



*Mobility on Demand Strategic Plan*  
Humboldt County  
Existing Conditions & Unmet Needs

---

TECHNICAL MEMORANDUM



Prepared for HCAOG  
By IBI Group

September 2019

# Contents

- 1.0 **CONTEXT**.....4
  - 1.1 **STRUCTURE OF TECH MEMO** .....4
- 2.0 **TRANSIT/MOBILITY LANDSCAPE IN HUMBOLDT COUNTY**.....5
  - 2.1 **PUBLIC TRANSIT**.....5
    - 2.1.1 **Humboldt Transit Authority (HTA)** .....8
    - 2.1.2 **Eureka Transit Service (ETS)** ..... 10
    - 2.1.3 **Arcata & Mad River Transit System (A&MRTS)**..... 11
    - 2.1.4 **Fortuna Transit** .....11
    - 2.1.5 **Blue Lake Rancheria Transit System (BLRTS)**..... 12
    - 2.1.6 **Klamath-Trinity Non-Emergency Transportation (K/T NeT)**..... 12
    - 2.1.7 **City Cab/City Ambulance of Eureka (CAE) – Dial-a-Ride** ..... 12
    - 2.1.8 **Summary – Operating and Financial Performance** ..... 12
    - 2.1.9 **Other Transit Services in Humboldt County**..... 14
  - 2.2 **ACTIVE TRANSPORTATION**..... 14
  - 2.3 **BIKE SHARE AND MICRO MOBILITY** ..... 19
  - 2.4 **CAR SHARE AND RIDE SHARE**.....20
- 3.0 **OTHER SUPPORTING DATA THAT INFORM ON UNMET NEEDS** .....21
  - 3.1 **COMMUNITY DEMOGRAPHIC PROFILE** .....21
  - 3.2 **REMIX DATA** .....26
  - 3.3 **COMMUNITY SURVEY** .....27
  - 3.4 **STAKEHOLDER CONSULTATION**.....28
    - 3.4.1 **Social Services Transportation Advisory Council (SSTAC)** .....28
    - 3.4.2 **Mobility-On-Demand Public Workshop**.....30
- 4.0 **PREVIOUS “UNMET TRANSIT NEEDS” REPORTS** .....31
  - 4.1 **ADOPTED FY 2019-20 UNMET TRANSIT NEEDS REPORT OF FINDINGS**.....32
  - 4.2 **ADOPTED FY 2018-19 UNMET TRANSIT NEEDS REPORT OF FINDINGS**.....32
  - 4.3 **ADOPTED FY 2017-18 UNMET TRANSIT NEEDS REPORT OF FINDINGS**.....33
  - 4.4 **ADOPTED FY 2016-17 UNMET TRANSIT NEEDS REPORT OF FINDINGS**.....33
- 5.0 **SUMMARY OF UNMET TRANSIT NEEDS** .....34

## List of Tables and Figures

- Table 2-1: Transit Service by Provider .....6
- Table 2-2: Operating & Financial Performance Measures ..... 13
- Table 3-1: Bike Share Pricing ..... 19
- Table 4-1: Previously Identified Unmet Transit Needs .....31

**IBI GROUP**

MOBILITY ON DEMAND STRATEGIC PLAN  
HUMBOLDT COUNTY  
EXISTING CONDITIONS & UNMET NEEDS  
Prepared for HCAOG

Figure 2-1: Humboldt County Transit Services.....7

Figure 2-2: City of Arcata Proposed Bike Facilities .....16

Figure 2-3: City of Eureka Proposed Bicycle Facilities.....17

Figure 2-4: Proposed Class III Bikeways in Unincorporated Humboldt County .....18

Figure 3-1: Humboldt County Population Without Access to a Vehicle.....22

Figure 3-2: Humboldt County Population Over 65 Years Old.....23

Figure 3-3: Humboldt County Population with a Disability.....24

Figure 3-4: Humboldt County Population Living in Poverty .....25

## 1.0 Context

The Humboldt County Association of Governments (HCAOG) is developing a *Mobility on Demand (MoD) Strategic Development Plan* with an overarching goal of “providing affordable and accessible mobility solutions for all travelers.” As articulated by HCAOG, the agency “seeks to set a plan for optimizing technology-enabled mobility-on-demand transportation options in Humboldt County.” In short, the Strategic Plan’s overall purpose is to assist the HCAOG in determining the best courses of action to increase multimodal mobility and accessibility in Humboldt County, especially for public transportation and transit, bicycling, walking, rideshare, and other modes separate from single-occupancy vehicle travel.



Mobility on demand is an innovative, user-focused approach which leverages mobility services, integrated transit networks, and real-time data to give users an easier and smoother experience traveling from origin to destination. The Strategic Development Plan will ultimately facilitate expanding mobility options for all travelers and users of Humboldt’s transportation network.

Before we can effectively advance MoD operational and technologic solutions in our rural setting, we must understand the existing transit/mobility landscape in general, and travelers’ unmet needs, specifically.

Identifying the unmet needs of the community is key to developing the MoD Strategic Development Plan. Understanding users’ needs will guide implementation of improved user-focused transportation and mobility options will create easier transit opportunities for Humboldt residents and visitors, ultimately displacing trips in the car-centric environment.

### 1.1 Structure of Tech Memo

This tech memo depicts the unmet transportation needs of Humboldt County by describing the existing transit/mobility landscape in the county (Section 2), including local and regional transportation services. In that landscape, we include both motorized modes and active modes of transportation, including bike share and micro mobility<sup>1</sup>, and car share services.

Section 3 profiles “Other Supporting Data,” including community demographic profiles, Remix data, Community Survey results, and responses from stakeholders.

Section 4 provides a synopsis of HCAOG’s Reports of Findings from the Unmet Transit Needs Processes in fiscal years 2016/17 through 2019/20.

Section 5 summarizes unmet needs and presents preliminary thoughts on opportunities and potential solutions. (Potential solutions will be further profiled and analysed in subsequent tech memos.)

---
















<sup>1</sup> Micro Mobility refers to a new category of vehicles that are thought to become an alternative to traditional modes of transportation. There are currently two main types of vehicles: personal transportation solutions, such as E-scooters, E-bikes etc. and small electric cars with one or two seats, EVs.

## 2.0 Transit/Mobility Landscape in Humboldt County

This section summarizes current mobility options in Humboldt County, which are illustrated below and defined as follows:

- Fixed: *Fixed Route Transit* - covers a service corridor with a set of fixed stops and schedules.
- DAR: *Dial-a-Ride* - an origin-to-destination advanced reservation transportation service for seniors and persons with disabilities.
- SUM: *Shared Urban Mobility* - refers to the shared used of a vehicle that allows users to access transportation services on an as-needed basis.
- E-hailing: Process of ordering a car, taxi, or any other form of transportation pick up via virtual devices: computer or mobile device.
- Rideshare: An arrangement in which a passenger travels in a private vehicle driven by its owner, for free or for a fee, especially as arranged by means of a website or app.
- Regional: Bus and/or rail services typically providing long-distance (and inter-jurisdictional) public transportation.

Below is a discussion of local and regional public transit services, as well as active transportation and other ride-share services.

Mobility Options in Humboldt County					
Fixed	DAR	SUM	E-hailing	Rideshare	Regional
    	  	 	 		 

## 2.1 Public Transit

Numerous transit providers serve Humboldt County, providing a variety of services. Table 2-1 presents salient characteristics of the respective public transit services including service area, operating days of week and hours of day, and fares. Other services not listed in Table 2-1 are Amtrak, Greyhound, and the Area 1 Agency on Aging Volunteer Driver Program. Regional transit providers that have connections in Humboldt County are Redwood Coast Transit and Trinity Transit. Figure 2-1 presents a map of county transit services.

**IBI GROUP**

MOBILITY ON DEMAND STRATEGIC PLAN  
 HUMBOLDT COUNTY  
 EXISTING CONDITIONS & UNMET NEEDS  
 Prepared for HCAOG

**Table 2-1: Transit Service by Provider**

	Start/End	Weekday Times	Weekend Times <sup>2</sup>	Fare (Card)
Redwood Transit System	Trinidad – Rio Dell	5:34am – 10:27pm	8:30am – 9:27pm	\$2.10
Southern Humboldt	Benbow – Eureka	6:46am – 9:15pm	8:30am – 8:50pm	Intercity: \$4.00
				Local: \$1.20
Willow Creek	Willow Creek – Arcata	6:25am – 7:35pm	8:25am – 7:45pm	\$3.30
Tish Non-Village <sup>3</sup>	College of the Redwoods – Fortuna	7:10am – 6:57pm	None	Free with RTS ticket
Eureka Transit System	City of Eureka	6:31am – 7:00pm	10:00am – 4:59pm	\$1.70
Arcata & Mad River	City of Arcata	7:05am – 9:56pm	7:05am – 6:56pm	\$1.75
Fortuna Transit	City of Fortuna	8:30am – 4:00pm	None	\$2.50
Blue Lake Rancheria	Blue Lake – Arcata	7:05am – 5:46pm	None	\$1.65
Klamath/Trinity Non-Emergency Transportation	Willow Creek – Weitchpec	5:55am – 6:45pm	9:00am – 6:45pm	\$2.00 or \$4.00
Dial-a-Ride	McKinleyville, Arcata, Eureka	6:00am – 7:00pm	7:30am – 5:00pm	\$3.00 to \$9.00

