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## Glossary of Acronyms

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<td>ACS</td>
<td>American Community Survey</td>
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<td>California Work Opportunity and Responsibility to Kids</td>
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<td>Non-Emergency Medical Transportation</td>
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<td>Regional Transportation Planning Agency</td>
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<td>State of Good Repair</td>
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<td>Social Services Transportation Advisory Council</td>
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<td>TDA</td>
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1.0 Introduction

1.1 Purpose

This document is an update to the 2016 amended Coordinated Public Transit – Human Services Transportation Plan for Humboldt County. Coordinated transportation is essential to keep people linked to social networks, employment, healthcare, education, social services, and recreation. Having access to reliable transportation can present a challenge to vulnerable populations, such as seniors, people with disabilities, and low-income individuals. For these groups, a coordinated transportation plan is necessary to improve access, efficiency, and promote independence.¹

Projects selected for funding under Federal Transit Administration (FTA) Section 5310 must be included in a coordinated public transit – human services transportation plan. According to the FTA, this Coordinated Plan should be a “unified, comprehensive strategy for public transportation service delivery that identifies the transportation needs of [three priority groups/transportation disadvantaged groups]: 1) individuals with disabilities, 2) seniors, and 3) individuals with limited incomes. This plan lays out strategies for meeting these needs and prioritizing services.” The plan should be developed through a process that includes representatives of public, private, nonprofit, and human services transportation providers; members of the public; and other stakeholders.

This plan is intended to meet coordinated-planning requirements as well as provide the Humboldt County Association of Governments and its partners a “blueprint” for implementing a range of strategies intended to promote and advance local efforts to improve transportation for persons with disabilities, older adults, and persons with low incomes.

1.2 Approach

Required elements of the Coordinated Plan include:

- Assessment of transportation needs for transportation disadvantaged populations (seniors, people with disabilities, and people with low incomes)
- Inventory of existing transportation services
- Strategies for improved service and coordination
- Priorities based on resources, time, and feasibility

With the 2013 Coordinated Plan and the 2014 and 2016 amended updates as the starting point, this update was shaped by recent planning documents including Social Service Transportation Advisory Council (SSTAC) meeting minutes, Unmet Needs transit findings, comments from HCAG staff through conference calls and written comments, other stakeholders, and surveys. During the December 2nd, 2020 SSTAC meeting, a portion of time was set aside to discuss updated to the 2020 Human Services Transportation Plan. Due to the COVID-19 pandemic this meeting was held virtually. Additionally, a short online survey accessible through a Survey Monkey link soliciting community input on community needs was shared with community outreach meeting attendees, to members of the public through the social media pages of community partners, and other key stakeholders. Survey questions were written after the SSTAC meeting and focused on previously identified needs, input from stakeholders, meeting attendees, and feedback from HCAG staff.

[...additional descriptions of approach, public outreach, and stakeholder consultation will be completed later]¹

1.3 Funding for Public Transportation in Rural California

Transportation funding in California is complex. Funding for public transportation in rural California counties is dependent primarily on two sources of funds: 1) Federal Section 5311 funds for rural areas and 2) Transportation Development Act (TDA) funds generated through California sales tax revenues. These two funding programs are described later in this section.

Federal and state formula and discretionary programs provide funds for transit and paratransit services. Transportation funding programs are subject to rules and regulations that dictate how they can be applied for, used, and/or claimed through federal, state, and regional levels of government. Funds for human service transportation come from a variety of non-traditional transportation funding programs, including both public and private sector sources.

Federal transit funding programs require local matching funds. Each federal program requires that a share of total program costs be derived from local sources and may not be matched with other federal Department of Transportation funds. Examples of local matches, which may be used for the local share, include state or local appropriations, non-DOT federal funds, dedicated tax revenues, private donations, revenue from human service contracts, private donations, and revenue from advertising and concessions. Non-cash funds, such as donations, volunteer services, or in-kind contributions, may be an eligible local matching source; however, the documentation for this is extensive and usually not practical for rural agencies.

The following sections discuss different funding sources, some of which are new and some of which have been consolidated or changed from previous programs.

Federal Funding Sources

FTA Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program
This program provides formula funding to increase the mobility of seniors and persons with disabilities. Funds are apportioned based on each state’s share of the targeted populations and are apportioned to both non-urbanized (population under 200,000) and large urbanized areas (population over 200,000). The former New Freedom program (Section 5317) is folded into this program. The New Freedom program provided grants for services for individuals with disabilities that went beyond the requirements of the Americans with Disabilities Act (ADA). Activities eligible under New Freedom are eligible under the Section 5310 program. Section 5310 is reauthorized under the FAST Act.

As the designated recipient of these funds, Caltrans is responsible for defining guidelines, developing application forms, and establishing selection criteria for a competitive selection process in consultation with its regional partners. State or local government authorities, private non-profit organizations, or operators of public transportation that receive a grant indirectly through a recipient are eligible recipients and sub-recipients for this funding. Projects selected for 5310 funding must be included in a local coordinated plan. The following section gives an overview of the way the funding program works

Section 5310 Overview

- Capital projects, operating assistance, mobility management, and administration related projects are eligible.
• 20% of program funds must be used on capital projects that are public transportation projects planned, designed, and carried out to meet the special needs of seniors and individuals with disabilities when public transportation is insufficient, inappropriate, or unavailable.

• 50% may be used for operating assistance expenses and New Freedom-type projects:
  o Public transportation projects that exceed the requirements of the ADA.
  o Public transportation projects that improve access to fixed-route service and decrease reliance by individuals with disabilities on complementary paratransit.
  o Alternatives to public transportation that assist seniors and individuals with disabilities.

• Statewide Funding Formula
  o 60% to designated recipients in urbanized areas with populations over 200,000.
  o 20% to states for small, urbanized areas (under 200,000 population).
  o 20% to states for rural areas.
  o Up to 10% of funding is allowed for program administration costs by Caltrans due to state law.

Funding

• Funds are apportioned for urban and rural areas based on the number of seniors and individuals with disabilities.
  o Federal share for capital projects, including acquisition of public transportation services is 80%.
  o Federal share for operating assistance is 50%.

The national apportionment for FTA Section 5310 in FY 2019 was over $278 million and increased to over $288 million in FY 2020, with California receiving $32.3 million.²

FTA Section 5311 Formula Grant for Rural Areas³
The Section 5311 program provides capital, planning, and operating assistance to support public transportation in rural areas with populations less than 50,000. The Section 5311 program, as amended under MAP-21, combines the 5311 program and the repealed 5316 Job Access and Reverse Commute program activities into one program. The goal of the program is to:

• Enhance the access of people in non-urbanized areas to health care, shopping, education, employment, public services, and recreation
• Assist in the maintenance, development, improvement, and use of public transportation systems in non-urbanized areas
• Encourage and facilitate the most efficient use of all transportation funds used to provide passenger transportation in non-urbanized areas through the coordination of programs and services
• Assist in the development and support of intercity bus transportation

² “Table 8: FY 2020 Section 5310 Enhanced Mobility of Seniors and People with Disabilities (Full Year)”
https://www.transit.dot.gov/funding/apportionments/table-8-fy-2020-section-5310-enhanced-mobility-seniors-and-
people.

³ “Table 9: FY 2020 Section 5311 and Section 5340 Rural Area Formula Apportionments, Rural Transportation Assistance Program (RTAP) Allocations, and Appalachian Development Public Transportation Assistance Program (Full Year)”
Program goals also include improving access to transportation services to employment and employment related activities for low-income individuals and welfare recipients and to transport residents of urbanized and non-urbanized areas to suburban employment opportunities.

Section 5311 Overview

Eligible projects under 5311 consists of planning, capital, operating, job access and reverse commute projects, and the acquisition of public transportation services.

- 20% for capital projects
- 50% for operating assistance
- 20% for ADA non-fixed-route paratransit service
- Up to 10% of a recipient’s apportionment

Funding

Funding is formula-based for rural areas and tribal transit programs.

- Rural Formula
  - 83.15% of funds apportioned based on land area and population in rural areas.
  - 16.85% of funds apportioned on land area, revenue- vehicle miles, and low-income individuals in rural areas.
- Tribal Transit Program
  - $5 million discretionary tribal program.
  - $30 million tribal formula program for tribes providing transportation.
  - Formula factors are vehicle revenue miles and number of low-income individuals residing on tribal lands

Eligible Recipients

- States, Federally Recognized Indian Tribes
- Subrecipients: State or local government authorities, nonprofit organizations, operators of public transportation or intercity bus service that receive funds indirectly through a recipient.

Toll Credit Funds In lieu of Non-Federal Match Funds

Federal-aid highway and transit projects typically require project sponsors to provide a certain amount of non-federal funds as a match to federal funds. Through the use of “Transportation Development Credits” (sometimes referred to as toll credits), the non-federal share match requirement in California can be met by applying an equal amount of Transportation Development Credit and therefore allow a project to be funded with up to 100% federal funds for federally participating costs. Caltrans has been granted permission by the FTA to utilize Toll Credits, and in the past has made credits available for FTA Section 5310, 5311, 5316, and 5317 programs. Local agencies may now use other federal funding to replace the required local match for both On-System Local Highway Bridge Program (HBP) projects

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4 “Use of Toll Credits in Lieu of Non-Federal Share Match for Local Assistance Federal-Aid Highway Projects”
and Highway Safety Improvement Program (HSIP) projects. With this option, toll credits can be applied to federal funding components in the project to achieve the 100% federal reimbursement rate.

