

736 "F" STREET
ARCATA, CA 95521

Debbie Egger, Fiscal Administrative Officer
Humboldt County Association of Governments
611 I Street, Suite B
Eureka CA 95501

February 13th, 2023

Subject: City of Arcata's request for the 2% allocations set aside for Bicycle and Pedestrian Improvements per TDA Article 3

Dear Debbie,

The City of Arcata is requesting **\$ 17,400.00** of TDA Article 3 funds to assist in purchasing batteries for the City's pedestrian/bicyclist counters and for continued implementation of our bike share program at existing bike share locations for the year 2023-2024. Below are descriptions of the project proposal and how they address each evaluation criterion.

1. Project Title: Replacement Batteries for Pedestrian/Bicyclist Counters

Total Project Cost:	\$1,675.00
Requested Funds:	\$1,200.00
City Match:	\$475.00

This project will involve funding for the ability to purchase three replacement batteries that are needed for the City's pedestrian/bicycle counters. The City currently has three counters along the Humboldt Bay Trail (See Attachment 1). The counters count pedestrians and cyclists, as well as their direction of travel. The counters have a battery life of approximately 2 years. Battery replacement costs \$125.00 per unit and \$375.00 in total for all three counters.

The counters allow the City to better understand the dynamics of trail usage based on mode of travel along the Humboldt Bay Trail. Having replacement batteries on site will allow the City to replace the battery once it begins to fail and allow for continuous data collection. Arcata has helped contribute to statistical analysis related to bike and pedestrian trail usage. This data is currently shared with the California Department of Transportation, Humboldt County, and UC Berkeley for helping to develop volumetric estimations of transportation flow along trail systems. City of Arcata will be working in cooperation with Humboldt County and City of Eureka as the Humboldt Bay Trail connection commences to gather trail use statistics.

The City of Arcata currently uses the Eco-Visio Professional Subscription for the City's pedestrian/bicycle counters. The annual subscription allows the City to access the Eco-Visio online data analysis platform, gain technical support, monitor equipment, and analyze trends (see Attachment 2). Annual subscription renewal amounts to \$420.00 per counter per year. With the City's three counters, the annual subscription cost is \$1,260.00 per year. As the progress with the Annie & Mary Trail continues, the City is anticipating on purchasing a fourth counter in the near future.

Each criterion questions for this project is addressed below.

Matching Funds (5 points)

The City will match approximately 28% for the capital cost. City staff will install the batteries, perform data management, and counter maintenance.

Safety (20 points)

This project will allow for the City of Arcata to continue to gather observations of bike and pedestrian traffic flows. Bike and pedestrian statistics can be used to help determine high volumes of flows and for developing models to analyze areas that should incorporate more safety features such as bike facilities, reduced speed signs, pavement markings for safety improvements, bike shelters, etc.

Project Readiness (15 points)

All three counters are already in place. This project would be ready for implementation as soon as funding is received.

Special Considerations (15 points)

The City of Arcata has contributed data to UC Berkeley and the Department of Transportation for transportation modeling purposes. The City of Arcata will also be cooperating with Humboldt County and City of Eureka in monitoring trail usage along the Humboldt Bay Trail which will serve as a multi-modal connection for both municipalities. This project will assist in that goal by allowing for hourly tracking of pedestrian and bicycle flow patterns and statistics which can be used for trail development for further connectivity improvements and increased safety measures.

Maintenance of Project (10 points)

The purchased batteries will be part of maintenance of the Eco-Counter. The counters require minimal to no maintenance. City staff maintain these counters as needed: replacing low batteries, site clearance, data management, and troubleshooting technical issues. Operation and maintenance currently requires less than an hour per month of City staff time.