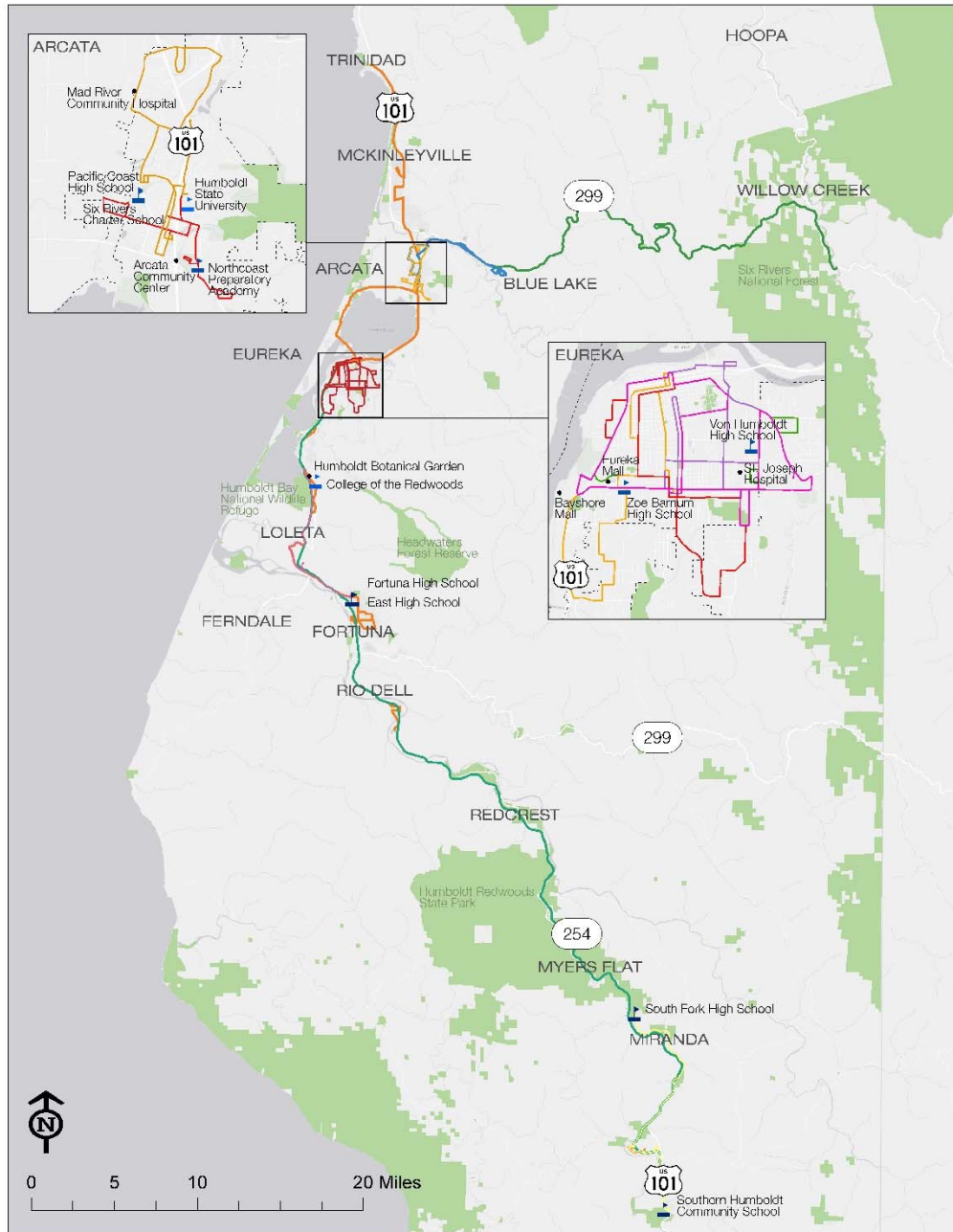
Existing Transit Services																				
	Commuter	Intercity	Fixed Route	Deviated Fixed	MoD	Dial-a-Ride	Seniors/Disabled	Headways	Single Fare	Monthly Pass	M-F	Saturday	Sunday	Flagstops	Blke Racks	System Map	Published	Website	Tickets w/ App	GIFS
KINET				X				2.5 hrs	\$2.00	\$35	4 runs	2 runs		X			X	X		
RTS	X							30-60min	\$ 2.10	\$62	6am-10pm	8:30am-9pm	8:30am-7pm		X	X	X	X	X	X
ETS			X			X		60 mins	\$ 1.70	\$48	6:30am-7pm	10am-5pm				X	X	X	X	X
AMRTS			X			X		60 mins	\$ 1.75	\$30	7am-10pm	7am-7pm					X	X		X
BLRTS			X			X		60 mins	\$ 1.65	\$25	7am-6pm			X			X	X		
Willow Creek		X						2.5 hrs	\$3.30	\$86	4 runs	3 runs				X	X	X	X	X
SHI		X						2 hrs	\$4.00	\$113	5 runs	2 runs				X	X	X	X	X
Old Arcata Rd					X			Reservation	\$3.00	N/A	7am-7pm					X	X	X	X	X
Tish Non Village				X		X		2.5 hrs	\$ 2.10	\$62	4 runs					X	X	X		X
YTTS				X		X		Reservation	\$ 1.00										X	
Fortuna Senior Transit						X	X	Reservation	\$2.50	\$22.50	8:30am-4pm						X	X		

<sup>2</sup> Willow Creek, Eureka Transit System, Arcata & Mad River, Klamath/Trinity Non-Emergency Transportation, and Dial-a-Ride do not provide transit service on Sundays

<sup>3</sup> Tish Non-Village transit service was discontinued on June 29, 2019.

Figure 2-1: Humboldt County Transit Services

### Humboldt County Transit Services



**Legend**

<span style="color: red;">—</span> Eureka Transit Service	<span style="color: blue;">—</span> Blue Lake Rancheria Transit System
<span style="color: pink;">—</span> Tish Non Village Transit*	<span style="color: green;">—</span> Willow Creek Intercity
<span style="color: orange;">—</span> Arcata and Mad River Transit System	<span style="color: teal;">—</span> Southern Humboldt Intercity
<span style="color: yellow;">—</span> Southern Humboldt Local Transit	<span style="color: brown;">—</span> Redwood Transit System

\*Been discontinued

The following describes existing transit services in Humboldt County<sup>4</sup>, presented by transit service provider.

**2.1.1 Humboldt Transit Authority (HTA)**

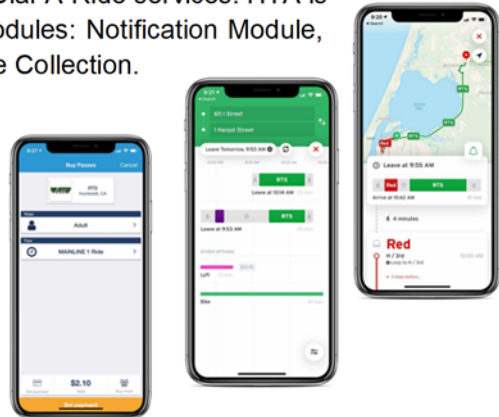
HTA is the primary intercity public transit system in the county. With several routes, HTA provides service along US 101 from Trinidad to Scotia, service east to Willow Creek (via Highway 299), and service to Garberville and Redway in Southern Humboldt. HTA also operates intra-city, fixed route service in the City of Eureka through the Eureka Transit Service (ETS).



**Mobility/Demand-responsive Technology**

HTA uses the following technologies:

- Routematch software supports HTA’s existing Dial-A-Ride services. HTA is in the process of adding three Routematch modules: Notification Module, Mobile App for Paratransit, and Automated Fare Collection.
- Swiftly passenger information app allows riders to track buses in real time and know exactly where the buses are on their route at any time.
- Token Transit mobile ticketing app allows HTA customers to pay their bus fare with their smart phones.



**Transit Services**

• **Redwood Transit System (RTS)**

This is HTA’s mainline service operating Monday through Friday. It operates from Scotia to Trinidad. Major destinations served include Scotia, Rio Dell, Fortuna, Fernbridge, Loleta, College of the Redwoods, Fields Landing, King Salmon, Eureka, Arcata, Manila, Arcata Airport, Humboldt State University, McKinleyville, California Redwood Coast-Humboldt County Airport, Westhaven, and Trinidad.



RTS has the highest ridership rate among all transit service providers in Humboldt County, comprising of over half of all Humboldt ridership at 615,656. Due to high ridership among all Humboldt transit providers, RTS also has the highest fare revenue at \$1,219,000; highest operating cost at \$2,681,000; highest subsidy at \$1,462,000; and highest farebox ratio at 45.5%. In addition, RTS also has the highest vehicle miles in service (722,948) and vehicle hours in service (33,549). Subsidy per passenger is \$2.38, the second lowest.

<sup>4</sup> Source: 5-Year Transit Development Plan



- Southern Humboldt Transit System**

SOHUM has two lines, a local route and an intercity route. The local system provides service from Benbow to Miranda, Monday through Friday from 6:53 am to 7:52 pm. The local route has less ridership than the intercity route, at only 11,672, as well as less fare revenue at \$14,202. The local route has over 27,500 miles in service, and nearly 1,500 hours in service. Operating costs for the local line are over \$100,000. The farebox recovery percentage is 13.7%, the fourth lowest among all transit providers. Subsidy per passenger is the fourth lowest at \$7.68. Passengers per hour is the fifth highest at 7.8.



The intercity route provides access between Benbow and Eureka from 7:05 am to 7:05 pm. The intercity route has 21,846 ridership, the fourth highest among all transit providers. The Southern Humboldt Intercity route brings in a fare revenue of \$81,253 but expends an operating cost of \$396,388. The farebox recovery is 20.5%, the fifth highest among transit providers. The intercity line has the second highest vehicle miles in service at 232,549, second only to RTS, but the fourth highest in service vehicle hours at 6,295. The subsidy per passenger is \$14.43.

- Willow Creek Intercity Transit**

The Willow Creek Intercity Transit operates Monday through Saturday. It connects from the transit center in Arcata to the community of Willow Creek, including stops at Valley West Boulevard (Arcata) and McKinleyville High School (unincorporated County). Weekday service operates from 6:25 a.m. to 7:35 p.m. Saturday service operates from 8:25 a.m. to 7:45 p.m.



Willow Creek has a ridership of 13,343. The Willow Creek service collects \$42,700 in fare revenue but has an operating cost of \$204,976. Willow Creek operates 2,837 vehicle hours and 106,755 vehicle miles. Willow Creek has a farebox ratio of 20.8%, fourth highest among all Humboldt service providers. The subsidy per passenger is \$12.16.

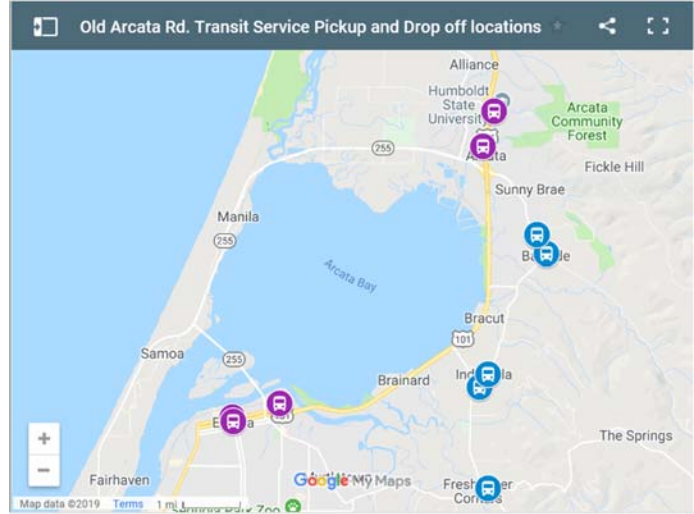
- Tish Non-Village Deviate Fixed-Route Service (TNVS) - DISCONTINUED**

TNVS served the areas of College of the Redwoods, Scenic Drive and Loleta Drive, Tish Non Village, Fernbridge, Palmer Boulevard, and Fortuna (11th & N Street). Service was provided Monday through Friday between 7:19 a.m. and 6:57 p.m. Service began summer of 2015 and averaged 14 passengers a day.

The TNVS had the lowest ridership among all transit providers in Humboldt at 3,452, the lowest fare revenue at \$6,132, the lowest farebox recovery at 4.5%, and the second lowest passengers per hour at 1.5, just above Dial-a-Ride. Despite the low ridership, TNVS had 40,000 miles in service and 2,228 vehicle hours in service. The \$137,712 operating cost, and \$131,579 subsidy for TNVS resulted in the second highest subsidy per passenger ratio of \$35.12, second only to Dial-a-Ride.

- **Old Arcata Road - Pilot**

HTA introduced a demand response transit service on November 1, 2018. Booked 1-day in advance, trip pickup or drop off locations must include a blue stop (see map at right) along Old Arcata Road, between Sunny Brae and Freshwater Corners. Trips from a blue stop to a blue stop and from a blue to purple stop are permitted, but trips from a purple to a purple stop are not (see map).



The regular fares is \$3 or \$2 for disabled, senior, and children under 18. Fares may be paid using the “Token Transit” app or by cash.

Ridership has typically been less than ten trips per month. This pilot will be monitored and reported on throughout the duration of the preparation of the *MoD Strategic Development Plan*.

### 2.1.2 Eureka Transit Service (ETS)

ETS operates four routes Monday through Friday and three routes on Saturday. All routes originate at H Street and 3<sup>rd</sup> Street except the Green Route. Routes operate on one-hour frequencies.



ETS is the third largest transit service in Humboldt in terms of ridership, at 237,677 riders. ETS does have the second highest fare revenue at \$288,015. ETS has over 158,500 service vehicle miles, 14,405 vehicle hours, and an operating cost of \$884,752, the second highest operating cost behind the RTS. At 32.6%, the ETS has the second highest farebox recovery ratio. The ETS has the third lowest subsidy per passenger at \$2.51 and the third highest passenger per hour at 16.5.

