



Annual Update 2024



C RTP
Coalition for Responsible
Transportation Priorities

MESSAGE FROM THE EXECUTIVE DIRECTOR

Most people in our region - or at least most adults - drive a car or truck for most of their transportation needs. But not everybody does! At least 36,000 people in Humboldt County alone—including kids, seniors, and people with disabilities—don't have a driver's license, and many others can't afford to own or operate a vehicle. These non-drivers deserve to be represented in local decision-making processes.

Even for people who can drive, there are lots of reasons to want to drive less. Spending less time driving can improve mental and physical health and help build stronger community connections. Perhaps most critically, transportation produces more climate-warming pollution than any other sector, and experts tell us that keeping the climate in reasonable shape will require us to drive a lot less.

These are just a few of the reasons CRTP's work is so important. We work to make our streets safer for people walking, biking and rolling, to make our communities more compact and easier to navigate without a car, and to improve public transit and other affordable and low-carbon modes of transportation.

2024 has been an exciting year for us. This spring, we hired Kelsey Martin as our new Outreach Specialist, increasing our staff to a dedicated team of two! Kelsey has been doing great work all year promoting our Street Story program, working with transit riders, managing our social media and other outreach efforts, and representing CRTP at events and meetings.

Kelsey and I spend a lot of our time ensuring that local plans and projects will improve transportation safety, sustainability, and equity. CRTP participates in committees ranging from the Humboldt County Association of Governments' Social Services Transportation Advisory Council to the California Walk and Bike Technical Advisory Committee. And we show up to educate and advocate at countless other public meetings too!

As you'll see in this report, our efforts are continuing to pay off. But there's always more to be done! With your support, we will keep doing this important work for years to come.



Colin Fiske
Executive Director

OUR MISSION

C RTP'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.

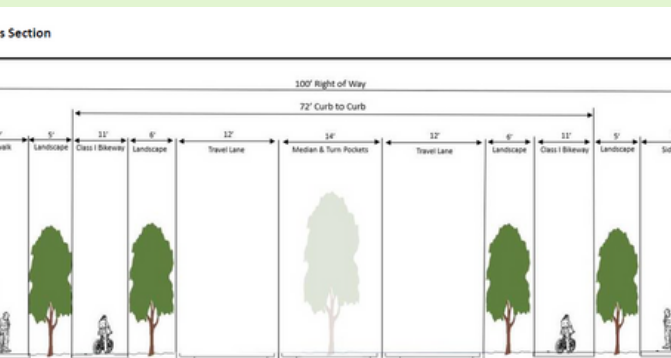
OUR VISION

C RTP 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, & ROLLING

Several long-anticipated safety projects were finally built this year, including Eureka's H and I Street lane reduction and Arcata's 8th & 9th Street project-both of which resulted in new buffered bike lanes (among many other improvements!). Plus, the Arcata Plaza has finally been closed to cars for the Saturday farmers market!



In 2024, we continued to win significant safety improvements to planned projects in the region. Thanks to our advocacy, the McKinleyville Municipal Advisory Committee finally agreed to a Central Avenue lane reduction as part of the Town Center plan; planned roundabouts on Arcata's Sunset Avenue will include separated facilities for bicyclists and pedestrians; Caltrans repaving projects will include major crosswalk upgrades in Eureka and a new buffer for bicyclists on US-101 near Garberville; and a new buffered bike lane will be built in Old Town Eureka. We continue to advocate for even better bike, pedestrian and transit facilities in many of these projects.

We shouldn't have to wait years (or decades) for critical safety improvements, so CRTP is introducing quick-build strategies to the North Coast! "Quick-build" refers to projects like bike-lanes, sidewalk extensions and crosswalks that are constructed rapidly with low-cost materials, generating immediate safety improvements while funding is secured for permanent street redesign. Quick-build is new to the North Coast, but thanks to our efforts, projects are now being pursued on Hiller Road in McKinleyville and K Street in Arcata. We are targeting Eureka bike improvements next, and hope to expand the quick-build approach to projects throughout the region.

McKinleyville Municipal Advisory Committee
Join us for our meeting focused on the

Hiller Road Quick-Build* Project design
Led by Tom Mattson and Bob Bronkall of HumCo Public Works

When: Sept. 25, 2024 at 6:00 pm
Where: Azalea Hall at Pierson Park
(1620 Pickett Road, McKinleyville)



* Quick-Builds are temporary projects that test infrastructure changes to improve public spaces.

