



Annual Update

2023

A Message from the Executive Director

As the environmental movement has grown increasingly focused on the climate crisis, the importance of transportation as an environmental issue has become that much more obvious. After all, transportation is the largest source of climate pollution in the United States. Here on the North Coast, it makes up more than half of our total emissions.

A lot of people think that the way to stop out-of-control climate pollution from cars and trucks is just to drive electric vehicles (EVs). But did you know that the official California state climate plan for 2030 relies most heavily not on EV adoption, but on people choosing to drive less? State planners know the same thing we do at CRTP: the switch to EVs won't come fast enough to meet critical climate targets.

EV adoption also won't solve any of the other problems of a car-dependent society. Those problems range from the ever-growing death toll on our roads (about 25 people are killed and nearly 150 seriously injured in car crashes every year in Humboldt County alone) to economic burdens (local residents are forced to spend nearly as much on their cars as they do on their housing) to the newly recognized threat of tire pollution (a study this year found that 78% of microplastics entering the ocean are pieces of car and truck tires!).

That's why CRTP works so hard to reverse unfair historical policies favoring automobiles and to increase the safety, convenience, comfort and dignity of getting around our communities without a car. In 2023, we have continued that work, including:

- Advocating for safer streets for walking, biking and rolling
- Supporting public transportation
- Reforming zoning codes to support walkable development
- Pushing for ambitious climate action
- Educating and engaging the public on these issues

As you'll read in this report, we've had a lot of successes. But we face major challenges, and so much more remains to be done! With your support, we'll be able to keep doing this work for years to come.



A handwritten signature in black ink, appearing to read 'Colin Fiske'.

Colin Fiske
Executive Director

Our Mission

CRTP's mission is to promote transportation solutions that protect and support a healthy environment, healthy people, healthy communities and a healthy economy on the North Coast.

Our Vision

CRTP envisions a North Coast region with vibrant local communities where walking, biking, public transit, and other socially and environmentally positive modes of transportation are the norm. We are passionate about creating a world where these modes are equitable, safe and comfortable for people of all races, ethnicities, cultures, income levels, genders, ages and abilities. We believe that we urgently need mode shift to effectively address climate change, equity and safety in our community.

- We advocate to local governments—for investments and policies that support safe transit, pedestrian and bicycling networks for everybody.
- We speak out about the climate crisis and the urgent need to design our transportation systems for the public good
- We recognize power disparities drawn along the lines of income-level, ability, race, ethnicity, culture, age and gender, and are dedicated to a vision of social justice and human rights for all people using all modes of transportation.
- We provide resources in the form of planning, capacity-building, technical support and best practices for reducing harm on our public roadways.
- We partner with respected local organizations, agencies, public leaders and advocates to pursue equitable access to our public spaces, our places of business, our homes and our natural beauty.
- We mobilize the public to advocate in their own communities to make accessible, sociable public spaces.
- We connect our community—as the only local non-profit organization on the North Coast solely committed to researching, planning and advocating transportation solutions, we strive to build a more equitable, connected place for all.

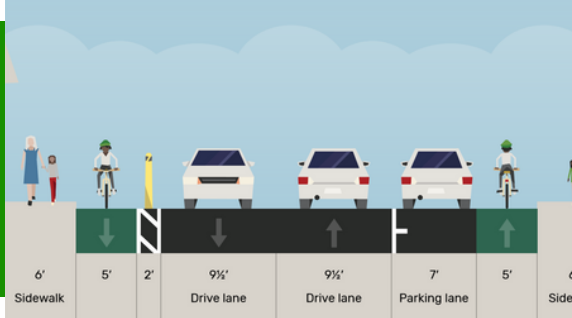
Advocating for safer streets for walking, biking and rolling.

Thanks to our advocacy, the Eureka City Council adopted a Complete Streets Policy in January. Following Arcata's policy adopted last year, this means the region's two biggest communities now have committed to include facilities for walking, biking, rolling and transit in all street projects. However, initial implementation of the policies has been patchy, and the need for our advocacy is far from over.



We consistently monitor projects to ensure they include safe infrastructure, and it pays off. In March, we convinced county supervisors to dedicate money from the McKay subdivision toward bike and pedestrian safety. Also this year, both Cal Poly Humboldt and the City of Arcata added bike lanes to their projects as a result of our work.

We secured support from the Arcata Planning Commission & City Council for near-term safety improvements to K and 11th Streets as part of the Gateway Area planning process. We must now ensure that this support translates into real road redesigns that prioritize bikes and pedestrians.



We are continuing to advocate and work with Caltrans to move forward with major safety improvements to Broadway in Eureka. While we were successful at pushing Caltrans to develop significant safety projects covering the entire corridor, the agency's slow process has meant that few real safety changes have been seen on the ground yet.