Connectivity (10 points)

The counters allow the City to monitor usage of two major local trails, the Humboldt Bay Trail North (HBTN). HBTN is a part of the larger Humboldt Bay Trail that connects two major communities along the Humboldt Bay. Additionally, the proposed Annie and Mary Regional Trail will connect to the northern end of the Rails with Trails Trail. A fourth Eco-Counter is planned for purchase and installation prior to the completion of the next phase of the Annie & Mary Trail to monitor connectivity and trail use statistics.

Regional Significance (10 points)

The Eco-Counters are currently installed along HBTN, which is a part of the regional trail system and will assist us in determining frequency of bicycle and pedestrian trail use. Currently, the City of Arcata has a silver status as a Bicycle Friendly City and this project may assist in achieving the Gold Status. The City of Arcata bike-pedestrian data has the potential for being utilized by fellow public entities and educational institutions for analysis and transportation model development. Humboldt County will be installing similar counters along the Hammond Trail in McKinleyville and the Eureka Waterfront Trail. Continued maintenance of Arcata’s counters would be beneficial for Humboldt County’s cumulative transportation data analysis. The California Department of Transportation is also considering the installation of the same bike-pedestrian counters at their facilities.

Traffic Generators (10 points)

Eco-Counters are located along the Humboldt Bay Trail North between the City of Arcata Corporation Yard and Foster Avenue. The Humboldt Bay Trail North is a major bicycle and pedestrian path of travel that is adjacent to numerous worksites, neighborhoods, and other high traffic generators.

Multi-Modal Interface (5 points)

The counters track the number of bicycles and pedestrians using trails devoted to non-motorized use. The trail runs through the city and allow for access to public transportation routes. The Eco-Counters are critical for tracking the City’s progress towards developing our multi-modal transportation system.

2. Project Title: City of Arcata and Cal Poly Humboldt Bike Share Program

Total Project Cost:	\$72,000.00
Requested Funds:	\$16,200.00
Cal Poly Humboldt & City Match:	\$55,800.00

The City’s original bike share program began in 2017 with Zagster. Between 2017 and 2019, usage increased each year. Usage was especially high beginning the late summer through the end of the year. Additionally, there was a large amount of usage by Cal Poly Humboldt students. At the start of the COVID-19 pandemic in 2020, the City of

Arcata's bike share program was eliminated due to the bankruptcy of Zagster. In 2021, City of Arcata and Cal Poly Humboldt re-established the bike share program with a new partner, Tandem-Mobility. In 2021, the City of Arcata and Cal Poly Humboldt partnered with Tandem-Mobility to restart a local bike share program that serves Arcata and the Cal Poly Humboldt campus. The current bike share program consists of seven bike stations with five bicycles at each station, with an eighth station planned on being installed in March 2023.

Two of the stations currently serve downtown Arcata and are located on the northern and southern side of the Arcata Plaza. One station is located along the Humboldt Bay Trail North, adjacent to Shay Park and Foster Avenue. Another station is located at the Sorrel Building at the intersection of 7th Street & I Street. Finally, the last station is located at the 30th Street Yurok Housing Project. Prior to the COVID-19 outbreak, the City had seven bike share stations throughout Arcata that allowed residents and visitors to rent bikes through an app based platform. The City of Arcata has successfully revitalized and expanded its bike share program from four stations to seven from 2022 to 2023, and is anticipating on adding its eighth station to the Valley West area by March 2023 due to the positive response from the community.

There have been more than 2700 rentals and 800 annual subscriptions since the start of the new partnership between the City of Arcata, Cal Poly Humboldt, and Tandem-Mobility. There was a 25% increase in total rentals between 2021 and 2022. There was also a 24% increase in rentals for the month of January for 2023 compared to 2022. With the increases in total rentals, there has been a proportionate 11% increase in revenue generation from the project between 2021 and 2022. The City is requesting funds to continue the implementation of thirty turnkey bicycles at our six stations. The annual cost of implementing a bicycle at the existing bike share locations is \$1,800.00 per bicycle. The total cost of implementing thirty bicycles is approximately \$54,000.00 per year.

