



HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS
Regional Transportation Planning Agency
Humboldt County Local Transportation Authority
Service Authority for Freeway Emergencies
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AGENDA ITEM 7b
TAC Meeting
May 7, 2020

DATE: April 27, 2020
TO: Technical Advisory Committee (TAC)
FROM: Oona Smith, Senior Planner
SUBJECT: ***Mobility on Demand Strategic Development Plan: Potential Pilot Projects***
Technical Memo (Draft)

STAFF REPORT

Contents:

- Staff's Recommended Action
- Staff Summary
- Potential Pilot Projects Technical Memo—Draft

Staff's Recommended Action:

1. Introduce the item as an action item;
2. Allow staff to present the item;
3. Receive public comment;
4. Discuss item and direct staff, as applicable.

Staff Summary:

The Mobility-on-Demand project consultant team has prepared the enclosed draft, “Potential Pilot Projects Technical Memorandum,” for discussion. They recommend two primary pilot projects as the best approach for HCAOG to utilize mobility-on-demand strategies and/or technology, as a means to improve the transportation system in Humboldt. The basis for the recommendations comes from information gathered in the last year, and discussed and evaluated in the previous technical memos:

- “Community Demographic Profile”
- “Existing Conditions and Unmet Needs”
- “Community Survey Results”
- “MoD Innovative Practices for Humboldt County” and
- “Evaluation Matrix Framework”

This technical memo includes the guiding principles and evaluation framework, and briefly summarizes opportunities considered. The memo recommends two potential pilot projects to move ahead with in the near term, summarized below.

On-Demand Transit (Personal Mobility on Demand–PMoD)

The objective of the on-demand transit pilot project is to streamline the Redwood Transit System (RTS) mainline route, and increase first-mile/last-mile connectivity to the main line by utilizing personal mobility-on-demand (PMoD) services. The consultants suggest (1) eliminating three fixed-route stops and replacing them with PMoD service: Fortuna (would require collaboration with Fortuna Transit), Manila, and the Arcata-Eureka Airport; and (2) shorten the RTS route to run between McKinleyville and Fortuna, replacing fixed-route service with PMoD service from Trinidad to McKinleyville, and from Fortuna to Scotia. These two complimentary strategies would decrease RTS's total route run time, which would allow more service frequency.

Active Transportation (Facilitating Expansion of Bike Share Program)

The second recommended pilot project is to increase active transportation opportunities by facilitating bike share programs to grow. The consultants suggest that this may include:

- ☐ A robust education/marketing/communication strategy;
- ☐ Enhanced integration with transit operations and service delivery (bike racks on buses, an app providing real-time availability of bike rack capacity, etc.);
- ☐ Expanded bicycle parking at public places;
- ☐ Expanding upon the current bicycle network, preferably with Class I and Class IV bikeways where applicable;
- ☐ Expanding bike share locations in Eureka and Arcata, and introduce bike share locations in McKinleyville, Fortuna, and Fernbridge. The consultants suggest 12 locations, which have potential to increase access to existing public transit, namely the RTS intercity route.

Another pilot project concept that was popular, in our public workshops and committee meetings, was the “modern hitchhiker” strategy. Note that the consultant did not write about this in the current draft, but will add that in the next revision.

Staff requests comments from TAC members (and any public present) on proceeding with the draft technical memorandum, including its recommended pilot projects, to be part of HCAOG's *Mobility on Demand Strategic Development Plan*.