Non-Traditional Transportation Program Funding

Transportation Alternatives Program (TAP)
Prior to MAP-21, apportionments of Transportation Enhancements (TE) were included in the State Transportation Improvement Program (STIP) for each region. MAP-21 replaced TE with the Transportation Alternatives Program (TAP) which is funded at 2% of the total of all MAP-21 programs with set-asides. TAP projects must be related to surface transportation but are intended to be enhancements that go beyond the normal transportation project functions. Eligible activities include Transportation Enhancements; Recreational Trails; Safe Routes to Schools program; and planning, designing, or constructing roadways within the right-of-way of former interstate routes or other divided highways.

In September 2013, California legislation created the Active Transportation Program (ATP). The ATP consolidates existing federal and state programs, including TAP, Bicycle Transportation Account, and Safe Routes to School into a single program with a focus to make California a national leader in active transportation.

Fixing America’s Surface Transportation Act (FAST)5
The Fixing America’s Surface Transportation (FAST) Act was signed into law in 2015 and replaced the MAP-21 Transportation Alternatives Program. The FAST Act essentially built on the changes made through the TAP. The FAST Act offers Surface Transportation Block Grants (STBG) for transportation alternatives.6 These set-aside funds include all projects and activities that were previously eligible under TAP, encompassing a variety of smaller-scale transportation projects. Eligible applicants include all entities that were eligible to apply for TAP funds. The FAST Act also allows nonprofit entities responsible for the administration of local transportation safety programs to apply. $850 million in FAST Act funding per year was made available for FY 2018-2020.7

State Funding Sources

Transportation Development Act (TDA)
The California Transportation Development Act has two funding sources for each county that are locally derived and locally administered: 1) the Local Transportation Fund (LTF) and 2) the State Transit Assistance Fund (STA).

LTF revenues are derived from 1/4 cent of the 7.25 cent retail sales tax collected statewide. The California Department of Tax and Fee Administration returns the 1/4 cent to each county according to the amount of tax collected in each county. TDA funds may be allocated under Articles 4, 4.5 and 8 for planning and program activities, pedestrian and bicycle facilities, community transit services, public transportation, and bus and rail projects. Funding allocated from Articles 4 and 8 vary by county and support public transportation systems, research and demonstration, local streets and roads and projects, passenger rail service operations and capital improvements, and

6 Transportation Enhancements (TE) was replaced with Transportation Alternative Program (TAP), which was then replaced by FAST Act STBG.
administrative and planning costs. Article 4.5 provides up to 5% of remaining LTF funds and supports community transit services for the disabled and those who cannot use conventional transit services.

Prior to approving TDA funds for purposes other than public transportation, specialized transportation, or facilities for bicycles and pedestrians, the local Transportation Commission, sometimes referred to as the Regional Transportation Planning Agency (RTPA), conducts an annual unmet transit need process which includes a public hearing and assessment of transit. Commission staff and the local SSTAC review public comments received and compare the comments to the adopted definitions to determine if there are unmet transit needs, and whether or not those needs are “reasonable to meet.” Each RTPA is required to adopt definitions of “unmet transit need” and “reasonable to meet.” Any unmet transit needs that are reasonable to meet must be funded before funds can be allocated for streets and roads.

STA are revenues derived from statewide sales taxes on gasoline and diesel fuels. Eligible recipients include public transit operators. STA funds are appropriated by the legislature to the State Controller’s Office (SCO). The SCO then allocates the tax revenue, by formula, to planning agencies and other selected agencies. Statute requires that 50% of STA funds be allocated according to population and 50% be allocated according to transit operator revenues from the prior fiscal year. STA is allocated annually by the local transportation commissions based on each region’s apportionment. Unlike LTF, they may not be allocated to other purposes. STA revenues may be used only for public transit or transportation services. STA funds will reach approximately $692.25 million for FY 2021.

State Transportation Improvement Program (STIP)

The STIP is a biennial five-year plan adopted by the California Transportation Commission (CTC) for major capital projects of all types. State transportation funds under STIP may be used for state highway improvements, intercity rail, and regional highway and transit improvements. State law requires the CTC to update the STIP biennially, in even-numbered years, with each new STIP adding two new years to prior programming commitments. The current structure of the STIP was initiated by SB45 in 1997. The STIP is constrained by the amount of funds estimated to be available for the STIP period in the fund estimate, which is developed by Caltrans and adopted by the Commission every other odd year. The amount available for the STIP is then constrained by formulas for regional and interregional shares per Streets and Highways Code (Sections 164, 187, 188 and 188.8). Eligible recipients include cities, counties, CTAs, transit operators, regional planning agencies, and CTCs. STIP funding is estimated to include $2.6 billion for FY 2021-FY 2025, with $569.4 million specified for new programming.

Social Services Funding Sources

This section summarizes a variety of social services funding sources. A portion of the budgets for these sources are used to fund transportation services for clients, patients, and other beneficiaries.

Older Americans Act (OAA)

The Older Americans Act was signed into law in 1965 amidst growing concern over seniors’ access to health care and their general well-being. The Act established the federal Administration on Aging (AoA) and charged the agency with

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8 The concept of “unmet needs that are reasonable to meet” is discussed later in this report.
9 Language and information from this section was taken from the 2014 Report of STIP Balance County and Interregional Shares.
advocating on behalf of Americans 60 or older. AoA implemented a range of assistance programs aimed at seniors, especially those at risk of losing their independence. Transportation is a permitted use of funds under the Act, providing needed access to services offered by the AoA, nutrition and medical services, and other essential services. No funding is specifically designated for transportation, but funding can be used for transportation under several sections of the OAA, including Title III (Support and Access Services), Title VI (Grants to American Indian Tribes), and the Home and Community-Based Services (HCBS) program.

Title III(B) funds six programs including supportive services and senior centers. Funds may be used for capital projects and operations, and to purchase and/or operate vehicles and fund mobility management services. 73% of OAA appropriations go to Title III, which consisted of $138 million in FY 2019 and $137 million in FY 2020. Eligible recipients include State Units on Aging (SUA) and Area Agencies on Aging (AAA). The state will match funding as listed below:

- 15% state match for Supportive Services and Senior Centers,
- 15% for Congregate and Home-delivered Nutrition Services, and
- 25% for National Family Caregiver Support Program

Title VI funds nutrition and caregiver support services to reduce the need for costly institutional care and medical interventions and responds to the needs of a culturally diverse Native American community. Funds may be used for supportive and nutrition services and transportation services, including rides to meal sites, medical appointments, grocery stores and other critical daily activity locations. Eligible recipients include Native American Tribal organizations, Alaskan Native organizations, non-profit groups representing Native Hawaiians where the tribal organization represents at least 50 Native elders aged 60 or older. $34.2 million in grant funds for supportive and nutrition services and $10.1 million for Native American caregiver programs were made available in FY 2019.

Regional Centers
Regional centers are nonprofit private corporations that contract with the Department of Developmental Services to provide or coordinate services for individuals with developmental disabilities. They have offices throughout California to provide a local resource to help find and access the many services available to individuals and their families. There are 21 regional centers with more than 40 offices located throughout the state. Regional Centers provide a number of support services, including transportation services. Transportation services are provided so persons with a developmental disability may participate in programs and/or other activities identified in their Individual Program Plan (IPP). A variety of sources may be used to provide transportation through public transit; specialized transportation companies; day programs and/or residential vendors; and family members, friends, and others. Transportation services may include help in boarding and exiting a vehicle as well as assistance and monitoring while being transported.

Medi-Cal
Medi-Cal is California’s health care program for low income children and adults. Medi-Cal will provide assistance with expenses for non-emergency medical transportation and nonmedical transportation trips. Eligible recipients include individuals who receive Medi-Cal through a managed care plan and who have exhausted other available transportation resources. Nonmedical transportation (NMT) consists of transportation by private or public vehicle for those without transportation while nonemergency medical transportation (NEMT) is defined as transportation by ambulance, wheelchair van or litter van. Transportation providers submit applications to the California Health and

Human Services Agency to participate as a provider in the Medi-Cal program. Transportation expenses constitute less than 1% of Medicaid expenses.

**Title XX Social Services Block Grant (SSBG)**

The Social Services Block Grant (SSBG) is a flexible source of funds provided by the Department of Social Services. States use SSBG FUNDS to support a variety of social services for vulnerable children, adults and families to achieve five broad goals, including: reduce dependency, achieve self-sufficiency, protect children and families, reduce institutional care by providing home/community based care, and provide institutional care when other forms of care are not appropriate. SSBGs support programs that allow communities to achieve or maintain economic self-sufficiency to prevent, reduce, or eliminate dependency on social services. SSBGs fund a variety of initiatives organized into 29 service categories, including childcare, child welfare, services for persons with disabilities, transportation, case management services and protective services for adults. Eligibility is determined by the State, and can include Child Welfare Services, Foster Care, Deaf Access, Community Care Licensing, CDE Child Care, Department of Developmental Services programs. TANF block grants may also be transferred into SSBG grant programs. Title XX SSBG programs included $1.7 billion in FY 2019 nationally.

**Community Services Block Grant (CSBG)**

The Community Services Block Grant is provided by the Department of Health and Human Services. CSBG is designed to assist low income persons through different services: employment, housing assistance, emergency referrals, and nutrition and health. CSBG supports services and activities for low income persons including the homeless, migrants and the elderly that alleviate the causes and conditions of poverty in communities. States, federally and state recognized Native American tribes and tribal organizations, Community Action Agencies, and migrant and seasonal farm workers’ agencies are eligible for this funding. Portions of these funds can be used to transport participants of these programs to and from employment sites, medical and other appointments and other necessary destinations. $725 million in grants were provided in FY 2019 and reauthorization is currently pending.

