



CITIZENS' ADVISORY COMMITTEE ON MEASURE Z EXPENDITURES

(Advisory Committee will make recommendations to the Humboldt County Board of Supervisors as to expenditure of funds derived from *Measure Z*.)

APPLICATION FOR FUNDING

Agency Name: McKinleyville Land Trust

Mailing Address: PO Box 2723, McKinleyville, CA 95519

Contact Person: Leonel Arguello

Title: President

Telephone: 707-839-5869

E-mail address: leonel@mmlandtrust.org

1. **AMOUNT OF MEASURE Z FUNDING REQUESTED FOR FY 2019-20:** \$5,000

2. **ENTITY TYPE -- Please check appropriate box.**

- | | |
|---|-------------------------------------|
| a. Humboldt County Department | <input type="checkbox"/> |
| b. Contract Service Provider to Humboldt County | <input type="checkbox"/> |
| c. Local Government Entity | <input type="checkbox"/> |
| d. Private Service Provider | <input type="checkbox"/> |
| e. Non-Profit Service Provider | <input checked="" type="checkbox"/> |
| f. Other | <input type="checkbox"/> |

RECEIVED
FEB 25 2019
CAO

3. **Please provide brief description of proposal for which you are seeking funding.**

The McKinleyville Land Trust, in partnership with the McKinleyville Community Trails Coalition, is seeking funding for a community-based walkability and bikeability safety assessment to support the County's McKinleyville Town Center planning. The McKinleyville Town Center is envisioned as a mixed-use development and community focal point, fostering a vibrant business landscape and a place for formal and informal social interaction. As the County Planning & Building Department soon begins community engagement and planning for the Town Center, it will be essential to ensure safe walking and biking access from neighborhoods to this future, vibrant core of McKinleyville.

The assessment effort would involve hosting a walking tour & observation of the proposed Town Center area and its walking and biking connectivity to nearby neighborhoods, followed by an interactive workshop to record concerns and ideas on maps and prioritize suggested improvements. The assessment will encourage collaboration between residents, schools, local businesses, community groups and the County to document walking and biking concerns and needs and create a plan for non-motorized transportation improvements to support a human-centered circulation plan for the future Town Center. The outcome of the assessment would be recommendations to incorporate into the Town Center ordinances and an actionable plan for walking and biking facility improvements that can be implemented through collaboration between McKinleyville community members and the County and other partners.

4. How are you developing a plan for sustainability, including diversification of funding sources, in order for your proposal to carry on without reliance on future *Measure Z* funds?

Funding from Measure Z is needed only for an initial community engagement and walking and biking safety assessment effort centered around the proposed Town Center. As County Planning & Building will soon begin planning and ordinance creation for the Town Center, this walking and biking assessment effort could inform the County's process and be codified in future planning documents and ordinances for the Town Center.

Additionally, the McKinleyville Community Trails Coalition, an informal group of community members and non-motorized transportation advocates, has been meeting monthly and collaborating on walking and biking safety concerns for over a year. This group of residents has spearheaded the impetus for this Measure Z application and previously provided the impetus for the submittal of a large planning grant to address multi-modal safety concerns and beautification at McKinleyville's southern gateway. The McKinleyville Community Trails Coalition, along with the McKinleyville Land Trust, an all-volunteer non-profit supporting access to and preservation of open space in McKinleyville since 1994, will be able to utilize the recommendations from the assessment to advocate for key walking and biking safety improvements with the County and the McKinleyville Municipal Advisory Committee.

5. If this request is for the continuation, or expansion, of an existing program/service, what is the current source of funding for that program/service?

This request is not for the continuation or expansion of an existing program or service; however, this request would complement ongoing community efforts to improve walking and biking safety in McKinleyville and current County-led projects. DHHS Public Health, Healthy Communities currently has a grant-funded Safe Routes to School education and encouragement program focused on youth at McKinleyville Middle School and the McKinleyville Community Services District Teen Center. Public Works has a grant-funded project to construct sidewalks, bike lanes and crossing improvements around Morris Elementary which also includes a safe walking and biking education component for elementary students plus developing a Sharing-the-Road program for young-drivers at McKinleyville High School.

This proposed work would also complement efforts by the McKinleyville Land Trust, which owns and maintains the Mad River Bluffs and Chah-GAH-Cho open spaces treasured by the McKinleyville community, to map and improve walking and biking connections to parks and open space in McKinleyville. An HSU student-led mapping project in 2017 focused on identifying walking and biking routes to community parks could inform part of the proposed walkability and bikeability assessment.