SUPPORTING PUBLIC TRANSPORTATION



Our new Outreach Specialist Kelsey Martin spent many hours this year riding local buses and hanging out at bus stops talking to regular riders about how to improve the transit system. We also invited riders to several listening sessions to hear about their experiences. And we've recently begun a program of ride-alongs in which we pair up a transit rider with an elected official or other decision-maker to ride a typical route and provide insights into the needs of non-drivers. Looking forward, we plan to continue engaging transit riders about their unmet needs and empowering them to participate in local transit decision-making.

Over the last year, as the Humboldt County Board of Supervisors developed a sales tax proposal to fund roads, we worked with our allies in the environmental movement to ensure that public transit would get some of the tax revenue also. Thanks to these efforts, the Supervisors promised that transit will get a significant portion of the funding. If the ballot measure passes, we will be watching closely to ensure that promise is kept.



We made sure that transit was included in Arcata's sales tax ballot measure too! While this won't generate as much funding as the countywide tax measure, it represents another local source of transit funding that we'll be keeping an eye on in the years to come.

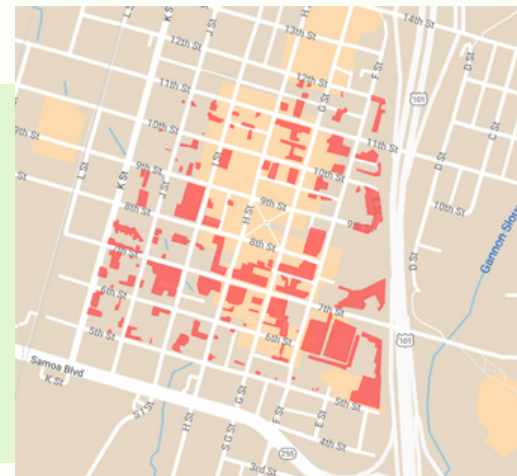
REFORMING ZONING CODES TO SUPPORT WALKABLE DEVELOPMENT

Arcata's Gateway Area Plan, Gateway zoning code, and General Plan update were approved this year, after years of public review. These documents represent the most bike, pedestrian and transit-friendly land use plans yet seen in our region! In addition to the successful advocacy noted in last year's Annual Update, CRTP secured several other key improvements to these plans prior to adoption this year, including strengthening parking reforms and de-emphasizing congestion relief in favor of safer, slower streets. We'll be following up to ensure these new policies are fully implemented in the years to come.



Our advocacy resulted in the inclusion of significant parking reforms in Humboldt County's new Tiny House Village and "Commercial Residential" housing ordinances, including the elimination of parking mandates for projects within half a mile of public transit. We also advocated successfully for the "Commercial Residential" ordinance to include an incentive for new housing on commercially zoned lots to be located in existing communities, to avoid the potential for sprawl.

Following up on last year's map of off-street parking in downtown Eureka, this year we published a map of parking in downtown Arcata. These maps demonstrate the abundance of parking in our downtown areas and help make clear that parking problems result from poor management, not from a lack of supply.



PUSHING FOR AMBITIOUS CLIMATE ACTION



Humboldt County Regional Climate Action Plan

Public Draft

The long-delayed Humboldt County Regional Climate Action Plan (RCAP), which CRTP's advocacy helped get under way back in 2018, was finally released in draft form this year. We collaborated with our allies to provide detailed feedback on the plan. We expect the final version to be adopted in 2025. We will need to stay engaged to win further improvements to the RCAP before it's adopted—and to ensure that the county, the seven incorporated cities, and other cooperating local agencies fully implement critical climate actions.

We helped develop a countywide consensus this year that RCAP implementation should be coordinated through the Humboldt County Association of Governments (HCAOG). HCAOG is in charge of regional transportation planning in the county, and transportation is the biggest source of local climate pollution by far. HCAOG is already working on many carbon reduction initiatives, including some in collaboration with CRTP.

Figure 3 Humboldt GHG Emissions 2022 Inventory

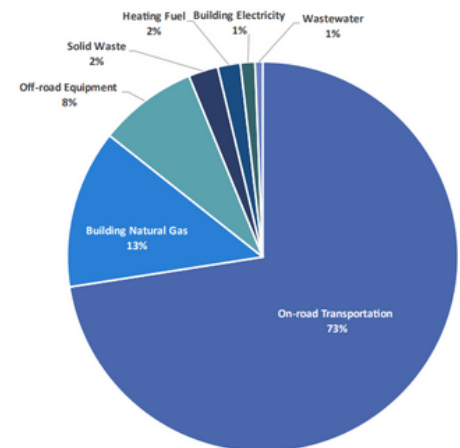
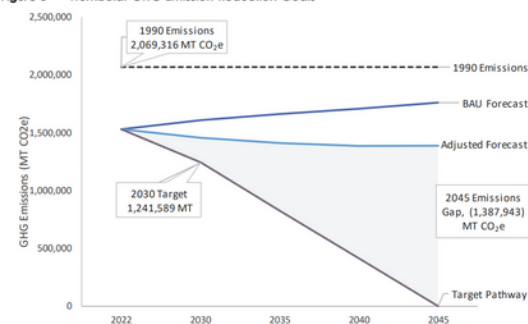