**Consolidated Health Center Program**

Consolidated Health Center Program funds are provided by the Department of Health and Human Services. They are used to offer access to health centers that provide comprehensive primary and preventative health care to diverse and medically underserved populations. Centers provide care at special discounts for people with incomes below 200% of the poverty line. Health centers can use funds for center-owned vans, transit vouchers and taxi fare. Eligible organizations include all community-based organizations, including tribal based and faith-based organizations that contribute to patients’ health care.

**Community Mental Health Services Block Grant**

This program provided by the Department of Health and Human Services provides a flexible fund to support comprehensive, community-based mental health services for those with serious mental illnesses. Funds can be used for a variety of mental illness prevention, treatment, and rehabilitation services. This grant program includes mandatory set-asides for programs addressing the needs of those with early serious mental illness, children with serious mental and emotional disturbances, mobile crisis units, crisis stabilization beds, and crisis call centers. Grants

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are awarded for both the health services and supporting services including the purchase and operation of vehicles to transport patients to and from appointments. Additionally, funds can be used to reimburse those able to transport themselves. Eligible recipients include states, territories, and county mental health departments. Available national funds included $723 million in FY 2020 and $757.6 million in FY 2020.

**Substance Abuse Prevention and Treatment Block Grant**
The Substance Abuse Prevention and Treatment Block Grant (SABG) Program was authorized to provide funds for the purpose of planning, implementing, and evaluating activities to prevent and treat substance abuse among targeted populations and service areas, including pregnant women and women with dependent children, intravenous drug users, tuberculosis services and early HIV/AIDS intervention. At least 20% of funds must be spent towards substance abuse primary prevention strategies. Transportation-related services may be broadly provided through reimbursement of transportation costs and mobility management. It is the largest Federal program dedicated to improving publicly funded substance abuse prevention and treatment systems. Funds may be used to support transportation-related services such as mobility management, reimbursement of transportation costs and other services. There is no matching requirement for these funds. Eligible recipients include states, territories and tribal governments. Program funds included $1.86 billion in FY 2020 nationwide and is anticipated to apportion $254 million in FY 2021 for the State.

**Child Care and Development Block Grant (CCDBG)**
This program provides subsidized childcare services to low income families. Although the grant is not a direct source of transportation funds, services may be covered by voucher payments if childcare providers provide transportation. This can include driving the child to and from appointments, recreational activities, and more. Eligible recipients include states and recognized Native American tribes. There are no matching requirements for discretionary or mandatory funds; however, Medicaid has a matching rate for the remaining portion of mandatory funds. CCDBG national funds totaled approximately $5.2 billion in FY 2019 and will increase to $7.7 billion in FY 2020.

**Developmental Disabilities Projects of National Significance**
The purpose of this program is to create and enhance opportunities for individuals with developmental disabilities and their families to contribute to and participate in all facets of community life. Priorities include improving state employment policies and outcomes, collecting data and providing technical assistance, and to support national and state policy that enhances these goals. Projects are awarded for programs that are considered innovative and likely to have significant national impacts. This funding can be used towards a variety of short term (1-5 year) projects addressing critical issues affecting individuals with developmental disabilities and their families, mandatory set-aside for transportation assistance activities, training of personnel on transportation issues pertaining to mental disabilities, and reimbursement of transportation costs. Eligible recipients include state, local, public or private non-profit organizations or agencies. PNS funding totaled $12 million nationally in FY 2018, including $1 million for transportation assistance activities for older adults and people with disabilities.

**Head Start**
This program provides grants to local public and private agencies to provide comprehensive child development

15 “Fact Sheet: Substance Abuse Prevention and Treatment Block Grant”

services to low income children and families and promote school readiness from birth to age five, focusing on local needs. Funds may be used for program expansion and discretionary funds. Head Start programs provide transportation services for children either directly or through contracts with transportation providers. Program regulations require the Head Start makes reasonable efforts to coordinate transportation resources with other human services agencies in the community. Eligible recipients include local public and private non-profit and for-profit agencies. Matching requirements consist of a 20% grantee match through cash and in-kind donations. Head Start funds totaled $10.1 billion in FY 2019 and increased to $11.6 billion in FY 2020.

Temporary Assistance to Needy Families (TANF)/CalWORKs

TANF is the federal program that funds CalWORKs. TANF provides temporary cash aid to needy families, including supportive services such as job services, transportation, and childcare. Recipients are required to participate in activities that assist them in obtaining employment. Supportive services are provided to enable recipients to participate in these activities. States, federally recognized Native American tribes, and families defined as eligible in the TANF state plan can receive this funding. TANF funding totaled $16.6 billion with $3.7 billion allocated for California, approximately 2.9 billion of which was used to fund maintenance-of-effort (MOE) expenditures. CalWORKs funding totaled $4.86 billion in FY 2019 and $5.25 billion in FY 2020.

Community Development Block Grants (CDBG)

CDBG are funds from the federal Department of Housing and Urban Development that are given to the state to disseminate among all eligible local governments. The CDBG program works to ensure decent affordable housing, to provide services to the most vulnerable community members, and to create jobs through the expansion and retention of businesses. Specifically, funds may be used for activities related to housing, real property, public facilities, economic development, public services.

The annual CDBG appropriation is allocated between state and local jurisdictions and are called “non-entitlement” and “entitlement” communities respectively. Entitlement communities are comprised of central cities of Metropolitan Statistical Areas (MSAs); metropolitan cities with populations of at least 50,000; and qualified urban counties with a population of 200,000 or more (excluding the populations of entitlement cities). Eligible recipients include state and local jurisdictions, where at least 70% must be used for activities that benefit entitlement communities and 30% must be used amongst smaller towns and rural counties. Administration costs in excess of $100,000 must be matched. CDBG national funding totaled $3.4 billion in FY 2020 with $400 million apportioned for California.

Other Sources

This section summarizes a number of other transportation support sources.

Private and Non-Profit Foundations

Many small agencies that target low-income, senior and/or disabled populations are eligible for foundation grants. Typically, these grants are highly competitive and require significant research to identify foundations appropriate for transportation of the targeted populations.

Service Clubs and Fraternal Organizations
Organizations such as the Rotary Club, Soroptimists, Kiwanis, and Lions often pay for special projects. For transportation, they might pay for or help contribute toward the cost of a new vehicle.

AB 2766 (Vehicle Air Pollution Fees)
California Assembly Bill 2766 allows local air quality management districts to level a $2 to $4 per year fee on vehicles registered in their district. These funds are to be applied to programs designed to reduce motor vehicle air pollution as well as towards the planning, monitoring, enforcement, and technical study of these programs. Across the state, these funds have been used for local transit capital and operating programs.

Traffic Mitigation Fees
Traffic mitigation fees are one-time charges on new developments to pay for required public facilities and to mitigate impacts created by or reasonably related to development. There are a number of approaches to charging developers; these fees must be clearly related to the costs incurred as a result of the development with a rational connection between fee and development type. Furthermore, fees cannot be used to correct existing problems or pay for improvements needed for existing development. A county may only levy such fees in the unincorporated area over which it has jurisdiction, while a city must levy fees within the city limits. Any fee program must have the cooperation of all jurisdictions affected.

Advertising
One modest but important source of funding for many transit services is on-vehicle advertising. Local transit agencies may enhance their efforts by pursuing an advertising program that could lead to discretionary revenue. However, it is important to consider that managing an advertising program requires staff time and can potentially overload vehicle aesthetics with excessive advertising.

Contract Revenues
Transit systems can also generate income from contracted services. Social service providers, employers, higher education institutions, and other entities may contract with local transit services. These contracted revenues can form important funding streams for local transit service agencies. This may involve subsidizing dedicated routes or contributing funds to the overall transit system.

Employer and Member Transportation Programs
Businesses and other local agents with workers, visitors, and/or members with transportation needs are sometimes willing to provide transportation to fill their needs. This may not be limited to employment sites but could also include transportation to recreational activities, shopping destinations, and medical appointments. These programs have their own buses and routes that may involve coordination of their transportation efforts with other transportation programs and services. For example, some vacation resorts or tribal casinos provide multi-purpose transportation services.

In-Kind
In-kind contributions can take many forms. Donations can range from financial contributions to the donation of a vehicle, a transit bench, and right of way for bus stops as well as contributions by local businesses in the form of featuring transit information and/or selling transit tickets.
2.0 Demographics Profile

Located along the rugged north coast of California, Humboldt County is over 3,500 square miles of largely mountainous and heavily forested land that is home to some of California’s most stunning natural areas, such as Redwood National State Park, Humboldt Redwoods State Park, and the King Range National Conservation Area. Most of the population in the county is located in the low-lying coastal areas surrounding Humboldt Bay, as well as along the Eel and Mad River basins. Humboldt County is bordered by Del Norte County on the north, Siskiyou and Trinity County to the east, and Mendocino County to the south. The most populated city and county seat is Eureka.

2.1 Target Population Characteristics

County Data

Nationwide, transit system ridership is drawn largely from various groups of persons who make up what is often called the “transit dependent” population. This category, also described as transportation disadvantaged, includes elderly persons, persons with disabilities, and low-income persons. In addition, veterans, members of households with no available vehicles, and passengers with limited English proficiency may have transportation needs that differ from the general public.