Each criterion questions for this project is addressed below.

Matching Funds (5 points)

The City of Arcata and Cal Poly Humboldt will match 78% of the total cost for purchasing additional bicycles.

Safety (20 points)

Bike share programs offer the opportunity for individuals to exchange vehicle miles traveled for active transportation, reducing the number of vehicles on the road, and decreasing the risk of accidents. Bike share stations will be installed per the manufacturer's design guidelines, which meets the safety requirements.

Project Readiness (15 points)

The site locations for the bike share stalls are already in place. The project will be ready for implementation upon funding approval and bicycle delivery.

Special Considerations (15 points)

The City of Arcata has a goal to work towards achieving 50% of all trips that begin and end in Arcata being made by non-motorized modes. This project will assist in that goal by providing non-committal, non-motorized options for residents and visitors. Additionally, Arcata is a low-income area that has a large student population. This program will provide a low-cost service for riders who may not ride often, may not be able to purchase a bike, or may not be able to maintain their own bike. The 7th Street and I Street station, 30th Street Yurok Housing Project station, and Valley West station locations were chosen to provide low-income housing developments with an affordable option to motorized vehicles when travelling within Arcata.

Maintenance of Project (10 points)

Tandem-Mobility Bike-Share will provide all necessary maintenance as a part of their contract with the City of Arcata. The City of Arcata is responsible for monitoring the condition of the stations throughout town. The City of Arcata staff will be available if maintenance is needed on the stations and to work with the bike share company as needed. Local repair companies, including Cal Poly Humboldt's bike repair shop, can be utilized for bicycle repairs and maintenance as needed.

Connectivity (10 points)

This project will provide residents and visitors with an additional option to travel through Arcata. The stations will be placed in traffic generating areas with goal of reducing automobile congestion and CO₂ emissions locally. Increased bicycle availability would incentivize more people to drive less when traveling internally throughout Arcata. Bike share stations have also been installed at the 30th Street Yurok Housing Project, along adjacent to Shay Park and Foster Avenue, and another is planned for the Valley West neighborhood to offer an alternative form of transportation for the communities outside of central Arcata. Please see attached map for the location of each station.

Regional Significance (10 points)

This project has significance due to Humboldt County's current trend for improving bike and pedestrian access and reduction of vehicle miles traveled. The bike share program in Arcata is currently managed by the City of Arcata. This program provides residents and visitors with a temporary, non-motorized form of transportation. With the development of the Annie & Mary Trail and continuation of the Humboldt Bay Trail, the bike share program offers the opportunity to explore regional trails and access adjacent communities in Blue Lake and Eureka.

Traffic Generators (10 points)

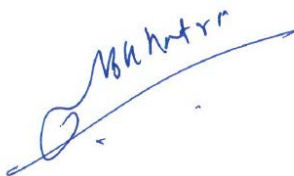
Bike share stations are placed in traffic generating areas. Two stations are currently located in the downtown area of Arcata, one of the main traffic hubs in town. The downtown area includes the Arcata Library, City Hall, The Arcata Transit Center, and many local businesses within and surrounding the Arcata Plaza. One station is located near downtown at the intersection of 7th Street and I Street at the Sorrel Building, a new densely populated low-income housing building. Another station is located along the Humboldt Bay Trail North, adjacent to Shay Park, near by a few new high density residential developments and an AMRTS bus stop. Another station will be installed along Valley West Boulevard adjacent to a HTA and AMRTS bus stop.

Multi-Modal Interface (5 points)

Increasing the number of available bicycles will help increase the number of people able to access alternative modes of transportation. Bike share locations were selected to be near bus stops, low-income areas, and densely populated locations to help provide a multi-modal interface and increase public transportation accessibility. With the success of this bike share program, additional bike share locations can be developed to increase multi-modal access throughout Arcata.

Please phone/email if you need additional information.

