategy	#	Action	Lead	Partners	Target Timeframe
1. Establishing a Framework for Action	1.2 State Highway Coordination	1.2d	Pursue joint funding applications (HSIP, SHOPP Collision Reduction, and SS4A) for state-local partnership projects on HIN segments within Caltrans ROW.	HCAOG	Caltrans District 1, City/ County Public Works, CTC	Short-term
		1.2e	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.	HCAOG	Member Jurisdictions, Caltrans District 1	Short-term
	1.3 Local Jurisdiction Coordination	1.3f	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.	HCAOG	Caltrans District 1, OTS, Smaller City Public Works Depts.	Short-term
		1.3g	Coordinate local capital improvement program (CIP) annual updates with HCAOG's RTIP update cycle to identify upcoming projects as Vision Zero improvement opportunities.	HCAOG	City/County Public Works	Short-term
		1.3h	Establish a protocol for cross-jurisdictional safety projects, including lead agency designation and shared cost and maintenance agreements.	HCAOG	Relevant Member Jurisdictions), Caltrans District 1, Tribal liaisons, HTA	Short-term
2. Safe Roads	2.2 Pedestrian Network	2.2b	Establish a countywide pedestrian network gap analysis using SWITRS crash data, HCAOG's Level of Traffic Stress Analysis tool, and field inventory to identify sidewalk gaps, missing crosswalks, inadequate lighting, and ADA deficiencies on HIN corridors.	HCAOG	City/County Public Works, Caltrans District 1, Tribal Governments	Short-term
	2.3 Bicycle Connectivity	2.3a	Expanding on the existing LTS for the Greater Humboldt Bay Area, 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.	HCAOG	City/County Public Works, Caltrans District 1, Tribal Governments	Short-term
	2.4 Intersection Safety	2.4a	Identify and address missing and inadequate crosswalks at HIN intersections , installing high-visibility markings and enhanced crossing treatments as prioritized by crash data.	HCAOG; City/County Public Works	Caltrans District 1, OTS	Short-term
		2.4b	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).	City/County Public Works	HCAOG, Caltrans District 1	Short-term
	2.5 Infrastructure Operations & Maintenance	2.5b	Implement a systematic safety-critical signage audit program, covering regulatory, warning, and wayfinding signs across all jurisdictions.	County and local government public works	HCAOG, Caltrans District 1, Tribal governments	Short-term

Table 7.2 Short-Term Implementation Program

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Short-Term						
Goal	**Strategy**	**#**	**Action**	**Lead**	**Partners**	**Target Timeframe**
3. Safe Road Users	3.1 Education Campaign	3.1b	Implement culturally responsive safe road use campaigns focused on speed management, distraction avoidance, and road user rights and responsibilities, delivered through local media channels and community events.	HCAOG	City PIOs, Community nonprofits, local media channels	Short-term
		3.1c	Develop and deliver targeted, data-driven education on DUI and impaired driving prevention and safe travel during inclement weather.	HCAOG, Law Enforcement Agencies	Humboldt County Public Health, OTS, Local healthcare providers	Short-term
		3.1d	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.	HCAOG	School Districts, Safe Routes to School program, PE teachers, City/County Public Works	Short-term
4. Safe Speeds	4.1 Speed Limit Setting & Management	4.1b	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.	City/County Public Works	HCAOG, Caltrans District 1	Short-term
5 Safe Vehicles	5.1 Vehicle Safety & Maintenance Standards	5.1a	Evaluate, and, where appropriate, establish enhanced inspection requirements and enforcement for high-risk vehicle classes, including large commercial trucks, school buses, and transit vehicles operating on HIN corridors.	CHP	City/County Public Works, School Districts, Transit providers, HCAOG	Short-term
		5.1b	Encourage public agency fleets to continue to meet defined safety and maintenance standards, with documented inspection schedules and clear accountability.	City/County Public Works; Transit providers	HCAOG, School Districts	Short-term
	5.3 Truck Operations, Routing, & Size Management	5.3c	Evaluate opportunities to 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.	City/County Public Works	HCAOG, Local businesses, School districts	Short-term
6. Safe Post Crash Care	6.1 Data-Driven Post-Crash Analysis	6.1c	Engage the IWG in a crash analysis process for serious and fatal crashes, focused on identifying systemic factors and preventing repeat harm.	HCAOG	County Sheriff / City Police	Short-term
	6.2 Emergency Response Coordination	6.2b	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.	Humboldt County OES / EMS	HCAOG, City/County Fire Depts., CHP, City Police, Caltrans District 1	Short-term
7. Safer Land Use	7.1 Urban Planning & Design	7.1a	Establish minimum active transportation connectivity standards for new development as conditions of project approval.	City & County Planning Depts.	City/County Public Works, HCAOG	Short-term
		7.1b	Advance Transportation Demand Management (TDM) strategies, including transit incentives, shared mobility, employer programs, and parking management, to reduce VMT on high-injury corridors.	HCAOG	Humboldt Transit Authority (HTA), City & County Planning Depts., Caltrans District 1, Employers & Institutions	Short-term

