

Vision Zero Action Plan

— Humboldt County —



PROJECT TASK FORCE + AGENCY MEETING

Analysis Update + Preliminary Recommendations

JULY 21, 2026



SMITHGROUP





TODAY'S AGENDA

1

ANALYSIS + ENGAGEMENT UPDATE

2

COUNTERMEASURES, STRATEGIES, & POLICIES

3

SAFETY CAMPAIGN PLAN + DATA DASHBOARD

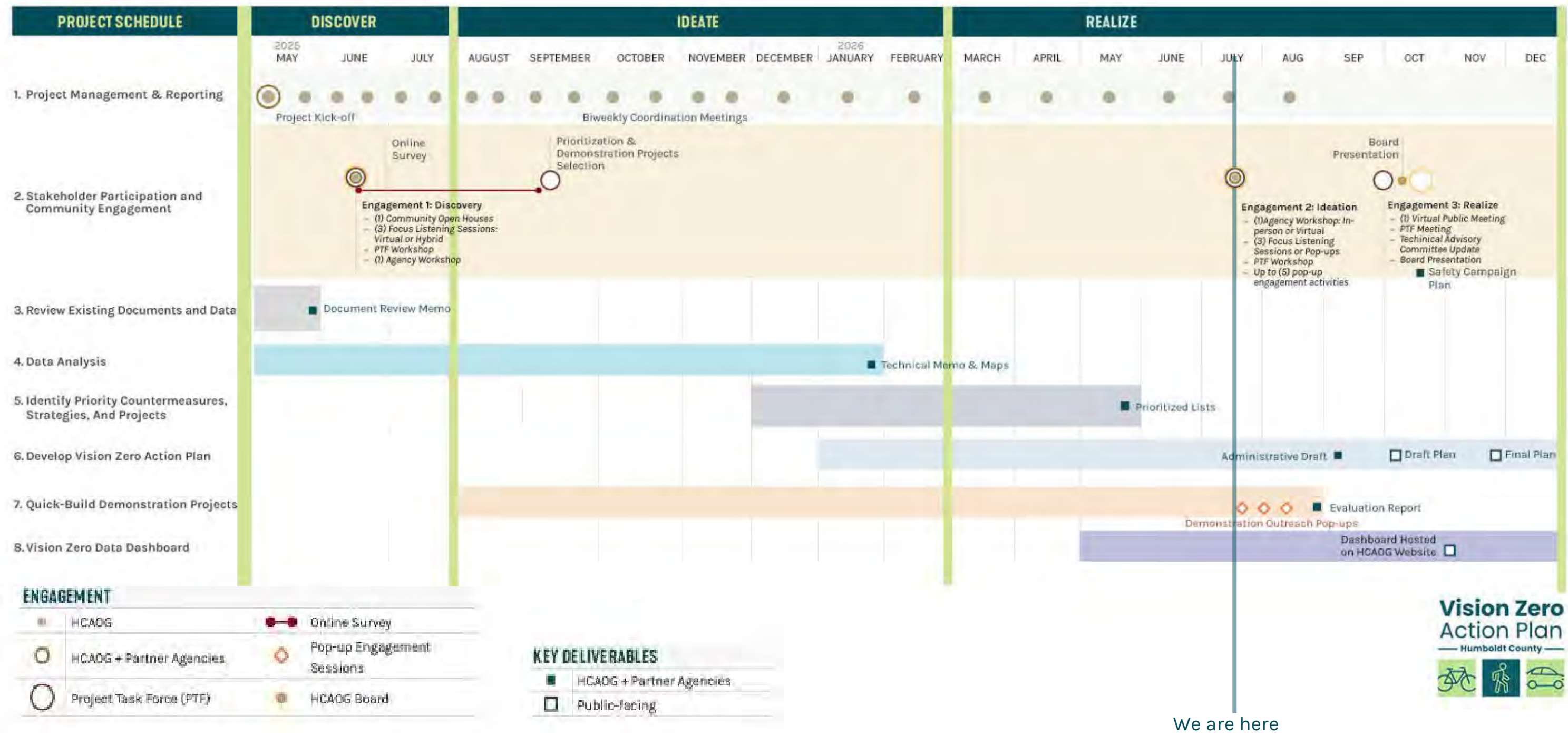
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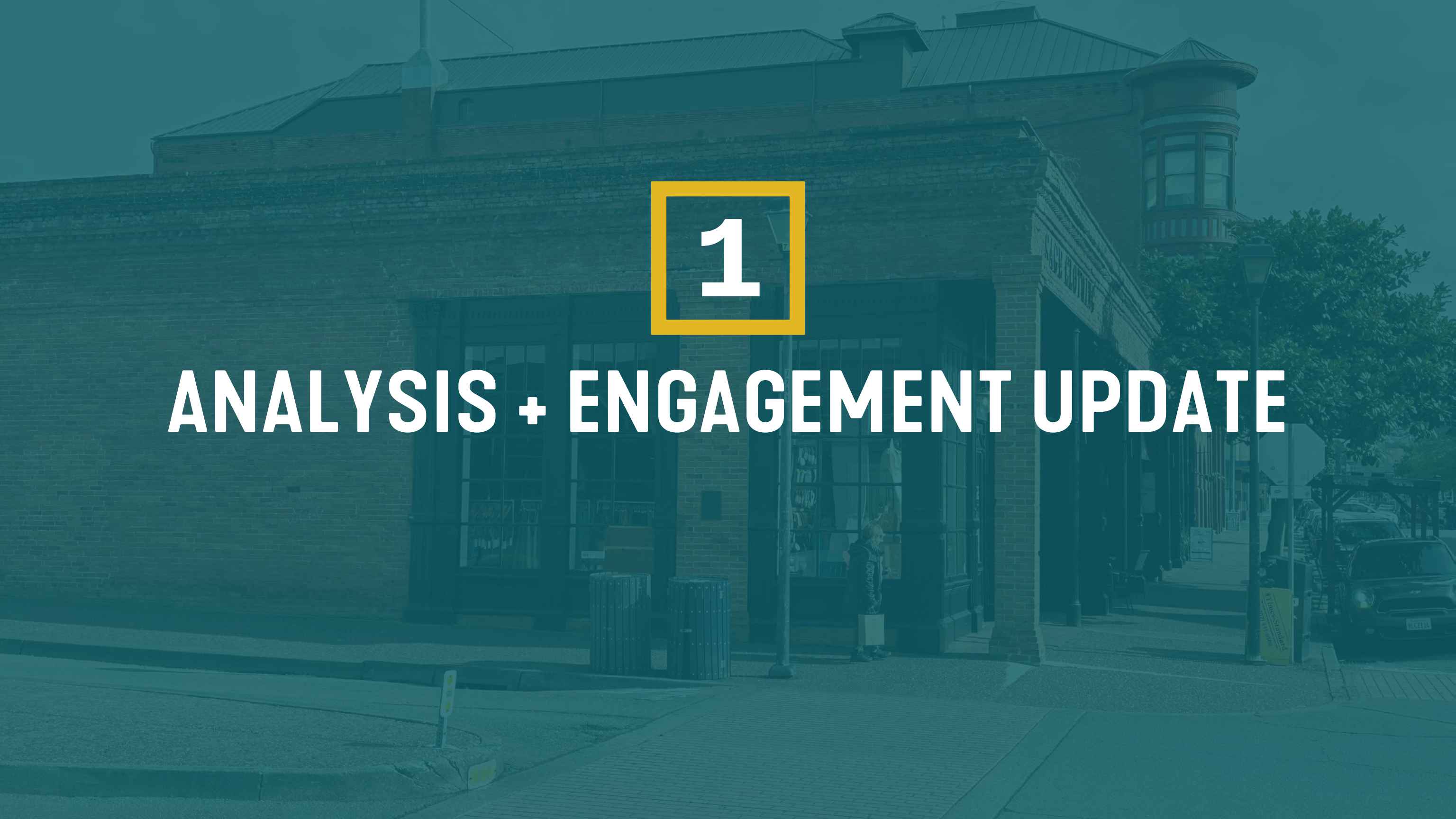
DEMONSTRATION PROJECT UPDATE

MEETING GOALS

- Review updated analysis and engagement findings
- Gather stakeholder input on priority countermeasures and policy recommendations prior to incorporation into the Vision Zero Action Plan
- Discuss next steps for the Safety Campaign Plan and Data Dashboard.

SCHEDULE

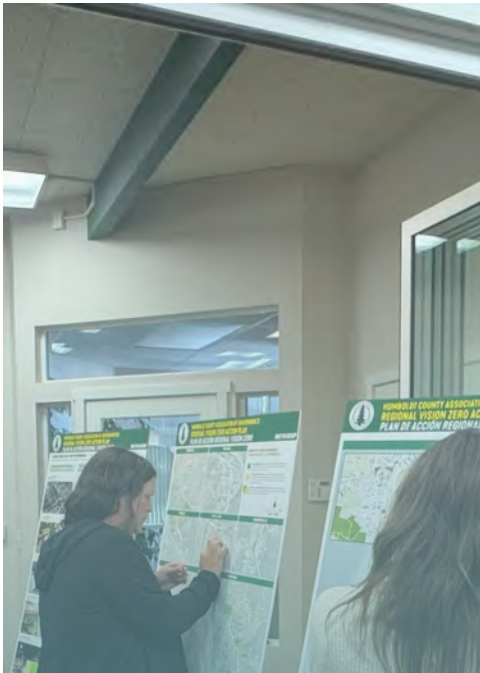




1

ANALYSIS + ENGAGEMENT UPDATE

STAKEHOLDER PARTICIPATION & COMMUNITY ENGAGEMENT



A woman is looking at a large map or poster displayed on a wall. The poster has the text "HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS REGIONAL VISION ZERO ACTION PLAN PLAN DE ACCIÓN REGIONAL VISION CERO" at the top.



2

PTF Meetings

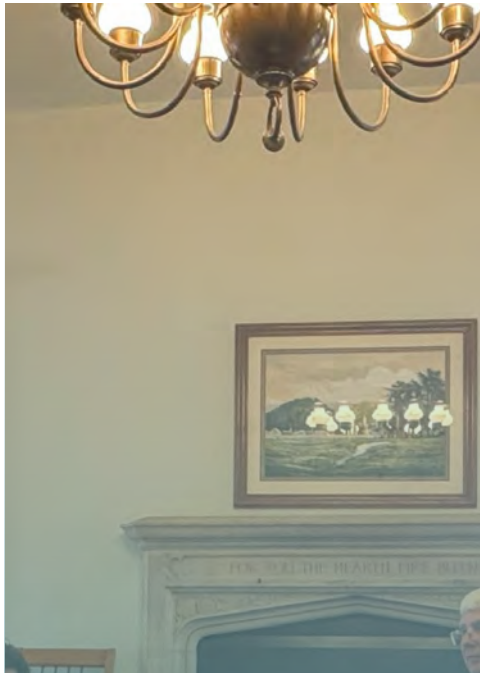


Two men are standing outdoors near a utility pole. One man is pointing towards the other, who is looking at something off-camera.



9

Agency Meetings/Tours
1 Virtual Agency Workshop

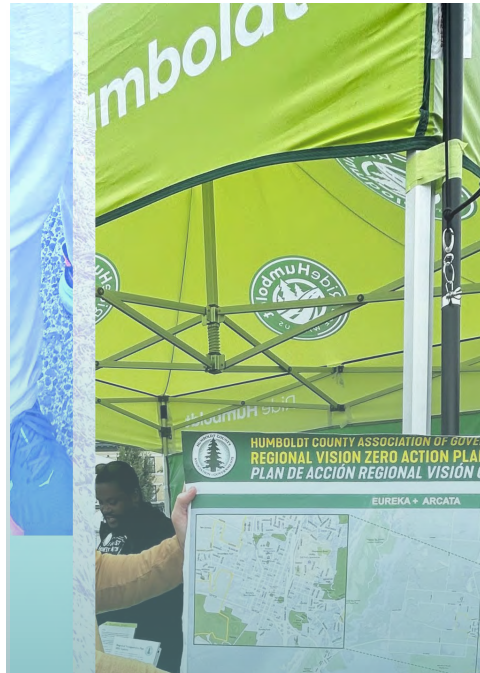


A group of people are sitting around a table in a room with a fireplace and a chandelier. They appear to be in a meeting or discussion.



6

Focus Meetings
2 CBO Calls



A woman is standing under a green tent with the Humboldt County Association of Governments logo. She is looking at a map or poster displayed on a table.



8

Tabling Sessions



A woman is standing in front of a whiteboard with a map and other information. She is looking at the whiteboard.



1

Community Open House



A woman is standing in front of a large map or poster displayed on a wall. The poster has the text "HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS REGIONAL VISION ZERO ACTION PLAN PLAN DE ACCIÓN REGIONAL VISION CERO" at the top.



270

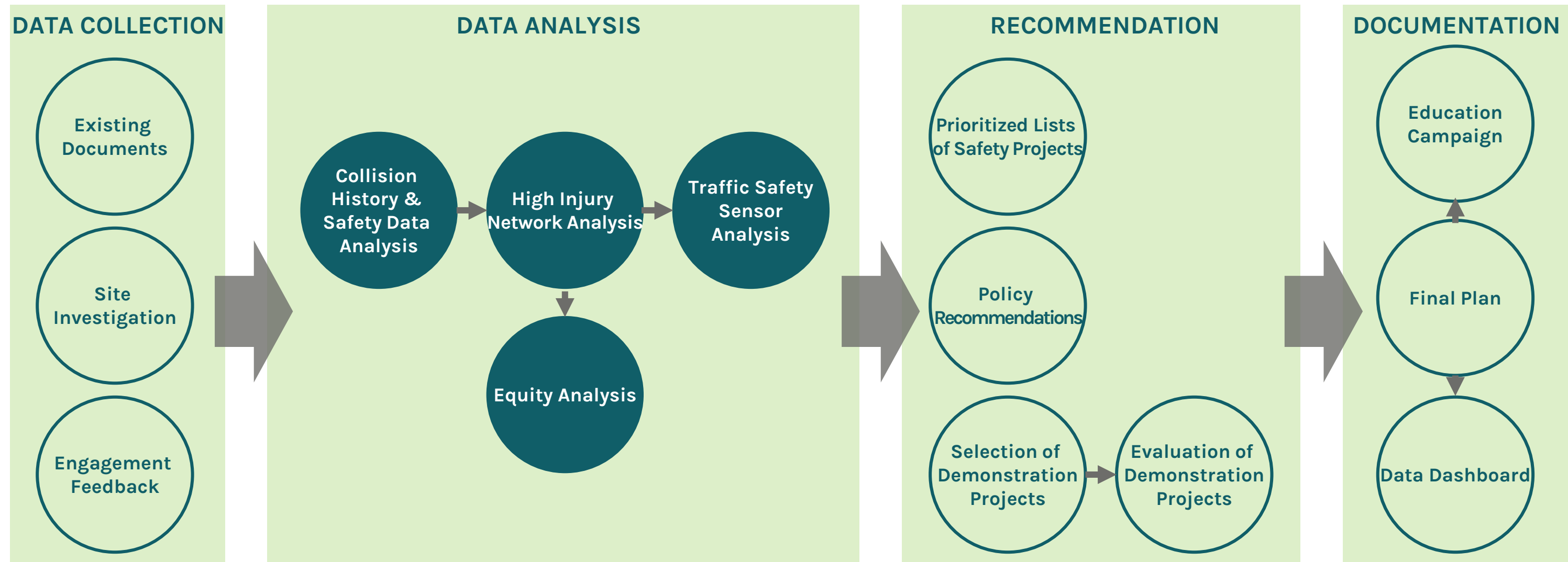
Survey Responses

KEY TAKEAWAYS FROM COMMUNITY ENGAGEMENT

- Support **traffic calming** measures including roundabouts & speed humps.
- Enhance pedestrian safety, especially in **school zones** and high-traffic areas.
- Incorporate **complete streets** design in urban areas to encourage walking and biking.
- Expand **trail connections** to key destinations like parks, schools, and housing.
- Improve **transit** access to make it safer, more equitable, and convenient for all users.
- Coordinate **truck traffic** and loading zones to reduce conflicts.
- Prioritize road infrastructure upgrades and safety in **rural areas**.