Sincerely,

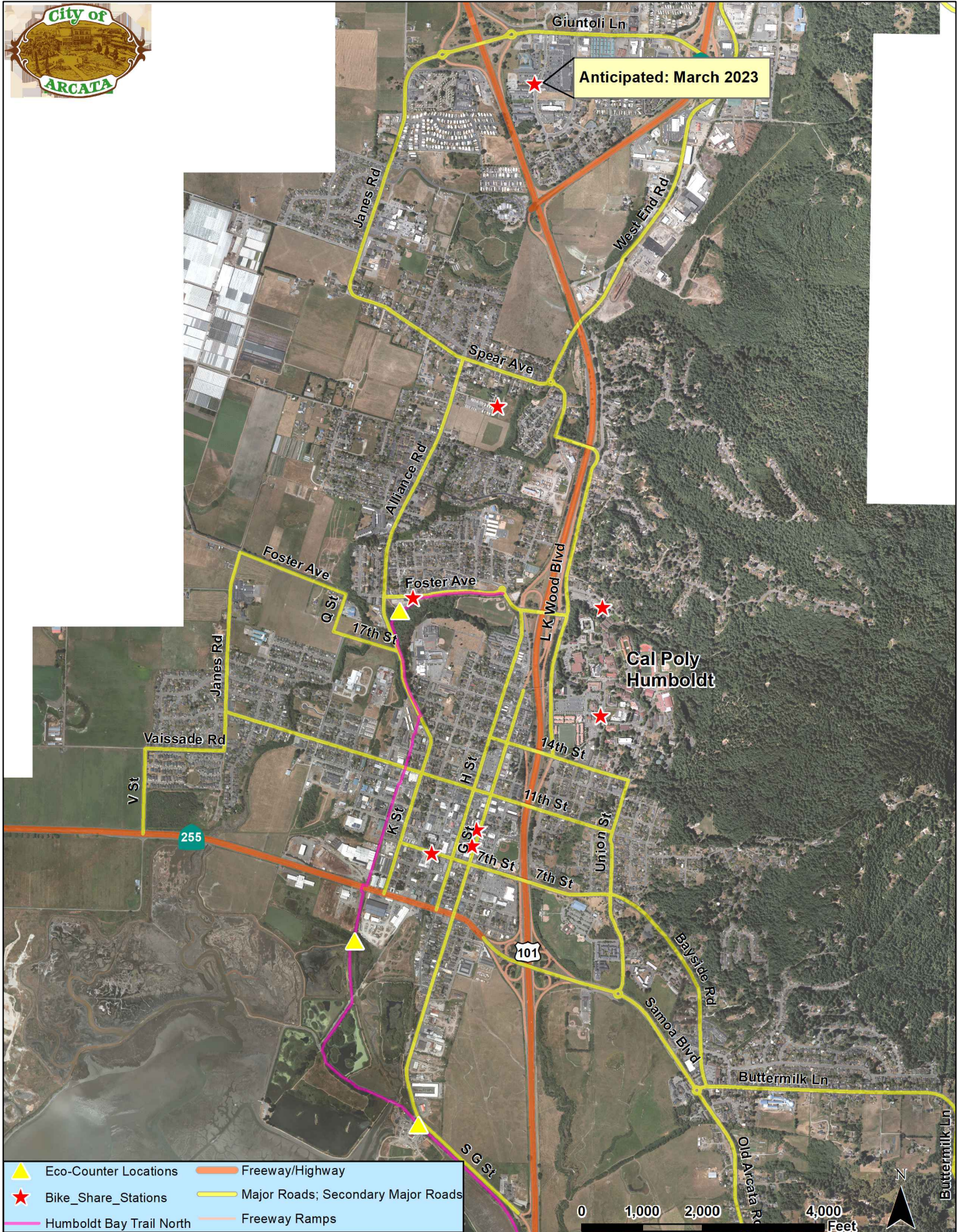
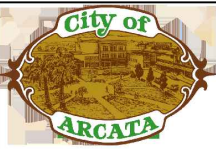