Figure 1: Population Trendline 2020-2040


18 Data from the Caltrans Long-Term Socio-Economic Forecast for Humboldt County is also referenced in this section. Note that the data from Caltrans and Department of Finance slightly differ from one another because of years the data represent as well as differences in the sources of data and methodology of calculation.
Humboldt County has an estimated total population of 135,768, or 0.34% of California’s population. The proportion of the county’s population that is transit dependent is higher than both state and national averages. Figure 1 and Table 1 below provide population characteristics, including details of the key demographic groups for this report: seniors, individuals with disabilities, and low-income individuals. For comparison, the total population and percent of these demographic groups is also presented for California and the United States.19

Table 1: Target Population Characteristics

<table>
<thead>
<tr>
<th>Area</th>
<th>Total Population</th>
<th>% persons aged 65+</th>
<th>% persons w/ disability</th>
<th>% poverty level</th>
<th>% veterans</th>
<th>% speak English less than “very well”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humboldt</td>
<td>135,768</td>
<td>16.7%</td>
<td>16.3%</td>
<td>20.3%</td>
<td>8.0%</td>
<td>3.9%</td>
</tr>
<tr>
<td>California</td>
<td>39,148,760</td>
<td>13.6%</td>
<td>10.4%</td>
<td>12.8%</td>
<td>5.4%</td>
<td>18.1%</td>
</tr>
<tr>
<td>United States</td>
<td>322,903,030</td>
<td>15.2%</td>
<td>12.6%</td>
<td>13.1%</td>
<td>7.5%</td>
<td>8.5%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau: American Community Survey (ACS), 2018 5-year Estimate
*Source: U.S. Census Bureau: Small Area Income and Poverty Estimates (SAIPE), 2018

Changes among Target Populations

Figure 2 provides information reflecting the changes among target populations in recent years. Since 2012, a larger proportion of Humboldt County’s population has become transit dependent.

Figure 2: Changes among Target Populations

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19 Data from the State of California’s Department of Finance is also referenced in this section. Note that the data from the U.S. Census Bureau and Department of Finance slightly differ from one another because of years the data represent as well as differences in the sources of data and methodology of calculation.
Older Adults

To better understand how the older adult population in Humboldt County is changing, refer to Table 2, which shows the total number of older adults (65 and older) in 2010 along with projections for every decade until 2060. As is the case nationwide, the population in Humboldt County is aging.

Using California’s Department of Finance population projection data, between 2010 and 2060, Humboldt County’s population that is over the age of 65 is expected to grow by 32% (see Table 2). During the same time period, the population under the age of 65 is expected to significantly decrease, by 25%. By 2060, approximately 21% of the County’s population will be older adults, a 59% increase from the 2010 proportion of older adults.

Table 2: Population Projections for Older Adults

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2010</th>
<th>2020</th>
<th>2030</th>
<th>2040</th>
<th>2050</th>
<th>2060</th>
<th>Population Change 2010-2060</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 65</td>
<td>117,238</td>
<td>108,548</td>
<td>99,315</td>
<td>95,839</td>
<td>90,061</td>
<td>88,261</td>
<td>-24.7%</td>
</tr>
<tr>
<td>65-74 (Young Retirees)</td>
<td>9,824</td>
<td>16,066</td>
<td>14,430</td>
<td>10,850</td>
<td>12,773</td>
<td>8,991</td>
<td>-8.5%</td>
</tr>
<tr>
<td>75-84 (Mature Retirees)</td>
<td>5,449</td>
<td>6,569</td>
<td>11,435</td>
<td>10,383</td>
<td>8,070</td>
<td>9,637</td>
<td>76.9%</td>
</tr>
<tr>
<td>85+ (Seniors)</td>
<td>2,583</td>
<td>2,915</td>
<td>3,510</td>
<td>5,892</td>
<td>5,752</td>
<td>4,857</td>
<td>88.0%</td>
</tr>
<tr>
<td>Subtotal Pop: Age 65+</td>
<td>17,856</td>
<td>25,550</td>
<td>29,375</td>
<td>27,125</td>
<td>26,595</td>
<td>23,485</td>
<td>31.5%</td>
</tr>
<tr>
<td>% Older Adults</td>
<td>13.2%</td>
<td>19.1%</td>
<td>22.8%</td>
<td>22.1%</td>
<td>22.8%</td>
<td>21.0%</td>
<td>59.0%</td>
</tr>
</tbody>
</table>

Source: California Department of Finance, State and County Population Projections by Major Age Groups, January 2020

People with Disabilities

According to the ACS, 16.3% of the non-institutionalized population of Humboldt County population has a disability. This proportion is higher than both the state and national average (see Table 1). In Humboldt County, the top three disability issues for those disabled under 18 are cognitive, vision, and self-care difficulties. For those disabled between ages 18 and 64, the top three disability issues are cognitive, ambulatory, and independent living difficulties. For those 65 and older, the top three disability issues are ambulatory, hearing, and independent living difficulties. 35.9% of the non-institutionalized population in Humboldt County that is 65 and older has a disability.

These disability statistics, which cover six disability types, were produced based on questions introduced to the ACS in 2008. Because of changes in questions, one must be cautious when comparing previous Census/ACS disability data.

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21 For more information, please visit the Census Bureau’s page on Disability and American Community Survey at https://www.census.gov/topics/health/disability/guidance/data-collection-acs.html.
Low-Income Residents

According to the Small Area Income and Poverty Estimates (SAIPE) produced by the U.S. Census Bureau, 27,002 persons, or 20.3% of the population, in Humboldt County live below the federal poverty level. In the past decade, the Humboldt County poverty rate has been consistently higher than both state and national rates, currently 12.8% and 13.1%, respectively. Beginning in 2012, Humboldt County has seen a decrease in its poverty rates, with a slight rise between 2017 and 2018.

Figure 3: Poverty Rate (2008-2018)

![Poverty Rate Graph]

Source: U.S. Census Bureau: SAIPE, 2008-2018

Vehicle Access

The vehicle availability of Humboldt County households is displayed in Table 3 based on the ACS 2018 5-year Estimate, Physical Housing Characteristics for Occupied Housing Units. While the majority of households have access to one or more vehicles, 7.6%, or over 4,000 households, do not.

Table 3: Household Vehicle Availability

<table>
<thead>
<tr>
<th>Households with:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0 vehicle</td>
<td>7.6%</td>
</tr>
<tr>
<td>1 vehicle</td>
<td>34.1%</td>
</tr>
<tr>
<td>2 vehicles</td>
<td>36.6%</td>
</tr>
<tr>
<td>3 or more vehicles</td>
<td>21.6%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau: ACS, 2018 5-year Estimate, Physical Housing Characteristics for Occupied Housing Units
Table 4 below summarizes the mode of transportation utilized by the working population, based on the ACS 2018 5-year Estimate, Means of Transportation to Work by Vehicle Available. The majority (73%) of all workers are driving alone, while less than 2% of workers utilize public transportation as a means of transportation to work.

<table>
<thead>
<tr>
<th>Travel to work by:</th>
<th>Mode of Transportation to Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car, truck, van – drove alone</td>
<td>72.7%</td>
</tr>
<tr>
<td>Car, truck, van – carpooled</td>
<td>9.5%</td>
</tr>
<tr>
<td>Public transport</td>
<td>1.9%</td>
</tr>
<tr>
<td>Walked</td>
<td>6.4%</td>
</tr>
<tr>
<td>Taxi, motorcycle, bike, other</td>
<td>2.8%</td>
</tr>
<tr>
<td>Work at home</td>
<td>6.7%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau: ACS, 2018 5-year Estimate, Means of Transportation to Work by Vehicles Available

2.2 Distribution of Transit Services and Persons

Humboldt County has a population density of approximately 33.5 persons per square mile. For comparison, the population density for the state of California is 256 persons per square mile.

Most of the population in the county is located in the low-lying coastal areas surrounding Humboldt Bay, as well as along the Eel and Mad River basins. The highest population and employment densities are in Eureka and Arcata, although small pockets of density can be found in McKinleyville and Fortuna. The smaller communities of Blue Lake, Fields Landing, Ferndale, Rio Dell, and Redway have smaller pockets of moderate population and employment density. This is not surprising since most of the population and employment in the county is located either in the Humboldt Bay area or along Highway 101.

The main transportation corridor through the county is Highway 101, which runs parallel to the ocean and connects most major population centers in the county. Highway 299 traverses eastward connecting Humboldt County with Interstate 5 in Redding in Shasta County.
Figure 4: Population Density

Population Density By Census Block In Humboldt County

Source: U.S. Census Bureau, 2018-2014 5-Year ACS
3.0 Existing Transportation Resources

This section documents the various transit providers and resources that serve Humboldt County, including public, private, and social service providers. Particular focus is given to providers that meet the transportation needs of older adults, persons with disabilities, and persons of low income.

RTPA: The Humboldt County Association of Governments (HCAG) is the regional transportation planning agency for Humboldt County.

CTSA: The Humboldt Transit Authority (HTA) is a joint powers authority, established in 1975. Membership includes the cities of Arcata, Eureka, Fortuna, Rio Dell, and Trinidad and the County of Humboldt.

3.1 Key Origins and Destinations

Humboldt County is a large county with a geographically dispersed population. While the communities around the Humboldt Bay area have various transportation options available to them, many of the outlying communities in the county do not. Many outlying communities lack transportation to access basic needs (shopping, etc.), critical social services and medical facilities.