Supporting public transportation.

Humboldt County supervisors are considering a transportation ballot measure for 2024. Originally proposed as just another road tax, we made sure that the concept was broadened to include potential funding for public transit, as well as bike and pedestrian safety projects. But final decisions have not yet been made, and we are still fighting to get dedicated transit funding included in the final ballot language.



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Years ago, CRTP first proposed that Humboldt County should get provide free bus passes to employees who want them. That vision has finally become a reality, and other major employers including the City of Eureka, the City of Arcata, and the North Coast Co-op are now following suit. Lots of other big employers still don't have this benefit, though, so our future work is cut out for us.

Following our recommendation, the Arcata Planning Commission included new language in the city's General Plan that recognizes public transit as a civil right and commits to improving service. The next step is to ensure this policy is adopted by City Council and implemented in the years to come.

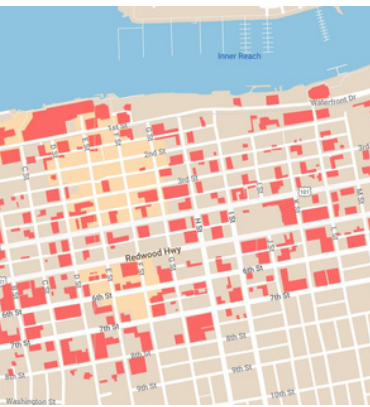


Reforming zoning codes to support walkable development.

Costly and unscientific parking mandates have long been a barrier to walkable development. In 2023, our years of public education and advocacy on this issue started to show major results. Humboldt County and the City of Arcata are poised to eliminate parking mandates in the McKinleyville Town Center and the Gateway Area, respectively, and many other parking reforms are being seriously discussed for the first time. However, much work still remains to be done to address outdated parking rules throughout the region.



We have long supported efforts to build affordable housing on underutilized parking lots in one of the region's most walkable communities—downtown Eureka. Significant progress has been made toward that goal, but the city now faces multiple lawsuits and a misleading ballot initiative (all funded by conservative billionaire Robin Arkley) trying to stop the projects. We are doing our best to counter these threats with public education, including a map we made showing the abundance of downtown parking, but the risk is very real.



Thanks to our long-term engagement in public planning processes, both the Arcata Planning Commission and the McKinleyville Municipal Advisory Committee recommended more robust bike parking requirements for local zoning codes this year.

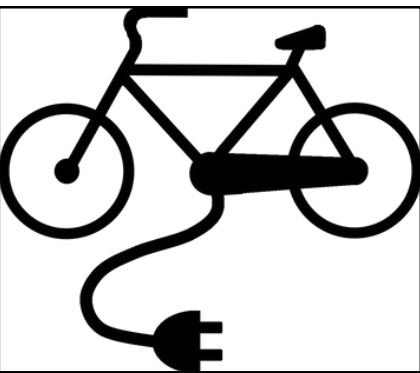
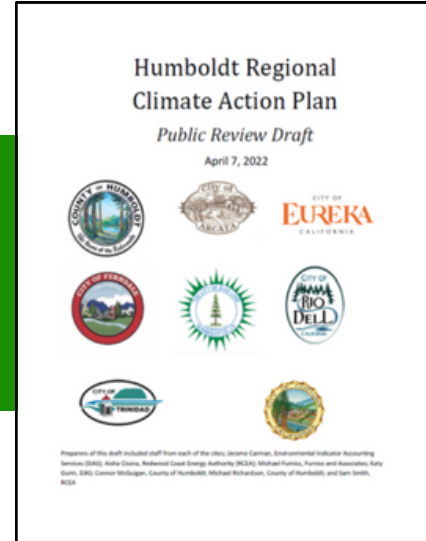


Our comments on the California Coastal Commission's Sustainability Principles helped convince the Commission to place more emphasis on walking, biking and public transportation for coastal access, a significant change from their traditional focus on car parking.



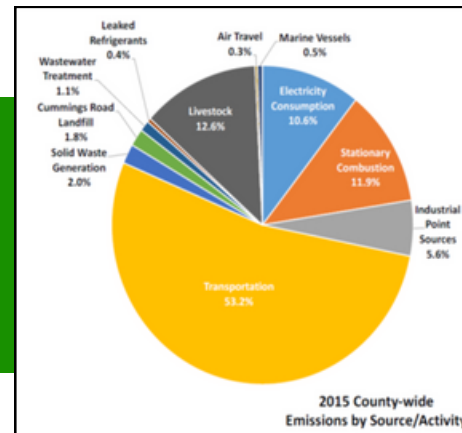
Pushing for ambitious climate action.