Table 7.2 (Continued) Short-Term Implementation

Medium-Term						
Goal	**Strategy**	**#**	**Action**	**Lead**	**Partners**	**Target Timeframe**
1. Establishing a Framework for Action	1.2 State Highway Coordination	1.2f	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 and assisting jurisdictions where needed.	Member Jurisdictions (City/County Public Works)	Caltrans District 1, HCAOG	Medium-term
		1.2g	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.	Caltrans District 1	Member Jurisdictions, HCAOG, Law Enforcement	Medium-term
	1.3 Local Jurisdiction Coordination	1.3i	Develop a process for creating a countywide safety project pipeline, ranking Vision Zero-aligned projects as noted below and listing by jurisdiction, priority, and funding status.	HCAOG & TAC	All Member Jurisdictions, Caltrans District 1, Tribal liaisons, HTA	Medium-term
2. Safe Roads	2.1 Complete Streets Implementation	2.1a	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.	HCAOG	Member Jurisdictions, Caltrans District 1 Complete Streets Coordinator	Medium-term
		2.1b	Identify appropriate roads for curb extensions, median refuges, and other Complete Streets Engineering tools*, then aid in design and implementation.	City/County Public Works	HCAOG, Caltrans District 1, HTA	Medium-term
		2.1c	Identify and address missing and inadequate crosswalks, utilizing high-visibility markings and enhanced crossings where needed and implementing best practices for signalization.	City/County Public Works	HCAOG, Caltrans District 1	Medium-term
	2.2 Pedestrian Network	2.2c	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.	HCAOG	Local community organizations, Senior centers, Tribal liaisons	Medium-term
		2.2d	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.	HCAOG	Local community organizations, Senior centers, Tribal liaisons	Medium-term
	2.4 Intersection Safety	2.4c	Evaluate and implement right-turn-on-red (RTOR) restrictions at high-priority intersections with documented pedestrian and bicycle conflicts.	City/County Public Works; Caltrans District 1	HCAOG, Law Enforcement	Medium-term
		2.4d	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.	City Police Depts.; CHP	HCAOG, City/County Public Works, Courts	Medium-term