In previous plans, transportation needs were identified in the outlying communities throughout the county including southern Humboldt County, and northern part of the county including the Hoopa Valley and Orick. Currently some transportation is provided in the outlying parts of the county (e.g., the Southern Humboldt Local Transit, the Bridgeville Community Center van, and KT Net); however, these services do not currently have adequate funding to expand beyond their existing base service.

The primary social service facilities in the county are located in either Eureka or Arcata. As the largest community in Humboldt County, Eureka has the majority of services in the county, including the largest amount of shopping and medical offices. The Bayshore Mall and Eureka Mall were identified as major shopping destinations, along with the retail and government services provided in downtown Eureka. The major medical center in the county (St. Joseph Hospital) is located along Harrison Avenue in the southeastern part of the city, and many associated medical facilities are located in this area. Arcata also draws communities in northern Humboldt County (Orick, Trinidad, McKinleyville) and communities along the Highway 299 corridor (Blue Lake and Willow Creek). The Mad River Community Hospital, downtown, Humboldt State University and the Valley West area were all identified as major destinations in Arcata. The smaller communities of Willow Creek, Blue Lake and Garberville/Redway also have shopping and basic services with some limited social and medical services. Most of the employment in Humboldt County is located in the Humboldt Bay area.

3.2 Public Transit Service

Humboldt Transit Authority

There are multiple service providers in Humboldt County. HTA operates and maintains many of them, including Redwood Transit System (RTS), Willow Creek, Southern Humboldt Intercity (SHI), and Eureka Transit System (ETS). Additionally, HTA contracts with Humboldt County Association of Governments (HCAOG), the City of Arcata, the City of Eureka, and the County of Humboldt to administer the Dial-A-Ride Service.

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22 Language based off of the 2013 Humboldt County Coordinated Plan.
The Arcata Transit Center is the City of Arcata transit hub for connections with RTS, Willow Creek, the Blue Lake Rancheria Transit Service (BLRTS), Greyhound, and Amtrak. Many of these routes have other transfer points allowing for connection between providers.

**Redwood Transit System:** HTA operates RTS, the primary intercity public transit system in the county.

- **Route:** a north-south commuter service along the US 101 corridor, between the cities of Scotia and Trinidad. Key trip origins and destinations include the California Redwood Coast-Humboldt County Airport, Humboldt State University, College of the Redwoods, the Arcata Transit Center, Downtown Eureka, and the Bayshore Mall. RTS runs seven days a week.

<table>
<thead>
<tr>
<th><strong>Table 5: Mainline RTS Service Fares</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In-town</strong></td>
</tr>
<tr>
<td>Adult</td>
</tr>
<tr>
<td>Youth, Senior, Disabled</td>
</tr>
</tbody>
</table>

Source: Humboldt Transit Authority website, Fares & Passes

**Southern Humboldt Intercity:** HTA operates the Southern Humboldt Intercity, an intercity and local transit service in the southern part of the county.

- **Southern Humboldt Route:** a north-south deviated/fixed route running Monday through Saturday. Sunday service is offered July through October. The service runs between Benbow and Eureka with stops including Garberville, Redway, Phillipsville, Miranda, Myers Flat, Weott, Rio Dell, Fortuna, and College of the Redwoods.

<table>
<thead>
<tr>
<th><strong>Table 6: Southern Humboldt Fares</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Card Fare</strong></td>
</tr>
<tr>
<td>Intercity</td>
</tr>
<tr>
<td>Youth, Senior, Disabled</td>
</tr>
</tbody>
</table>

Local (between Benbow and Redcrest)

| **Card Fare** | **Cash Fare** | **31 Day** |
| Adult         | $1.20        | $1.65      |
| Youth, Senior, Disabled | $0.95        | $1.40      |

Source: Humboldt Transit Authority website, Fares & Passes

**Willow Creek:** HTA operates the Willow Creek route. Connections to Trinity Transit are available in Willow Creek.

- **Willow Creek-Arcata Route:** an east-west intercity route along Highway 299, between Willow Creek and the Arcata Transit Center. This service runs Monday through Saturday with a stop at the City of Blue Lake on Saturdays only.

<table>
<thead>
<tr>
<th><strong>Table 7: Willow Creek Fares</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Card Fare</strong></td>
</tr>
<tr>
<td>Adult</td>
</tr>
<tr>
<td>Youth, Senior, Disabled</td>
</tr>
</tbody>
</table>

Source: Humboldt Transit Authority website, Fares & Passes
Eureka Transit Service: The ETS has been operating since January 1976. Since 2018, HTA has been under contract with the City of Eureka to operate ETS. The ETS has five fixed routes within the City of Eureka and the surrounding unincorporated area. All routes operate hourly and provide timed connections either in downtown, at Harris and F Streets or at the Bayshore Mall.

- **Gold**: a Monday through Saturday service, serving mostly the western part of the city, including Downtown Eureka, Bayview, Pine Hill, Bayshore Mall, Harris St., and E St.
- **Purple**: a Monday through Saturday service, serving the eastern part of the city, including downtown, Silvercrest, and General Hospital.
- **Red**: a Monday through Friday service, serving mostly the western part of the city, including Costco, the Forest Service, Bayshore Mall, Harris St., Campton Rd., Cutten, and California St.
- **Green**: a Monday through Friday service, serving the eastern part of the city, as well as the southern and southeastern extremes. Major stops include the hospitals, Silvercrest, Myrtletown, and Bayshore Mall.
- **Rainbow**: a Saturday-only route, serving Downtown Eureka with stops including Costco, Bayshore Mall, and General Hospital.

### Table 8: Eureka Service Fares

<table>
<thead>
<tr>
<th></th>
<th>1 ride</th>
<th>Multi-ride rate</th>
<th>Day Pass</th>
<th>Monthly Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>$1.70</td>
<td>$1.40</td>
<td>$3.95</td>
<td>$48.00</td>
</tr>
<tr>
<td>Youth, Senior, Disabled</td>
<td>$1.30</td>
<td>$0.95</td>
<td>$3.00</td>
<td>$41.00</td>
</tr>
</tbody>
</table>

Source: Humboldt Transit Authority website, Fares & Passes

Arcata & Mad River Transit System

The Arcata & Mad River Transit System (A&MRTS) began operating in 1975. HTA is under contract with the City of Arcata to provide maintenance services and the city runs the operations. A&MRTS is a fixed-route service within the city limits.

- **Gold**: a Monday through Friday route, travelling between Valley West and downtown, with service to Mad River Community Hospital and Humboldt State University (HSU).
- **Red**: a Monday through Friday route, serving the neighborhoods of Greenview, downtown, Sunny Brae, and the HSU campus.
- **Orange**: a Monday through Saturday route, serving the neighborhoods of downtown, Sunny Brae, and HSU

### Table 9: A&MRTS Fares

<table>
<thead>
<tr>
<th></th>
<th>1 ride</th>
<th>Multi-ride rate</th>
<th>Day Pass</th>
<th>Monthly Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>$1.75</td>
<td>$1.25</td>
<td>$2.50</td>
<td>$30.00</td>
</tr>
<tr>
<td>Youth, Senior, Disabled</td>
<td>$1.25</td>
<td>$1.00</td>
<td>$1.50</td>
<td>$25.00</td>
</tr>
</tbody>
</table>

Source: Humboldt Transit Authority website, Fares & Passes

Blue Lake Rancheria

**Blue Lake Rancheria Transit System**: Since 2000 the Rancheria has funded and operated a deviated-fixed route transit service system, Blue Lake Rancheria Transit System (BLRTS), to serve Rancheria riders as well as riders in Blue Lake, Arcata, McKinleyville and Eureka. The Blue Lake Rancheria is the only tribe on the North Coast to operate a public
transit system. BLRTS buses are equipped with ADA wheelchair lifts and equipped to carry bicycles, enabling multimodal transportation opportunities. The tribe manufactures biodiesel to fuel its public buses. The City of Blue Lake contracts with the Blue Lake Rancheria to provide service to the city using TDA funds.

- Route: The Blue Lake Rancheria Transit System is a deviated-fixed route transit system on weekdays primarily serving commuter hours. It operates between 7:00 a.m. and 6:00 p.m. on weekdays, providing 16 trips per day and provides over 1,300 trips per month. The BLRTS serves two transit stops on the Rancheria, seven stops within the City of Blue Lake and one stop at Glendale, and several flag stops are available along the route to Humboldt State University and the Arcata Transit Center. Stops at the Mad River Community Hospital, United Indian Health Services, and Ericson Court in Arcata are “on call” stops requiring a two-hour request.

**Table 10: BLRTS Fares**

<table>
<thead>
<tr>
<th></th>
<th>1 ride</th>
<th>10 Ride Pass</th>
<th>20 Ride Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>$1.65</td>
<td>$15.00</td>
<td>$25.00</td>
</tr>
<tr>
<td>Senior, Disabled</td>
<td>$1.25</td>
<td>$11.00</td>
<td>$20.00</td>
</tr>
<tr>
<td>Student</td>
<td>$1.50</td>
<td>$13.50</td>
<td>$22.50</td>
</tr>
<tr>
<td>Under 3</td>
<td>Free</td>
<td>$0.25</td>
<td></td>
</tr>
<tr>
<td>4-6 years</td>
<td>$0.75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7-12 years</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: BLRTS website, Rider’s Guide

Klamath Trinity Non-Emergency Transportation

The Klamath-Trinity Non-Emergency Transportation (KT-Net) is a 501 (c)(3) non-profit public benefit transportation service and was established in response to a need for public transportation in northeastern Humboldt and northern Trinity Counties. Monday through Friday, the service connects Hoopa, Willow Creek, and Weitchpec. There is no afternoon service on Wednesdays. On Saturdays, there are three runs between Hoopa and Willow Creek, two morning runs and one evening run. KT-Net coordinates with HTA Redwood Transit for the Willow Creek Service to the coast and with Trinity Transit to the east.