Since 2018, we have been at the center of local advocacy for adoption of an ambitious regional Climate Action Plan for Humboldt County. Unfortunately, that hasn't happened yet. This year, we joined with allies to successfully fight back an attempt to undermine the draft plan through carbon accounting tricks, and also ramped up the pressure to adopt a serious plan very soon. We will continue our advocacy in 2024.



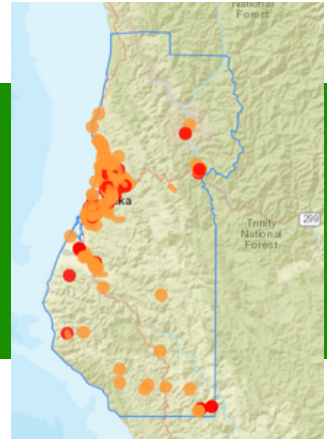
In 2020, we asked the Redwood Coast Energy Authority (RCEA) to create an e-bike incentive program, and they listened. The initial program was so successful that they are launching another one at the end of 2023. This time, we helped ensure that the incentive is a voucher instead of a rebate so that it can be used by people who can't afford to pay the full cost of an e-bike without some support.

More than half of local climate pollution comes from transportation. That means that supporting more walking, biking, rolling and public transit – and less driving – must be at the center of serious climate action. Much of our ongoing work involves public education about the transportation-climate connection and the fact that we can't solve the problem with electric vehicles alone.



Educating and engaging the public.

We're continuing to promote the Street Story program, and there are now well over 1,000 reports of hazards, near-misses, crashes, and even a few safe places in Humboldt County. We use Street Story to advocate for safety improvements, and we encourage local agencies to use the data as well when they plan projects and apply for safety grants.



Our bike valet program is building back up after a pandemic-era hiatus. This year, we provided bike valet at seven events, ranging from the Eureka Street Art Festival to the North Country Fair, and served over 200 bicyclists – many of whom said they wouldn't have biked if they hadn't known that we would be there.

This year, we coordinated local participation in the first National Week Without Driving. Thirty local residents registered to participate, including ten elected officials and several planners and other local leaders, and the City of Eureka recognized the week with an official proclamation. We know from reflections shared with us that the event had an impact on the way participants thought about getting around their communities without a car.





The Collector
October 27, 2023

Support for Key Parking Reforms in Arcata

At their study session this week, several Arcata Planning Commissioners and Councilmembers reaffirmed support for key parking reforms long sought by CRTP, including: (1) the elimination of costly and unscientific parking mandates that block walkable development, and (2) a downtown parking meter program with revenues to support walking, biking and transit. Make no mistake, such strong support for these policies would not have been possible without years of public education and advocacy from CRTP and our members and supporters. So thank you!

At the same meeting, Councilmembers approved the city's application for federal funding to implement many of the new policies in the updated General Plan. This work would include form-based zoning codes for downtown and

More than 700 people receive our weekly e-newsletter, The Collector, which is published every Friday. Through The Collector, we educate and inform local residents about important transportation and land use issues, and alert them to opportunities to participate in local government decision-making.

Land Acknowledgement

C RTP is located in Goudi'ni (Arcata) on Wiyot land. Ancestral Wiyot lands range from Plhut Gasamuli'm (Little River) in the north to Tsakiyuwit (Bear River Ridge) in the south, from Shou'r (Pacific Ocean) in the west to the first set of qus (hills/mountains) to the east. Waterways in the ancestral lands of Wiyot people include Baduwa't (Mad River), Hikshari' (Elk River), Wiya't (Eel River), and Girrughurralih (Van Duzen River).

As an organization focused on transportation, CRT P acknowledges that many of today's roads and highways follow traditional Indigenous travelways, and also that the development and "improvement" of local transportation systems in the nineteenth century were inextricably tied up with the abuse and genocide of local Indigenous Peoples by White settlers. We also acknowledge that significant transportation inequities continue to impact Indigenous communities today, including a lack of adequate infrastructure and disproportionate rates of pedestrians and bicyclists killed by vehicles. We further acknowledge, as we strive to reduce the impacts of our transportation system on the local and global environment, that the environment itself is a legacy of the careful stewardship of Indigenous Peoples over the course of millennia.

We pledge to listen to Indigenous Peoples as we strive to improve our transportation systems and address historic and ongoing inequities. We pledge to work with Indigenous Peoples to ensure positive outcomes whenever our actions may impact culturally important resources. In all of our work, we pledge to respect the special relationship of Indigenous Peoples with the land in their historic territories, as well as the ongoing right of Indigenous Peoples to sovereignty and self-determination.

Believe it or not, this report only covers a fraction of what CRTP has been doing this year. We are a small organization, but we have a big impact.

Our members empower us to keep doing this important work. If you are a member, **thank you**. If you're not a member yet, please join today:



transportationpriorities.org/join/

If you're not already getting our weekly newsletter and other emails, you can sign up by scanning or clicking below:



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