Table 7.3 Medium-Term Implementation Program

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Medium-Term						
Goal	**Strategy**	**#**	**Action**	**Lead**	**Partners**	**Target Timeframe**
2: Safe Roads	2.5 Infrastructure Operations & Maintenance	2.5c	Establish a pavement condition and markings refresh program on HIN corridors, prioritizing faded lane lines, crosswalk markings, and bike lane markings.	County and local government public works	HCAOG, Tribal governments	Medium-term
		2.5d	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.	County and local government public works	HCAOG, Tribal governments	Medium term
		2.5e	Assess the condition of shoulders and ADA-accessible infrastructure on key corridors, prioritizing rural roads and routes connecting Tribal communities, schools, and transit stops.	City/County Public Works; Caltrans District 1	HCAOG, Tribal Governments	Medium term
3: Safe Road Users	3.1 Education Campaign	3.1e	Train Public Information Officers (PIOs) across all member jurisdictions on campaign branding, messaging language, media toolkit use, and consistent application of Vision Zero framing.	HCAOG	City PIOs, CHP	Medium-term
		3.1f	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.	HCAOG	Community nonprofits, Tribal community liaisons, Senior centers, Disability advocates	Medium-term
4: Safe Speeds	4.1 Speed Limit Setting & Management	4.1c	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 corridors, and high pedestrian and bicycle activity areas.	City/County Public Works; Local Jurisdictions	HCAOG, Caltrans District 1	Medium-term
5: Safe Vehicles	5.1 Vehicle Safety & Maintenance Standards	5.1c	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.	HCAOG	Community nonprofits, Humboldt County DHHS, Local auto repair businesses, Community colleges	Medium-term
		5.1d	Track and review fleet-involved crashes to inform continuous improvement.	HCAOG	CHP, City/County Police, City/County Public Works, Transit providers	Medium-term
	5.2 Automated & Emergicing Vehicle Technologies	5.2c	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.	HCAOG	City/County Public Works, School Districts, Transit providers	Medium-term
	5.3 Truck Operations, Routing, & Size Management	5.3d	Evaluate and update designated truck routes where feasible to minimize truck traffic on streets with high pedestrian, bicycle, and transit activity.	HCAOG	City/County Public Works, Caltrans District 1, CHP, Local businesses/ freight operators	Medium-term

Table 7.3 (Continued) Medium-Term Implementation Program

Medium-Term						
Goal	**Strategy**	**#**	**Action**	**Lead**	**Partners**	**Target Timeframe**
6: Safe Post Crash Care	6.1 Data-Driven Post-Crash Analysis	6.1d	Establish a data-sharing protocol between law enforcement, EMS, hospitals, and transportation agencies to enable more complete injury outcome tracking beyond what SWITRS captures.	HCAOG	CHP, Humboldt County Sheriff, City Police Depts., local hospitals, local EMS	Medium-term
	6.2 Emergency Response Coordination	6.2c	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.	Humboldt County EMS / Humboldt County Sheriff	Local hospitals / trauma centers, Local Fire Depts., Air ambulance providers	Medium-term
		6.2d	Coordinate joint training between transportation agencies, law enforcement, fire, and EMS to test and improve multi-agency crash response on HIN corridors.	Humboldt County OES	All response agencies, HCAOG	Medium-term
7: Safer Land Use	7.1 Urban Planning & Design	7.1c	Incorporate safety considerations into development review and site design, ensuring new and redeveloped properties provide safe access for all modes.	City & County Planning Depts.	City/County Public Works, HCAOG	Medium-term
		7.1d	Update General Plan Circulation Elements to reflect Complete Streets and Vision Zero priorities, consistent with AB 1358.	City & County Planning Depts.	HCAOG, Caltrans District 1	Medium-term

Table 7.3 (Continued) Medium-Term Implementation Program

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Goal	Strategy	#	Action	Lead	Partners	Target Timeframe
			Long-Term			
1: Establishing a Framework for Action	1.1 Capacity Building	1.1c	Assist jurisdictions with establishing and improving quality of baseline data for Vision Zero metrics.	HCAOG, Caltrans District 1	Caltrans District 1, Member Jurisdictions, City/County Public Works, OTS, CTC	Long-term
2: Safe Roads	2.1 Complete Streets Implementation	2.1d	Identify appropriate roads, particularly in the HIN, to implement road diets and lane narrowing, reducing vehicle speeds and reallocating space for all road users.	HCAOG	Caltrans District 1, City/County Public Works, California Transportation Commission	Long-term
		2.1e	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.	City Public Works Departments	Caltrans District 1, HCAOG, local planning departments, HTA, local businesses	Long-term
	2.3 Bicycle Connectivity	2.3b	Design and implement low-stress bicycle facility improvements on priority corridors, selecting treatments based on road classification, operating speed, and available right-of-way.	City/County Public Works; Caltrans District 1 (state routes)	HCAOG (prioritization, funding), Tribal Governments	Long-term
		2.3c	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	HCAOG, Law Enforcement	Long-term
	2.4 Intersection Safety	2.4e	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.	City/County Public Works; Caltrans District 1	HCAOG	Long-term
4: Safe Speeds	4.1 Speed Limit Setting & Management	4.1d	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.	City/County Public Works; Caltrans District 1	HCAOG, Local Jurisdictions	Long-term

