

## 1. Understanding of Project

Blue Zones is fully prepared and deeply motivated to assist in realizing its Humboldt County's sustainable transformation goals. We grasp the critical importance of shifting from a car-dependent infrastructure to a model that champions multimodal, safe, and equitable transportation systems alongside intelligent land use. Our approach reflects our shared commitment to community health, inclusivity, and environmental stewardship.

Recognizing the need for strategic, data-informed planning, we acknowledge the project's focus on identifying prime locations for transportation and infill development investments that enhance connectivity and accessibility. Our approach, inspired by the goals set forth in *HCAOG's Regional Transportation Plan (VROOM 2022-2042)*, Tasks 3 and 4, aligns transportation with land use sustainably, targeting a significant reduction in car VMT and greenhouse gas emissions.

Our proposal identifies opportunities to foster collaboration among agencies and residents, thereby designing and envisioning walkable, bikeable, vibrant, and equitable communities. Humboldt can be a model region for healthy, sustainable living. By focusing on encouraging dialogue between key stakeholders, robust assessments, and interactive Safe Routes to School projects, we intend to highlight and develop low-stress, active-travel routes. Our proposed methodology is designed to create vibrant neighborhoods that enhance the well-being of all residents.

In partnership with HCAOG, the City of Arcata, and CRTP, Blue Zones is committed to assisting Humboldt County in becoming a place where sustainable mobility is not just a goal, but a reality for every resident, paving the way for a healthier, more connected, and vibrant community.





#### TASK 4: TRAINING SERIES ON SMART GROWTH AND MOBILITY

Partnering with experts from Dover, Kohl & Partners and CivicWell, Blue Zones will deliver a series of training sessions focused on smart growth and mobility principles. Our planned activities include:

- *Subtask 4.1: Workshop Planning and Execution.* We will organize and conduct one in-person and one Zoom workshop featuring national and international experts, aiming to deepen the understanding of smart growth and mobility among participants. The workshops will be tailored to meet the specific needs of Humboldt County, ensuring relevance and applicability.
- *Subtask 4.2: Development of a Comprehensive Training Curriculum and Almanac.* The curriculum will cover a broad range of topics pertinent to smart growth and mobility, with the goal of equipping local jurisdictions and community members with the knowledge and tools needed to foster sustainable development.

Our training series will include an in-person Workshop with a virtual learning opportunity, designed to be accessible and inclusive. We will focus on practical, hands-on learning experiences that directly contribute to the project's goals of enhancing community connectivity and sustainability. The follow-on Zoom meeting for Workshop participants will allow them ask questions in advance of the workshop, which will be moderated by experts in break-out rooms. This assistance is aimed at helping address emerging needs from local jurisdictions.

##### Task 4 Deliverables:

- Training workshops and course almanac: syllabus, presentation slide decks, maps, handouts, video recording, photos, workshop illustrations/drawings/schematics. Course almanac will be available in ADA-accessible electronic copy
- Community outreach and engagement
- Posters, flyers, announcements, PSAs. Electronic visual and audio materials in ADA-accessible formats.
- Follow-up Zoom meeting for workshop attendees
- Workshop Evaluation Survey

## 4. Work Plan & Schedule

A draft schedule has been created, recognizing that this will be modified based on engagement with the full project team and understanding of other initiatives this project must align with. The model below captures key milestone and highlights engagement for Tasks 3 and 4, which is contingent upon the timeline for Tasks 1 and 2, and based upon the Client's preference for activities:



| Schedule                  | Key Milestones  |
|---------------------------|---|
| July 2024                 | Engagement #1 – Project Kick-Off Meeting (Zoom)                             |
| July 2024 – December 2024 | Engagement #2 – Monthly Coordination & Progress Team Meetings (Zoom)        |
| July 2024 – August 2024   | Draft and Final Public Engagement Strategy for Tasks 3 and 4                |
| July 2024 – August 2024   | Community Outreach Materials (various formats) for Task 3 and 4             |
| September 2024            | Engagement #3 – SRTS Goals Workshop & Stakeholder Mapping (Zoom)            |
| October 2024              | Draft and Final SRTS Self-Assessment Almanac (various formats)              |
| October 2024              | Engagement #4 – SRTS Self-Assessment Workshop (1-Day In-Person)             |
| October 2024              | Engagement #5 – Fuenta Nueva Charter School Pilot Project (1-Day In-Person) |
| November 2024             | Engagement #6 – Project Steering Committee Meeting (2-Hour In-Person)       |
| November 2024             | Draft and Final SRTS Self-Assessment Guide (PDF)                            |
| November 2024             | Draft & Final Smart Growth & Mobility Workshop Almanac (various formats)    |
| December 2024             | Engagement #7 – Smart Growth & Mobility Workshop (1-Day In-Person)          |
| December 2024             | Engagement #8 – Project Steering Committee Meeting (2-Hour In-Person)       |
| December 2024             | Engagement #9 – Board/Commission/Council Meeting (2-Hour In-Person)         |
| December 2024             | Engagement #10 – Smart Growth & Mobility Follow-On Workshop (Zoom)          |
| December 2024             | Engagement #11 – Project Closeout Team Meeting (Zoom)                       |