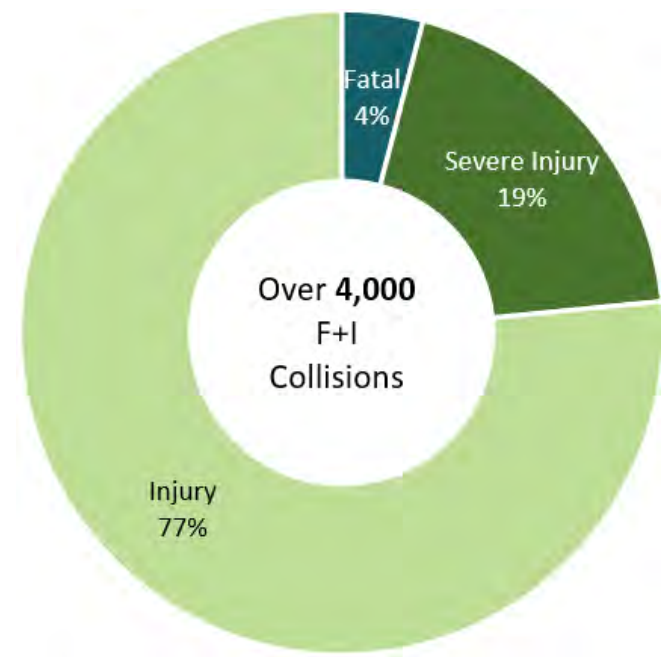
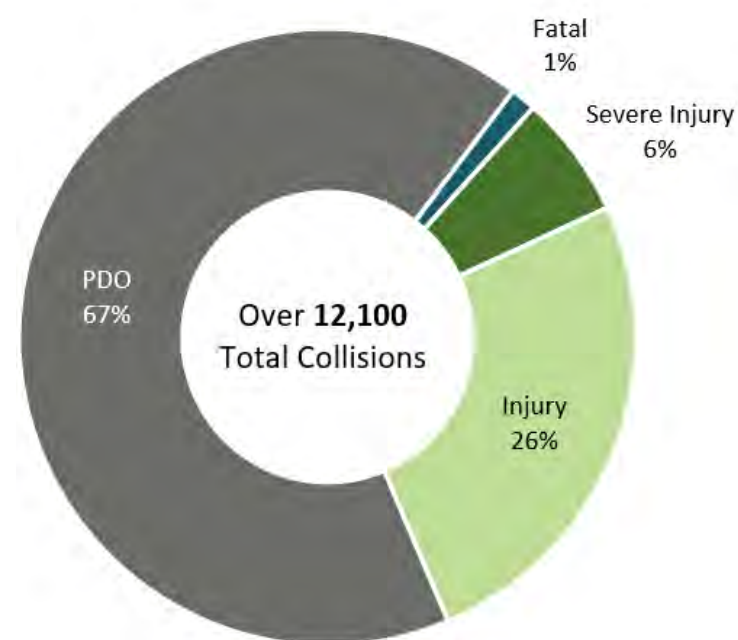
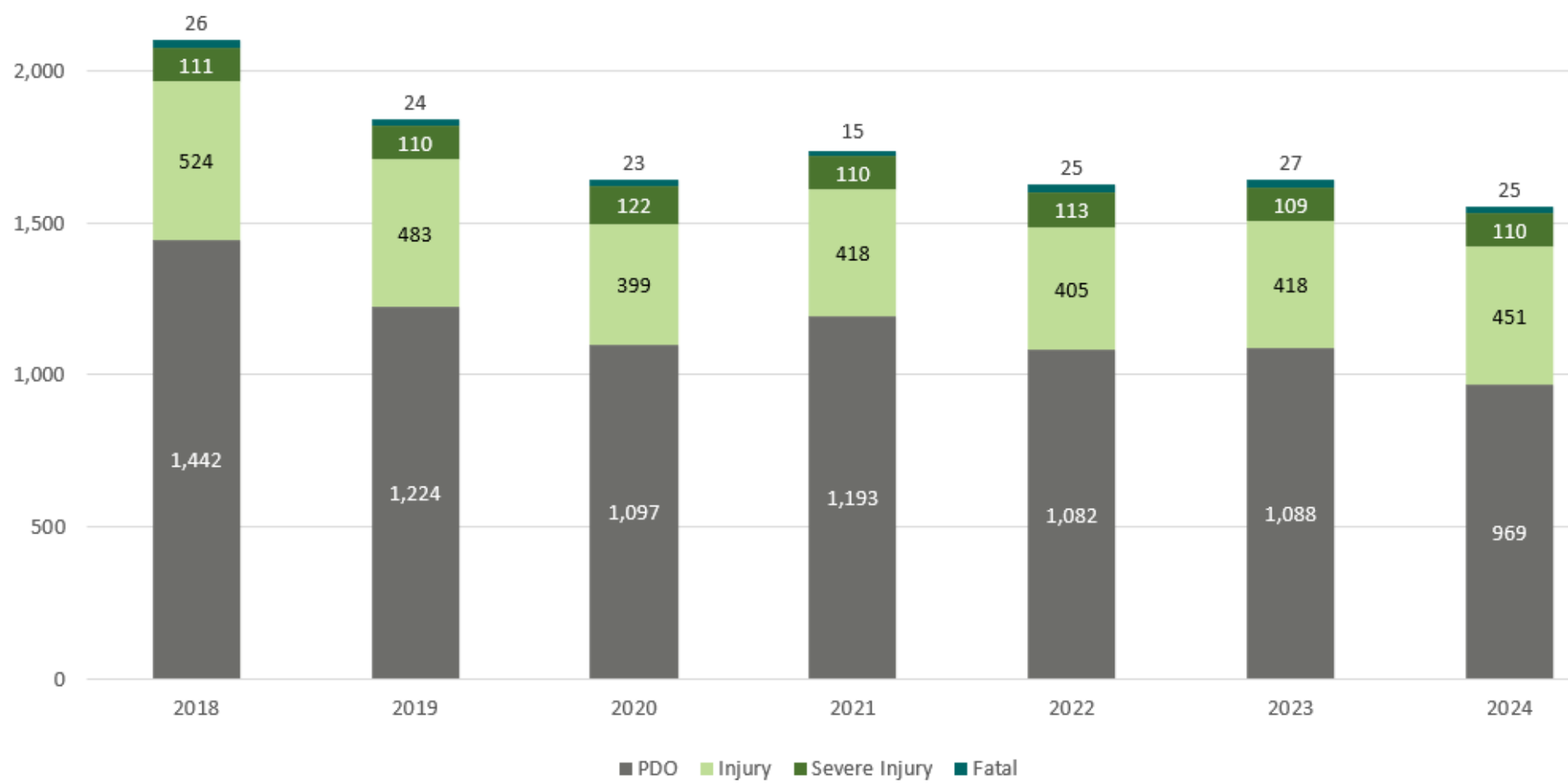
INTEGRATED ANALYSIS APPROACH

- Guided by existing studies, site investigations, and community input
- Apply a Safe System approach across interconnected layers of analysis
- Support selection and evaluation of priority countermeasures and demonstration projects



COLLISION TRENDS: TOTAL COLLISIONS

- Over a 7-year period, over **12,100 total collisions**
 - 67% (8,095) were property damage only (PDO)
 - 33% (4,048) were fatal and injury (F+I), of which 23% (950) were fatal and severe injury (F+SI)

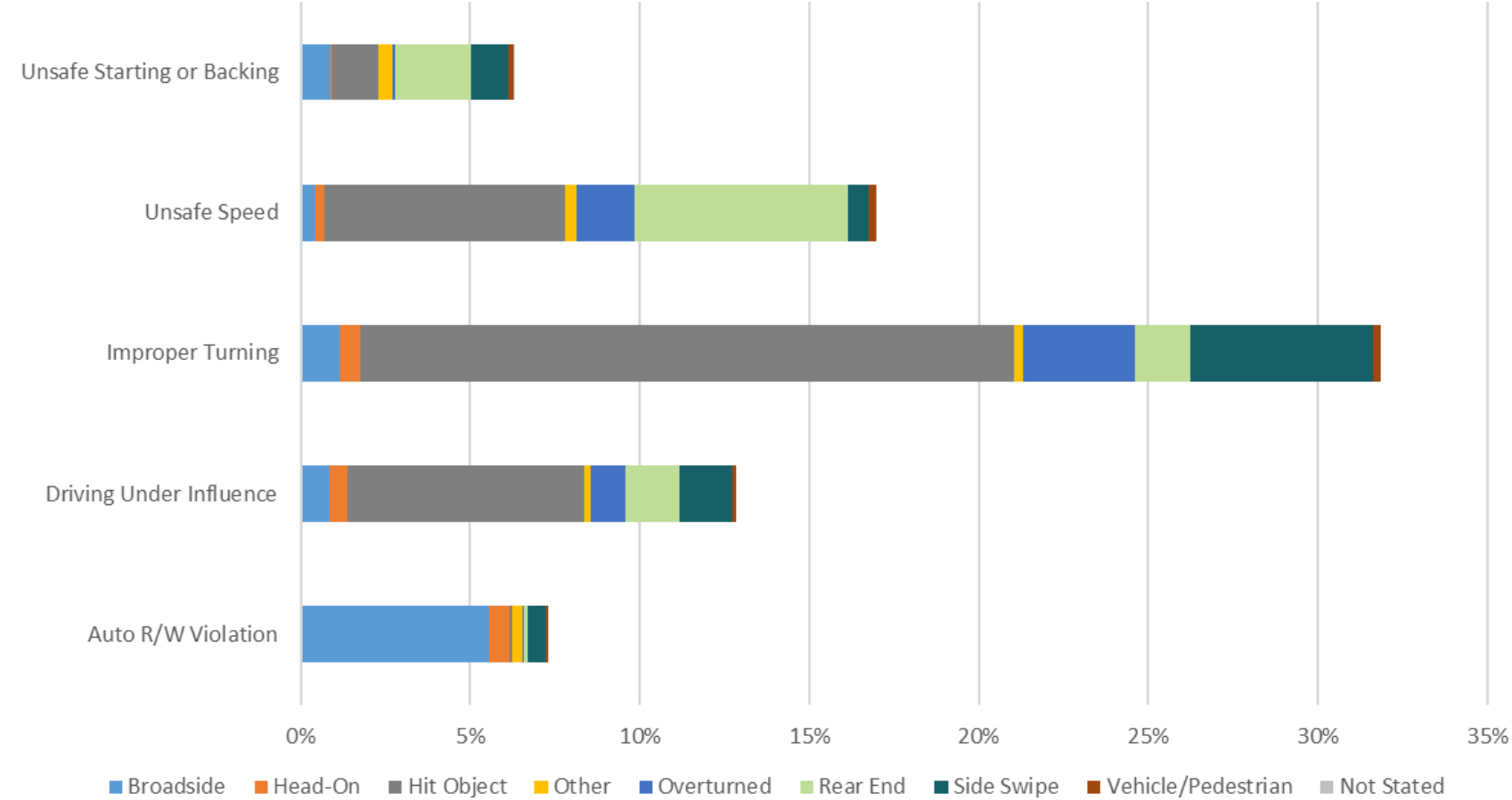


Source: CCRS and TIMS data, 2018-2024

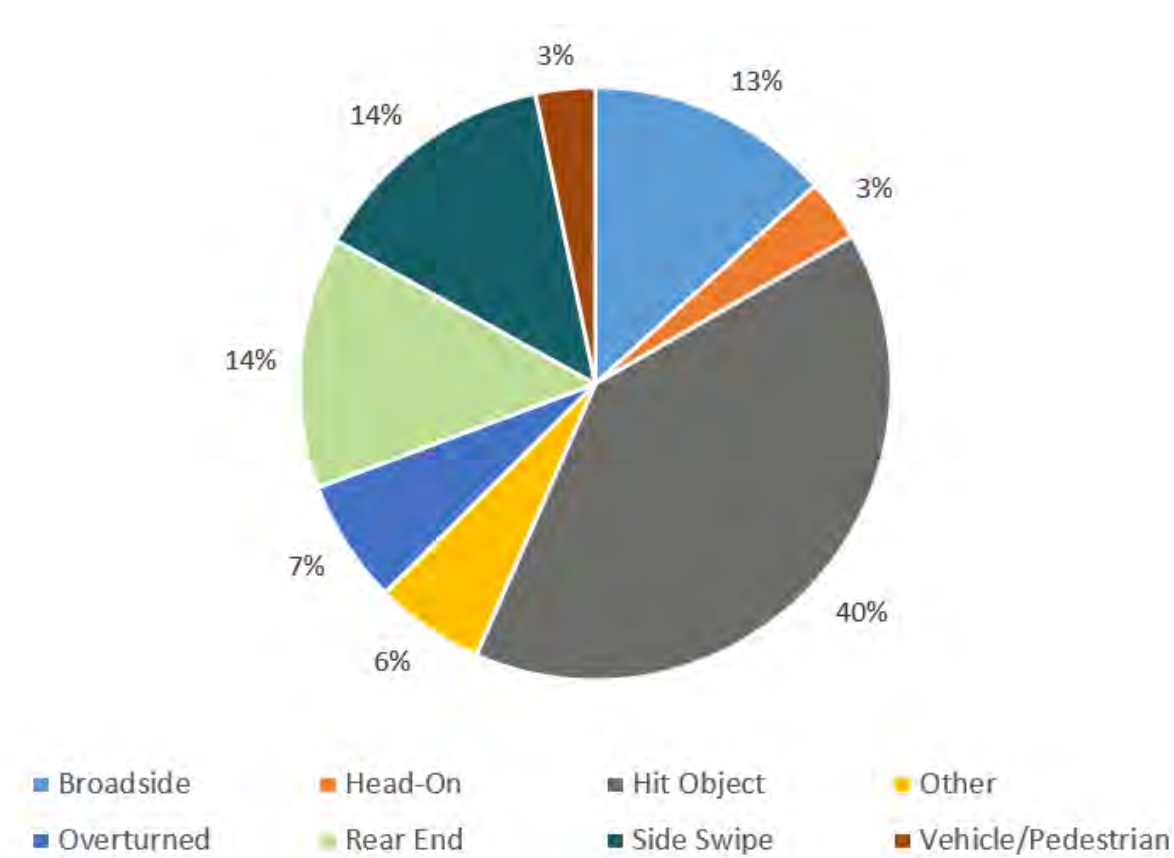
COLLISION TRENDS: TOTAL COLLISIONS

- **Top 3** countywide **violation categories**: Improper turning, unsafe speed, and DUI
- **Top 3** countywide **collision types**: Hit object, rear end, and side swipe