Funding for this service comes from County of Humboldt Transportation Development Act funds, donations and additional grant funding as available. [KT-Net has applied for FTA 5311f funds. Have they been able to extend to Orleans again?]

**Table 11: KT-NET Fares**

<table>
<thead>
<tr>
<th></th>
<th>Willow Creek to Hoopa</th>
<th>Hoopa to Weitchpec</th>
<th>Willow Creek to Weitchpec</th>
<th>Monthly Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>$2.00</td>
<td>$2.00</td>
<td>$4.00</td>
<td>$35.00</td>
</tr>
<tr>
<td>Child (5-12), Senior (62+), Disabled</td>
<td>$1.75</td>
<td>$1.75</td>
<td>$3.75</td>
<td></td>
</tr>
<tr>
<td>Child (under 5)</td>
<td>Free</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: KT-NET website, Service & Schedule

Dial-A-Ride

In Humboldt County, paratransit in is administered by HTA through their Dial-A-Ride (DAR) program. HTA contracts with a private company, CAE Transport Inc., doing business as (DBA) Humboldt Dial-A-Ride, to provide this service. Passengers must submit an application for access to DAR services.
Services are available Monday through Friday 6:00am to 7:00pm, and Saturday 7:30 am to 5:00pm. Although the only fixed route services in the region are A&MRTS, ETS, and BLRTS, the DAR program service area extends from McKinleyville to the College of the Redwoods along Highway 101. The BLRTS provides the required paratransit service along their route.

Fortuna Transit

The City of Fortuna offers transportation, Monday through Friday, within the City limits, to people 50 years of age and older or persons with a disability within Fortuna city limits. Fortuna Transit makes medical trips to Eureka on Tuesdays for appointments between 10:00am and 2:00pm. There are two busses that operate between 8:30-4:00 pm and individuals call dispatchers to schedule a trip. Cash fare is $2.50 per on-way trip and punch cards for 15 trips are available for $22.50.

3.3 Social Service Transportation

Redwood Coast Regional Center

The Redwood Coast Regional Center (RCRC) is one of twenty-one private, non-profit regional centers in California that serve people with developmental disabilities. The RCRC provides services in Del Norte, Humboldt, Lake and Mendocino Counties. The RCRC does not directly operate any transportation but has a variety of contracts to provide transportation for its clients.

In Humboldt County, transportation services provided for RCRC clients include private transportation (morning and afternoon service), Dial-A-Ride, fixed-route bus ticketing, and a Volunteer Driver Reimbursement Program. RCRC also contracts with Supportive Living Agencies, Board and Care Homes, and Adult Day Services to provide in-county and out-of-county transportation. When other services are not available, RCRC will sometimes provide rental cars and/or taxi vouchers for its clients.

Area 1 Agency on Aging

The Area 1 Agency on Aging (A1AA) runs a volunteer driver program operating solely for the transportation to and from healthcare appointments. Rides are available to seniors (age 50 and over) who live independently and have limited resources. The program covers the areas from Trinidad to Scotia and inland to Blue Lake, from Monday through Friday, and requires a five-day advance request for service. It is funded entirely by donations and grants.

Humboldt Senior Resource Center

The Humboldt Senior Resource Center (HSRC) is a nonprofit multi-service center that provides a wide range of services throughout the County.

**Redwood Coast PACE Program:** an all-inclusive health plan for eligible older adults who wish to remain living in their home and community. It provides medical, social, nutritional, rehabilitation, and support services for frail adults, including transportation services.

**Multipurpose Senior Services Program:** a statewide, community-based care management that helps eligible frail elderly adults live at home by delaying or preventing placement in a skilled nursing facility. Service includes linkage to transportation services.
**Adult Day Health:** a support program for those with physical and mental disabilities. Roundtrip transportation for the Adult Day Health program is provided. The County of Humboldt contributes TDA funding for the transportation program.

**County of Humboldt Health and Human Services**

The Social Services Branch of the Health and Human Services department provides services throughout Humboldt County including employment training, the CalWORKs Welfare-to-Work program, and adult protective services. Their Transportation Assistance Program (TAP) provides relocation services to individuals and families that request assistance with relocation to a new place of residence. Social Services staff verify that a friend or family member or an agency at their destination will receive and support the individual or family. Benefits include a nonrefundable one-way ticket to a predesignated location, meal allowance, or money for fuel if conditions are met.

**K’ima:w Medical Center**

The K’ima:w Medical Center provides transportation for non-emergency medical, dental, or behavioral health appointments. Transportation is available within the Hoopa Valley Monday through Friday from 8:30am to 6:00pm. Non-emergency transportation for dialysis in Willow Creek, Arcata and Eureka are also available. For those with a referral appointment to a specialist healthcare provider outside of the Hoopa community, there are programs available for transportation or gas reimbursement. Service to Eureka and other parts of the county, and outside the county, is available for scheduling with a referral.

**Adult Day Health Care of Mad River**

The non-profit Adult Day Health Care of Mad River provides therapeutic, health, recreational, and social services to the elderly and persons over 18 who are dependent on others. The ADHC of Mad River provides transportation services only to its clients, and only to and from its facility in Arcata. Its service area includes Eureka, Arcata, Blue Lake and McKinleyville. The County of Humboldt contributes TDA funding for the transportation program.

**Ferndale Senior Resource Center “Bridging the Gap”**

The Ferndale Senior Resource Center is a non-profit company that is funded through private donations, grants and fares. Medical transportation is provided only to those in the 95536 (Ferndale) zip code. Medical trips are the top priority. [update] [Remains to be verified]

Ferndale’s “Bridging the Gap” service provides demand response transportation services to seniors that reside in and around Ferndale. The Ferndale Senior Resource Center provides transportation throughout the community, and transportation to a bi-monthly senior lunch at the community center. The community transportation service is generally available Monday through Saturday in the daytime. Funding is provided by private donations and fares.

**Southern Trinity Health Services**

Southern Trinity Health Services is a medical facility in the community of Mad River, Trinity County. They provide transportation services to the following communities: Bridgeville, Dinsmore, Hayfork, Hettenshaw Valley, Mad River, Ruth, Swains Flat and Zenia. The transportation service is available to all residents and visitors who are eligible to take the bus for any type of trip including shopping, banking, medical appointments, and social outings. Reservations are required so the route can be determined ahead of time. Additionally, the third Friday of every month they run the “Day-in-Town” route, which departs from Mad River with stops in Dinsmore, Bridgeville, Swain’s Flat Outpost.
3.4 Private Service

Humboldt Community Access and Resource Center

The Humboldt Community Access and Resource Center (HCAR) is a non-profit agency that operates the Care-A-Van Program. Care-A-Van provides non-emergency medical transportation for the elderly and persons with disabilities. The service area is from Scotia north to Trinidad and east to Blue Lake in areas that do not have paratransit services. Care-A-Van service is available Monday through Saturday. Twenty-four-hour reservations are required. Charter services are also offered seven days a week. Deposit and advance notice are required. [Verify]

Humboldt Medi-Trans

Humboldt Medi-Trans is a non-profit agency established to provide non-emergency medical transportation throughout Humboldt County and beyond. The service provides an interim means of transportation for people who cannot use the demand response services in the county, but also do not require emergency ambulance services. The majority of trips made in Humboldt County are to and from kidney dialysis appointments. Humboldt Medi-Trans relies on funding from donations and grants, and charges little or no fare for the services it provides. Medi-Cal billing is also available.

Taxi services

Private companies operate taxi services in Humboldt County. CAE Transport Inc., DBA City Cab, has a fleet of over 40 vehicles includes sedans, vans, and wheelchair accessible buses and serves areas from Scotia to Trinidad. City Cab, under contract with HTA, operates Humboldt Dial-A-Ride and CAE Transport, which is the largest provider of services to special needs, senior citizens, and “at-risk” passengers in the region. In addition to the services already discussed, CAE Transport, Inc. also provides non-emergency medical transportation services for the Redwood Coast Regional Center.

Cher-Ae Heights Casino Shuttle

Operated directly by the Cher-Ae Heights Casino, two separate shuttle routes operate Wednesday through Sunday serving various locations in Eureka and Arcata/McKinleyville to transport customers to the casino. All service is free, and a wheelchair accessible vehicle is available if requested. Rides for Arcata/McKinleyville must be requested.

3.5 Interregional Transportation Service

Amtrak

The Amtrak Thruway bus runs from the California Redwood Coast-Humboldt County Airport McKinleyville to the Martinez Train Station, where passengers can board connecting trains. Stops in Humboldt include the Arcata Transit Center, 6th and C Street in Eureka, Pepper’s Restaurant in Fortuna, the Scotia Inn in Scotia, and the Humboldt Bar and Grill in Garberville. With the passage of Senate Bill 742, Amtrak Thruway busses are not able to transport passengers who are not connecting to a passenger rail service.