#### *Gold Route*

Areas of the city served include downtown Eureka, Pine Hill, Bayshore Mall and the Henderson Center. The route operates Monday through Friday from 6:15 a.m. to 7:00 p.m. and Saturdays from 10:00 a.m. to 5:00 p.m.



#### *Green Route*

Areas of the city served include downtown Eureka, Myrtle town, Silvercrest, St. Joseph and General Hospitals, as well as the Bayshore Mall. The route operates Monday through Friday from 6:37 a.m. to 6:44 p.m.

*Purple Route*

Areas served include downtown Eureka, the County Main Library, Silvercrest Residence, General Hospital, Henderson Center, and the Burre Center. The route operates Monday through Friday from 6:39 a.m. to 7:00 p.m. and Saturdays from 10:00 a.m. to 5:00 p.m.

*Rainbow Route*

This route serves a broad area of the city such as downtown, Broadway, Bayshore Mall, Henderson Center, Sequoia Park, St. Joseph and General Hospital and Myrtle town. The route operates Saturdays from 10:00 a.m. to 5:00 p.m.

*Red Route*

The Red Route serves downtown Eureka, Broadway, Bayshore Mall, Henderson Center, Cutten and Sequoia Park. This route operates Monday through Friday from 6:28 a.m. to 7:00 p.m.

**2.1.3 Arcata & Mad River Transit System (A&MRTS)**

A&MRTS has three routes that originate at the Intermodal Transit Facility every hour. Two routes operate on weekdays, and one on Saturdays.

Among all Humboldt transit providers, A&MRTS has the second highest ridership and third highest fare revenue, at over 265,000 riders and \$246,000 total fares collected. A&MRTS has the fifth highest vehicle miles at just under 98,000, with 7,770 vehicle hours in service. A&MRTS has the third highest operating costs at \$663,000 with a \$417,000 subsidy. The farebox ratio for the transit service is 37.2%, second highest among all providers. A&MRTS has the highest rate of passengers per hour at 34.1, and the lowest subsidy per passenger at \$1.57.



**2.1.4 Fortuna Transit**

The City of Fortuna provides this demand responsive transportation for seniors over 50 or those who are disabled and unable to drive. Service is available Monday through Friday between 8:30 a.m. and 4:00 p.m. and Saturdays from 9:00 a.m. to 3:30 p.m.

Fortuna Transit is the fourth smallest provider by ridership at 8,500. A fare revenue of \$13,225 and an \$112,454 operating cost, results in nearly a \$100,000 subsidy. The subsidy per passenger is \$11.65. Fortuna Transit operates 22,384 vehicle service miles, the lowest of all transit providers, and 2,905 vehicle service hours. The farebox recovery ratio is 11.8%, which is the third lowest in Humboldt County. The number of passengers per hour is 2.9, the fourth lowest.

### 2.1.5 Blue Lake Rancheria Transit System (BLRTS)

BLRTS provides connectivity between the Blue Lake Rancheria and Arcata Transit, HTA lines, and other regional and intercity transit services at the Intermodal Transit Facility. BLRTS operates Monday through Friday between 7:00 a.m. and 7:40 p.m.



Among all Humboldt transit providers, BLRTS has the fifth highest ridership, at over 18,600. BLRTS operates over 44,000 annual vehicle miles, and approximately 2,000 annual vehicle hours. The BLRTS has the fourth highest passenger-per-hour rate, at 9.1.

### 2.1.6 Klamath-Trinity Non-Emergency Transportation (K/T NeT)

K/T NeT provides fixed-route service from two bus services in Willow Creek. One is a connection to the HTA Willow Creek intercity bus route between Willow Creek and Arcata. The second is a connection to Trinity Transit that serves communities in Trinity County including Weaverville. K/T NeT service area encompasses Willow Creek and areas north along Highways 96 and 196 including Hoopa Valley, Weitchpec, and Orleans. The service operates on Monday through Friday between Willow Creek, Hoopa Valley and Weitchpec. In addition, on Tuesdays and Wednesdays, the route expands to serve Orleans. Limited service is provided on Saturday between Hoopa and Willow Creek. Service is scheduled to meet the Willow Creek and Trinity Transit buses each weekday. K/T NeT operates Monday through Friday between 9:00 a.m. and 7:05 p.m., and Saturdays from 9:00 a.m. to 11:40 a.m., and 6:15 p.m. to 6:45 p.m.

K/T NeT has 5,290 ridership, a farebox ratio of 6.6%, and 2.4 passengers per hour. K/T NeT has a fare revenue of \$10,427 but an operating cost of \$157,304 for a \$146,877 subsidy. The subsidy per passenger is over \$27, the third highest among all Humboldt transit providers. K/T NeT has 65,800 vehicle miles in service and 2,247 vehicle hours in service.

### 2.1.7 City Cab/City Ambulance of Eureka (CAE) – Dial-a-Ride

CAE provides public taxi and non-emergency ADA-compliant transportation service in Eureka, Arcata, and McKinleyville. CAE is contracted to provide the Dial-a-Ride service.

Dial-a-Ride has only 4,213 riders, the second lowest among all transit providers. Dial-a-Ride brings in a fare revenue of \$43,400 with an operating cost of \$223,984. Dial-a-Ride has the third lowest vehicle miles in service at 38,000, but the fifth highest vehicle hours in service at nearly 4,600. Dial-a-Ride has a farebox recovery ratio of 19.2% and a subsidy per passenger of \$42.85, the highest subsidy among all providers. However, passengers per hour is 0.9, the lowest among all providers.



### 2.1.8 Summary – Operating and Financial Performance

A summary of operating and financial performance measures for Humboldt's public transit services is presented in Table 2-2. Of note, over 1.2 million annual transit trips are provided at a gross operating cost in excess of \$5.5 million.

**Table 2-2: Operating and Financial Performance Measures**

Transit Service	Ridership	Fare Revenue	Operating Cost	Cost per Passenger	Farebox Recovery Ratio	Passengers Per Vehicle Hour
Redwood Transit System	615,656	\$1,219,116	\$2,681,449	\$4.36	45.5%	18.4
Southern Humboldt Intercity	21,846	\$81,253	\$396,388	\$18.14	20.5%	3.5
Southern Humboldt Local	11,672	\$14,202	\$103,837	\$8.90	13.7%	7.8
Willow Creek	13,343	\$42,732	\$204,976	\$15.36	20.8%	4.7
Tish Non-Village*	3,452	\$6,132	\$137,712	\$39.89	4.5%	1.5
Eureka Transit System	237,677	\$288,015	\$884,752	\$3.72	32.6%	16.5
Arcata & Mad River	265,137	\$246,624	\$663,676	\$2.50	37.2%	34.1
Fortuna Transit	8,515	\$13,225	\$112,454	\$13.20	11.8%	2.9
Blue Lake Rancheria	18,621	n/a	n/a	n/a	n/a	9.1
Klamath/Trinity Non-Emergency Transportation	5,290	\$10,427	\$157,304	\$29.74	6.6%	2.4
Dial-a-Ride	4,213	\$43,448	\$223,984	\$53.16	19.4%	0.9
<b>Countywide (total/average)</b>	<b>1,205,422</b>	<b>\$1,965,174</b>	<b>\$5,566,531</b>	<b>\$4.62</b>	<b>35.3%</b>	<b>15.0</b>

\* Tish Non-Village service has been discontinued.

**2.1.9 Other Transit Services in Humboldt County**

Other local and regional transportation providers include:

**Amtrak:** Amtrak has a bus service from McKinleyville to Martinez with stops in Arcata, Eureka, Fortuna, Rio Dell, and Garberville. Train tickets must be purchased with a bus ticket. Southbound departures are daily from Arcata at 6:15 a.m. and 9:55 a.m., and northbound arrivals into Arcata are at 4:55 p.m. and 10:05 p.m.



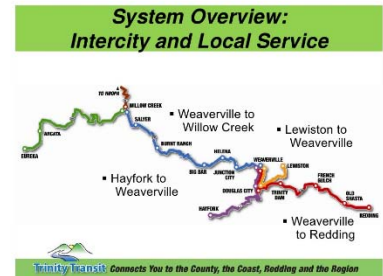
**Greyhound:** Greyhound has service from Arcata to Santa Rosa, with a stop in Eureka. Morning southbound departures from Arcata are at 9:30 a.m., and evening departures are at 10:35 p.m. Return trips arrive in Arcata at 10:30 p.m. and 5:35 a.m.



**Area 1 Agency on Aging Volunteer Driver Program (A1AA):** A1AA has a volunteer driver program to serve the need for transportation to medical appointments. The service area extends from Scotia to Trinidad to Blue Lake, or wherever volunteers are willing to go. There are 43 volunteers and 200 repeat riders. Drivers and riders both average 70 years old. Trips are now provided for grocery shopping.

**Redwood Coast Transit (RCT):** RCT is the public transit service for Del Norte County, north of Humboldt County. RCT’s Route 20 operates between Smith River (seven miles south of the Oregon border) and Arcata. Arrivals in Arcata are at 9:20 a.m., 4:55 p.m. and 9:20 p.m. Northbound departures are at 10:10 a.m., 5:45 p.m. and 10:40 p.m.

**Trinity Transit:** Trinity Transit is the public transit service operating in Trinity County, to the east of Humboldt County. Four routes serve Weaverville in north, south, east and west directions. Connections are available in Willow Creek to the HTA Willow Creek Route, which enables passengers to travel between the coast and Redding (where many medical services are provided).



**2.2 Active Transportation**

Humboldt County is well positioned to expand its bicycle infrastructure in cities and unincorporated areas. The Cities of Arcata and Eureka have well-established bicycle infrastructure, and are still planning new Class I, II, and III bikeways. Other cities, such as Blue Lake, Ferndale, Fortuna, and Rio Dell, have only begun implementing their bicycle networks, but have planned a system that fosters safe bicycle access (through the 2018 Humboldt Regional Bicycle Plan).

The City of Arcata has a web of bike lanes and routes, and also a portion of the Humboldt Bay Tail multi-use path. Bike lanes and parking locations reach destinations such as Arcata City Hall, the



**IBI GROUP**

MOBILITY ON DEMAND STRATEGIC PLAN  
HUMBOLDT COUNTY  
EXISTING CONDITIONS & UNMET NEEDS  
Prepared for HCAOG

Arcata Transit Facility, and the HSU campus. Arcata is proposing to add 20.8 miles of bicycle trail and lanes to the network, including the Annie & Mary Rail-Trail. A map of existing and proposed service is presented in Figure 2-2.

The City of Eureka has an expansive network of multi-use paths, bike lanes, and bike routes, including the Eureka Waterfront Trail. Current bicycle infrastructure reaches commercial districts, civic buildings, schools, parks, and medical/social services. Eureka is looking to add over 20.3 miles of bikeways, not including preliminary new project trails such as the South Gateway of Eureka Trail. A map of existing and proposed service is presented in Figure 2-3.

According to the *Humboldt Bicycle Plan*, the unincorporated area of Humboldt has a total of 17.3 miles of bike paths, lanes, and routes, including the lane on Freshwater Road, as well as the Hammond Trail. For the future, Humboldt County is planning to take full advantage of its geographic advantages, by providing at grand total of over 400 new miles of bikeways. A map of proposed Class III bike routes is presented in Figure 2-4.