Violation Categories



Collision Types

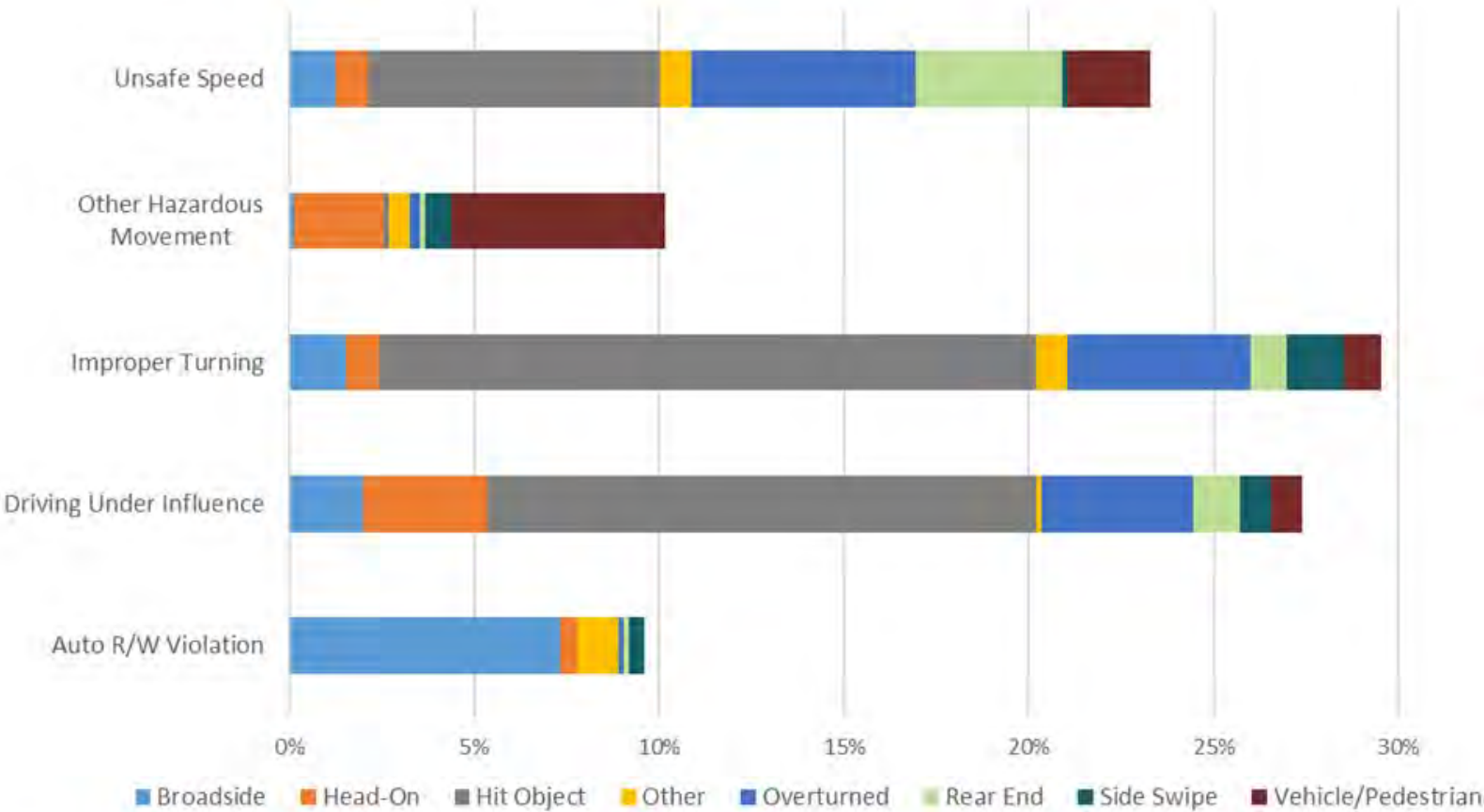


Source: CCRS and TIMS data, 2018-2024

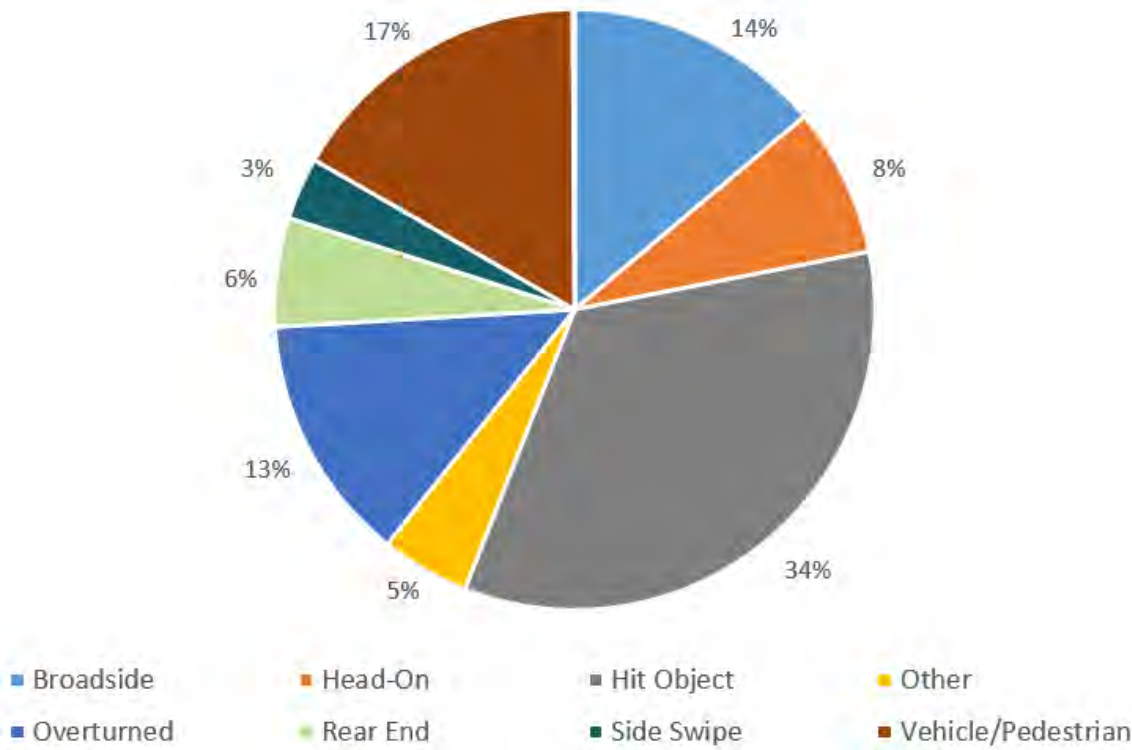
COLLISION TRENDS: F+SI COLLISIONS

- **Top 3** countywide **violation categories**: Improper turning, DUI, and unsafe speed
- **Top 3** countywide **collision types**: Hit object, vehicle/pedestrian, and broadside

Violation Categories



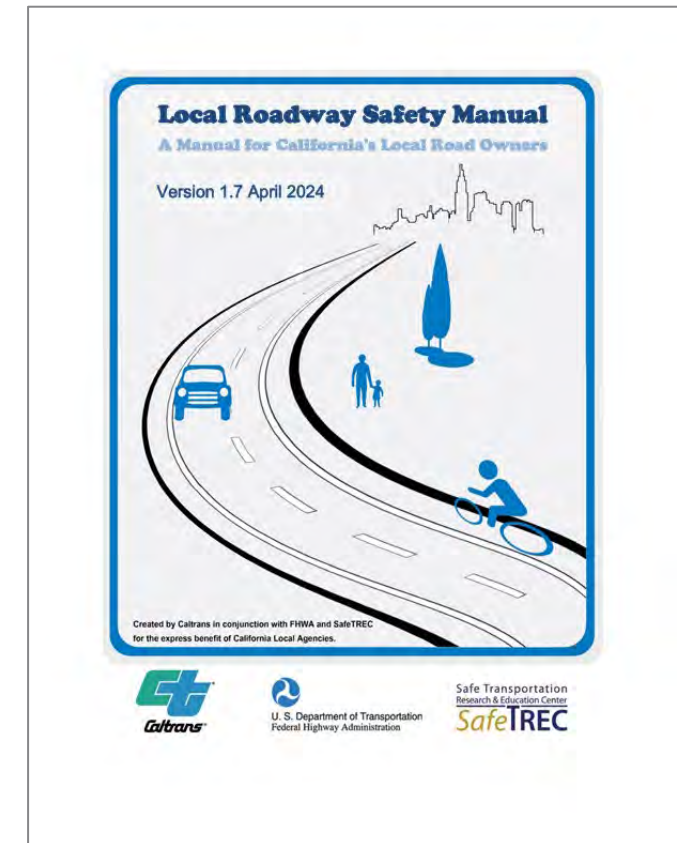
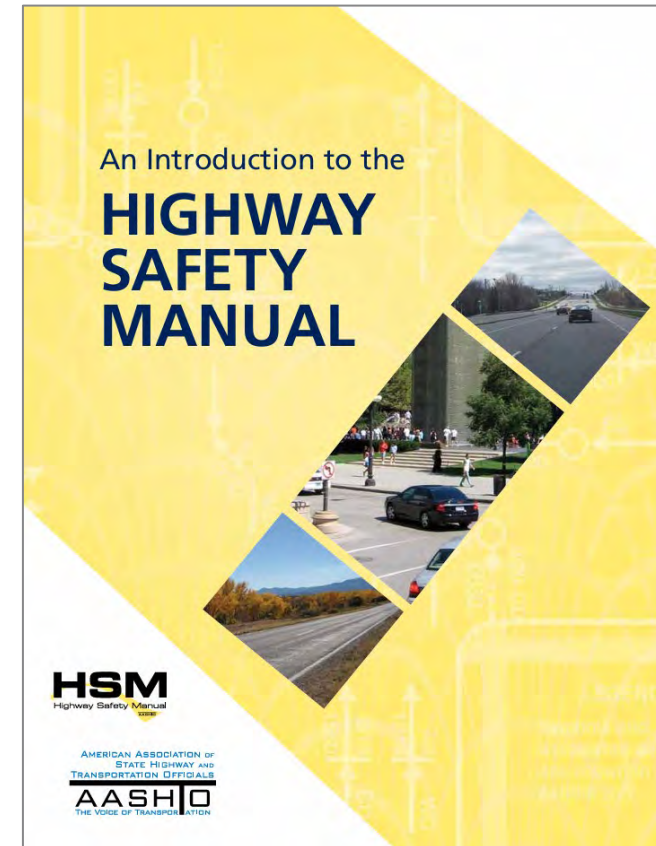
Collision Types



Source: CCRS and TIMS data, 2018-2024

DEVELOPING THE HIN

- A **High Injury Network (HIN)** is a data-driven method for identifying locations with high collisions and high severities, to identify opportunities for reducing F+SIs within the transportation network.
- To develop the HIN locations were ranked using *Highway Safety Manual* and *Local Roadway Safety Manual (LRSM)* guidance.
- Within the HIN, the **top 10 hot spot networks** and **top 10 hot spot intersections** were identified and shared with stakeholders, leading to the section of the **priority locations** for **countermeasure** and **strategy** development.



HIN MAPS: NETWORKS

City of Arcata



City of Eureka



City of Fortuna



City of Trinidad



Unincorporated



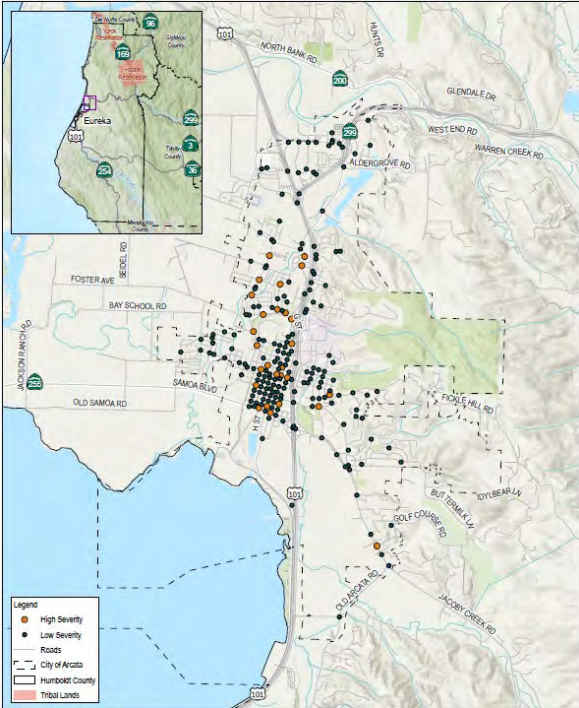
Legend

High Severity

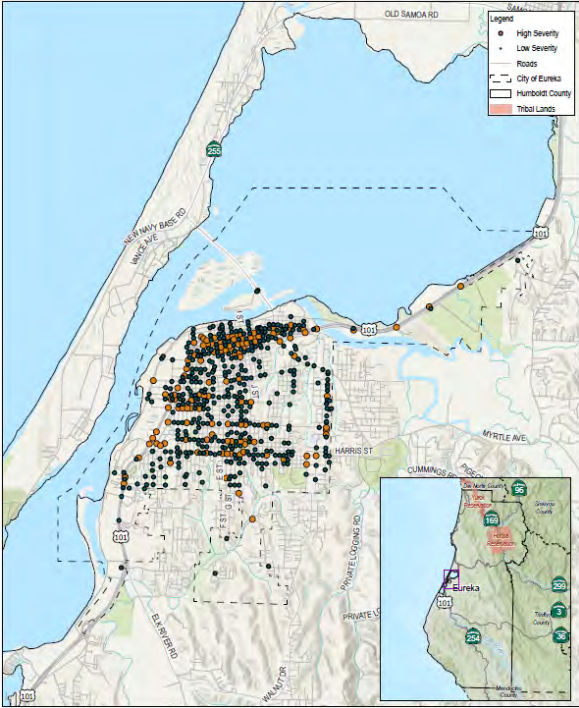
Low Severity

HIN MAPS: INTERSECTIONS

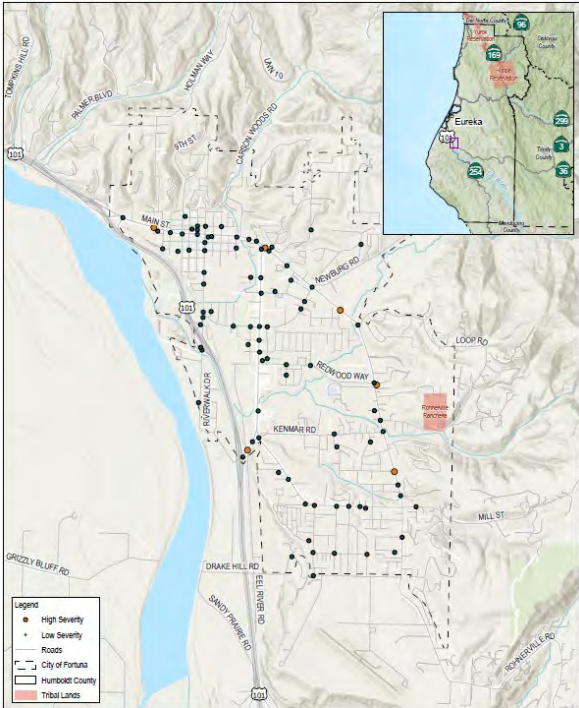
City of Arcata



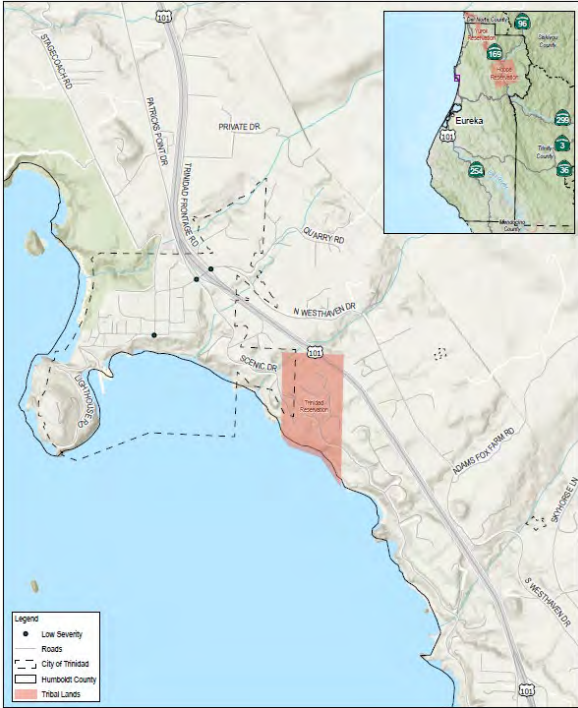
City of Eureka



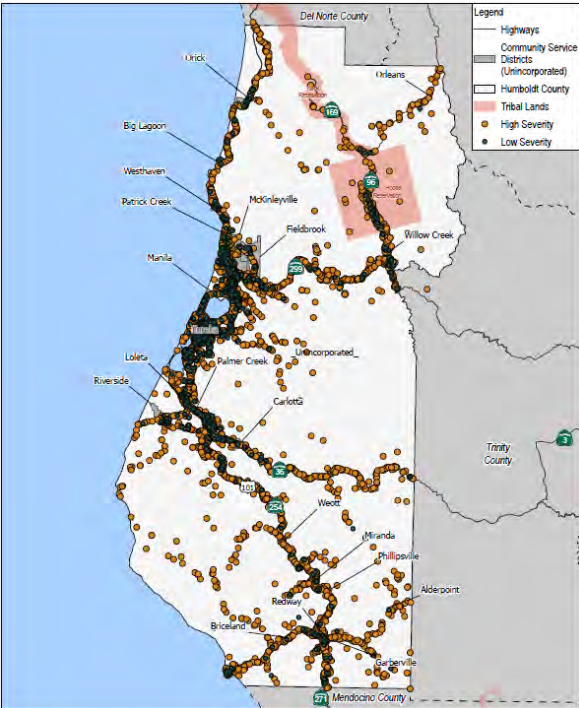
City of Fortuna



City of Trinidad



Unincorporated



Legend

●

 High Severity

●

 Low Severity

PRIORITY LOCATIONS

Priority Intersections

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

PRIORITY LOCATIONS

Priority Segments

Segment	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

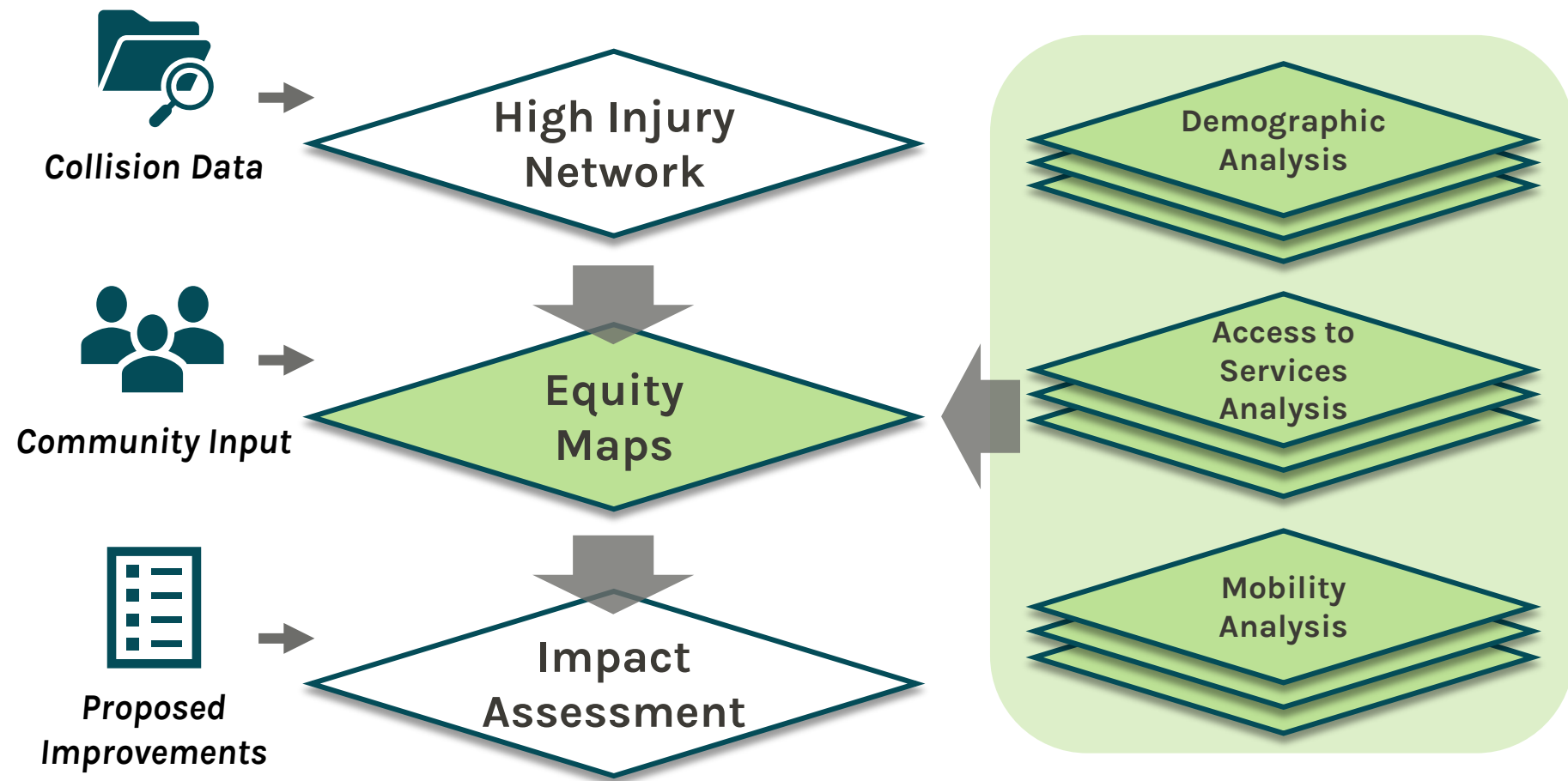
EQUITY ANALYSIS

Goals

- Overlay the HIN on maps of equity indicators to visualize geographic overlap between disadvantaged areas and high-traffic injury locations
- Focuses on the impact of proposed interventions on various demographic groups, ensuring that projects promote inclusivity and equitable access to resources