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Jak Kirchubel, Engineering Technician
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- Attachment 1: Current Ped/Bike Counter & Bike Share Station Location Map
- Attachment 2: Current Daily Average Counts from Pedestrian-Bike Counters by Site and User Type
- Attachment 3: Current Bike Share Statistics



Eco-Counter Locations	Freeway/Highway
Bike Share Stations	Major Roads; Secondary Major Roads
Humboldt Bay Trail North	Freeway Ramps



REVISION	BY	APPROVED	DATE
UPDATE	JAK		02/2023

CITY OF ARCATA

City of Arcata
2% TDA LTF
Project Proposal

APPROVED BY:
N. B. KHATRI, R.C.E. #75428

ATTACHMENT NUMBER #1

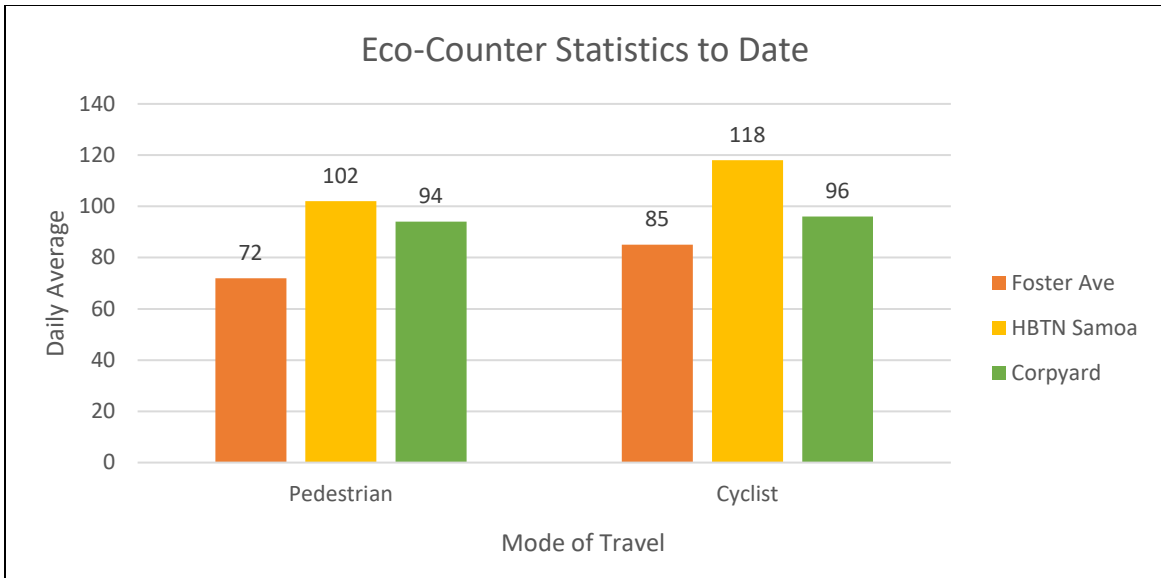


Figure 1: Monthly Averages of Observations for Pedestrian and Cyclist HBTN Use by Location

