



Attachment B
Scope of Work and Schedule
Humboldt County Vision Zero Action Plan

Milestone	Schedule Date
Planned Draft Plan Completion Date	November 2025
Planned Final Plan Completion Date	March 2026
Planned Final Plan Adoption Date	April 2026
Planned NEPA Completion Date	February 2025
Planned Demonstration Construction	April 1, 2025 – March 30, 2026

INTRODUCTION:

The Humboldt County Association of Governments (HCAOG) is seeking qualified consultants to develop a comprehensive safety action plan for the region. The project is federally funded by a Safe Streets for All (SS4A) planning grant. The SS4A program supports the U.S. Department of Transportation's National Roadway Safety Strategy and their goal of zero roadway deaths using a Safe System Approach. A comprehensive safety action plan (referred to as an “Action Plan”) is the basic building block to significantly improve roadway safety. Action Plans are aimed at reducing and eliminating serious-injury and fatal crashes affecting all roadway users. Action Plans use data analysis to characterize roadway safety problems and strengthen a community’s approach through projects and strategies that address the most significant safety risks.

This project will develop a Humboldt County Regional Vision Zero Action Plan (Action Plan or Plan) in collaboration with its project partner agencies and other stakeholders to promote coordinated solutions in engineering, education, encouragement, evaluation, equity, and enforcement. Partner agencies include the County of Humboldt, Cities of Arcata, Blue Lake, Eureka, Ferndale, Fortuna, Rio Dell, and Trinidad, and the Hoopa Valley Tribe, Yurok Tribe, Karuk Tribe, and Cher-Ae Heights Indian Community of the Trinidad Rancheria). The goal of the Action Plan is to eliminate traffic fatalities and severe injuries in Humboldt County through existing efforts and programs, along with implementation of additional recommendations. The Action Plan will utilize the Safe Systems Approach to develop recommendations focused on infrastructure, human behavior, and emergency response. Consultant will lead all aspects to prepare a regional Vision Zero Action Plan that meets the eight required elements of the Department of Transportation (DOT) Safe Streets and Roads for All Action Plan. Specific tasks include but are not limited to:

1. Project Management and Reporting

Task 1.1: Project Kick-off Meeting

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

Task 1.2: Project Coordination

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

Task 1.3: Invoicing and Reporting

The selected Consultant will be responsible for completing quarterly invoicing and quarterly reports providing a summary of project progress and grant expenditures.

Task	Deliverable
1.1	<i>Meeting notes with action items; detailed project timeline and budget</i>
1.2	<i>Meeting notices, agendas and meeting minutes for project management meetings</i>
1.3	<i>Quarterly invoices and reports</i>

2. Stakeholder Participation and Community Engagement

Task 2.1: Project Task Force Collaboration

- The Consultant shall work with HCAOG to establish a Project Task Force (PTF) that will meet bi-monthly and serve as a working group of active stakeholders / safety partners who will guide all aspects of the planning and demonstration project.
- HCAOG will provide a list of suggested stakeholders and assist with outreach to form the Project Task Force.
- The Consultant team should include staff with facilitation expertise to lead engaging sessions, generate meaningful and actionable input for the Plan from the PTF, and assist the PTF in proactively discussing the challenging safety issues in the region.
- The format and frequency of the PTF may be adjusted based on future strategy discussion. For instance, it may be beneficial to have several distinct Vision Zero Task Force Groups focused on particular issue areas such as rural / Tribal safety and speed management. HCAOG is also interested exploring the formation of a youth task force group that can provide insight on safety concerns specific to youth.

Task 2.2: Community Engagement Plan

The Consultant shall prepare a detailed Public Engagement Plan and outreach schedule (based on methods consistent with HCAOG’s adopted Public Participation Plan) with recommendations on how best to equitably engage diverse segments of community, for review and acceptance by HCAOG. Consultant shall implement the Public Engagement Plan, which will include providing information to the community and gathering community input through various means (surveys,

community workshops, project website, etc.). Outreach materials will be made available in both English and Spanish for the limited English proficiency community.

Task 2.3: Community Meetings

The Consultant will take the lead in planning, preparing, facilitating, and hosting community outreach meetings and engagement opportunities to inform the Action Plan. Local agency staff will assist with providing venues and arranging logistics for community meetings in their jurisdictions, and the Project Task Force will provide input for community engagement methods as well. A total of twelve (12) community meetings are anticipated over the duration of the project in areas throughout the County (not including pop-up demonstration outreach events as described in Task 7). The Consultant may propose a mix of in-person and virtual activities that provides flexibility and allows for a diverse range of outreach methods.

Task 2.4: Community Education Campaign

Based on results of crash analysis, identified countermeasures and community feedback, the Consultant will create an outline of potential high-impact education programs/campaigns. Programs should be innovative, backed by research, include a proposed schedule and budget for implementation over a period of three years, and identify key metrics and methods to track effectiveness. The Consultant will present a draft campaign approach to PTF to consider for implementation. Up to three (3) rounds of revisions are anticipated before selecting a final approach. The approach should anticipate a limit of \$20,000 in direct implementation expenses in the first year and \$10,000 each subsequent year.