Methodology

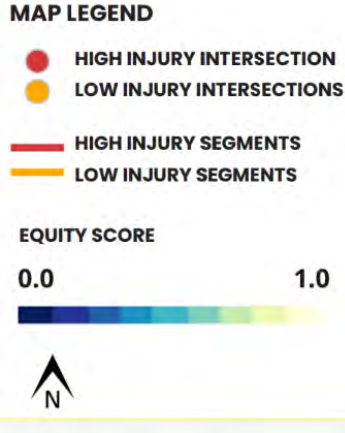
- An **equity Indicator** for each census block in the County will be calculated based on **Social Vulnerability Index** and **Access to Services scores**



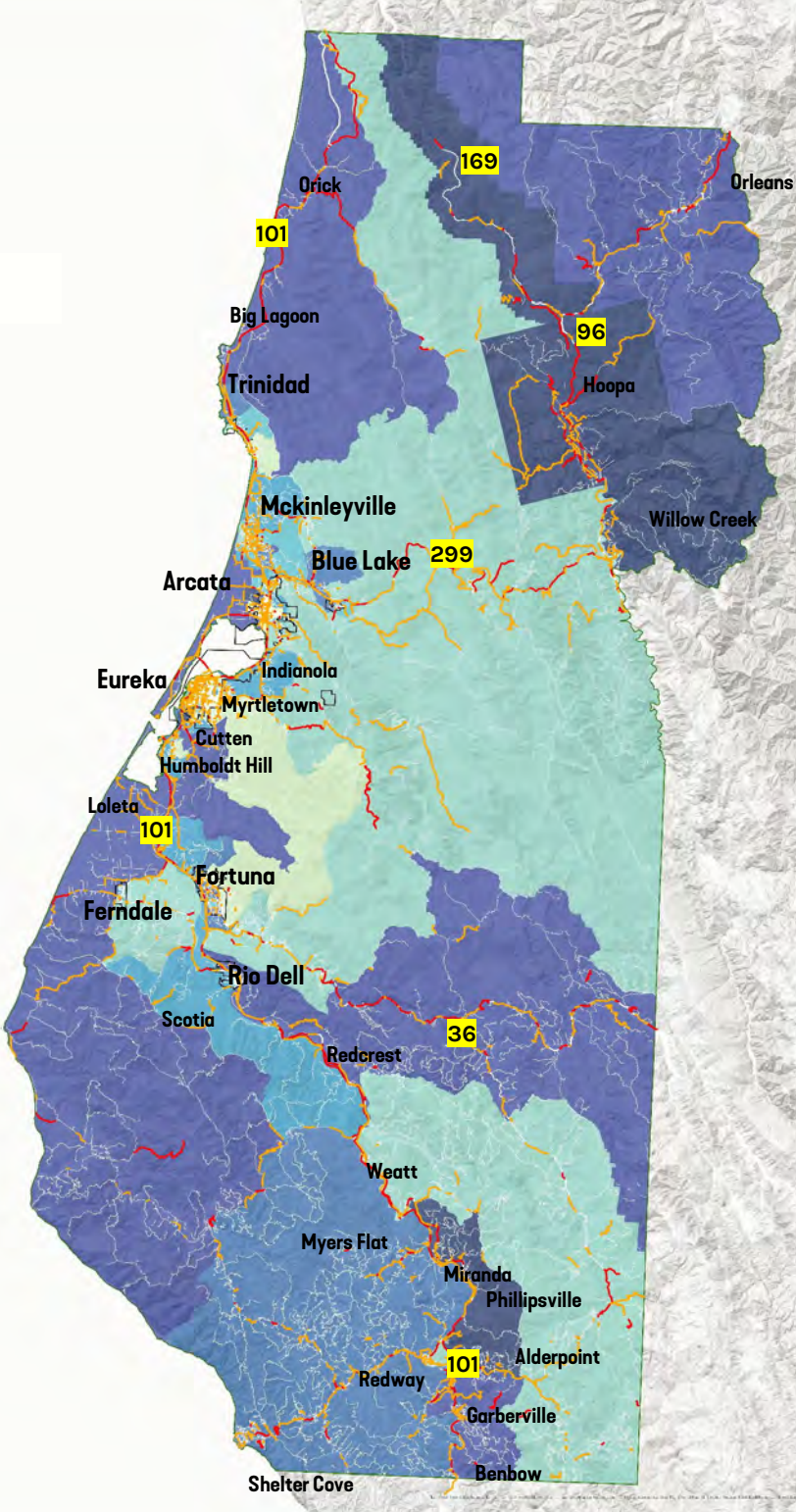
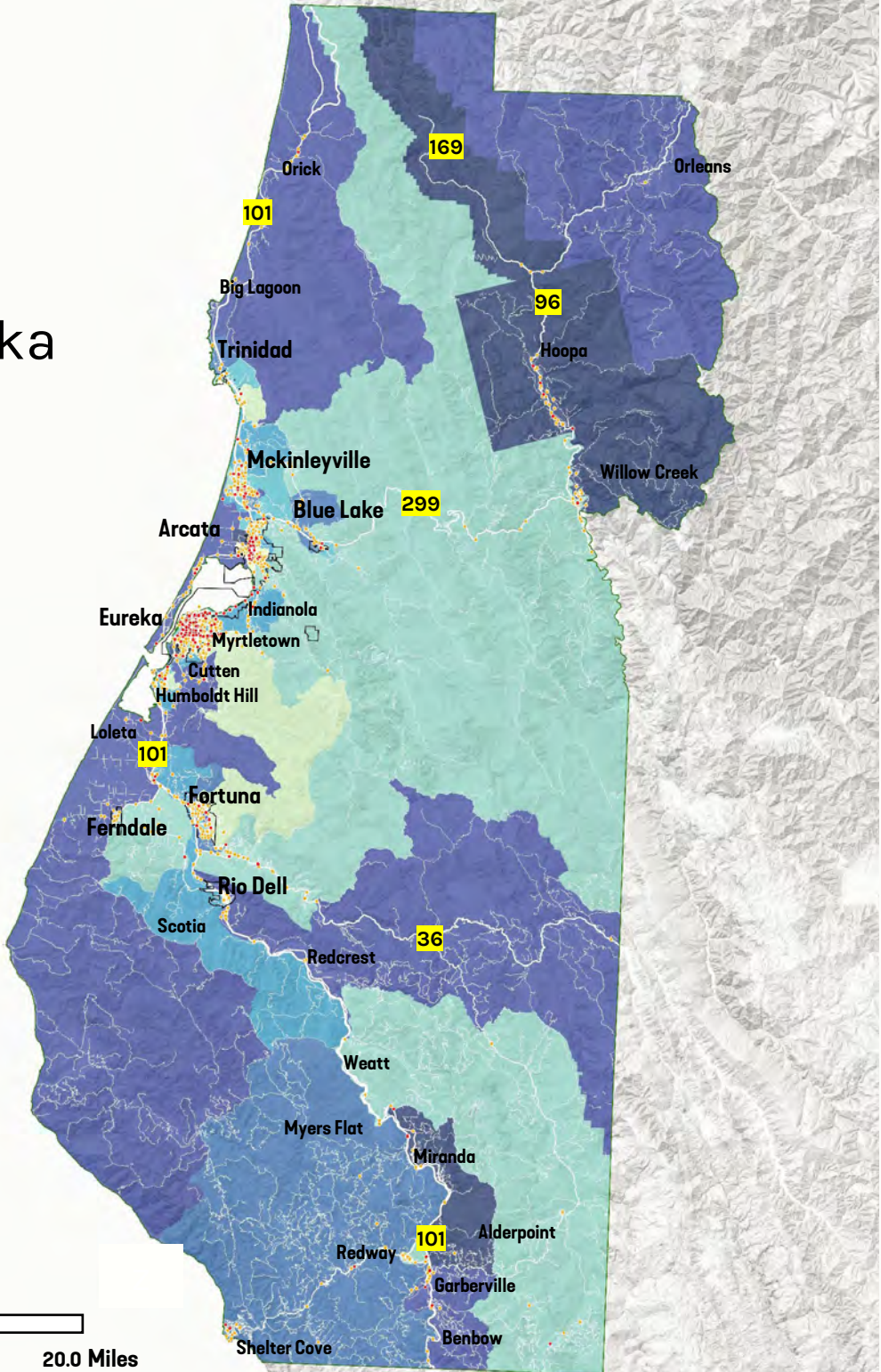
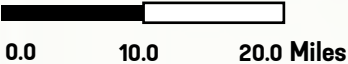
EQUITY OVERLAY

Areas with higher concentration of crashes and higher SVI:

- Downtown and western Eureka
- Downtown Arcata
- Fortuna Blvd in Fortuna
- Central Ave in McKinleyville
- Hoopa



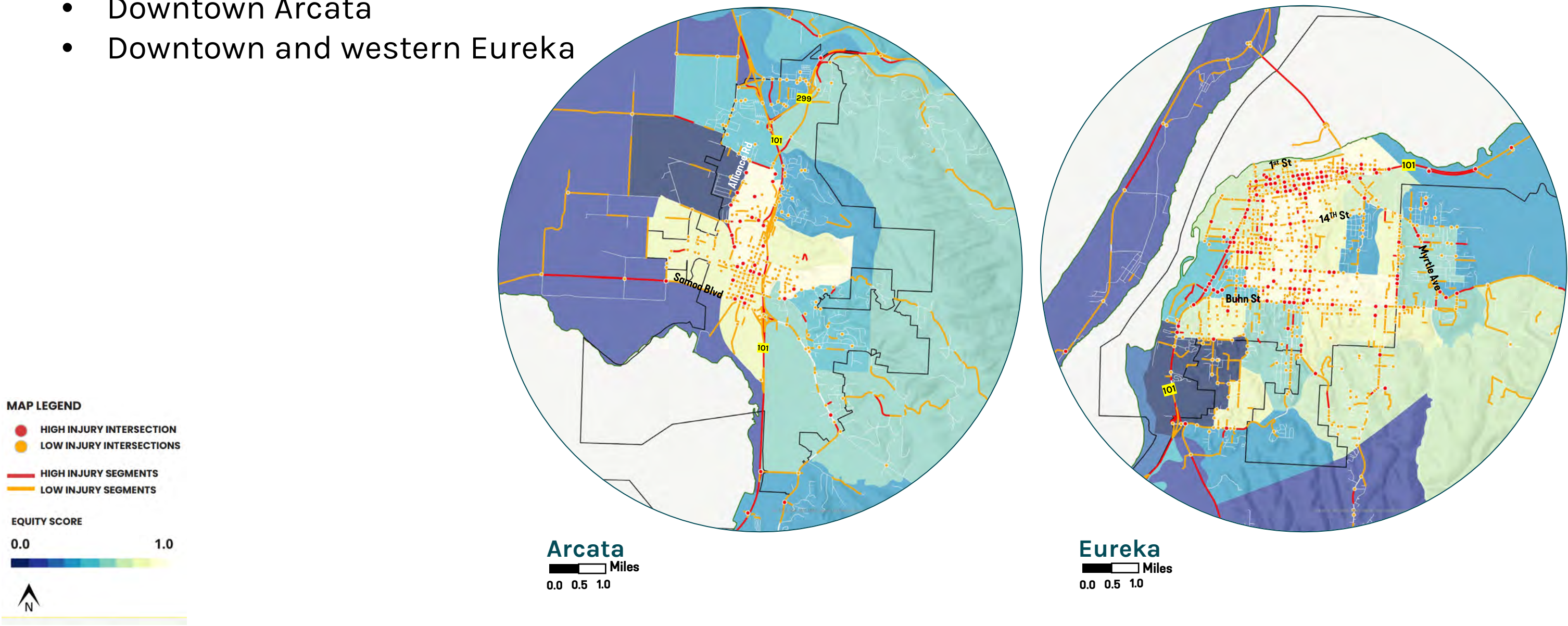
Humboldt County



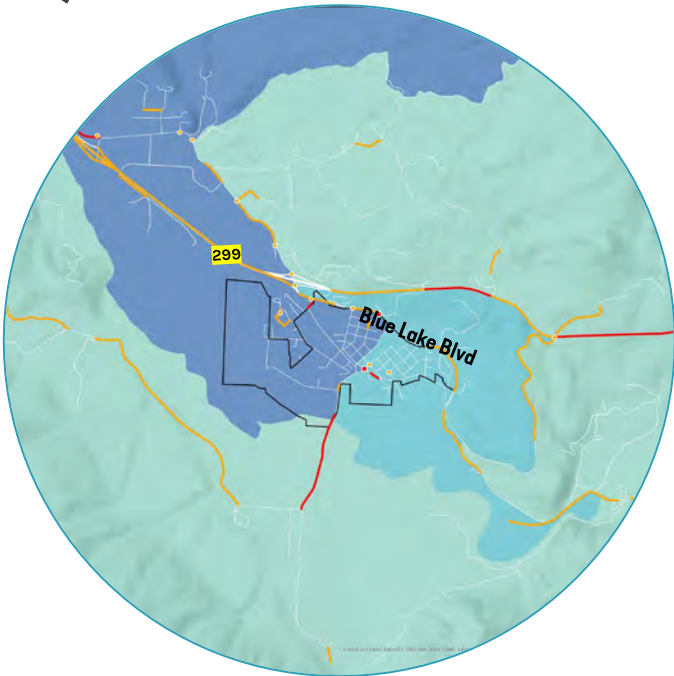
EQUITY OVERLAY

Areas with higher concentration of crashes and higher SVI:

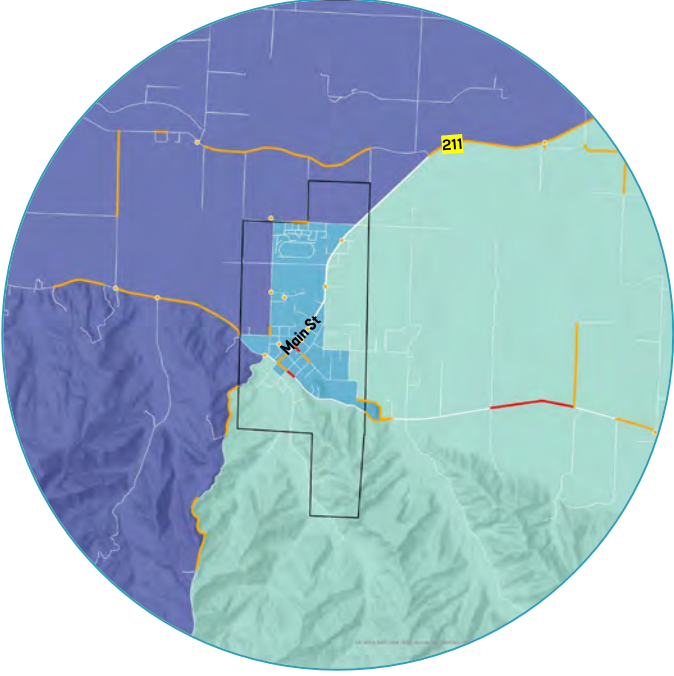
- Downtown Arcata
- Downtown and western Eureka