Table 7.4 Long-Term Implementation Program

Goal	Strategy	#	Action	Lead	Partners	Target Timeframe
			Long-Term			
5: Safe Vehicles	5.2 Automated & Emergicing Vehicle Technologies	5.2d	Assess infrastructure readiness for emerging vehicle technologies, including signal communication systems, lane marking visibility standards, and lighting.	City/County Public Works; Caltrans District 1	HCAOG, Utilities, Technology vendors	Long-term
	5.3 Truck Operations, Routing, & Size Management	5.3e	Identify and remediate roadway segments where geometric conditions such as curve radius, lane width, and sight distance create elevated crash risk for large vehicles.	Caltrans District 1; City/County Public Works	HCAOG, CHP	Long-term
7: Safer Land Use	7.1 Urban Planning & Design	7.1e	Coordinate land use with roadway design to support compact, transit-oriented, mixed-use development.	HCAOG	Humboldt County Planning Dept., City Planning Depts., Governor's Office of Land Use and Climate Innovation (LCI)	Long-term

Table 7.4 (Continued) Long-Term Implementation Program

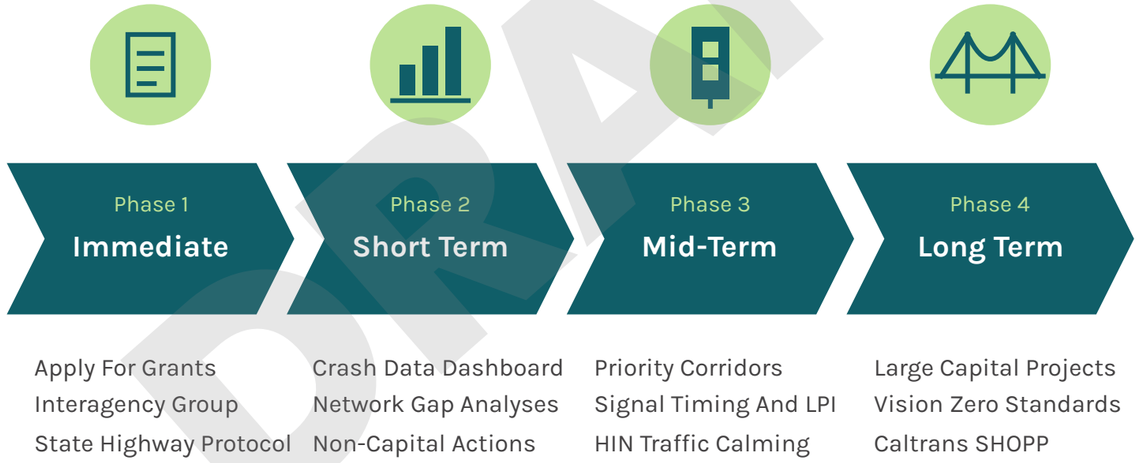


Figure 7.1 Four Phases of Implementation

7.2 Roles and 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 Education 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 The Coalition for Responsible Transportation Priorities (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 police departments, and the Humbolt County Sheriff's Office, participate in enforcement actions as defined in the Plan: directed patrol, citation activity, and enforcement mobilizations coordinated with OTS calendar windows.