Campaigns may include concepts such as but not limited to:

- Developing regional Vision Zero branding.
- Expanding/reviving previous PSA campaigns like “Go Slow, Watch the Road.”
- Designing, printing and distributing educational materials.
- Developing a press toolkit, engaging local press and public information officers (PIOs) in training.
- Leveraging materials statewide campaigns such as Go Safely California
- Providing training to schools, senior centers, etc.

Task	Deliverable
2.1	<i>Project Task Force meeting records.</i>
2.2	<i>Summary report of public participation efforts and results. Promotional materials</i>
2.3	<i>Workshop materials, summary of public meetings</i>
2.4	<i>Copies of files for assets developed for the safety campaign; Summary report of lessons learned, metrics, and recommendations for next steps.</i>

3. Review Existing Documents and Data

Consultant will provide a summary review of existing plans, documents and public comments. Sources include Local Road Safety Plans, General Plans, the Regional Transportation Plan, Caltrans District 1 Active Transportation Plan, Capital Improvement Plans, Bike Plans, other related public infrastructure plans, and Street Story. Special attention should be paid to public comments made for recently completed LRSPs such that when the Consultants prepare presentation materials for public meetings they are prepared with baseline knowledge of previously voiced concerns. The Consultant will lead an assessment of current policies, plans, guidelines, and/or standards (e.g., manuals) to identify opportunities to improve how processes prioritize transportation safety.

<u>Task</u>	<u>Deliverable</u>
3	<i>Draft and final document review memorandum</i>

4. Data Analysis

Task 4.1: Conduct Regional Collision History and Safety Data Analysis

The Consultant will collect available data sources such as TIMS and SWITRS to analyze crash data for all local, Tribal and State roads in Humboldt County. Data will include fatal and severe injury crashes over a 5-year period; crashes by month, day of week and time of day; by travel mode; and crash factors. Consultant will generate visual assets to include in the Action Plan.

Task 4.2: Conduct High Injury Network Analysis

The Consultant will define, analyze and generate a map of a Humboldt County High Injury Network (HIN) as well as High Injury Intersections (HII). The Consultant will use established methods such as identifying segments with the highest density of crashes in which people were killed or seriously injured and, where data is available, taking into consideration environmental factors such as speed, presence of crosswalk, and surrounding land uses. State highways will be included in the HIN mapping analysis.

Task 4.3: Equity Analysis

The Consultant will conduct an equity and health analysis utilizing the demographics identified as equity priority communities in HCAOG's Regional Transportation Plan. The High Injury Network will be overlaid on a map of equity indicators to visualize geographic overlap between disadvantaged areas and locations with high occurrence of traffic fatalities and serious injuries. This analysis will map areas of high need as defined by concentration of population indicators; the results will also be summarized in a brief memo.

Task 4.4: Traffic Safety Sensor Analysis

The project includes an analysis of data from traffic safety sensors. HCAOG is conducting a search for vendors separately from this RFP. Once purchased, the Consultant will work with HCAOG and

the PTF to identify three priority intersections to study near-miss data. The Consultant will take the lead in refining the study scope and analyzing data to generate intersection safety reports and recommendations. These studies will inform the Action Plan and be included in the appendices.

Task	Deliverable
4.1	<i>Charts and graphs displaying crash data</i>
4.2	<i>Map of High Injury Network and High Injury Intersections</i>
4.3	<i>Map of HIN overlaid on equity priority community map; equity memo</i>
4.4	<i>Three intersection safety studies utilizing traffic safety sensor data</i>

5. Identify Priority Countermeasures, Strategies and Projects

Based on completed crash analysis, equity analysis, feedback from the PTF, and public comments, the consultant will develop prioritized lists of safety projects with lists organized by jurisdiction and Countywide.

The prioritized list will include a summary of costs, potential funding sources, timelines and goals/performance metrics. Consultant will suggest treatments for improving safety at identified locations. The consultant will develop concept designs and planning level cost estimates for priority implementation projects.

OR

Utilizing Benefit Cost Analysis Data (“BCA”) methods the consultant will identify the most cost-effective treatment at each location. Benefit-cost ratios for each identified location will be calculated and summarized. A summarized list of benefit-cost ratios, based on suggested treatments, on each location identified as having a high potential for collisions will be required.

In collaboration with the PTF, the Consultant should also address policies and practices, such as multi-jurisdictional crash analysis processes and Intelligent Speed Assistance policies, to include in the Action Plan.

6. Develop Vision Zero Action Plan

Task 6.1: Administrative Draft

The Consultant will prepare a single consolidated Humboldt County Vision Zero Action Plan utilizing data gathered in the previous tasks. The consultant shall produce a data-driven final document, which includes an identification of safety issues as well as an inclusion of historical trends, contributing factors, crash patterns, and an exploration of near-miss data and unrealized risk. The consultant is expected to provide HCAOG with all data and study products. All meeting summaries and technical analyses should be included as an appendix of the study. Exhibits and maps shall be included as appropriate. The Consultant shall circulate the draft Plan to HCAOG

and partner agency staff and PTF for input. The Action Plan will include a discussion of how implementation will occur through the adoption of revised or new policies, guidelines, and/or standards, as appropriate.