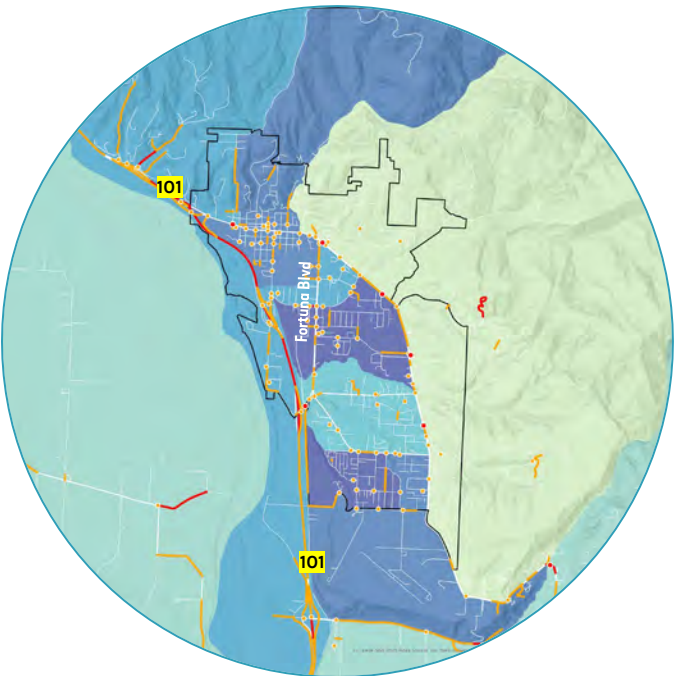
EQUITY OVERLAY



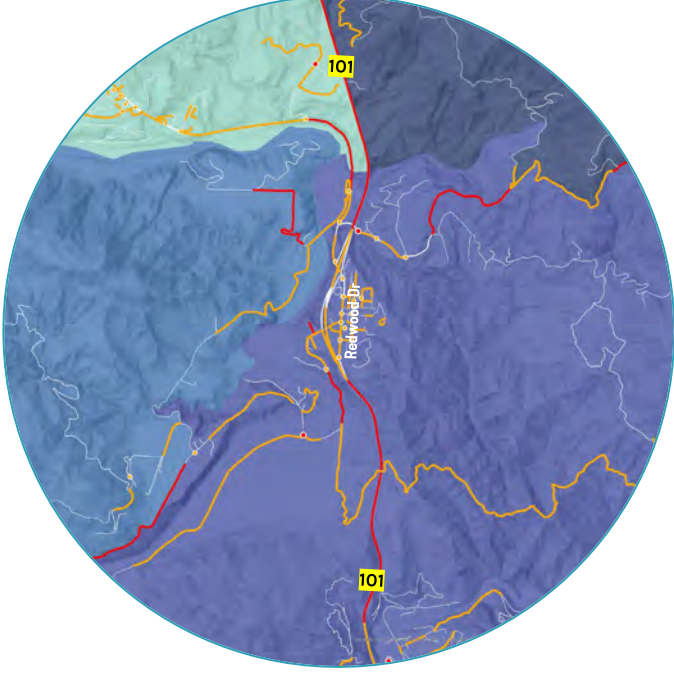
Blue Lake



Ferndale



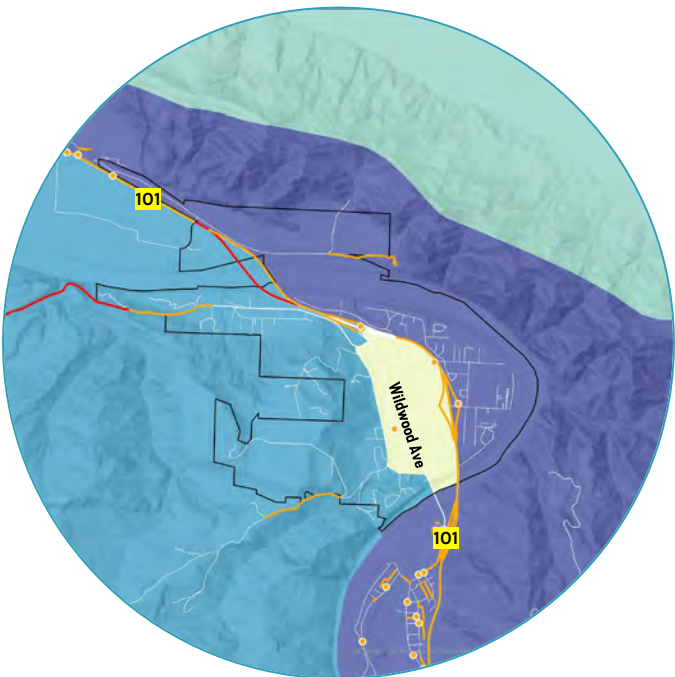
Fortuna



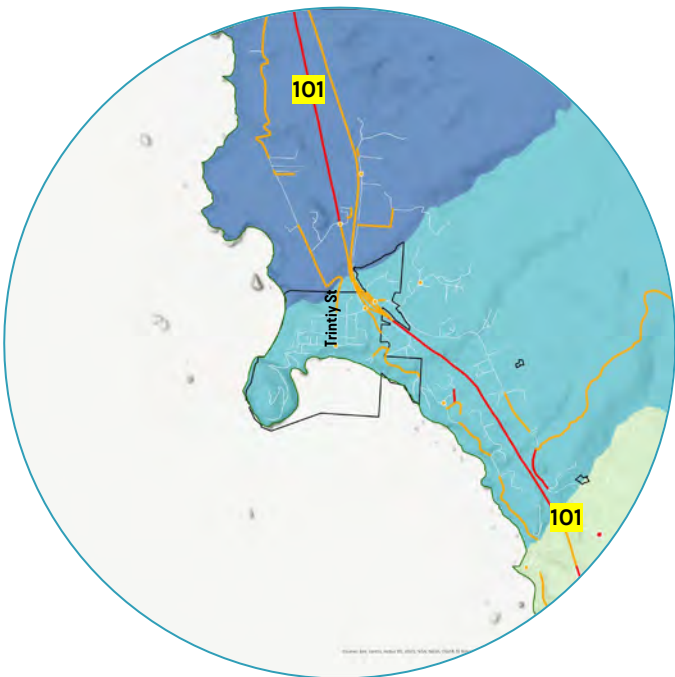
Garberville



Mckinleyville



Rio Dell



Trinidad

MAP LEGEND

- HIGH INJURY INTERSECTION
- LOW INJURY INTERSECTIONS
- HIGH INJURY SEGMENTS
- LOW INJURY SEGMENTS

EQUITY SCORE

0.0 1.0

N



2

COUNTERMEASURES, STRATEGIES, & POLICIES

PRIORITY INTERSECTIONS: COLLISION CHARACTERISTICS

Intersection (Jurisdiction)	Facility Owner	Control	Collision Characteristics												Equity Score (on a scale of 0-1)
			Relative Severity (EPDO)	Total Crashes	Top Type of Collision (Number of Collisions)	Top Violation Category (Number of Collisions)	Fatal + Severe Injury	Pedestrian Collision	Bicycle Collision	Involv. w/Fixed Object	% at Night	% Wet Roadway	DUI	Dark with No Streetlights	
4th St / R St (Eureka)	Caltrans	Signalized	608	27	Broadside (13)	Traffic Signals and Signs (9)	4	2	0	3	19%	19%	0	0	0.408
Alliance Rd / Stromberg Ave (Arcata)	City of Arcata	Unsignalized	594	9	Broadside (2), Rear End (2), Hit Object (2), Veh/Ped (2)	Improper Turning (3)	3	2	1	2	33%	22%	0	1	0.149
Ocean Ave / W Henderson St (Eureka)	City of Eureka	Unsignalized	573	3	Other-Bicycle (2)	Other Hazardous Movement (3)	3	1	2	0	67%	0%	0	0	0.260
Broadway / W Washington St (Eureka)	Caltrans	Signalized	451	14	Broadside (3), Rear End (3)	Unsafe Speed (4)	3	1	2	2	36%	21%	3	0	0.309
H St / Henderson St (Eureka)	City of Eureka	Signalized	424	12	Broadside (9)	Traffic Signals and Signs (9)	3	1	0	0	25%	8%	0	0	0.512
US 101 SB Off Ramp / Singley Rd (Unincorporated)	Caltrans	Unsignalized	395	5	Broadside (4)	Auto R/W Violation (4)	2	0	1	0	20%	0%	0	1	0.167
G St / Samoa Blvd (Arcata)	Caltrans	Signalized	337	29	Broadside (8)	Auto R/W Violation (8)	2	2	0	4	41%	21%	3	0	0.371
H St / Harris St (Eureka)	City of Eureka	Signalized	323	15	Broadside (12)	Traffic Signals and Signs (11)	2	1	0	1	40%	33%	1	0	0.329
5th St / H St (Eureka)	Caltrans	Signalized	277	9	Broadside (4)	Traffic Signals and Signs (4)	2	2	0	1	44%	0%	1	0	0.408
4th St / H St (Eureka)	Caltrans	Signalized	262	4	Sideswipe (2), Veh/Ped (2)	Improper Turning (1), Other Hazardous Movement (1), Unsafe Lane Change (1), Unsafe Speed (1)	2	2	0	0	50%	25%	0	0	0.309

- “**Broadside**” was the top collision type for 8 of 10 priority intersections
- “**Traffic Signals and Signs**” was the top violation category for 4 of 10 priority intersections.
- All priority intersections included **pedestrian collisions** or **bicycle collisions**.
- At 6 of 7 signalized priority intersections, “**Broadside**” was the top collision type

PRIORITY INTERSECTIONS: COUNTERMEASURES

Intersection (Jurisdiction)	Control	Total Crashes	Top Type of Collision	CRF	CMF	HSP Funding Eligibility	Recommended Countermeasures
4th St / R St (Eureka)	Signalized	27	Broadside (13)	15%	0.85	50%	Improve signal timing (coordination, phases, red, yellow, or operation)
				30%	0.70	90%	Provide protected left turn phase (left turn lane already exists)
Alliance Rd / Stromberg Ave (Arcata)	Unsignalized	9	Broadside (2), Rear End (2), Hit Object (2), Veh/Ped (2)	40%	0.60	90%	Add intersection lighting (NS.I.)
				50%	0.50	90%	Convert to all-way STOP control (from 2-way or Yield control)*
				30%	0.70	90%	Install flashing beacons as advance warning (NS.I.)
				55%	0.45	90%	Install Pedestrian Signal (including Pedestrian Hybrid Beacon (HAWK))
Ocean Ave / W Henderson St (Eureka)	Unsignalized	3	Other-Bicycle (2)	40%	0.60	90%	Add intersection lighting (NS.I.)
				25%	0.75	90%	Install pedestrian crossing at uncontrolled locations (new signs and markings only)
				-	-	-	Bicycle track
Broadway / W Washington St (Eureka)	Signalized	14	Broadside (3), Rear End (3)	15%	0.85	50%	Improve signal timing (coordination, phases, red, yellow, or operation)
				40%	0.60	90%	Add intersection lighting (S.I.)
				30%	0.70	90%	Convert signal to mast arm (from pedestal-mounted)
H St / Henderson St (Eureka)	Signalized	12	Broadside (9)	15%	0.85	50%	Improve signal timing (coordination, phases, red, yellow, or operation)
				40%	0.60	90%	Add intersection lighting (S.I.)
US 101 SB Off Ramp / Singley Rd (Unincorporated)	Unsignalized	5	Broadside (4)	15%	0.85	90%	Install/upgrade larger or additional stop signs or other intersection warning/regulatory signs
				30%	0.70	90%	Install flashing beacons as advance warning (NS.I.)
				20%	0.80	90%	Install transverse rumble strips on approaches
G St / Samoa Blvd (Arcata)	Signalized	29	Broadside (8)	15%	0.85	50%	Improve signal timing (coordination, phases, red, yellow, or operation)
				30%	0.70	90%	Provide protected left turn phase (left turn lane already exists)
				60%	0.40	90%	Modify signal phasing to implement a Leading Pedestrian Interval (LPI)
H St / Harris St (Eureka)	Signalized	15	Broadside (12)	15%	0.85	50%	Improve signal timing (coordination, phases, red, yellow, or operation)
				40%	0.60	90%	Add intersection lighting (S.I.)
5th St / H St (Eureka)	Signalized	9	Broadside (4)	40%	0.60	90%	Add intersection lighting (S.I.)
				15%	0.85	50%	Improve signal timing (coordination, phases, red, yellow, or operation)
				60%	0.40	90%	Modify signal phasing to implement a Leading Pedestrian Interval (LPI)
4th St / H St (Eureka)	Signalized	4	Sideswipe (2), Veh/Ped (2)	60%	0.40	90%	Modify signal phasing to implement a Leading Pedestrian Interval (LPI)
				40%	0.60	90%	Add intersection lighting (S.I.)

Recommended Countermeasures:

- **Improve signal timing** (coordination, phases, red, yellow, or operation) at 6 of 7 signalized priority intersections to reduce **broadside collisions**.
- **Add intersection lighting** at 7 of 10 priority intersections to increase visibility in low-light / dark conditions.

Safety Improvements:

- **CRF** (Crash reduction factor): a percentage, representing the effectiveness of a CM in reducing crashes.
- **CMF** (Crash modification factor): a numerical value, used to calculate the expected number of crashes after a CM is implemented.

PRIORITY INTERSECTION: EXAMPLE

G Street / Samoa Boulevard (City of Arcata)

Recommended Countermeasures:

- **Improve signal timing** (coordination, phases, red, yellow, or operation) to reduce **broadside collisions** (top collision type).
- **Provide protected left turn phases** to reduce **broadside collisions** (top collision type). On Samoa Blvd, left turn pockets exist and provide capacity for permissive left-turning vehicles.
- **Implement a leading pedestrian interval** to reduce **vehicle / pedestrian collisions** (two vehicle / pedestrian collisions occurred from 2018 to 2024).

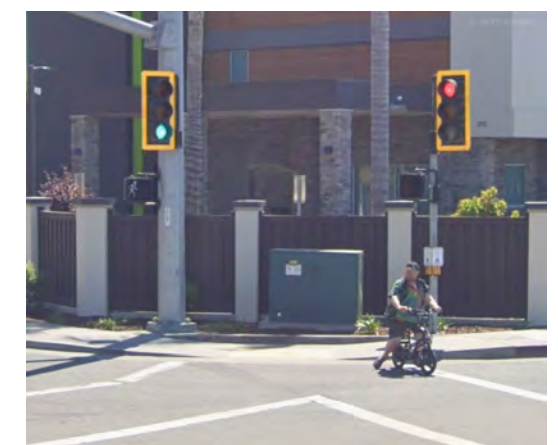
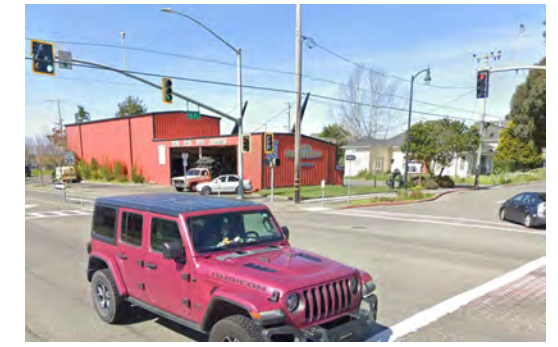
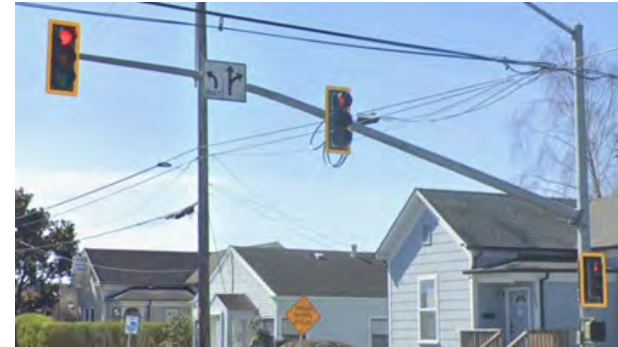


Image Sources: Google Maps, Google Earth

PRIORITY SEGMENTS: COLLISION CHARACTERISTICS

Segment (Jurisdiction)	Facility Owner	Collision Characteristics												Equity Score (on a scale of 0-1)
		Relative Severity (EPDO)	Total Crashes	Top Type of Collision (Number of Collisions)	Top Violation Category (Number of Collisions)	Fatal + Severe Injury	Pedestrian Collision	Bicycle Collision	% Involv. w/Fixed Object	% at Night	% Wet Roadway	DUI	Dark with No Streetlights	
Broadway St, W Hawthorne St to Vigo St (Eureka)	Caltrans	1088	24	Rear End (10)	Unsafe Speed (8)	7	3	1	13%	33%	8%	4	1	0.260
SR 96, 0.6 mi s/o Bull Creek to Mill Creek Rd (Unincorporated)	Caltrans	1071	42	Hit Object (28)	Improper Turning (26)	7	0	0	64%	36%	17%	4	14	0.117
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)	Unsafe Speed (12)	7	0	0	56%	25%	50%	3	5	0.285
US 101, L P Mill Rd to Kane Rd (Unincorporated)	Caltrans	899	73	Hit Object (56)	Improper Turning (38)	6	0	0	78%	41%	55%	12	26	0.174
SR 299, New 3 Creeks Rd to M and W Ranch Rd (Unincorporated)	Caltrans	899	63	Hit Object (38)	Unsafe Speed (31)	5	0	0	68%	25%	76%	4	14	0.285
SR 255 Bridge, 100 ft e/o Vance Ave to Startare Dr (Eureka)	Caltrans	890	30	Hit Object (11)	Unsafe Speed (13)	5	0	0	27%	43%	20%	2	8	N/A
US 101, Redwood Trails Cir to Old State Hwy (Unincorporated)	Caltrans	859	24	Hit Object (11)	Other/Animal (8)	5	0	0	42%	71%	50%	3	15	0.174
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)	Unsafe Speed (9)	4	0	0	68%	26%	68%	3	5	0.174
US 101, Hidden Crest Rd to SR 299 (Arcata)	Caltrans	753	47	Hit Object (28)	Other/Animal (15)	4	0	1	40%	55%	15%	6	17	0.248
US 101, 0.6 mi n/o Lake Benbow Dr to US 101 Redwood Dr Off Ramp (Unincorporated)	Caltrans	736	25	Hit Object (12)	Other/Animal (11)	4	0	0	44%	64%	28%	3	12	0.162

- “Hit Object” was the top collision type for 9 of 10 priority segments.
- “Unsafe Speed” was the top violation category for 5 of 10 priority segments.
- The proportions of collisions involving fixed objects along priority segments ranged from 13% to 78%.
- “Other/Animal” was reported as the top violation category for 3 of 10 priority segments.