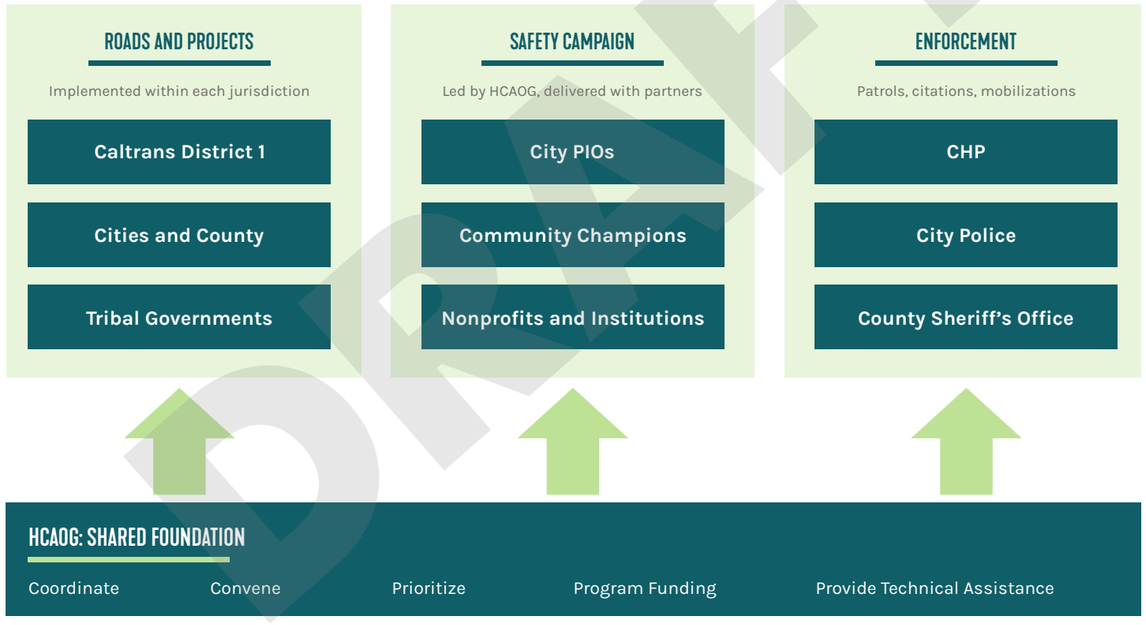


Figure 7.2 Collaborative Implementation Process

7.3 Monitoring and Evaluation

Progress on this Plan will be tracked through two complementary mechanisms. The first is the countywide crash data dashboard established under Strategy 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, regularly updated 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 strategy are defined in the corresponding strategy sections of this Plan. HCAOG's technical assistance in establishing baseline data for jurisdictions will build the necessary conditions for ongoing tracking.

Primary performance measures are defined as reductions in serious crashses related to each strategy, and they are the critical measures that should be tracked and reported on by HCAOG.

A range of additional secondary measures are included where feasible to track, with intermediary indicators such as lane-miles of crosswalk markings upgraded, number of trail crossings treated, number of community events held, and reductions in operating speeds following traffic calming implementation.

The Plan's equity commitments are reflected in a set of metrics measuring the gap in safety improvement access between low-income and rural census tracts and the county average.

7.4 Next Steps

Upon the adoption of this Plan, the priority should be applying for grant funding to build the capacity to make the Plan possible.

Concurrently, as available staff time allows, HCAOG can begin the Immediate Timeframe tasks. Foundational to the process is the establishment of the Vision Zero IWG, whether standalone or as part of the existing TAC. Integrating new procedures into the HCAOG and agency workflows can also begin, including coordination processes with Caltrans and member jurisdictions.

Beginning to develop baseline of standardized data for tracking will also lay the groundwork for future actions, while reporting to the HCAOG Board establishes an ongoing mechanism for accountability.

In parallel, the Education Campaign should begin its initial 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.

With this campaign building community buy-in and coordination and data sharing procedures underway, a strong foundation will be laid for accomplishing the more ambitious actions that fundamentally change business as usual in Humboldt County and make progress towards Vision Zero.

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