Figure 2-2: City of Arcata Proposed Bike Facilities

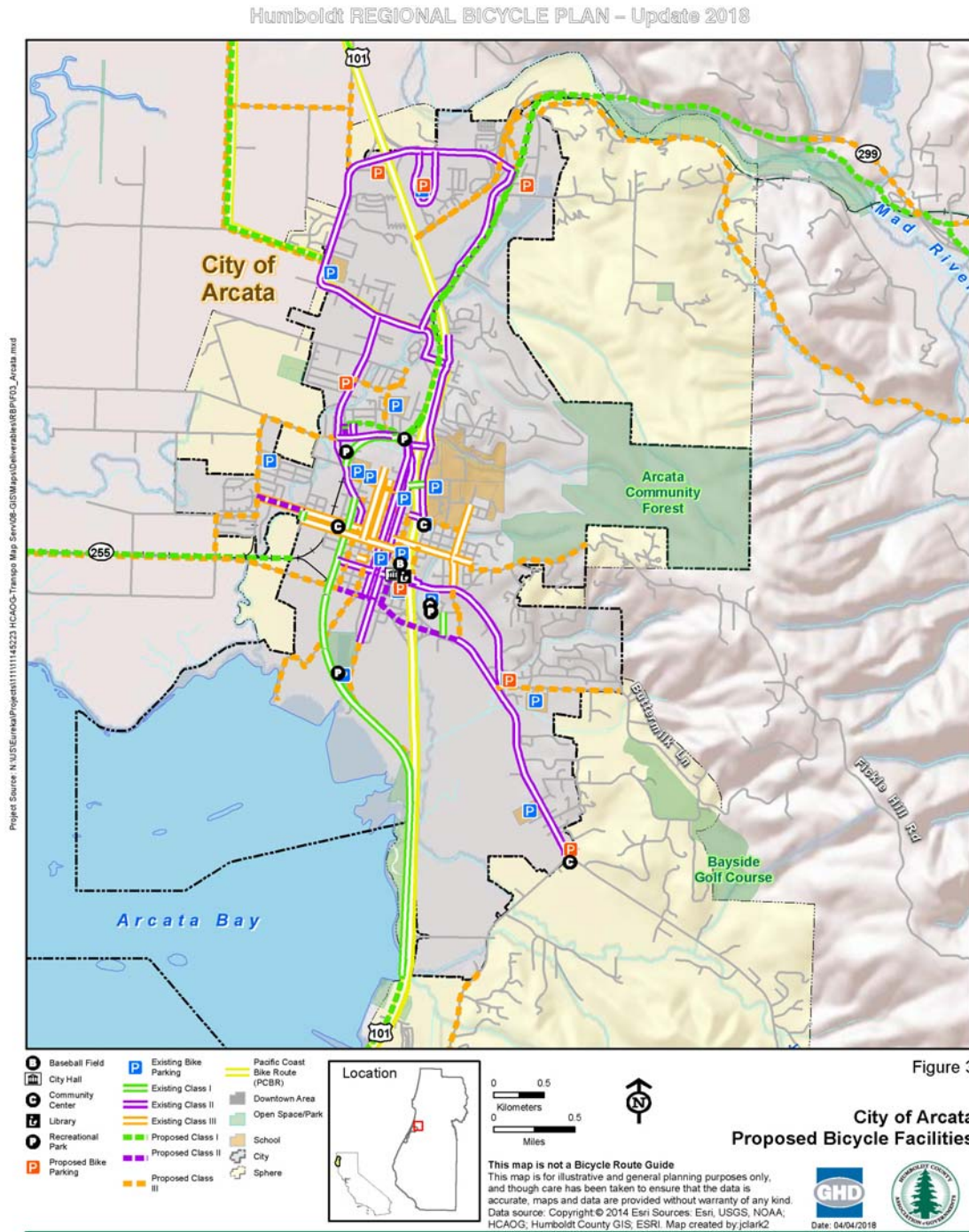




Figure 2-3: City of Eureka Proposed Bicycle Facilities

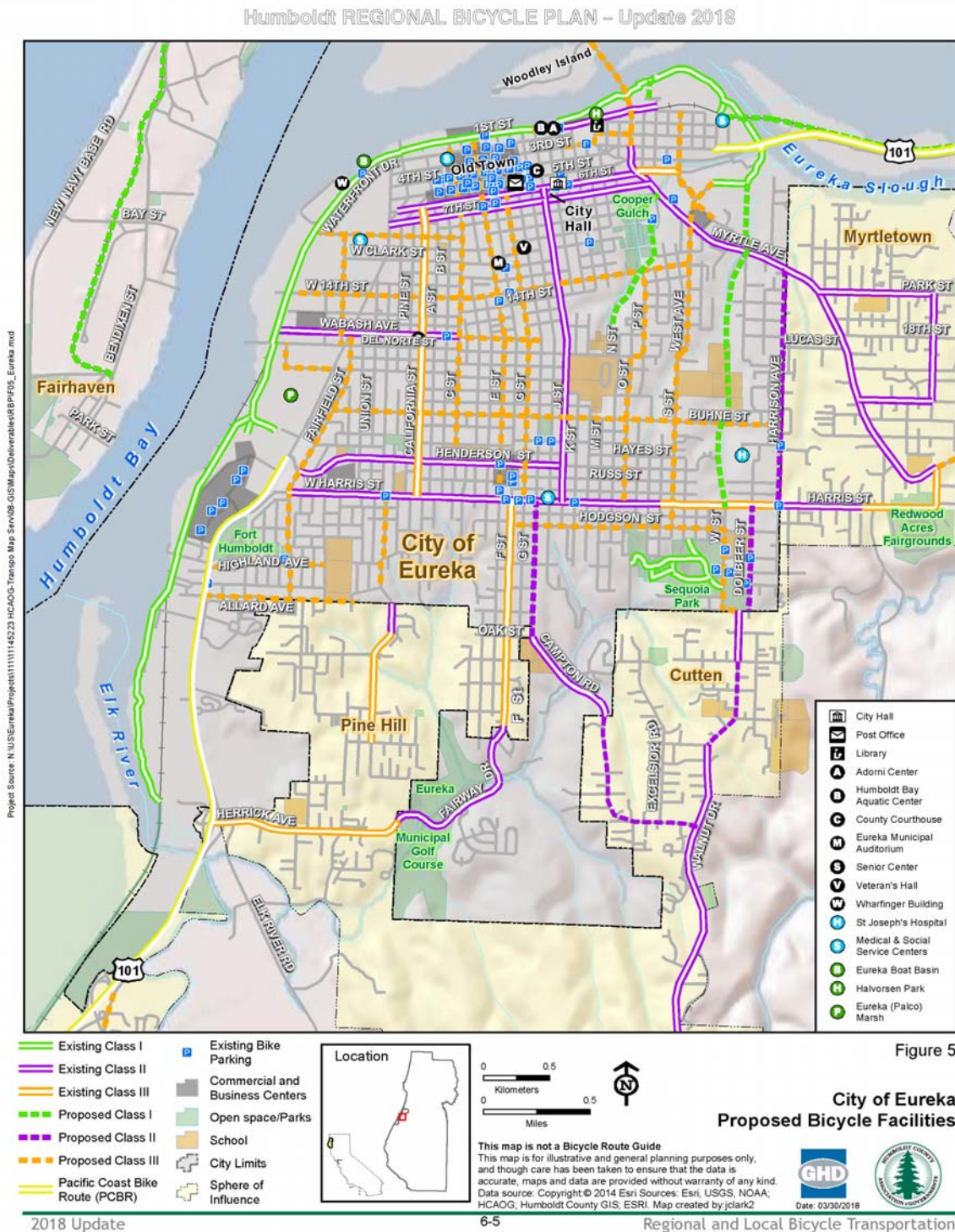
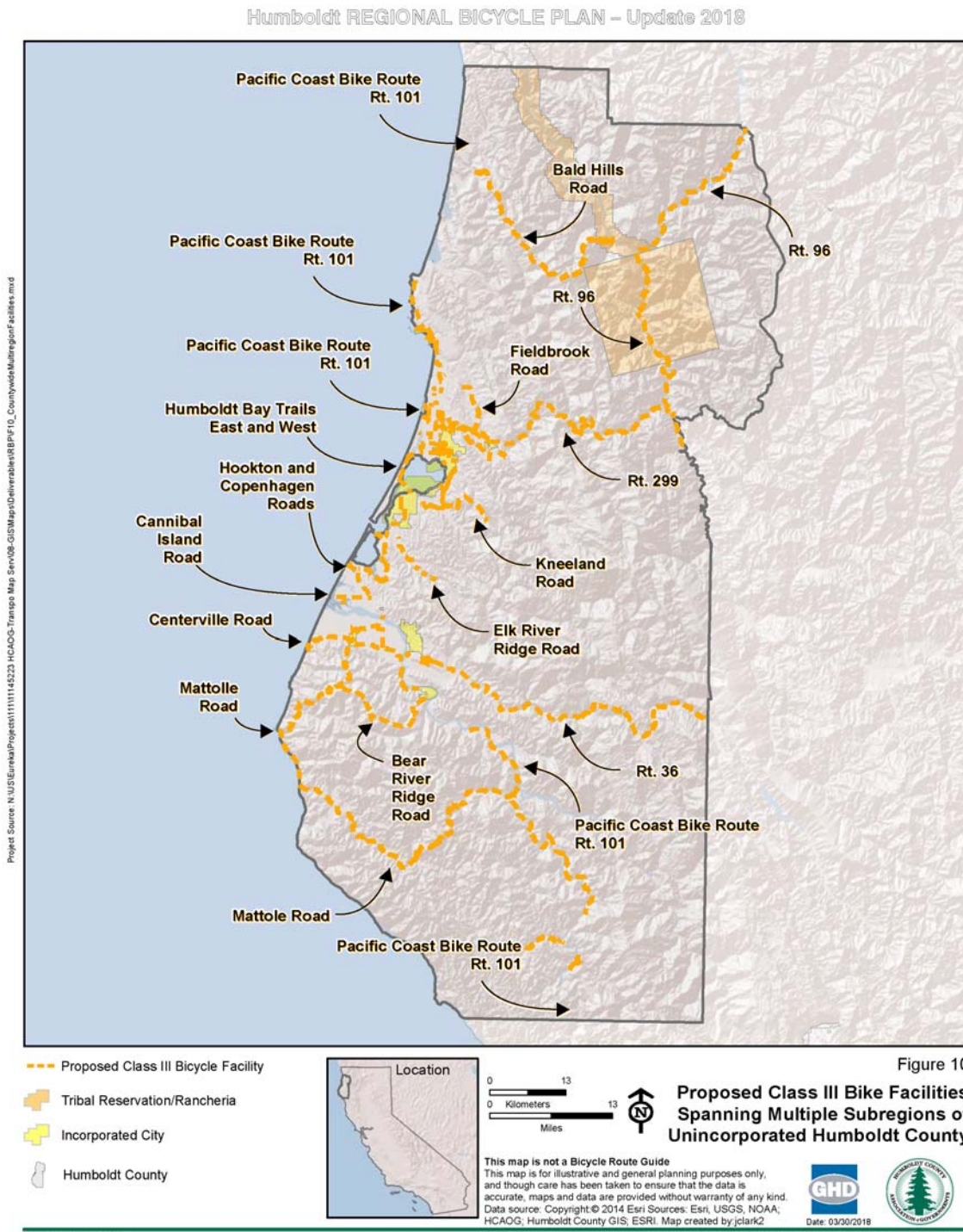


Figure 5

**City of Eureka  
 Proposed Bicycle Facilities**



Figure 2-4: Proposed Class III Bikeways in Unincorporated Humboldt County



### 2.3 Bike Share and Micro Mobility

Bike share is a new service in which bicycles are made available for the public on a short-term basis for a nominal fee. Bike sharing systems are either docked or dockless. For docked bike sharing systems, users have to return their shared bike to a dock to end their trip. With dockless bikes, users can end their trip anywhere, by use of a smartphone app. Most bike share services have smartphone mapping to show nearby available bikes or open docks.