Greyhound

The Greyhound bus runs between the Arcata Transit Center and the San Francisco, Bay Area, with stops in Eureka, Rio Dell, and Garberville.
Redwood Coast Transit

RCT’s Route 20 operates Monday through Friday from Arcata to Smith River in Del Norte County. Stops in Humboldt County include the Arcata Transit Center, the Redwood National Park Visitor’s Center, Orick National Park Office, and the Prairie Creek Redwoods State Park Visitor’s Center. The Redwood Coast Transit Authority will make flag stops on request at any safe location as determined by the driver. Passengers desiring flag stops are encouraged to call RCTA to determine the best waiting place.

4.0 Coordination of Service

The various transportation providers and social service agencies in a county require coordination to compile information, avoid duplication of services, and cover all community transport needs. The state legislature sought to address these needs with 1979 Assembly Bill 120, named the Social Services Transportation Improvement Act. The bill allowed for the designation of a Consolidated Transportation Service Agency (CTSA) for each county. CTSAs are charged with improving transportation quality for the county, particularly for the transportation disadvantaged, by reducing inefficiencies and service gaps, and improving availability and cost-effectiveness. This can include identifying opportunities for agencies to share vehicles, eliminating duplicate routes, synchronizing schedules, and increasing awareness of specialized transportation.

The CTSA for Humboldt County is the Humboldt Transit Authority (HTA). In 2016, Humboldt County’s CTSA designation changed from HCAR to the HTA. HTA’s scope of work includes Dial-A-Ride contract oversight, coordination with transit and social service agencies to centralize administration and eliminate duplication, and coordination of driver training.

4.1 Previously Identified Barriers to Coordination

During outreach for the previous Coordinated Plans, service providers and other stakeholders identified barriers that prevented coordination of services in Humboldt County and would be areas of interest for the CTSA to address.

Barriers to Coordination

**Geography:** Size and geography are often barriers to coordination in rural counties. Barrier exists coordinating transit service from remote areas to the more urban area due to long travel times and the significant cost associated with long distant specialized transit. It is less feasible to coordinate service within and between communities outside of population centers.

**Specific client needs:** Client needs are often highly specific and met by individual social service organizations. Coordination or combination of these services can be expensive or unfeasible due to service standards or guidelines.

**Funding restrictions:** Specialized transportation services are expensive, and providers are limited by both a lack of funds and restricted use of the funds they do obtain. For example, many organizations can only use their vehicles to transport their own clients, which reduces the opportunities for coordination.

**Lack of staff:** Coordination efforts could benefit from staff specifically assigned with communicating with other service providers to identify opportunities to share resources or collaborate. For rural counties with limited resources, this is often not feasible.
Duplication of Services

**Adult Day Health Care:** This program is located in Arcata but provides transportation from other population centers including Eureka. Because several organizations provide day health services in these cities, previous Plans identified this as a duplication of transport services.

### 4.2 Contemporary Coordination Issues

There appears to be a range of transportation services available to people with lower incomes, seniors, and persons with disabilities in the region. However, most of the previously identified barriers to coordination continue to be an issue for Humboldt County. Progress on these issues will be addressed in Section 5.

#### Barriers to Coordination

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**Lack of staff:** Coordination efforts could benefit from staff specifically assigned with communicating with other service providers to identify opportunities to share resources or collaborate. For rural counties with limited resources, this is often not feasible.

#### Duplication of Services

Minor duplication of services exists in Humboldt County. Theses duplications mainly occur in the Humboldt Bay area where a majority of services in the county are located. For example, several organizations provide directly operated or contracted service for day health services located in Eureka and Arcata. Due to the large population in Eureka, the Arcata program also picks up clients in Eureka, so on occasion both programs could be picking up clients from the same location. Additionally, minor duplication of services have also been identified for other senior centers and nutrition programs in Humboldt County.

### 5.0 Progress on Coordination, Needs, and Strategies

Previous coordinated plans described coordination, unmet needs, and priority goals of the county, identified through an outreach process including stakeholder interviews, consumer focus groups, and surveys. This section discusses Humboldt County’s progress in these components.

#### 5.1 Coordination of Services

Coordination between transportation and other service providers can increase populations served and awareness of resources, while reducing redundancy and costs for the county. Barriers to such coordination efforts were identified
through the stakeholder engagement process for previous Coordinated Plans. While some barriers linger or are unfeasible to address, the county has made progress on other coordination efforts, all of which are discussed here.

Barriers to Coordination

Geographic restraints and funding restrictions remain barriers to coordination and expansion of transport services. These barriers were first identified in previous Coordinated Plans and remain classified as such because they are beyond the scope of a transportation agency. Long travel times and cost associated with long distance specialized transit are very difficult to address.

**Specific client needs:** The HTA Riders Group was established in 2015 to collaborate and address needs of the disabled and senior transit rider populations. While transit relies on most social service agencies to meet the specific needs of their clients, the riders’ groups was established to help highlight community needs.

**Lack of staff:** Creating sustainable coordination plans requires staff, funding, and time. HTA is in the process of hiring a Transit Planner to help with coordination between agencies.

Duplication of Services

The Service Coordination Committee (SSC) was a meeting of transit providers, meant to advise the Humboldt County Association of Governments (HCAOG) on any transportation services. On May 21, 2020, the SSC consolidated into the Social Services Transportation Advisory Council (SSTAC). Combined meetings will improve coordination between agencies and support the identification and plans to address unmet needs.

Duplication has been identified between a few programs such as senior centers and nutrition programs, but coordination remains a barrier.

5.2 Gaps, Challenges, Unmet Transportation Needs

Due to a multitude of reasons including funding and staffing constraints and highly specific client needs, transportation providers are often unable to meet all of the needs in their communities. These unmet needs and their reasonability to meet are defined to meet Transportation Development Act (TDA) standards and guide local transportation commissions in developing or adjusting services. Exact definitions are provided in Section 6. Humboldt County has made noticeable progress on the unmet needs identified in previous Coordinated Plans, including needs that were initially classified as unreasonable for the county to meet.

Reasonable to Meet

**Later night fixed-route public transit services:** A number of stakeholders noted that the lack of late-night service prevents some people from accessing goods and services, attending public meetings, and accessing employment for those who do not work traditional hours. No existing fixed-route or dial-a-ride services in the county provide service past 10:00 PM. The Eureka Transit Service (ETS) does not provide service past 7:00 PM. Eureka and Arcata service end at 5:00 PM and 7:00 PM respectively.

Funding was secured through the Low Carbon Transit Operations Program for RTS late-night weekday service funds, but those funds were redirected to provide free transit service due to COVID-19. RTS late night fixed-route service will be considered again in the future once ridership returns.

**Improved bus stop amenities and access:** There is a need to improve ADA access at bus stops and to improve amenities such as shelters, benches, information, and platforms, especially for those who depend on mobility devices.
Improving access to bus stops includes extending sidewalks to bus stops and ensuring there are curb cuts to reach the bus stop. Improvements to bus are currently ongoing.

**Destination Bus Service:** Stakeholders noted a need to establish an ADA accessible “destination” bus program with deviated route service to major destinations such as Eureka Community Health Center and shopping. This service could potentially relieve congestion for the on-demand dial-a-ride service and help eliminate long wait times.

The Destination Bus service needs further study. It may be recommended for the upcoming HCAOG’s Overall Work Plan for assessment.

**Transportation from unserved or underserved communities to the Humboldt Bay Area:** Many of the smaller communities in the county are geographically isolated and lack critical social, health, and employment opportunities requiring residents of these areas to travel relatively long distances for most of their needs. In 2008, needs were identified for the more isolated communities of Southern Humboldt (Garberville and Redway), Bridgeville, Willow Creek, the Hoopa Valley, and northern Humboldt (Orick). Although a number of new services and expansions have occurred in the years since, there remains a transportation need to medical appointments. It is the most critical need in these areas as their isolation necessitates transportation for the most basic goods and services. Several stakeholders in Southern Humboldt reiterate a need for weekend service. Providing transportation to these areas is a challenge due to the dispersed population and distances between the areas and major activity centers.

Humboldt County public transportation extends east to Willow Creek, south to Benbow and north only to Trinidad. Riders in areas north of Trinidad have the opportunity to use Del Norte County’s transit connection that serves the Orick community. There is no transit service provided to service Bridgeville or other communities along Highway 36.

**Unreasonable to Meet**

**Sunday fixed-route transit services:** The Redwood Transit Service began Sunday service in 2012 as a result of the unmet transit need process. A lack of Sunday service in Eureka and Arcata was identified as a barrier for those that rely on transit service for their basic needs. Stakeholders noted that this applies to both the fixed-route and the dial-a-ride providers in the county.

Sunday service on fixed routes is not planned due to limited funding. If Sunday fixed route service is implemented, complementary Dial a Ride service will also be required.

**Dial-A-Ride/Dial-A-Lift services:** Stakeholders noted a need for evening and weekend Dial-a-Ride/ Lift services, and additional demand-response service to some of the more remote areas of the county. Stakeholders also identified a need to provide more Dial-a-Ride/ Lift vehicles in service for Eureka, Arcata, and McKinleyville area to help eliminate long wait times.

Dial a Ride is currently available during the times that public fixed route service is provided. With additional funding both fixed route services and complementary Dial a Ride could be implemented but is not currently planned.