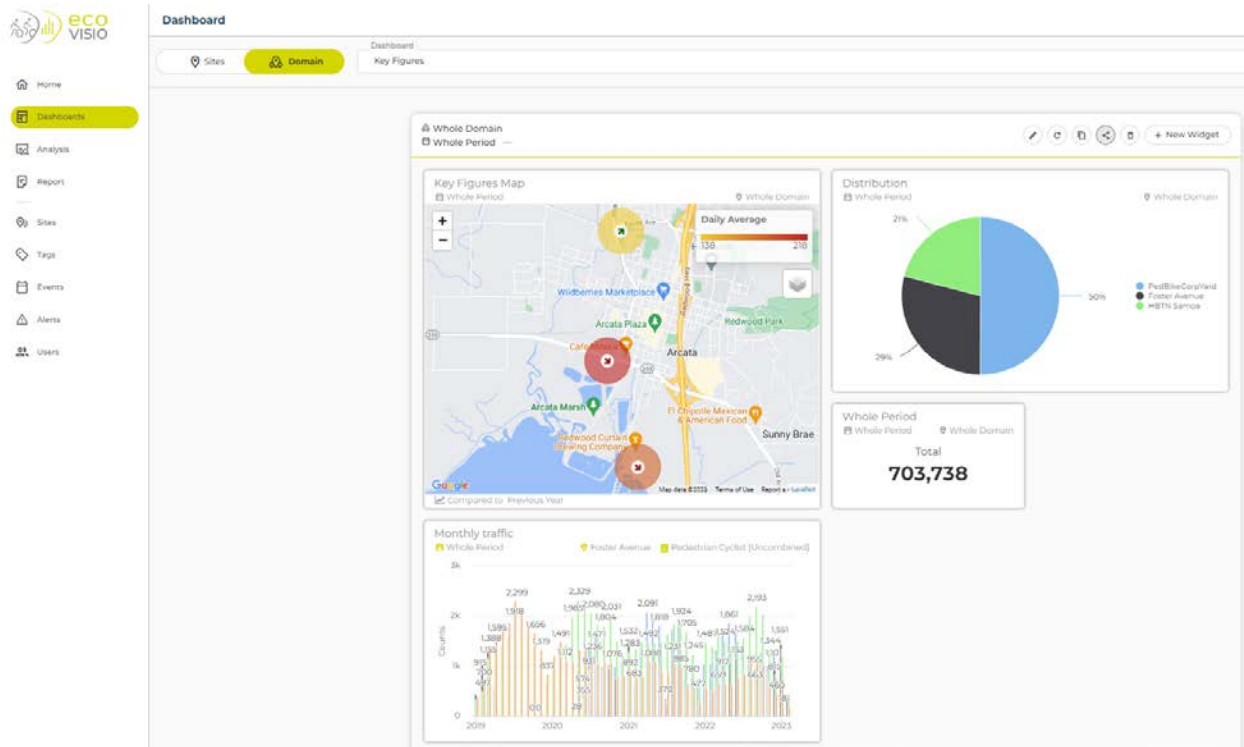


Figure 2: Screenshot of City of Arcata's Eco-Visio Dashboard (as of 02/09/23)