One of the main benefits of bike share programs is that they can significantly enhance people’s access to fixed-route transit. Bike share programs can even serve as micro public transit by providing affordable, short-distance trips to get users from a bus stop closer to their destination. Because of this, they may reduce private vehicle trips, and provide an opportunity for users to access public transit easier than walking.



Bike share is beginning to appear in Humboldt County, namely Arcata and Eureka. The bike share company Zagster has launched their bike share service to serve Humboldt State University (HSU) and the greater Arcata area. Bike share was one of the several strategies outlined in HSU’s *Climate Action Plan*.

Currently, there are seven docking stations in Arcata and one in Eureka. The locations of the docking stations are:

- HSU Jolly Giant Commons Station
- HSU Harry Griffith Hall Station
- Northtown Station
- Transit Center Station
- Southeast Plaza Station
- North Coast Co-op Parking Lot Station, Arcata
- Northeast Plaza Station
- North Coast Co-op, Eureka

There are three options to pay for the Zagster bike share service as presented in Table 3-1:

**Table 3-1: Zagster Bike Share Pricing in Humboldt (2019)**

	Pay-As-You-Go	Student Annual Membership	Annual Membership
Membership Price	N/A	\$20 annually	\$30 annually
First Hour	\$2	Free	Free
After First Hour	\$1 every 30 minutes	\$2 an hour	\$1 every 30 minutes
Maximum Per Ride	\$20	\$20	\$20
Eligibility	Anyone	HSU students, faculty, staff only	Anyone

As of summer 2018, approximately one year after Zagster’s launch in Arcata, there have been 594 trips taken, 39% of them repeat riders. Zagster has 217 active members in Arcata. The program costs approximately \$10,000 a year to manage.

During National Bike Month in May over the last three years, HCAOG asked community members for input on planning and building Humboldt’s regional bicycle network. From a rally in Arcata in

2017, community members advocated for bike share kiosks at entrances to town so users could drive to and park on the outskirts of Arcata.

Per Policy 1.4 of the *Humboldt Regional Bike Plan*, HCOAG encourages and will assist local jurisdictions to adopt ordinances that recommend incentives for large-scale developments and employers to provide on-site bike share systems for tenants and/or employees.

## 2.4 Car Share and Ride Share

**Car Share:** Car sharing is a model of vehicle sharing where users can use cars on an as-needed basis and are charged based on time of use and distance of travel. There are two main car sharing types in Humboldt County: round-trip car sharing, and personal vehicle sharing. Round-trip car sharing allows users access to a shared vehicle fleet. Personal vehicle sharing is a model that allows short-term access to privately owned vehicles.

In Humboldt County, ZipCar provides a round-trip car sharing service at one location. ZipCar is located on Harpst Street at the center of the Humboldt State University campus. Currently, the fleet consists of two vehicles. To drive a ZipCar, a user would sign up for the service for free, and then reserve the car when they need it, preferably at least an hour in advance. Fares for the vehicle depend on the length of car checkout, as well as the distance of the drive. For the Humboldt County ZipCar, a one-hour rental is \$9. A three-hour rental is \$27. A full day check-out is \$74. A two-day check-out is \$148. Rates could be higher if the user drives the ZipCar further than 180 miles.



**Ride Share:** Personal vehicle sharing, or ride-hailing, (Transportation Network Companies [TNCs] such as Uber and Lyft), have recently made their way to Humboldt County. Uber, which started operations in Humboldt in February 2017, is active in the Greater Humboldt Bay Area but has been known to lack a sufficient number of vehicles to provide dependable service, especially outside of the Eureka/Arcata area. Lyft entered Humboldt about six months later, in the summer of 2017. There are other carpool ridesharing services in the Humboldt region, such as Zimride by Enterprise, and Waze Carpool.



### 3.0 Other Supporting Data That Inform on Unmet Needs

For this strategic planning effort, HCAOG and the consultants have compiled primary data and secondary data to further understand the unmet transportation needs facing Humboldt County. The primary data includes stakeholder input from a directed community survey, one-on-one consultation, committee meetings, public workshops, and other public outreach at local events. The secondary data relies on U.S. Census profiles, including using a software tool, Remix, that uses census data to assess transit opportunities within a geographic area, the data is synthesized, with results, below.

#### 3.1 Community Demographic Profile

The *Community Demographic Profile* tech memo (available under separate cover) analyzes the demographic data for Humboldt County that can help us understand and forecast future demand, i.e. potential market, for mobility services. This profile focuses on characteristics of communities with unmet transit and mobility needs. This data collected in this memo analyzes levels of mobility dependency. Key takeaways from the review of community demographic and socio-economic data include:

- **Population Change:** The population of Humboldt County has been slowly, but steadily, rising in population, a 1% increase since 2013.
- **Age:** The cohort with the largest population is those 20 to 34 years old. However, the population 65 or older has been growing faster than any other cohort since 2013, with an 18% growth rate.
- **Race and Ethnicity:** Humboldt County is a majority white community at 75% of the population. However, by percentage, the Hispanic/Latino population has been growing since 2013 while the White population has been in decline.
- **Number of Households:** Humboldt County has added nearly 1,000 new households since 2015.
- **Median Household Income:** Household income in Humboldt County has held steady at just above \$40,000, about \$20,000 less than the California average.
- **Vehicles per Household:** 7% of households do not have access to a vehicle.
- **Journey to Work:** Over 70% of people drive alone to work. Less than 2% of commuters take public transit.

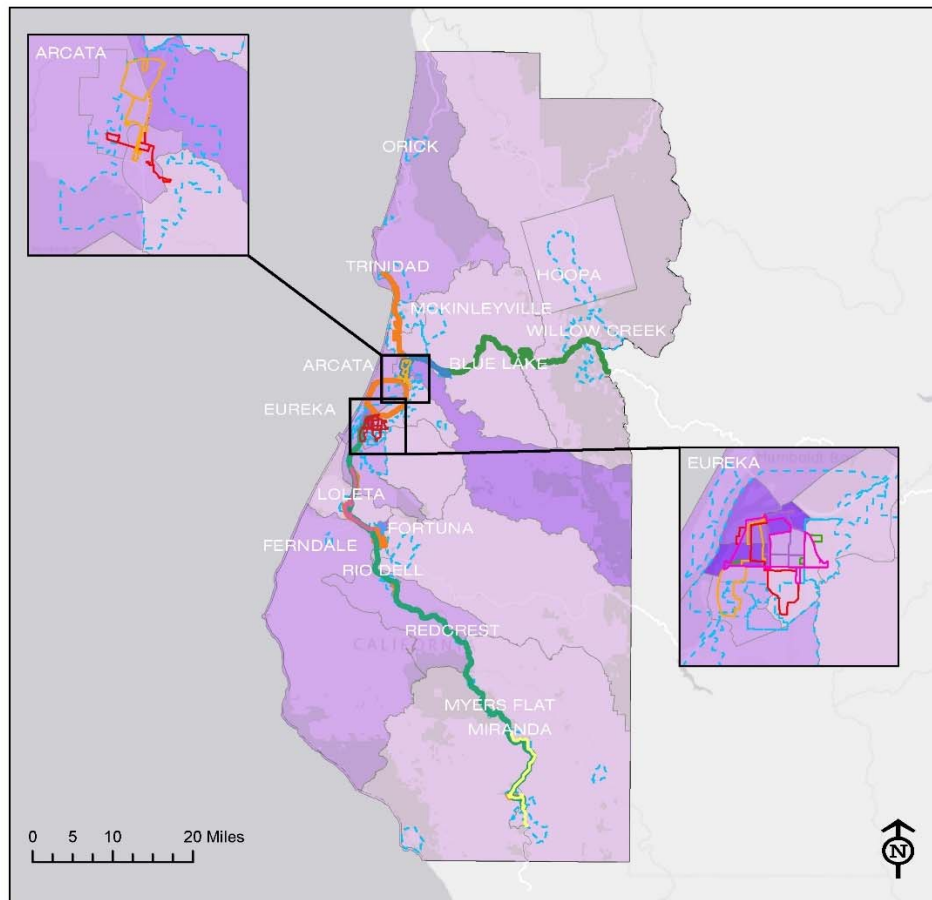
Other demographic data on age and income can indicate groups with a greater propensity to be transit dependent. The following are key takeaways from these select cohorts (source: California Department of Finance, in HCAOG's UTN Report of Findings, FY 2018-19). Countywide maps of the data are presented in Figure 3-1 through Figure 3-4, below.

- **Population without Access to a Vehicle:** Tracts with the highest percentage of population without a car are in Eureka (Tracts 2, 5, and 1: 10.9%, 10.7%, and 8.6%) as well as Fortuna (Tract 109.1, 7.1%).
- **Population over 65:** Miranda (Census Tract 115) has the highest percentage over 65 (26.3%), followed by Orick (Census Tract 102, 25.4%), and Tract 106 (Freshwater 24.7%).

- **Population with Disabilities:** Areas with the highest rate of disabilities are Eureka (Census Tract 1, 27.3%), Fortuna (Tract 109.01, 22.7%), and Willow Creek (Tract 101.02, 22.1%).
- **Population Living in Poverty:** Areas with the highest rate of those living in poverty are Hoopa Reservation (Tract 9400, 41.5%), and parts of Arcata (Tract 10 and Tract 11.01, 37.7 and 36%).

Figure 3-1: Humboldt County Population Without Access to a Vehicle

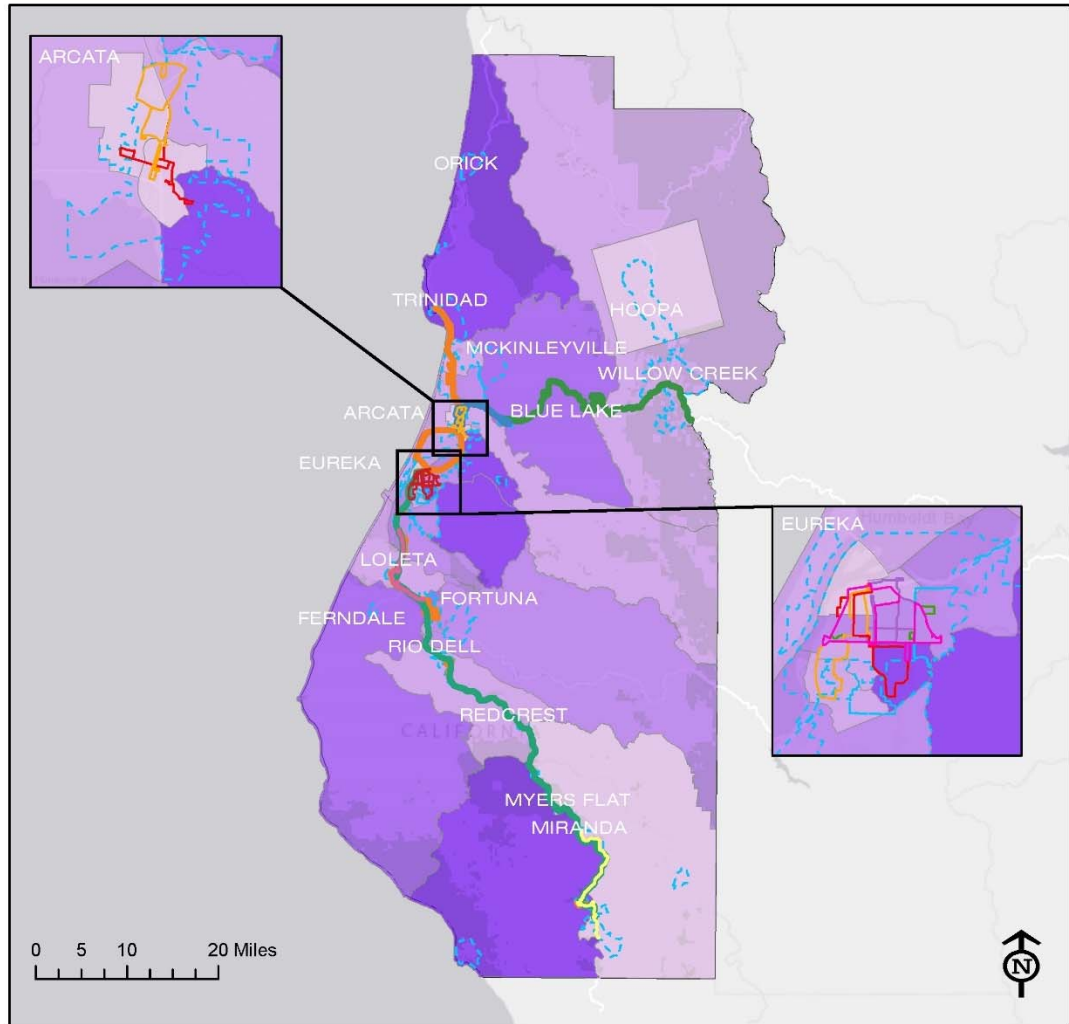
Humboldt County Population Without Access to a Vehicle



