



**HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS**  
**Regional Transportation Planning Agency**  
**Humboldt County Local Transportation Authority**  
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**AGENDA ITEM 6b**  
**TAC Meeting**  
**September 3, 2026**

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**DATE:** August 26, 2026  
**TO:** Technical Advisory Committee (TAC)  
**FROM:** Oona Smith, Senior Regional Planner  
**SUBJECT:** **PAACT (Partnering Assets and Authorities for Comprehensive Transit)**  
**Project: Revised Drafts of Transit Network Concepts for Ridership vs. Coverage and Draft Survey Questions**

**STAFF REPORT**

**Contents:**

- Staff Summary
- Example of Transit [Coverage Concept link](#) (Remix software platform)
- Example of Transit [Ridership Concept link](#) (Remix software platform)
- Draft survey questions (enclosure)

**Discussion Item:**

1. Introduce the item as a discussion item;
2. Allow staff to present the item;
3. Receive public comment;
4. Discuss, provide comments, and/or direct staff as applicable.

**Staff Summary:**

To recap the PAACT project, the major components are:

- To increase networking and develop a comprehensive plan for regional transit and multimodal networks, based on:
  - Transit network's existing conditions, demographics, destinations (i.e., points of interest/activity), and land use patterns.
  - An assessment of the transit market and system assets.
  - Preferences and values expressed by agency staff, decision-makers, and the public.

- To amplify land use-transportation policy connections in planning and buildout.
- To strengthen government-to-government working relationships, including regular agency consultation with HTA, and strengthen agencies' standard procedures for integrating land use and transit/active mobility decisions.

As you may recall, the TAC reviewed (at the June 2026, meeting) the two draft transit network concepts. One concept emphasizes transit *ridership* (i.e., maximize bus frequencies), and the other emphasizes transit *coverage* (i.e., maximize the geographic area served). You reviewed examples for the Humboldt Bay Area, Arcata, and Eureka.

We asked the Jarrett Walker & Associates (JWA) consultants to revise the Bay Area example to make the difference between *ridership* and *coverage* concepts more noticeable. Below is a list of key features/changes to the concept networks. Before reviewing, however, it bears repeating that the concepts are not proposals for changing the existing transit routes. The examples are tools to illustrate the competing transit goals. Our objective is to solicit feedback on preferences and values in order to form policy and inform investment priorities.

### **Humboldt Bay Area Coverage Network Concept:**

Click [Coverage Network link](#) (Remix software platform)\*

- Overall: Mostly hourly services providing coverage within the bigger cities, bi-hourly service to smaller and outlying communities, and Humboldt Flex service to other smaller communities.
- Includes a (new) shuttle route providing service to Blue Lake and Manila every 2 hours.
- Adds regular service to Blue Lake and Manila.
- Does not deviate RTS to Manila and keeps consistent 60-minute frequency (and travel time) between McKinleyville and Eureka.
- There is 30-minute frequency only on the RTS segment between Cal Poly and CR.

### **Humboldt Bay Area Ridership Network Concept:**

Click [Ridership Network link](#) (Remix software platform)\*

- No service to Trinidad, Blue Lake, and Manila.
- No Humboldt Flex service.
- New route in Arcata between Valley West and Cal Poly Humboldt; allows (through staggered service) 15 minute frequency between Cal Poly and Valley West, and between Cal Poly and Arcata downtown.
- 15 minute frequency on ETS "E3" route (serves Old Town, Myrtle town, and St. Joseph Hospital).
- Humboldt Flex resources are used to increase frequency of service on RTS in McKinleyville and Fortuna.

\*Route colors denote frequency of service:

- Red is every 15 minutes
- Blue is every 30 minutes
- Green is every hour or 60 minutes
- Light Brown is every 2 hours or 120 minutes, and
- Light Gray are express routes that provided a limited number of trips each day.

(On the right side of the screen, there is a panel that lists a few data layers from U.S. Census data. There is also a layer for the Existing Humboldt Flex Zones. You can turn on/off each layer and also close the panel to not block your view of the map.)

When the concepts and maps are final, they will be part of the “Network Concept Survey,” which asks, in a nutshell, *do you prefer planning and investing in transit that emphasizes a “ridership” goal, or a “coverage” goal?* We hope the final maps and survey are ready by late September; we hope to open the public survey by then, or by October 2, 2026, at the latest.