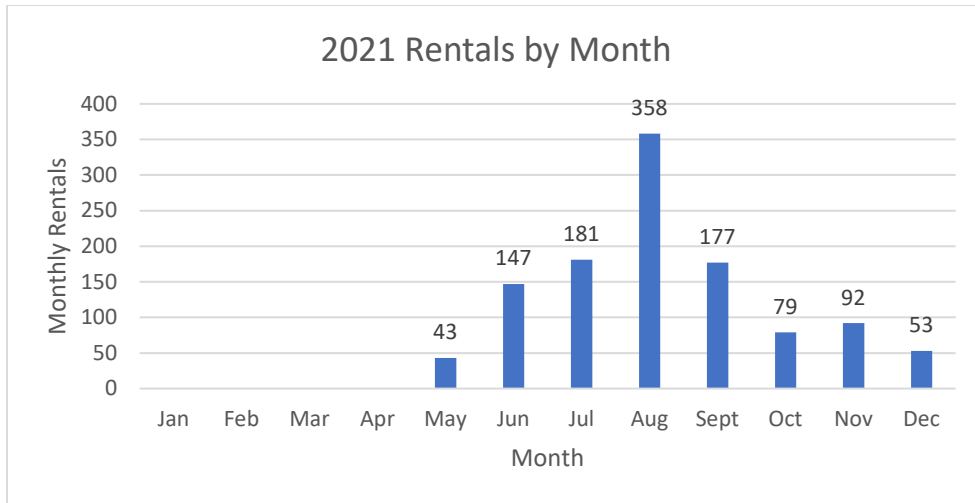


Figure 1: Bike Share Rentals by Month for the Year 2021

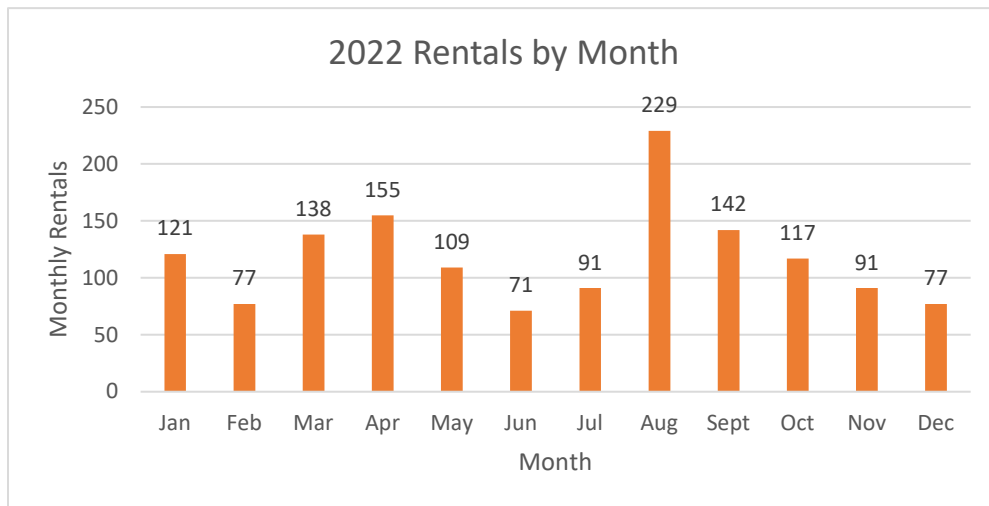


Figure 2: Bike Share Rentals by Month for the Year 2022

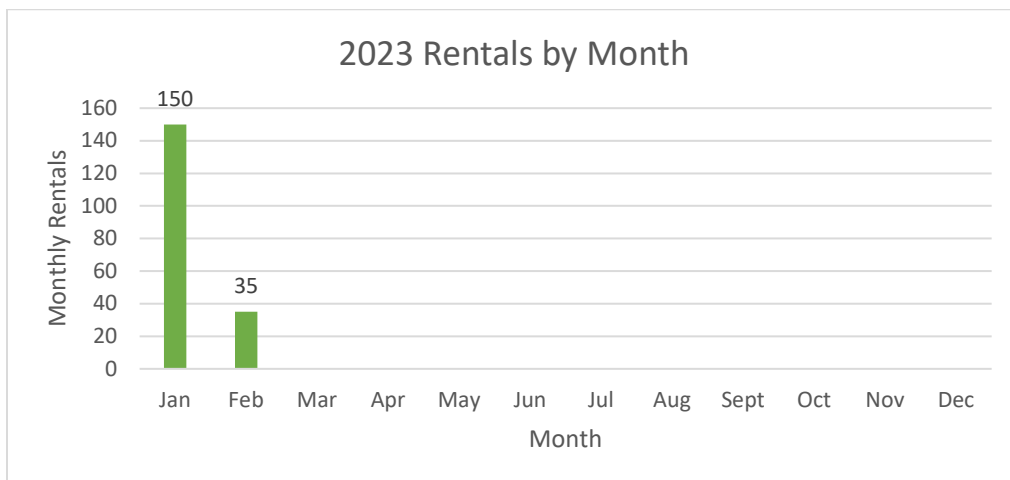


Figure 3: Bike Share Rentals by Month for the Year 2023