Legend	
<span style="color: red;">—</span> Eureka Transit Service	<span style="color: blue;">—</span> Blue Lake Rancheria Transit System
<span style="color: pink;">—</span> Tish Non Village Transit*	<span style="color: green;">—</span> Willow Creek Intercity
<span style="color: orange;">—</span> Arcata and Mad River Transit System	<span style="color: teal;">—</span> Southern Humboldt Intercity
<span style="color: yellow;">—</span> Southern Humboldt Local Transit	<span style="color: brown;">—</span> Redwood Transit System
*Been discontinued	
	Percent Population with No Vehicle
	0.0 - 2.2%
	2.2 - 4.4%
	4.4 - 6.6%
	6.6 - 8.7%
	8.7 - 10.9%

Figure 3-2: Humboldt County Population Over 65 Years Old

Humboldt County Population Over 65 Years Old

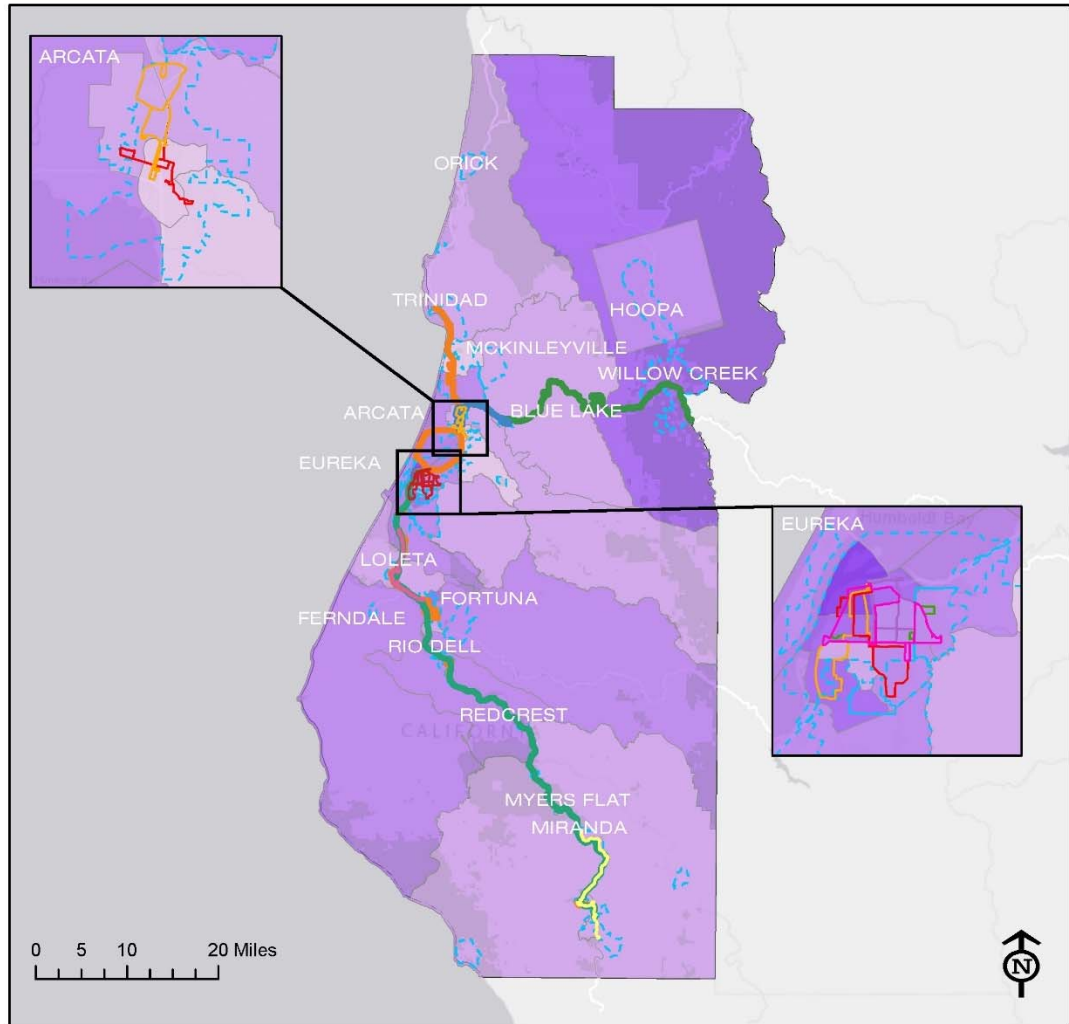


**Legend**

Eureka Transit Service	Blue Lake Rancheria Transit System	8.6 - 12.1%
Tish Non Village Transit*	Willow Creek Intercity	12.1 - 15.7%
Arcata and Mad River Transit System	Southern Humboldt Intercity	15.7 - 19.2%
Southern Humboldt Local Transit	Redwood Transit System	19.2 - 22.8%
*Been discontinued		22.8 - 26.3%

Figure 3-3: Humboldt County Population with a Disability

Humboldt County Population with a Disability

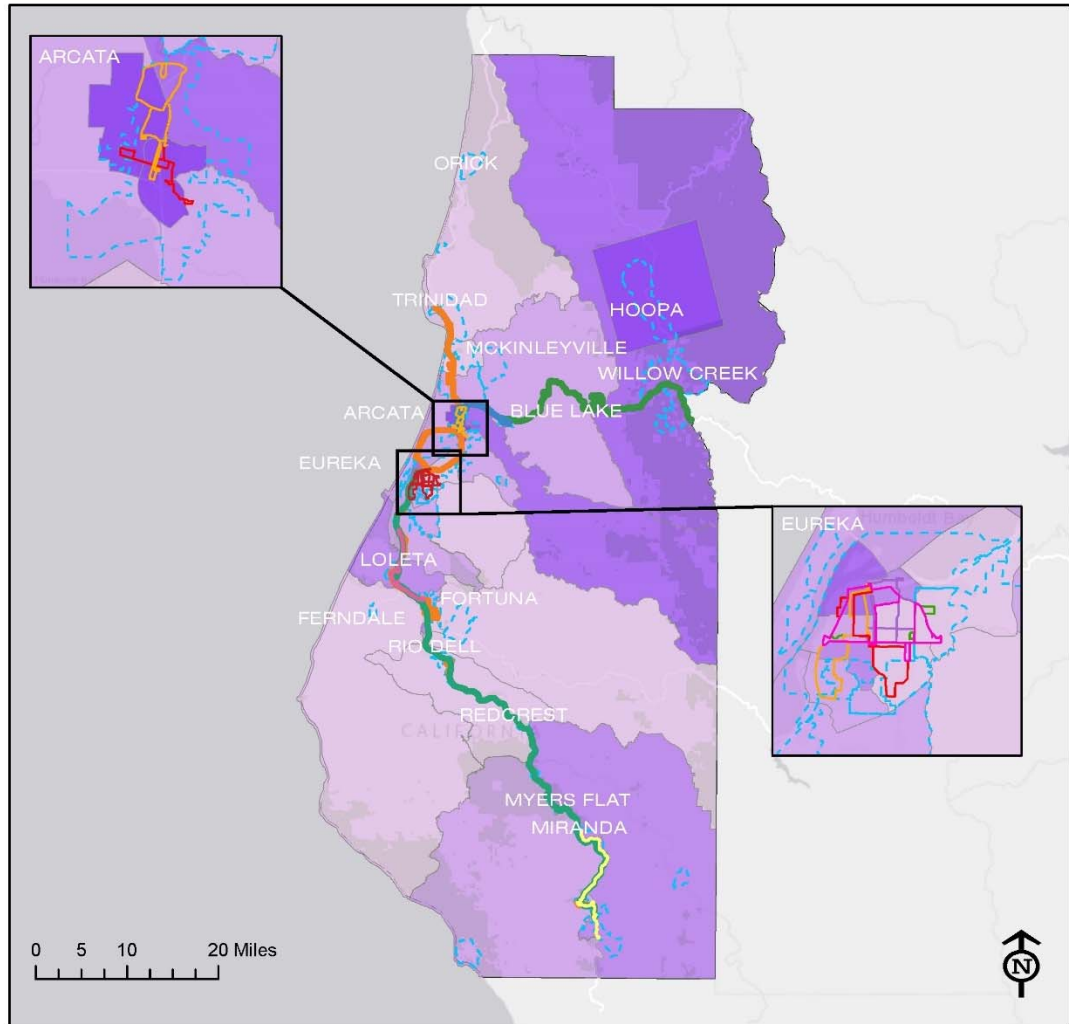


Legend			
	Eureka Transit Service		8.8 - 12.5%
	Tish Non Village Transit*		12.5 - 16.2%
	Arcata and Mad River Transit System		16.2 - 19.9%
	Southern Humboldt Local Transit		19.9 - 23.6%
	Blue Lake Rancheria Transit System		23.6 - 27.3%
	Willow Creek Intercity		
	Southern Humboldt Intercity		
	Redwood Transit System		
*Been discontinued			