0.260

PRIORITY SEGMENTS: COUNTERMEASURES

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)	1088	24	Rear End (10)	-	-	-	-	Parking study
				-	-	-	-	Speed study
SR 96, 0.6 mi s/o Bull Creek to Mill Creek Rd (Unincorporated)	1071	42	Hit Object (28)	R26	30%	0.70	90%	Install dynamic/variable speed warning signs
				R25	30%	0.70	90%	Install curve advance warning signs (flashing beacon)
				-	-	-	-	Limit trucks along roadway
				-	-	-	-	Speed study
				R31	15%	0.85	90%	Install edgeline rumble strips/stripes
				R26	30%	0.70	90%	Install dynamic/variable speed warning signs
SR 299, 1.1 mi e/o Cedar Creek Rd to 200 ft e/o Willow Creek Rd (Unincorporated)	912	32	Hit Object (16)	R27	15%	0.85	90%	Install delineators, reflectors and/or object markers
				-	-	-	-	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)	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)	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
SR 255 Bridge, 100 ft e/o Vance Ave to Startare Dr (Eureka)	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)	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
				R27	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)	755	19	Hit Object (11)	R26	30%	0.70	90%	Install dynamic/variable speed warning signs
				R27	15%	0.85	90%	Install delineators, reflectors and/or object markers
				R25	30%	0.70	90%	Install curve advance warning signs (flashing beacon)
US 101, Hidden Creek Rd to SR 299 (Arcata)	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)	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)
				R26	30%	0.70	90%	Install dynamic/variable speed warning signs

Recommended Countermeasures:

- **Dynamic/variable speed warning signs** are recommended for 9 of 10 priority segments to encourage **reduced speeds** while traversing curves.
- **Delineators, reflectors, and/or object markers** are recommended for 7 of 10 priority segments to reduce **hit object collisions**.

Safety Improvements:

- **CRF** (Crash reduction factor): a percentage, representing the effectiveness of a CM in reducing crashes.
- **CMF** (Crash modification factor): a numerical value, used to calculate the expected number of crashes after a CM is implemented.

PRIORITY SEGMENT: EXAMPLE

SR 96 (0.6 mi s/o Bull Creek to Mill Creek Road)

Recommended Countermeasures:

- **Advance warning signs** (flashing beacons) to reduce **hit object collisions** (top collision type). Signage will warn drivers of upcoming curves, to reduce speeds accordingly.
- **Edgeline rumble strips** to reduce **run off the road collisions**. Multiple collisions occurred while drivers were **sleepy/fatigued**.
- Implementation of **dynamic/variable speed warning signs** to reduce **unsafe speed collisions**. Improper turning is commonly due to unsafe speeds, and **improper turning** was the most common violation category.
- **Delineators, reflectors, and/or object markers** to reduce **hit object collisions**.



Image Sources: Google Maps, Google Earth

SYSTEMIC STRATEGIES

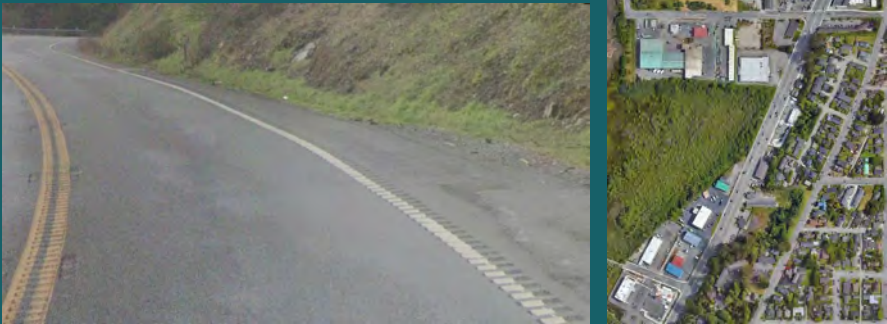
Location	Countermeasure	Examples / Applications
Segments	• Edge line rumble strips • Speed survey	
Signalized Intersections	• Signal timing - Include red time • Signal timing - Leading pedestrian interval • Lighting - All marked crossings	
Unsignalized Intersections	• High visibility crosswalks	

Image Sources: Google Maps, Google Earth

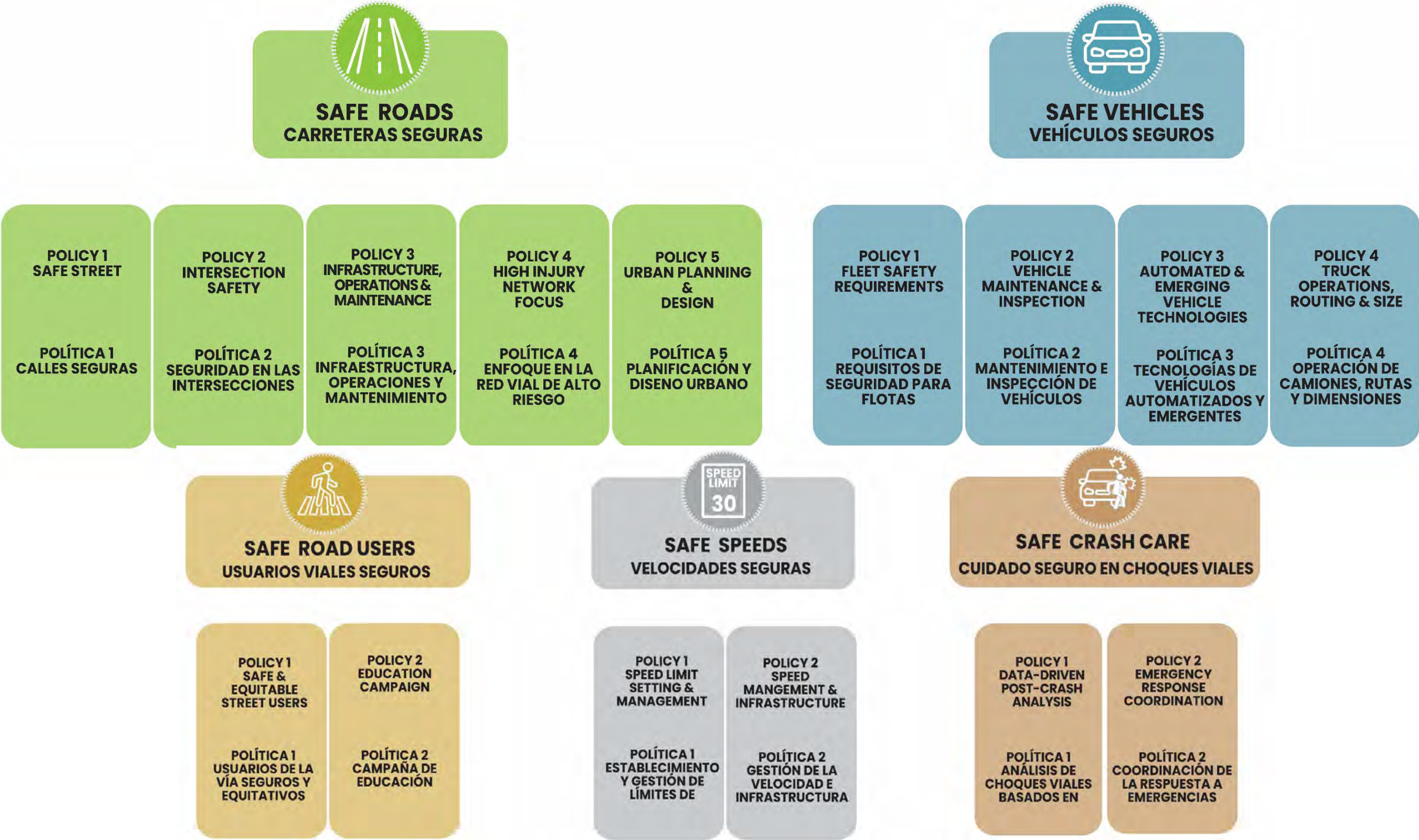
PROGRAMS AND POLICIES

Program	Examples / Applications
Inclement Weather Education	
Alcohol and Drug Awareness	
Sign Audit	
Share the Road Awareness	

Policy	Examples / Applications
Evaluate Habitat Connectivity and Wildlife Corridor Crossings	
Evaluate Bicycle Network Facilities and Connectivity	
Evaluate Truck Routes	

Image Sources: Google Maps, Google Earth, City of Eureka Bike Plan

POLICY FRAMEWORK



SAFE ROADS

Policy 1.1: Safe Street Design

Design and retrofit roadways to reduce the likelihood and severity of crashes through self-enforcing, context-appropriate design.

Policy 1.2: Intersection Safety

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

Policy 1.3: Infrastructure Operations & Maintenance

Prioritize system-wide infrastructure operations and maintenance with particular attention to rural/Tribal communities.

Policy 1.4: High-Injury Network (HIN) Focus

Prioritize resources on the roads and intersections where severe and fatal crashes are most likely to occur.

Policy 1.5: Urban Planning and Design

Integrate safety-focused urban design, land use planning, and travel demand management strategies to create safe street environments for all road users.

Actions

- Road Diet
- Protected Bike Lanes
- Bike Network Connectivity
- Shortened Crossing Distance
- Wildlife Corridor Crossings
- Lighting
- Sidewalk Continuity
- One-Way Streets Reevaluation

Actions

- Roundabouts
- High visibility Crosswalks and Stop Bars
- Eliminate Missing Crosswalks
- Red Light Cameras
- Improved Signal Timing

Actions

- Consistent Maintenance Standards Across All Jurisdictions
- Continuity of Safety Treatment Across Jurisdictional Boundaries
- Traffic Sign Audit

Actions

- Prioritized Safety Investment on HIN Corridors and Intersections
- Regular Update of HIN

Actions

- Safety-Oriented Streetscape
- Land Use to Support Compact, Mixed-Use Development
- Safety Considerations in Development Review
- Travel Demand Management
- Multimodal Accessibility

SAFE ROAD USERS

Policy 2.1: Equitable Road Users

Ensure all street users can travel safely and access streets equitably through inclusive design, fair allocation of street space, and reduced exposure to traffic risk.

Actions

- Safety and Accessibility around Transit Stops
- Safety Projects Prioritizing Vulnerable Users
- Right-turn-on-red Elimination
- Automatic Pedestrian Signal Recall
- Leading Pedestrian Intervals
- Right-of-way Protections for Trail Users
- Equity Indicators

Policy 2.2: Education Campaign

Develop a countywide education campaign in collaboration with healthcare, enforcement, and education partners to strategically target high-risk behaviors and priority

Actions

- Safe Driving Campaign
- DUI and Impaired-Driving Prevention Campaign
- Safe Routes to School
- Multilingual Materials
- Coordinated Campaign with Infrastructure Changes
- Safety during Inclement Weather Conditions
- “Share the Road” Education Programs

SAFE SPEEDS

Policy 3.1: Speed Limit Setting and Management

Set speed limits that reflect safety outcomes, street context, and the presence of vulnerable users.

Actions

- Context-Based Speed Limits
- Lower Speed Limits on Streets with High Volume of Pedestrian and Other Vulnerable Users
- Speed Limits Coordinated with Design, Operations, and Education

Policy 3.2: Speed Management Infrastructure

Use physical design and operational tools to help drivers travel at safe speeds.

Actions

- Automated Speed Enforcement
- Traffic Calming Measures
- Gateway Treatments and Visual Cue Signage

SAFE VEHICLES

Policy 4.1: Fleet Safety Requirements

Leverage public procurement and contracting authority to promote safer vehicles.

Actions

- Public Agency Fleet Safety Standards
- Fleet-Involved Crash Tracking
- Maintenance Standards

Policy 4.2: Vehicle Maintenance and Inspection

Ensure vehicles operating on public roadways are in safe working condition to prevent crashes caused by mechanical failure.

Actions

- Enhanced Inspection

Policy 4.3: Automated and Emerging Vehicle Technologies

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

Actions

- Safety Guidelines for Automated Vehicle Technologies
- Intelligent Speed Assistance

Policy 4.4: Truck Operations, Routing, and Size Management

Manage truck routes, vehicle size, and operational characteristics to reduce crash risk.

Actions

- Truck Routes Evaluation
- Truck Size and Weight Regulations Assessment

SAFE POST CRASH CARE

Policy 5.1: Data-Driven Post-Crash Analysis

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

Actions

- Crash Data Dashboards
- Multi-jurisdictional Crash Analysis

Policy 5.2: Emergency Response Coordination

Improve coordination and effectiveness of post-crash response.

Actions

- EMS Response Standards
- Communication and Coordination among Agencies

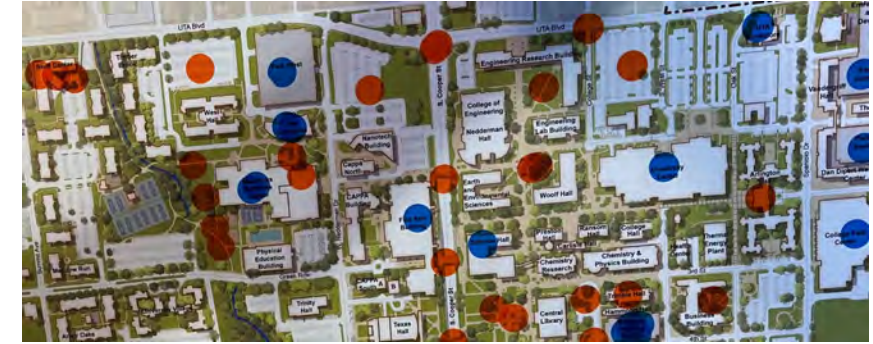


3

SAFETY CAMPAIGN PLAN + DATA DASHBOARD

SAFETY CAMPAIGN PLAN

- Community Education Campaign
 - Approach outlining concepts including branding, educational materials, a press toolkit, and training protocols



Branding Identity

CORE Messaging:

- Messaging must be human-centric and empathetic:
 - Refer to traffic incidents as “crashes or collisions” rather than “accidents”
- Safe Systems Approach: Crashes will happen, but they do not have to end in fatalities.
 - “Slowing down protects our neighbors”
- Center storytelling and diverse representation to increase engagement, especially for those who experience the most road violence: houseless, disabled, communities of color

Branding Guidelines:

- Use clean, consistent, legible fonts for clear messaging
- Ensure logos maintain high contrast (dark text on light backgrounds)
- Use established Humboldt County Vision Zero Action Plan color palette, icons, and logos



EXPANDING PREVIOUS PSA CAMPAIGNS

■ Humboldt Campaigns:

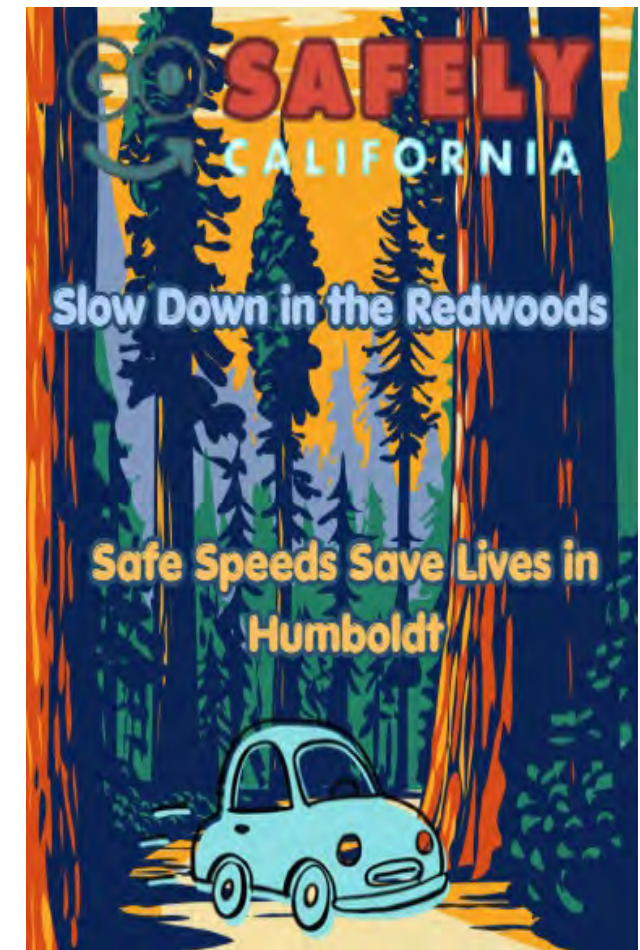
- Go Slow, Watch the Road
- Heads Up Eureka
- I Give 3 Feet for Safety
- I Drive 45 in Manila
- Go Slow in School Zones
- Share the Road- Arrive Alive
- Safer 4th and 5th Streets

■ California Campaigns:

- Go Safely California

■ Vision Zero Examples:

- Go Slow, Watch the Road to Save Lives
- Heads Up Eureka: Pay Attention for Zero Deaths
- I Give 3 Feet for Safety, Because Life is Valuable and No Death is Acceptable
- I Drive 45 in Manila for Zero Deaths on the Peninsula
- Go Slow in School Zones- 15 Miles or Less for Zero Deaths
- Share the Road, So Everyone Arrives Alive
- Safer 4th and 5th Streets: A Vision for Zero Deaths on 4th and 5th Streets
- Go Safely California, Drive Slow in the Redwoods, for Zero Traffic Deaths in Humboldt



ENGAGEMENT STRATEGIES

- Media channels
- Pop-up demonstrations
- Table at community events
- Branding-aligned merch to be distributed at road safety events: **Bike Rodeos, walk audits, workshops, speakers**
- Community Champion



Interagency Coordination:
Partner with local organizations to expand reach

- Nonprofit groups:
 - The Eureka Bike Kitchen, Uplift Eureka, Humboldt Housing and Homeless Coalition, Tri County Independent Living, CRTP
- City Councils
- Humboldt Transit Authority
- Caltrans
- Chamber of Commerce
- Rotary Groups
- Safe Routes to School