The McKinleyville Community Service District's updated Parks and Recreation Master Plan has set a goal for the district to collaborate on improving trails and transportation to expand McKinleyville's bicycle network.

Finally this project would complement the efforts of the resident-led McKinleyville Community Trails Coalition to raise awareness of walking and biking safety needs to the County and the McKinleyville Municipal Advisory Committee.

6. If you are awarded *Measure Z* funds, how will you use them to leverage additional grants, contributions, or community support?

The McKinleyville Community Trails Coalition has already successfully collaborated with County Public Works and Redwood Community Action Agency to submit a Caltrans Sustainable Transportation Planning Grant focused on improving safety and beautification of the southern gateway to McKinleyville (southern Central Avenue and its interchange with Highway 101 and North Bank Road). County Public Works as the lead applicant should hear about a potential award this spring.

Funding from Measure Z would leverage consideration community support and volunteers from the McKinleyville Community Trails Coalition and McKinleyville Land Trust as discussed above. Redwood Community Action

Agency, the non-profit which would potential lead the walkability and bikeability assessment, has a successful track record of collaborating with community groups and local jurisdictions in Humboldt County to attract both grants and private funding for walking and biking improvements. The McKinleyville Community Services District also currently has water infrastructure grants to upgrade pipes, including across the Highway 101 overpasses which could potentially be improved not only for water conveyance but also for improved walking and biking facilities.

Finally this project would value-add to the Planning & Building Department's planned meetings in McKinleyville focused on the Town Center and would ensure that walking and biking connectivity from the proposed Town Center to neighborhoods is carefully considered. A plan for the Town Center, including codification in County ordinances, would not be fully functional with community outreach to understand how residents would like to travel to the proposed development and what current transportation challenges currently exist.

7. Will this proposal require new or expanded activity on the part of another entity to be fully functional and effective? If so, please describe.

No. This request would complement the County's efforts to seek community input in the planning of the future McKinleyville Town Center project. Recommendations from the assessment could lead to actionable projects for the community and the County to implement over time.

8. Are there recurring expenses associated to this application, such as personnel costs? Please check yes or no and if so, please detail those expenses. ☐ Yes ☒ No

No, this application is proposing a one-time community-involved assessment of walking and biking safety and connectivity from the proposed Town Center to McKinleyville neighborhoods. The assessment would leverage dedicated volunteers from the McKinleyville Community Trails Coalition and McKinleyville Land Trust to help carry out or advocate for the assessment's recommendations. There would not be a need for ongoing personnel or consultant costs.

ATTACHMENTS—Please include the following with your application

Proposal Narrative: Brief description of your request for *Measure Z* funds – Please explain how it is an essential service or for public safety. (one page maximum) **Attached**

Prior Year Results: If your request is a continuation of a program funded with *Measure Z* in prior fiscal years, please provide the results of implementation. (one page maximum) – **Not applicable**

Program Budget - Attached

I declare under penalty of perjury under the laws of the State of California that the above statements and all attachments are true and correct

DATE:

2/24/19

SIGNATURE: -

Samuel Aguillo
MLT Board President

SUBMIT THIS APPLICATION TO:

Humboldt County Citizens' Advisory Committee on *Measure Z* Expenditures
c/o County Administrative Office
825 Fifth Street, Room 112
Eureka, CA 95501-1153

Proposal Narrative

The McKinleyville Land Trust, in partnership with the McKinleyville Community Trails Coalition, is seeking funding for a community-based walkability and bikeability safety assessment to support the County's McKinleyville Town Center planning. The McKinleyville Town Center is envisioned as a mixed-use development and community focal point, fostering a vibrant business landscape and a place for formal and informal social interaction. As the Planning & Building Department soon begins community engagement and planning for the Town Center, it will be essential to ensure safe non-motorized access from neighborhoods to this future, vibrant core of McKinleyville.

The assessment effort would involve hosting a walking tour & observation of the proposed Town Center area and its walking and biking connectivity to nearby neighborhoods, followed by an interactive workshop to record concerns and ideas on maps and prioritize suggested improvements. The assessment will encourage collaboration between residents, schools, local businesses, community groups and the County to document safety concerns and create a plan for non-motorized transportation improvements to support a human-centered circulation plan for the future Town Center. The outcome of the assessment would be recommendations to incorporate into Town Center ordinances and an actionable plan for walking and biking improvements that can be implemented through collaboration between community members and the County and other partners.