Task 6.2: Draft Plan

The Consultant shall create a public Draft Action Plan, based on one round of consolidated comments from HCAOG and partner agency staff and the PTF on the administrative draft Action Plan. The Consultant shall also create a public-facing summary presentation, to be delivered to the boards of partner agencies and members of the public.

Task 6.3: Final Plan

The Consultant shall create a final Action Plan, based on comments from the public and the governing boards of each jurisdiction. The final document will have a highly visual and clean appearance that is concise and engaging. Upon final project completion, the consultant will be responsible for providing a high-resolution document in PDF format. The Action Plan will provide a roadmap for the jurisdictions moving forward, including both an implementation program for the Cities/County and recommendations for any subsequent updates to the plan necessary based on new data or information becoming available. The consultant shall provide a presentation on the final plan to the HCAOG board.

Task	Deliverable
6.1	<i>Administrative Draft Plan</i>
6.2	<i>Draft Plan Document and Presentation</i>
6.3	<i>Final Plan Document and Presentation</i>

All drafts and final Plan must be prepared in an American with Disabilities Act (ADA) compliant, accessible format.

7. Quick-build Demonstration Projects

The project includes development and implementation of quick-build demonstration projects in various locations around the County. The pop-up / quick-build demonstration projects will be designed to generate input from the public and educate about proven safety countermeasures. Demonstration projects are intended to utilize low-cost materials and per the grant guidelines should be implemented within 18 months following the grant agreement. The results of the demonstration projects should inform the Action Plan. Demonstration projects may vary in scope and length of installation. Demonstration activities are temporary in nature and must be removed and/or ended following the conclusion of the project if the assessment of the demonstration activities does not affirm that the activities provide safety benefits.

Task 7.1: Lead Process for Selection of Effective Demonstration Projects

Consultant will take the lead on the process to identify demonstration projects, fostering collaboration and discussion among the participating jurisdictions. The Consultant will recommend demonstration projects for consideration. Ultimately each jurisdiction will determine which demonstration project to choose.

Task 7.2: National Environmental Policy Act (NEPA) Review

The Consultant will prepare an environmental review and documentation for the quick-build demonstration projects identified through the process described above in Task 7.1. Following the selection of projects, the Consultant will develop the project description, identify and conduct the necessary environmental analysis, and file the appropriate NEPA documentation. HCAOG anticipates the demonstration projects would fall under a Categorical Exclusion. Upon completion of NEPA and FHWA approval, HCAOG will be responsible for completing a revision of the grant agreement with FHWA to obligate remaining grant funds for Option Phase 1: Demonstration Projects. This must be approved by FHWA prior to implementing the demonstration projects.

Task 7.3: Lead project management to plan, implement, and evaluate demonstration projects

The consultant will take the lead as project manager to assist partner agencies in planning, implementing, and evaluating quick-build demonstration projects. Partner agencies have pledged in-kind support of staff time to design, install, and monitor the pop-up / quick-build projects. The primary role of the Consultant will be to implement education, outreach, and feedback mechanisms at pop-up events, and to generate summary reports of the demonstration projects including an analysis of the safety impacts. The Southern California Association of Governments GoHuman Kit or an equivalent method may serve as the basis for pop-up evaluations.

Task 7.4: Integrate Demonstration Project Findings into Action Plan

The Consultant will prepare an assessment of each demonstration activity. The Final Action Plan list of projects or strategies should incorporate the safety outcomes and public feedback gathered from the demonstration projects.

Task	Deliverable
7.1	<i>Project descriptions of selected demonstration projects sufficient to complete NEPA</i>
7.2	<i>Evidence of filing of appropriate NEPA document (Categorical Exemption or Finding of No Significant Impact).</i>
7.3	<i>Copy of outreach materials; collected public feedback; summary reports evaluating demonstration projects</i>
7.4	<i>Chapter or section in Action Plan that incorporates demonstration project findings</i>

8. Vision Zero Data Dashboard

To monitor and communicate progress toward Vision Zero goals, the Consultant team will create a Vision Zero Data Dashboard hosted through the HCAOG website. The data dashboard will allow for:

- a story map that clearly conveys Humboldt’s traffic safety problems.
- the ability to filter by jurisdiction, location, mode, and collision factor.

- sharing of crash and injury data in forms that are understandable to different audiences (e.g. summary data for community members; ability to drill down to details for staff and policy makers).
- Automated data interface to minimize need for manual data loads.
- Capability to display information on Vision Zero strategies and progress.

Proposed tasks for designing data dashboard:

- Work with agency staff to define requirements for data dashboard.
- Develop proposed technical architecture for data dashboard. Review with agency staff and incorporate feedback into final design.
- Recommend software solution options to implement technical architecture. Review options with agency staff and PTF and incorporate feedback into final software solution recommendation.
- Work with agency staff to procure and configure selected software solution.
- Develop technical documentation for data dashboard solution. Review with agency staff and revise with feedback.

Task	Deliverable
8	<i>Interactive data dashboard hosted on HCAOG website</i>