Press Toolkit

- Media:
 - 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
- Public Information Officers (PIOs):
 - Arcata: City of Arcata, City Manager/ City Clerk
 - Eureka: City Clerk: Pamela Powell, Eureka Police Department: Laura Montagna
 - Trinidad: City of Trinidad, City Clerk: Gabriel Adams
 - Fortuna: City of Fortuna, City Manager: Amy Nilsen, City Clerk: Siana Emmons
 - Ferndale: City Manager: Kristene Hall, City Clerk: Brenda Taylor
 - Garberville: California Highway Patrol (CHP)

Training Protocols



- **High School Students:** Defensive driving; safe vehicle training, including phone distraction
- **Elementary & Middle Schools:** pedestrian & bicycle education, collaborate with students on campaign, Walk to School Day with campaign materials
- **PE teachers, parents:** Messaging with outline for how to implement Bike Rodeo in coordination with campaign
- **Public Information Officers (PIOs):** train PIOs on Media toolkit, how to integrate branding & campaign material, including language
- **Community members:** Senior centers, disabled community members, elderly: walk audits with campaign materials
- **Community Champion:** identify and train a local champion to be the voice of the campaign, mobilize their community, and help plan events

TIMELINE: 3-YEAR ROAD SAFETY CAMPAIGN

\$20,000 BUDGET OVER 3 YEARS

Year 1 \$10,000

Develop and deploy

- Identify safety challenge, refine messaging, target community
- Develop & mobilize media toolkits, table events: Friday Night Market
- Recruit local champions
- Reach out to other local agencies for collaboration
- Plan street events
- School assembly presentations

Year 2: \$6,000

Direct engagement

- Mobilize street events: Pop-up demonstrations, bike rodeos, walk audits
- Give away reflective gear and safety lights at events, schools, and bus stops
- Coordinate & train PIOs, local champions, teachers, students

Year 3: \$4,000

Scale & Sustain

- Continue engagement
- Coordinate with schools Walk to School Day, Ruby Bridges
- Work with community champions to identify additional strategies

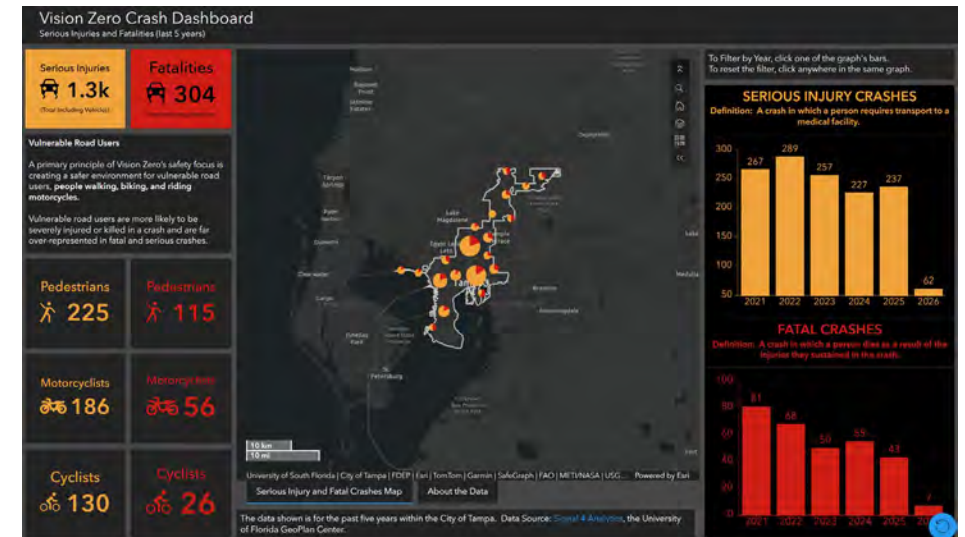
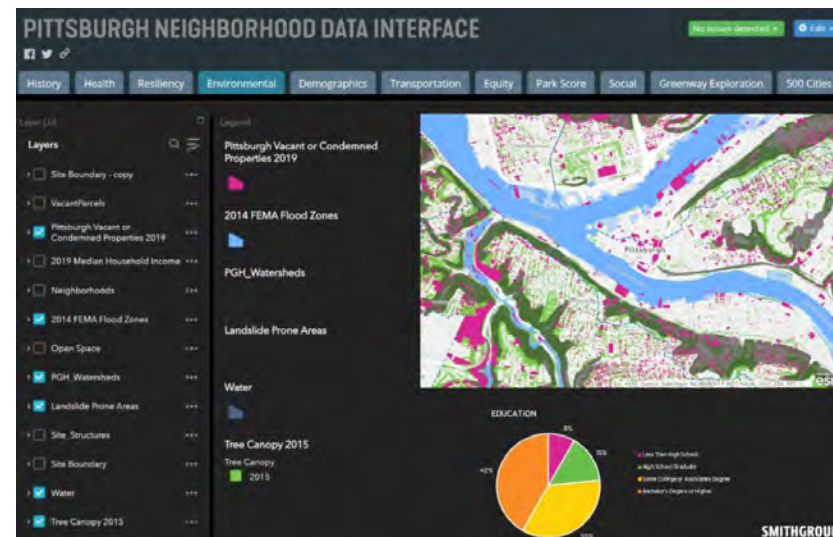
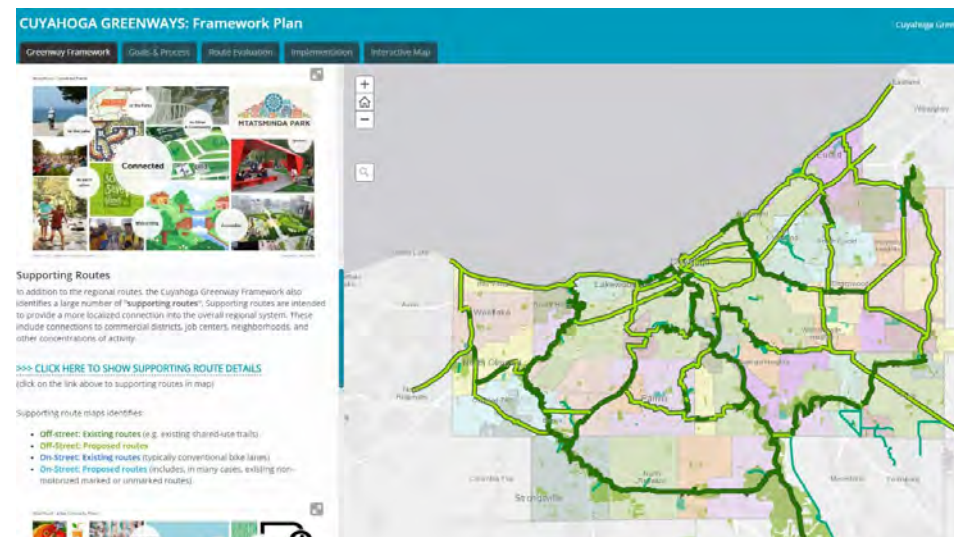
VISION ZERO DATA DASHBOARD PURPOSE

Public Facing

- Increase public awareness
- Establish a data interface and display information on Vision Zero strategies and progress
 - *Question: degree of automation and update procedures*
- Promote continuous public feedback and ways for the public to report safety concerns
 - *Question: overlap/integration with StreetStory*

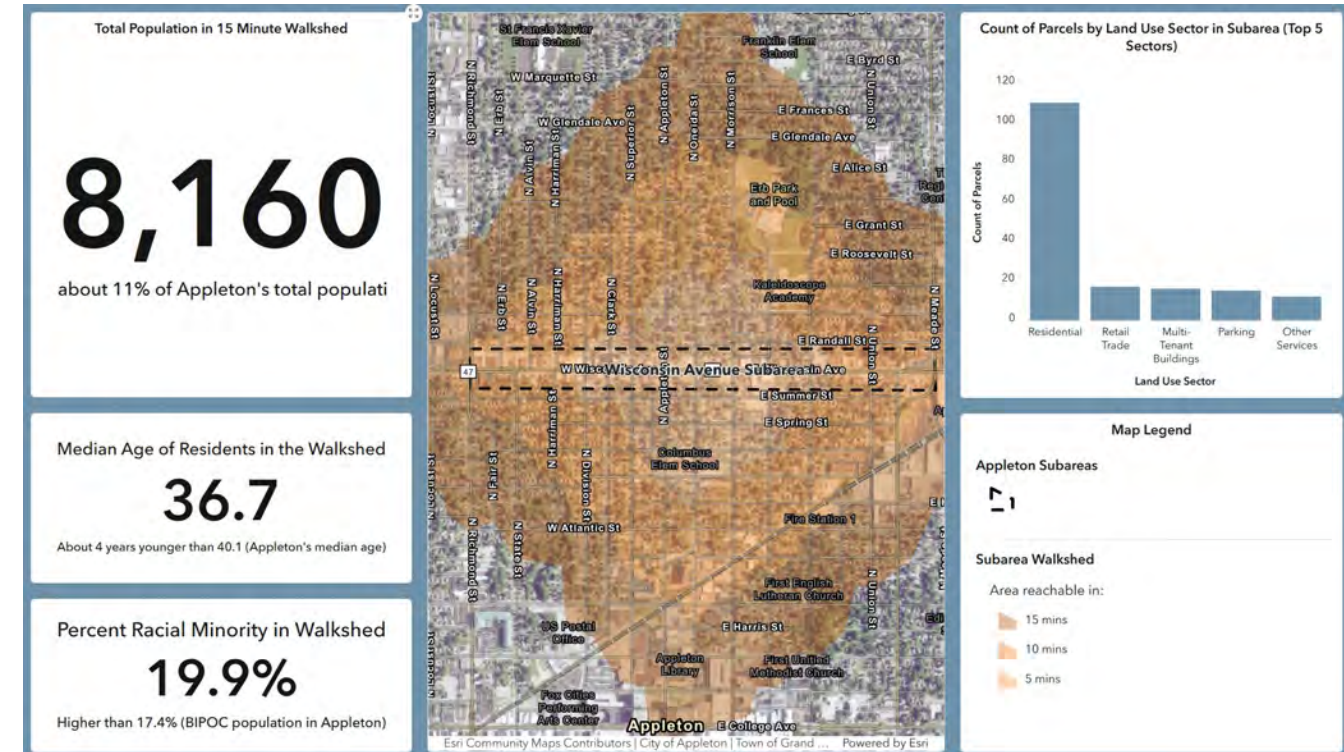
Internal Facing

- Support data-driven decision making for public agencies
- Monitor equity impacts based on data analysis
 - *Question: how much of this data/analysis should live in dashboard*
- Evaluate effectiveness of Vision Zero measures

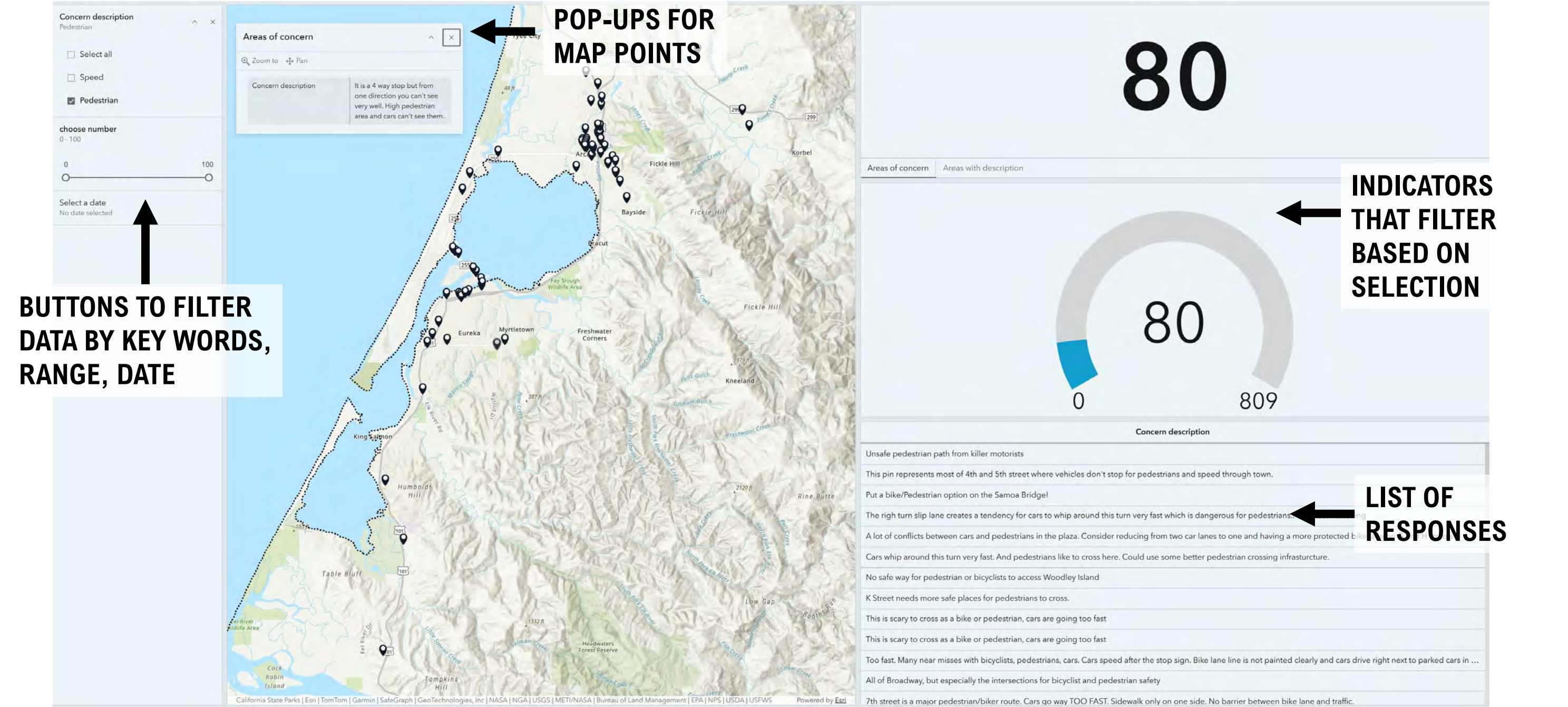


VISION ZERO DATA DASHBOARD AGENCY FEEDBACK

- **Key Audiences:**
 - Owners
 - HCAOG
 - Public Agency Admins
 - *Question: roles & responsibilities for upkeep*
 - Additional Viewers/Contributors (with interactive access)
 - Community Members
 - CBOs
 - Researchers
- **Key Features/Functions:**
 - *Question: are internal & external separate platforms*
 - Internal Facing
 - Project Tracking
 - Internal Analysis
 - External Facing
 - Link to StreetStory
 - Interactive Maps with Real-time Data
 - Comment Box
 - Report/Visuals
 - Mobile-friendly Design



SAMPLE FROM SURVEY DATA



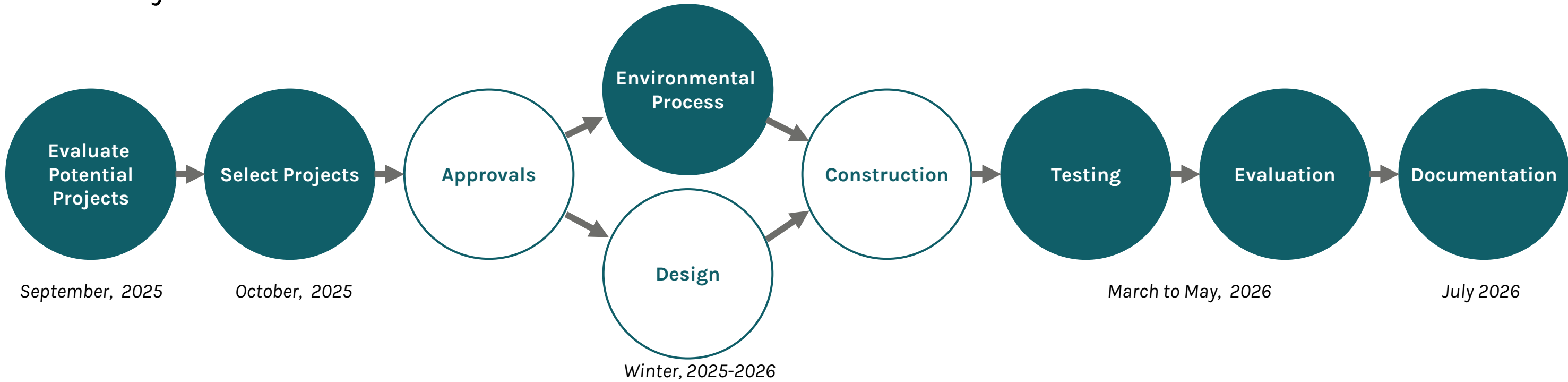
The background image is a street scene with a large tree on the left, a wooden bench in the foreground, and a shop named 'ABRAXAS' on the right. The scene is overlaid with a semi-transparent teal filter. A yellow square with the number '4' is positioned above the main title.