Figure 3-4: Humboldt County Population Living in Poverty

Humboldt County Population living in Poverty



Legend

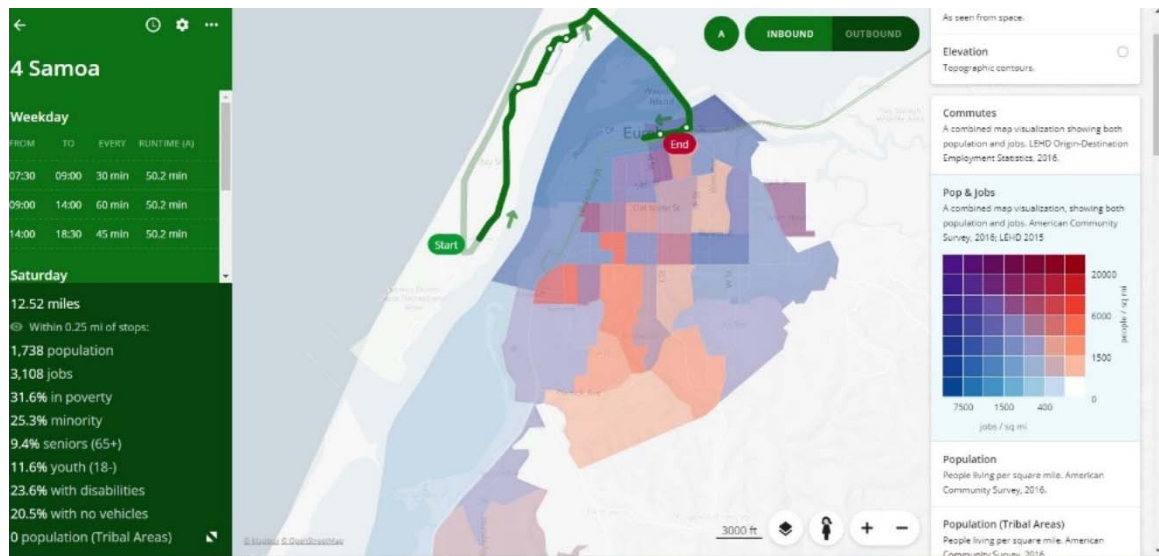
- |                                     |                                    |              |
|-------------------------------------|------------------------------------|--------------|
| Eureka Transit Service              | Blue Lake Rancheria Transit System | 8.3 - 14.9%  |
| Tish Non Village Transit*           | Willow Creek Intercity             | 14.9 - 21.6% |
| Arcata and Mad River Transit System | Southern Humboldt Intercity        | 21.6 - 28.2% |
| Southern Humboldt Local Transit     | Redwood Transit System             | 28.2 - 34.9% |
| *Been discontinued                  |                                    | 34.9 - 41.5% |

### 3.2 Remix Data

Remix is a planning tool that can analyze existing transit routes. Remix<sup>5</sup> was used to identify commuting modes and general demographics for those who live close to existing public transit. Remix uses U.S. Census data. The data used for these runs is from the 2017 5-year American Community Survey.

Remix Software, Inc. provides a planning platform for public transit, designing streets, and managing new mobility. It provides transportation agencies with statistics on collisions, curb and street density, demographics, and ridership.

For illustrative purposes, the map below presents an example of the demographic and socio-economic data in proximity to a Samoa fictional transit route.



Using real data for existing transit routes, Remix data was generated for the following: the A&MRTS Red, Gold, Orange lines; the ETS Gold, Green, Purple, Red, and Rainbow lines; the Southern Humboldt Intercity; the BLRTS; Willow Creek; and Old Arcata. Remix was used to analyze a buffer area around transit lines, and to determine the number of residents within that buffer who:

- Drive alone
- Carpool
- Take transit
- Walk
- Use other mode (taxi, motorcycle)

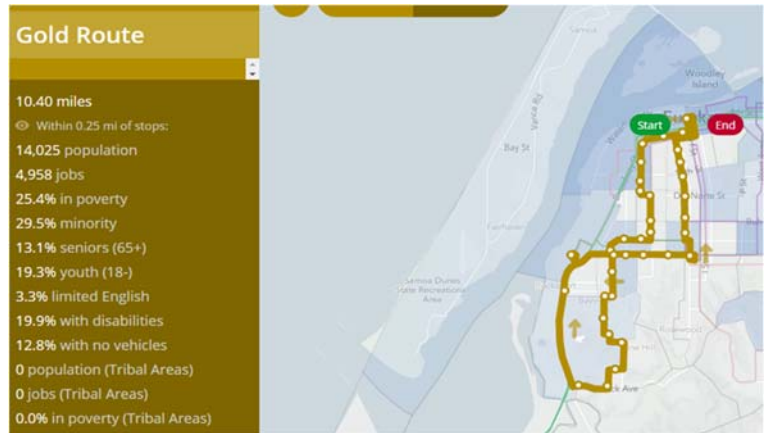
Key observations from the review of Remix data is presented below.

<sup>5</sup> HCAOG staff generated a number of Remix data runs to use for this analysis.

In general, there is a higher percentage of commuters who take public transportation who live within a quarter-mile of a transit line compared to those who live within three-quarters of a mile or within three miles.

**A&MRTS:** About 10,000 people live within three-quarters of a mile of A&MRTS transit service. Of those who live within three-quarters of a mile from a A&MRTS transit line, approximately 40% live in poverty, and 13% do not have access to a vehicle.

**ETS:** Approximately 15,000 commuters live within three-quarters of a mile from an ETS transit line. Of those who live within three-quarters of a mile from an ETS transit line, approximately 21% of commuters live below the poverty line, and 11% do not own a vehicle.



**BLRTS:** There are nearly 11,000 people who live within three-quarters of a mile from the BLRTS fixed-transit line. Of those who live within three-quarters of a mile from BLRTS transit service, 36% live below the poverty line, and 12% do not own a vehicle.

**RTS:** The RTS extends throughout most of the urbanized core of Humboldt County. Because of this, approximately 42,000 commuters live within three-quarters of a mile from the single transit line. Within the three-quarter mile buffer, 23.7% of people live in poverty, approximately 13% of people are seniors, and 18% have disabilities.

**Southern Humboldt Intercity (SHI):** Over 24,000 commuters live within the Southern Humboldt Intercity three-quarter mile buffer. For SHI, 22.3% people have incomes at a poverty level, 21% have a disability, and 14.2% do not own a vehicle.

**Willow Creek:** There are 11,500 commuters who live within three-quarters of a mile of a Willow Creek transit line. Of those who live within the three-quarter mile buffer, 40% people have incomes at a poverty level, nearly 11% are seniors, over 12% have a disability, and 14% do not own a vehicle.

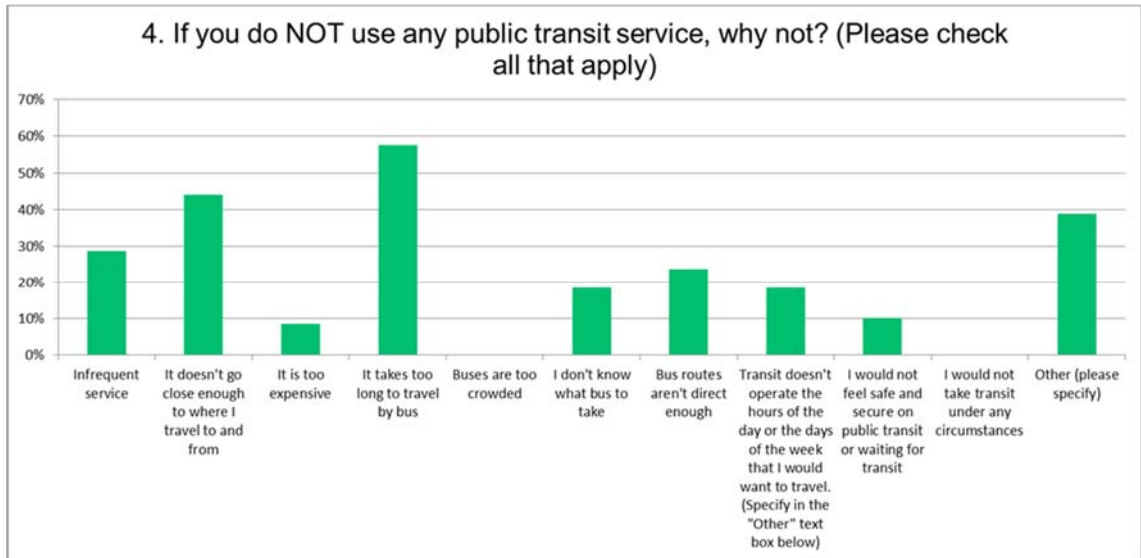
### 3.3 Community Survey

The web-based<sup>6</sup> Community Survey (Tech Memo available under separate cover) was administered to gain meaningful stakeholder engagement and visioning for transit and active transportation in Humboldt County. The community profile survey asked questions that would provide insight regarding mobility needs, existing transit usage, connectivity, areas of improvement, and interest in possible alternative mobility services. The ten-question survey was submitted by 97 respondents over a two-month period. The survey intended to provide a qualitative assessment of existing transit services including users and potential users of the transit,

<sup>6</sup> Paper copies of the survey were available at select locations in the County.

as well as mobility/transit enhancements that may be desirable. The following are key takeaways of some reasons for not using transit and constraints noted by respondents as well reference to the type of transit improvements that may influence the respondent’s propensity to use transit or mobility service.

- The length of time to get to destinations takes too long (57.6%)
- Transit doesn’t go close enough to my destination or origin (44.1%)
- Transit’s hours of service do not go earlier enough or late enough on weekdays (47.5%)
- Transfers are not convenient (58.8%)
- Survey respondents may be more likely to use transit if there was more frequent bus service (65.8%), a mobile-phone app for real-time information (68.3%), WIFI/ internet access on the bus (65.3%), and a mobile phone app for paying fares (63.2%).



In short, the survey results informed on the need for mobility solutions that are more competitive with private automobile in terms of travel time, convenience, and the need to provide mobility for days of the week, hours of the day, or specific locations where trip and population densities may not justify fixed route transit services. Survey respondents also called for the opportunity to incorporate active transportation solutions for potential mobility enhancements.

### 3.4 Stakeholder Consultation

The following presents salient comments from stakeholder and public meetings held May 1 and 2, 2019. Comments include reference to unmet needs and suggestions/opportunities for service and operational enhancements.

#### 3.4.1 Social Services Transportation Advisory Council (SSTAC)

- SSTAC service to elderly, disabled, and economic disadvantaged populations: must serve those populations. Looking at different micro-transit opportunities.

## IBI GROUP

MOBILITY ON DEMAND STRATEGIC PLAN  
HUMBOLDT COUNTY  
EXISTING CONDITIONS & UNMET NEEDS  
Prepared for HCAOG

- SSTAC goal is to decrease percentage of single vehicle occupancy (SVO) trips.
- Most interested in vehicle-trip sharing and note that some funding sources may be contingent upon decreasing vehicle miles traveled (VMT) (e.g. LCTOP funding)
- On-demand costs add up fast.
- Is there a funding source for ride share?
- What are the “guard rails” (i.e. parameters) for what concepts we go forward with?
- Up and down 101 is “geographic area,” but we get asks to serve more areas including connectivity to existing fixed route services.
- Diverted/deviated fixed-route that is app-based.
  - Set parameter, e.g. maybe only deviate up to 3 minutes.
  - Deviation is a premium service. There are multiple technical examples – phone and smartphone. Uses special vehicles, smaller/vans
  - But also thinking of how to apply to the fixed-route bus, yet make schedule more demand-responsive
- Not into the 1-person/one-vehicle pattern, that’s not the goal. What will work at least in a confined zone?
- Why parents won’t let children walk to school: weather and safety. Can’t get funding for crossing guards.
- Safety, lighting, shelters are some needs (plus lack of same are barriers).
- Reduce vehicle miles traveled (VMT) while increasing access: Will project look at more direct and frequent service? (respond to replies that “bus takes too long”)
- RTS route—40-45% farebox. Need to build on this success. Cost-saving from decreasing McKinleyville and Fortuna stops could be spent to make other services more robust – possibly increased frequencies, etc.
- City Ambulance of Eureka (CAE) and HTA have an app for DAR. Not well utilized. People in Humboldt still prefer calling HTA and using paper tickets.
- A lot of different mode options are plugged into one info source. And some trip planning isn’t detailed enough for some people’s needs; e.g. some people can’t figure out the separate trip component.
- Scheduling on operator’s side.
- Reluctance to any particular options/technologies?
  - Some can’t access because they don’t have skill set.
  - Economically disadvantaged. No mobile phone.
- HTA transit apps – HTA gets fewer calls since apps went live. Reduced call volumes, therefore helps HTA to give higher quality service to remaining calls. Makes service more cost-efficient and better.