The McKinleyville Land Trust proposes to hire a local consultant experienced in community-based walking and biking planning such as Redwood Community Action Agency, a non-profit based in Eureka. The main tasks of the walkability and bikeability assessment for the future McKinleyville Town Center and its connectivity to McKinleyville neighborhoods would be as follows:

1. Hire consultant to lead the community outreach, assessment and report tasks
2. Conduct community outreach – prepare outreach materials, seek collaboration with County's Town Center outreach, disseminate information through print media, social media, radio, and partner organizations. Ensure participation from key entities such as County Planning & Building, County Public Works, MCSO and experts such as Safe Routes to School Task Force. Guided conversations with key stakeholders.
3. Host walkability and bikeability assessment walk and workshop followed by interactive workshop to document concerns and opportunities on aerial maps
4. Prepare Assessment Recommendations Report – compile community input and recommendations into report with maps detailing recommended improvements

Walking and biking safety in McKinleyville has been documented as a public safety concern during recent meetings of the McKinleyville Municipal Advisory Committee, and data from the California Office of Traffic Safety indicates that Humboldt County has some of the most severe traffic safety concerns of any California county.

Humboldt County has some of the most severe traffic safety concerns of any California county. From the most recent data available through the CA Office of Traffic Safety (2016) Humboldt County ranks the second-highest among all CA counties in pedestrian-involved collisions and 8th highest for bicycle-involved collisions. Humboldt County also ranks the highest for collision victims between the ages of 21-34 years having been drinking. Injuries from motor vehicle crashes are a major public health concern in Humboldt County as they were the leading or second-highest cause of death every year between 2007 and 2011 for people under the age of 45 (Humboldt County Community Health Assessment 2013).

Walking and biking safety in McKinleyville is a serious public safety concern. There have been 62 pedestrian or bicyclist-involved collisions between 2008-2017, including three fatal collisions on major collectors – Central Avenue, Murray Road and Airport Road. While majority of collisions involved victims aged 25-64 years, 14 of these ped/bike collisions involved youth 14 years or younger. Many youth walk and bike to school and through McKinleyville, and Safe Routes to School surveys have indicated that McKinleyville Middle School has one of the highest rates (11%) of biking to school of all Humboldt County schools. The number of pedestrian or bicyclist-involved collisions has increased since 2010, as there were four such collisions reported each year between 2008-2010 then 7-8 collisions each year since 2013. This increase is reflected in a national trend in which in the past decade the number of people struck and killed while walking has increased by 35% ([*Dangerous By Design, 2019*](#)). Older adults, people of color and low-income community members are more at risk of this danger.

Budget
McKinleyville Land Trust

Descriptions	Amounts	Approved Budget	Remaining Balance
A. Personnel Costs			
Title: Conduct community outreach			
Salary and Benefits Calculation: Per consultant			0.00
Duties Description: Prepare outreach materials, seek collaboration with County's Town Center outreach, disseminate information through print media, social media, radio, and partner organizations	1,000		
Title: Host walkability and bikeability assessment walk and workshop			
Salary and Benefits Calculation: Per consultant			0.00
Duties Description: Host a community walk and observation followed by interactive workshop to document concerns and opportunities on aerial maps	1,200		
Title: Prepare Assessment Recommendations Report			
Salary and Benefits Calculation: Per consultant			0.00
Duties Description: Compile community input and recommendations into report with maps detailing recommended improvements	2,000		
Title: McKinleyville Land Trust project administration			
Salary and Benefits Calculation:			0.00
Duties Description: Invoicing, reporting, consultant oversight	500		
Total Personnel:		4,700.00	0.00
B. Operational Costs (Rent, Utilities, Phones, etc.)			
Title:			
Description:			
Title:			
Description:			
Title:			
Description:			
Title:			
Description:			
Total Operating Costs:		0	0
C. Consumables/Supplies (Supplies and Consumables should be separate)			
Title: Community information dissemination	300		
Description: Community meeting information handouts, flyers, and refreshments for meetings			
Title:			
Description:			
Title:			
Description:			
Title:			
Description:			
Total Consumable/Supplies:		300	0
D. Transportation/Travel (Local and Out-of-County should be separate)			
Title:			
Description:			
Title:			
Description:			
Title:			
Description:			
Total Transportation/Travel Costs:		0	0
E. Fixed Assets			
Title:			
Description:			
Title:			
Description:			
Total Other Costs:		0	0
Budget Total: \$		5,000.00	