4

DEMONSTRATION PROJECT UPDATE

TEMPORARY DEMONSTRATION PROJECTS PROCESS

- Test and demonstrate measures that reflect safety improvements for a range of modes in high-risk areas.
- Engage the community through outreach and education to build support and awareness
- Inform permanent design decisions and long-term safety investments by testing roadway countermeasures



ARCATA: TEMPORARY SPEED HUMPS

LOCATION: 11TH & K ST

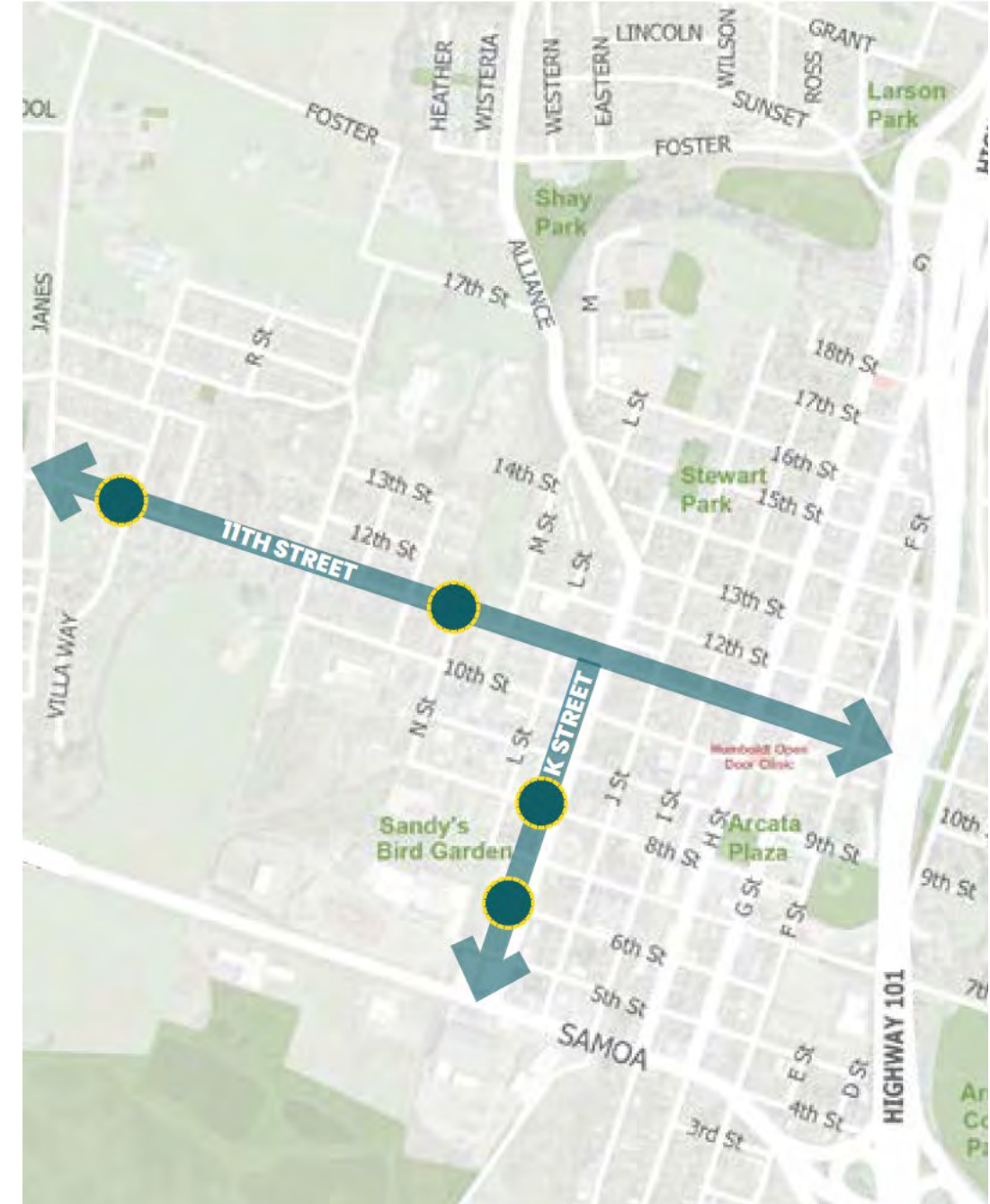
The temporary demonstration project on **11th and K Streets** will install temporary speed humps and high-visibility signage to address ongoing traffic safety concerns.

The project is intended to test traffic-calming measures that reduce vehicle speeds, improve driver awareness, and enhance safety for all road users, including pedestrians, cyclists, and motorists.

PROJECT DURATION: 12 Weeks

PROJECT BENEFITS:

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



EUREKA: TEMPORARY MINI ROUNDABOUTS

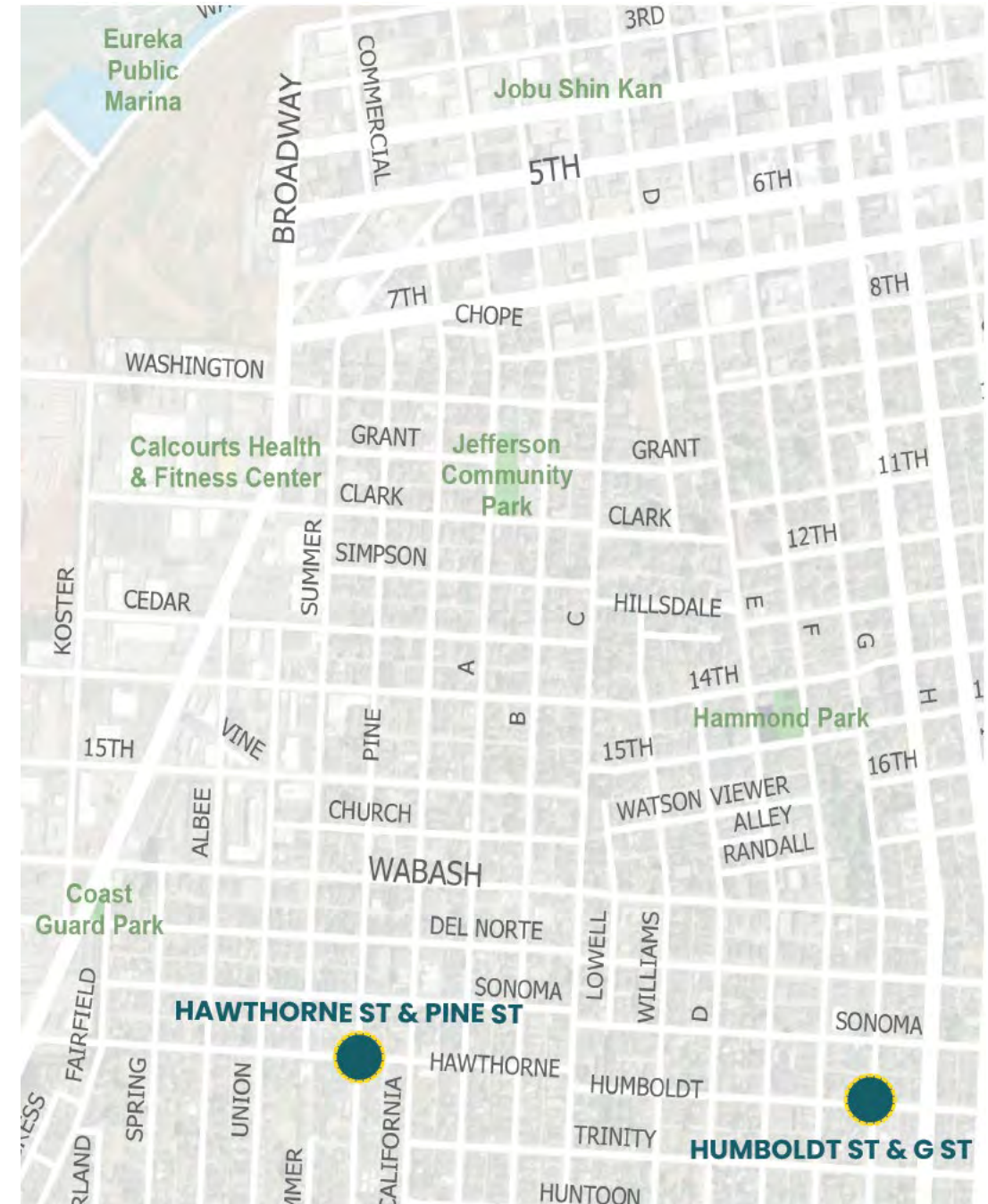
LOCATION: PINE ST + W HAWTHORNE ST & HUMBOLDT ST + G ST

The proposed mini roundabouts at the intersections of **Pine Street and West & Hawthorne Street + Humboldt Street and G Street** will replace the existing intersection control, guiding vehicles around a compact island while reducing conflict points.

PROJECT DURATION: 12 Weeks

PROJECT BENEFITS:

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



FERNDALE: TRAFFIC CALMING & SIGNAGE IMPROVEMENTS

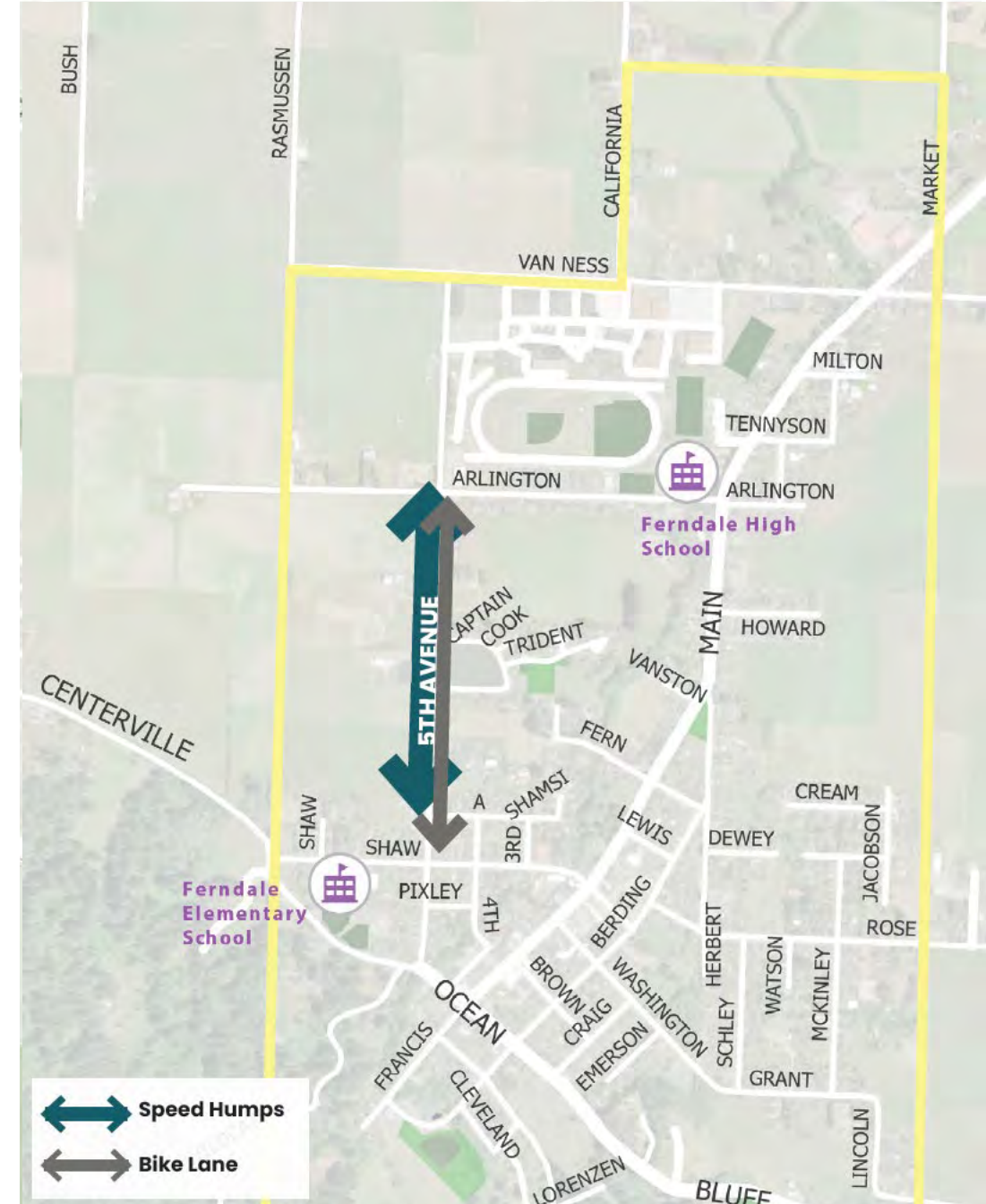
LOCATION: 5TH STREET BETWEEN ARLINGTON STREET & SHAW AVENUE

Temporary speed humps/tables, pavement markings, and signage will be installed along **5th Street between Arlington Street and A Street** to slow vehicle speeds and improve roadway safety. A temporary bike lane will also be installed between **Arlington and Shaw Avenue**.

PROJECT DURATION: Speed Humps- 8 Weeks + Bike Lane- 2 Weeks

PROJECT BENEFITS:

- Traffic Calming
- Improved Awareness
- Enhanced Safety
- Low-cost/Temporary Approach to Collect Feedback
- Data-driven Evaluation to Monitor Effectiveness Brought



FORTUNA: HIGH VISIBILITY PROGRAMMABLE RADAR FEEDBACK SIGNS

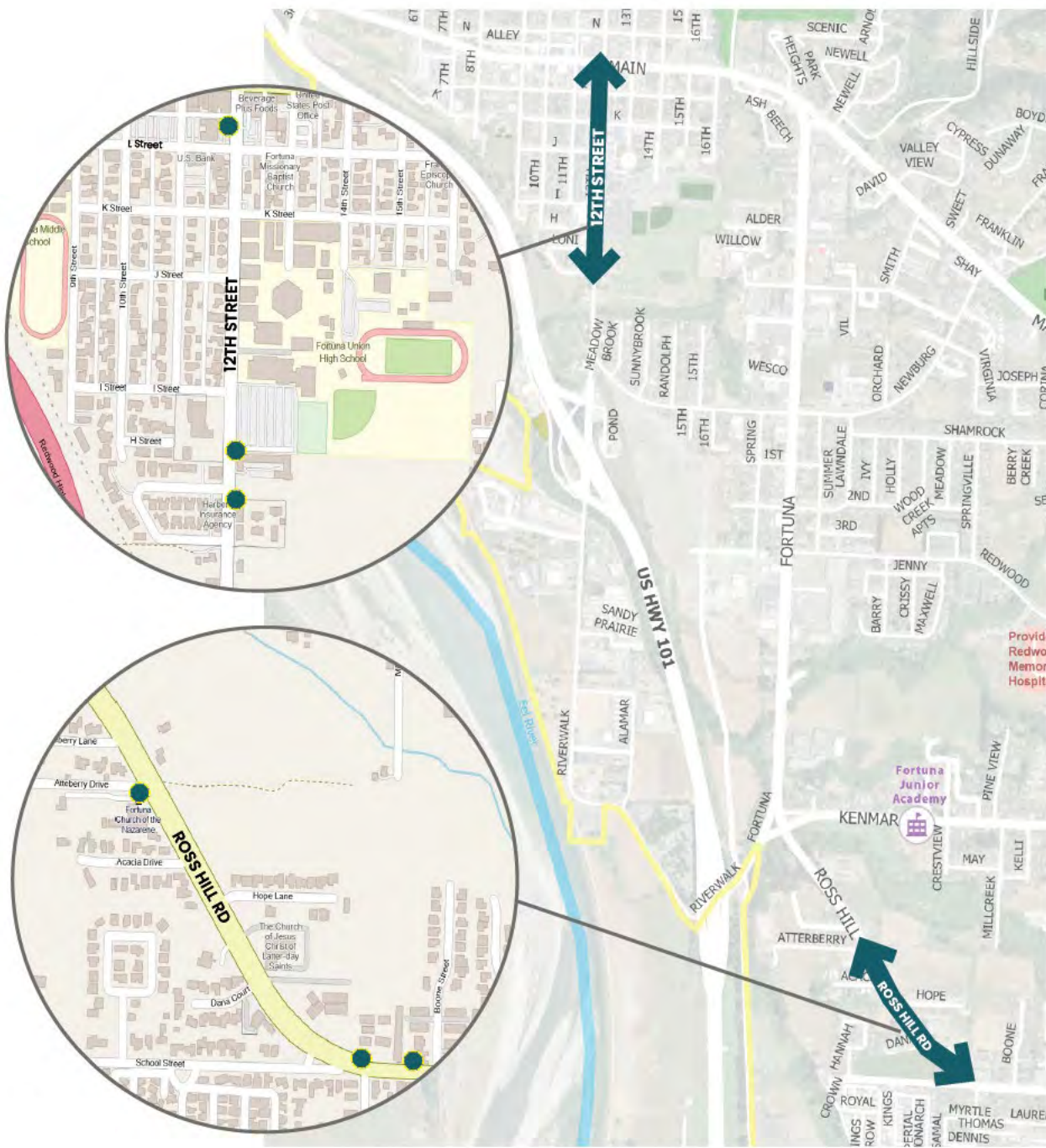
LOCATION: 12TH STREET CORRIDOR & ROSS HILL ROAD CORRIDOR

High-visibility radar feedback signs will be installed in two school corridors: **12th Street** (from Newburg Road to 12th Street) and **Ross Hill Road** (from Thelma Street to Hope Street). Two signs will be installed in each corridor to provide an effective, low-impact safety improvement.

PROJECT DURATION: 12 Weeks

PROJECT BENEFITS:

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



NEXT STEPS

- Demonstration Project Engagement in Fortuna
- Continue the Development of Data Dashboard and Education Campaign
- Report Development and Review