What are some pilot project proposals?

- 1: Arcata program to try out software – integrates user app side with transit operators' side.
- 2. Get people (SSTAC target population) onto mainline transit.
- 3. Fairhaven, Samoa, Manila, Old Arcata Road (industry on one side, trailer park on other side).
- Can we charge for premium service?
- Consider regulations/incentives for e-hailing (Uber, Lyft, e.g.) private so that we don't duplicate what exists.

### 3.4.2 Mobility-On-Demand Public Workshop

Participants' Comments: *What are Humboldt's mobility-on-demand (public transportation) needs?*

- Transit, apps, info: People need to know where they are, how to use. There's an age gap, too (in accessing and/or being aware of apps).
- 2 apps exist for local system right now: Transit and Token Transit, and people have heard of neither.
- Need service to Medford, Redding – system from coast to inland does not exist.
- Unmet need: McKinleyville serviced by RTS (intercity); it stops at airport, which adds 20 minutes, and usually no one boards/gets off there. McKinleyville could use a separate service.
- Coordinate bike-on-bus trip users. Safer, convenient bike lockers. Then on-bus bike racks won't be such high demand?
- Consolidate administration of all transit services?
- Full buses now; there could be more frequent buses at peak times.
- Carpool app
- Give carpools reserved parking spaces and/or discounted parking permit.
- There is an HSU carpool app on website
- Could school buses be feeder buses, especially to alleviate peak demand times, or late night?
- Shower trailer
- Zagster – seems docks are full downtown and empty at HSU campus.
- Transit card that you can load. Would increase convenience for people without bank accounts, credit cards, etc. (unbanked).
- Bike Share doesn't provide helmets. 30-minute max use is a barrier. (Note: For HSU students, the first thirty-minutes are free but there is no 30-minute limit.)
- Make intercity speed limits below 40 mph.

### 4.0 Previous “Unmet Transit Needs” Reports

This section contains discussion of the last four adopted unmet transit needs reports of Humboldt County. The California State Transportation Development Act requires planning agencies to annually identify unmet transit needs of the jurisdiction, and if those unmet needs are ‘reasonable to meet’. The purpose of requiring planning agencies to determine unmet needs is to adequately allocate funding to agencies through the Local Transportation Fund (LTF) and the State Transit Assistance (STA) Fund. A synthesis of previous identified unmet transit needs reports of past fiscal years (2016/17 through 2019/20) is presented in Table 4-1.

**Table 4-1: Previously Identified Unmet Transit Needs**

	Unmet Needs Reasonable to Meet	Unmet Needs Reasonable to Meet (but lacks sufficient funds)	Either not unmet, or unreasonable to meet
FY 2019-2020	<ul style="list-style-type: none"> <li>- A southwest Eureka stop in between Broadway &amp; McCullen and Herrick &amp; Elk River Road</li> <li>- Blue Lake Saturday service</li> </ul>	<ul style="list-style-type: none"> <li>- N/A</li> </ul>	<ul style="list-style-type: none"> <li>- Transit service to Samoa and Ferndale</li> <li>- ETS late night service</li> <li>- Bike racks on bus</li> <li>- Coordinating Willow Creek’s Route with RTS on first A.M. run</li> <li>- A permanent Willow Creek stop at Valley West</li> <li>- Bus cleanliness/ safety</li> <li>- Expanded transit for UTN hearings</li> </ul>
FY 2018-2019	<ul style="list-style-type: none"> <li>- N/A</li> </ul>	<ul style="list-style-type: none"> <li>- Late-night weekday service on the RTS</li> </ul>	<ul style="list-style-type: none"> <li>- N/A</li> </ul>
FY 2017-2018	<ul style="list-style-type: none"> <li>- N/A</li> </ul>	<ul style="list-style-type: none"> <li>- N/A</li> </ul>	<ul style="list-style-type: none"> <li>- N/A</li> </ul>
FY 2016-2017	<ul style="list-style-type: none"> <li>- N/A</li> </ul>	<ul style="list-style-type: none"> <li>- N/A</li> </ul>	<ul style="list-style-type: none"> <li>- N/A</li> </ul>
FY 2015-2016	<ul style="list-style-type: none"> <li>- New service to Tish Non-Village</li> <li>- New service on Old Arcata Road</li> </ul>	<ul style="list-style-type: none"> <li>- N/A</li> </ul>	<ul style="list-style-type: none"> <li>- N/A</li> </ul>

## 4.1 Adopted FY 2019-20 Unmet Transit Needs Report of Findings

The Social Services Transportation Advisory Committee (SSTAC) identified two unmet needs that they determined were reasonable to meet. These were the southwest Eureka stop near major commercial businesses and lodging, and the Blue Lake Saturday service.

**Southwest Eureka Stop:** “ETS’s Gold Route currently serves southwest Eureka on the 101-corridor with one-hour headways from Monday-Saturday. It currently stops at Broadway & McCullen and Herrick & Elk River Road. However, it does not stop between those two areas. This is the longest closed-door segment of the Gold Route. There is major commercial development, including retail, manufacturing, and lodging in that area. Major businesses include Pierson’s, Lost-Coast Brewery, Rainbow Self-Storage, a Chrysler/Jeep/Fiat dealership, Pacific Motorsports, and Humboldt Motorsports. Manufacturing and industrial-related job centers include Hilfiker retaining walls, Powell Landscape materials, and McMurray Roofing. Lodging includes Comfort Inn and the Flamingo Hotel.”

**Blue Lake Saturday Service:** “Blue Lake Rancheria Transit Service (BLRTS), is an intercity route which connects with the RTS at the Arcata Transit Center. It is managed and operated by the Blue Lake Rancheria. The City of Blue Lake contributes a portion of their LTF funding to the service. BLRTS has service during weekdays only, from 7 a.m. to 5 p.m. with a three-hour lunch break from 10 a.m. – 1 p.m. Blue Lake has no service on Saturday. The HTA Willow Creek bus passes by Blue Lake via Highway 299 on Saturday without stopping.”

**Other:** Other unmet needs requests were identified but were ultimately determined as either not an unmet need or unreasonable to meet. These included: transit service to Samoa and Ferndale; ETS late night service; bike racks on the bus; coordinating the Willow Creek route with the RTS northbound on its first a.m. run; having the Willow Creek route always stop at Valley West; bus cleanliness and safety; and limited transit to UTN hearings.

## 4.2 Adopted FY 2018-19 Unmet Transit Needs Report of Findings

The HCAOG Board found, consistent with the SSTAC, SCC, and TAC recommendations, that there is an unmet transit need for late-night weekday service on Redwood Transit System (RTS) that is reasonable to meet but cannot be funded due to insufficient Local Transportation Funding from all of the required contributing entities. The finding has been made based on consideration of comments generated during the unmet needs public participation process and measured against the evaluative criteria established in the RTPA’s adopted definitions for the terms “unmet transit need” and “reasonable to meet.”

The additional late-night weekday service on the RTS was deemed reasonable to meet but could not be funded as the Cities of Eureka and Arcata currently use all their Local Transportation Funding on transit uses. However, there are other regional transit funds: State Transit Assistance funds; Formula Grants for Rural Areas (5311 Program); and Low Carbon Transit Operations Program (LCTOP), that may be considered in funding the Arcata and Eureka share of increased costs. Setting aside regional funds would require HCAOG Board action.

There were other unmet needs identified in the 2018-19 report of findings, including a request to expand the Dial-a-Ride service area and hours, and a request for Saturday and Sunday service to Southern Humboldt. While both are considered unmet needs, both are not reasonable to meet based upon low farebox recovery projections.



### 4.3 Adopted FY 2017-18 Unmet Transit Needs Report of Findings

The Social Service Transportation Advisory Council (SSTAC) recommendation and the HCAOG Board findings were consistent that there were no unmet transit needs that are reasonable to meet. The finding had been made based on deliberation and consideration of comments generated during the unmet needs public participation process.

The most frequent comments were in response to additional runs between Blue Lake and Arcata, new service to Fieldbrook, West Glendale, and Korbek, and concerns of overcrowding during peak hours on the RTS route.

### 4.4 Adopted FY 2016-17 Unmet Transit Needs Report of Findings

The Social Service Transportation Advisory Council (SSTAC) recommendation and the HCAOG Board findings were consistent that there are no unmet transit needs that are reasonable to meet. The finding had been made based on consideration of comments generated during the unmet needs public participation process.

This document also recapped the previous fiscal year's unmet transit needs process, which included new services to Old Arcata Road and the Tish Non-Village. The HTA, funded by the County of Humboldt, was able to provide service to the Tish Non-Village. The unmet transit needs process estimated 30 riders per day, but actual ridership was 15 riders per day. The farebox recovery ratio was only 3.68%, when projected at 11.82%.

## 5.0 Summary of Unmet Transit Needs

The Humboldt County Association of Governments (HCAOG) is looking at *a way forward* by leveraging next-generation operating and technology solutions to address public transportation and active transportation/mobility needs. Users of the transportation system in Humboldt County have identified a range of short-comings together with opportunities for more personal choice and flexibility in mobility. While advancing transit and active transportation networks, there remain several unmet needs that can be addressed by leveraging next-generation operating and technology solutions. Below is a summary of what stakeholders have said are their unmet transit needs.

### Transit

Unmet transit needs:

- It takes too long to get to destinations (by bus).
- Transit doesn't go close enough to potential users' destination or origin.
- Transit's hours of service are not early enough or late enough on weekdays.
- Transfers are required or not convenient
- Transit service is not frequent enough
- The lack of a Countywide transit mobile app hinders potential users' ability to receive real-time information and/or pay fares

Potential solutions to meet transit needs:

- Consider express buses that skip low-usage stops. Consider dedicated bus lanes in higher density areas.
- Transit connectivity (distance to/from transit bus stops) that may be alleviated through first-last mile mobility solutions.
- Consider expanding transit service hours.
- Consider adjusting (or restructuring) some of the bus routes that may result in faster travel times.
- Consider increasing the number of buses and service frequency.
- Consider creating a county-wide mobility app that allows users to locate buses and schedules in real-time as well as allow users to pay fares online without cash or a card.

### Active Transportation & Ride-Share Services

Unmet Bicycle, Bike Share, and Ride-Share Needs:

- Lack of bicycle parking in public places and at businesses.
- Lack of bicycle infrastructure in key locations, locally and regionally.
- Lack of ride-share drivers (especially outside the Eureka and Arcata urbanized areas).

Potential Solutions to meet bicycle, bike share, and ride-share needs:

**IBI GROUP**

MOBILITY ON DEMAND STRATEGIC PLAN  
HUMBOLDT COUNTY  
EXISTING CONDITIONS & UNMET NEEDS  
Prepared for HCAOG

- Facilitate expanded bicycle parking at public places. This may include incorporating bicycle parking in land use and development agreements, the provision of secure bicycle lockers at transit hubs, etc.
- Consider expanding upon the current bicycle network, preferably with Class I and Class IV bikeways where applicable, throughout Humboldt County.
- Consider facilitating growth for bike share opportunities. This may include a robust education/marketing/communication strategy, and enhanced integration with transit operations and service delivery (bike racks on buses, an app providing real-time availability of bike rack capacity, etc.).
- Facilitate growth of ride-hailing companies (generate business opportunities through partnerships in the provision of supplemental dial-a-ride service, first-last mile transit connectivity services, etc.).