Figure 5 Humboldt GHG Emission Reduction Goals



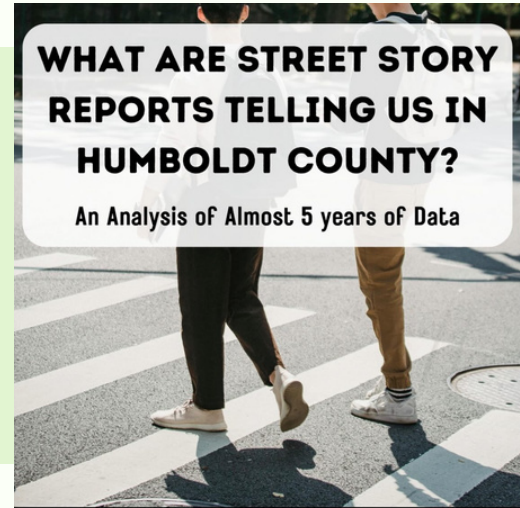
HCAOG oversees implementation of the Regional Transportation Plan, which—thanks in large part to CRTP's work—includes ambitious targets for increasing walking, biking and public transit ridership, while decreasing the amount of driving in our region. We secured a commitment from HCAOG that while implementing the RCAP, the agency would not abandon these important targets, even if they differ from the targets in the RCAP.

EDUCATING AND ENGAGING THE PUBLIC

We took our partnership with UC Berkeley's Safe Transportation Research and Education Center (SafeTREC) to the next level this year with Outreach Specialist Kelsey Martin's work to promote Street Story in Humboldt County. Kelsey completed an analysis of the last five years of Street Story reports in the county, trained local organizations and agencies in how to use Street Story, and spread the word at community events and on social media. Check out her reports and other Street Story information on our website!

WHAT ARE STREET STORY REPORTS TELLING US IN HUMBOLDT COUNTY?

An Analysis of Almost 5 years of Data



For the second consecutive year, we hosted the national Week Without Driving on the North Coast. This year, we were joined by co-hosts the Humboldt County Association of Governments (HCAOG), the Humboldt Transit Authority, and Tri-County Independent Living. Twenty-five people took the pledge not to drive for a week—including elected officials, planners and engineers—and reported insights into the experiences of local non-drivers. Plus, we hosted two walk audits of Eureka's 4th & 5th Street (US-101) corridor, attended by nearly forty people!

We continue to provide bike valet services at local events, helping support people who bike for transportation and encouraging more people to join them! This year we provided bike valet at nine events, including the North Country Fair and the Oyster Festival, and served a total of about 175 bicyclists.



The Collector October 25, 2024

[Report Outlines Pedestrian Safety Problems & Solutions for Eureka's 4th & 5th Street Corridor](#)

CRTP has published the findings from our walk audits earlier this month in Eureka's 4th & 5th Street/US-101 corridor. The report identifies a wide range of issues contributing to the lack of pedestrian safety and comfort in the corridor and suggests possible interventions to improve the situation.

This isn't the last you'll be hearing from us about this busy and dangerous corridor! If you have observations of safety hazards in the area, or if you've experienced a crash or near-miss, don't forget to [report it on Street Story](#). We always review Street Story reports when we're advocating for safety improvements, and Caltrans and other local agencies use the data too.

Almost 800 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 ACKNOWLEDGMENT

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 Girrughurrailh (Van Duzen River).

As an organization focused on transportation, C RTP 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.



All images in this report are owned by Coalition for Responsible Transportation Priorities, except:

Regional Climate Action Plan photos from the County of Humboldt,

Bike Valet photo from Eureka Friday Night Markets,

Gateway Area Code photo from the City of Arcata, and

Central Avenue Plan and Hiller Road Quick Build Meeting photos from the McKinleyville Municipal Advisory Committee

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.

We want to thank the Rose Foundation for Communities & the Environment and the Humboldt Area Foundation for their generous financial support.



Along with support from our foundation partners, the support of our members is what empowers us to keep doing this important work. If you are a member, thank you. If you're not a member yet, please join today:

Text "CRTP" to 44321 to donate

or



transportationpriorities.org/join/

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



transportationpriorities.org/stay-in-touch/



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