**Affordable Dial-A-Ride:** Stakeholders noted the cost of dial-a-ride services is unaffordable, especially for seniors and individuals with disabilities, and/or limited incomes. Stakeholders noted that the cost

**Improved frequency on RTS and schedule coordination with other providers:** Stakeholders requested that RTS run more frequently in the outlying communities such as Fortuna and Rio Dell/Scotia. Stakeholders noted that better coordinated schedules and connections between RTS and the Eureka Transit System and Arcata & Mad River Transit System would make using the bus easier.
HCAOG’s Service Coordination Committee merged into the Social Service Transportation Advisory Council in 2020. It was done in part to improve coordination with not only public transit providers, but also with social service agencies and the public. With the hiring of a transportation planner, these efforts will increase.

**Shared resources between human service transportation providers:** Several stakeholders noted that there is some duplication between human service transportation providers in Humboldt County and that additional coordination among these providers would benefit everyone. Stakeholders also suggested that vehicles used for human service transportation would be replaced regularly but that there is a lack of funding to maintain and replace these vehicles. Additional coordination among providers could make more efficient use of funds to replace vehicles.

HTA, as the CTSA, has made improvements to assist social service agencies in providing service. With the hiring of a transportation planner, these efforts will increase.

**Additional senior-specific transportation:** Increased transportation services to allow seniors to get to and from activities, lunch sites, and medical appointments was identified as an unmet need, especially in the more remote communities that do not have transportation options. Although numerous senior transportation programs exist in the county, this need relates more generally to an increase in the aging population and the increasing demand for senior specific transportation.

The HTA Riders Group was established in 2015 to collaborate and address the needs of the disables and senior transit rider population. Efforts to better meet the needs of these groups will be ongoing.

**Enhanced awareness of existing transportation services:** Simply knowing what transportation services are available was identified as a need for Humboldt County. Several stakeholders suggested that a single information source regarding transportation options be established inn Humboldt County.

**Improved or new transportation in tribal areas:** Many Native Americans live in isolated regions of the county and have limited access to basic services. This is especially true in the north and northeast part of the county. Although KT Net and the Yurok Transit System connects the Yurok, Hoopa, and Karuk areas to Willow Creek, several stakeholders noted that the expanded service would serve a significant need.

Blue Lake Rancheria green commuter program and Electric vehicle infrastructure for tribal gov’t fleet supported by the tribe’s microgrid (solar). They are developing a green commute program for its employees, exploring electric buses to serve part or all public transit services. The North Coast Tribal Transportation Commission is very interested in working with KT-Net to maintain and possibly improve service along Highway 96. Additionally, a representative from the Yurok Tribe Transit Service joined the SSTAC in 2020 to improve coordination. Improvements or new transportation in tribal areas will continue.

### 5.3 Priority Strategies

Priority strategies identified in the previous Coordinated Plan were outlined to address unmet transit needs and improve coordination while remaining feasible within funding, staffing, and sustainability restraints. The following is a discussion on the progress of the five previously identified priority strategies for Humboldt County and the four more that were identified and adopted in 2016.

**Strategy 1 – Expand frequency of transportation services from remote areas of Southern and Eastern Humboldt County to Eureka:** The need to connect remote areas of Southern and Eastern Humboldt county to Eureka was documented in the 2008 Coordinated Plan and has been retained in this plan. Although progress has been made in recent years, the proposed plan for this update is to expand frequency of transportation service in the southern and eastern areas of the county.
In 2010, the HTA implemented two new transit systems in Southern Humboldt:

1. The Southern Humboldt Intercity Transit runs between Benbow and Eureka with stops including Briceland/Redway Drive, Phillipsville, Miranda, Myers Flat, Weott, Fortuna, Rio Dell, and College of the Redwoods.

2. Southern Humboldt Local transit, which provides deviated fixed-route service in areas between Benbow and Miranda. Service runs during weekday peak travel times (morning and afternoon).

In Eastern Humboldt, the HTA expanded the Willow Creek Transit Service to include Saturday fixed route service to Willow Creek. Additionally, KT Net implemented Saturday service from Hoopa to Willow Creek to complement the new HTA Saturday service to Willow Creek. As a result of the COVID-19 pandemic, the K-TNET service between Willow Creek, Hoopa, and Weaverville have been discontinued. Section 8 will provide more information on the disruption of these and other services and plans as a result of the COVID-19 pandemic.

As of 2020, there have been various improvements on some of the aspects of this strategy. Blue Lake now has Saturday service. There is also a new bus stop in Southwest Eureka and HCAOG is recommending the new bus stop as part of the Eureka Broadway Corridor plan, to be considered for adoption in January 2021. Additionally, a pilot program for late night weekday service on RTA was planned for July 2020, but as a result of the COVID-19 pandemic funds for that program were redirected to providing free rides. This pilot program will be automatically reconsidered and analyzed in January 2021. A reconsideration for an express route between McKinleyville and Eureka during peak hours will also be discussed and analyzed for the 2021/2022 fiscal year.

Strategy 2 – Provide Dial-A-Ride services in rural areas of the county not presently served: The need for dial-a-ride service, particularly in rural areas in Humboldt county remains. A proposed concept to meet this need is to establish several dial-a-ride zones throughout the county. With operating parameters and eligibility requirements developed based on the specific needs of each zone.

For the purposes of this plan, its is assumed that each district would have two vehicles dedicated to dial-a-ride service within that zone up to 20 hours per week. Several district zones are suggested:

- **Southern Humboldt**: This would include the communities along Highway 101 between Fortuna and the county line, and possibly some roads branching off the Highway 101.
- **Fortuna/ Ferndale area**: This would also include Loleta, Hydesville, Carlotta, and perhaps as far Bridgeville along Highway 36.
- **Northeast Humboldt**: This would include Willow Creek, the Hoopa Valley and other remote areas in the northeast part of the county.
- **Northern Humboldt**: This includes the Highway 101 corridor north of McKinleyville including Trinidad and Orick.

Calculations done in 2013 put the cost of this plan to be about $260,000 annually with an additional cost of approximately $67,000 for at least four small or medium sized vehicles and with an additional $45,000 is estimated to fund start-up activities such as grant writing, marketing, and other administrative tasks.

Significant planning and coordination among the various communities throughout the county would be required prior to the implementation of this strategy. Additionally, funding is limited and as of now there is no funding to be able to implement this plan.

Strategy 3 – Provide specialized non-emergency medical trips into Eureka: In Humboldt County, two private providers offer non-emergency medical transportation services throughout the county, both of which accept Medi-Cal. For the purposes of this plan, it is assumed that this specialized service would be provided above and beyond the private transportation services that are currently available. This service would be available to specific communities...
one or two days per week. The service would be based on demand and would be require passengers to be certified to use the service. The service would also require an advanced reservation to allow for efficient trip planning.

As a base level of service for this strategy, it is assumed that a single acceptable van be available to provide service from remote communities into the Humboldt Bay area. Service could be provided to and from different areas throughout the week. For example, one day a week the service could be available to the communities surrounding Fortuna (Ferndale, Rio Dell, Hydesville), while the following week service could be available to communities along Highway 101. Assuming a full day to provide to and from the Humboldt Bay area, the service would require approximately eight service hours/day, or 400 service hours per year. At least one van would be required to provide this service and one back-up van is recommended.

There are several potential agencies in Humboldt County that could provide this service, including the private provider of the Dial-a-Ride/Dial-a-Lift service, HCAR, or an organization that currently provides service to adults with disabilities. One of the private transportation providers could also operate this service under contract with the local spencer.

Estimates done in 2013 put the cost of providing this service at approximately $24,000 annually. Additionally, the cost for a lift-equipped small vehicle with a seat capacity of five or six and two wheelchair tie-downs is approximately $60,000 and an additional $35,000 is estimated to fund start-up activities such as grant writing, marketing, and other administrative tasks.

As of 2020, the City of Fortuna has begun offering weekly transit service to seniors and the disabled to Eureka.

Strategy 4 – Establish and staff a mobility management program to advance coordination efforts within the county:

The purpose of developing mobility management capacity is to address this need by ensuring that the organizational structure is in place to advance coordinated activates and improve mobility throughout the county. In addition to serving as a clearinghouse, a mobility management program could also address a wider range of transportation issues.

Mobility management refers to a broad spectrum of practices, which make innovative use of transit resources to respond to demand. These operational, technological or informational improvements promote transit usage in a variety of ways.

Examples of mobility management tactics include:

- Ridesharing, vanpools, carpooling, biking, subscription busses
- Shuttles funded by private sector
- Dial-a-Ride (night and low density)) and demand response feeders
- Guaranteed ride home
- Volunteer and community-based transportation services

Mobility management is a method for managing transportation resources in a non-conventional way as it focuses on moving people instead of moving vehicles, the needs of individual costumers, the entire trip, making noticeable improvements to the quality and effectiveness of available travel services, and improving information available about transportation services.

Two potential lead agencies for this plan have been identified. It has been suggested the 211 Humboldt service provided by United Way of Humboldt County, could expand its services to host additional information related to mobility. Another suggestion us the HTA, which could coordinate with an agency such as 211 Humboldt to offer operational or technological mobility services. The role of a mobility manager would likely require a part-time or full-
time person devoted to implementing identified mobility strategies. The mobility manager ideally works collaboration
with other organizations to provide a full range of travel options that are more effective in meeting needs.

The cost if hiring a full-time mobility manager would be $70,000 a year, an additional $10,000-$15,000 should be
budgeted for program capital costs, and an additional $20,000 is estimated for capital costs associated with project
implementation.

Since taking over the role of CTSA, HTA has increased coordination with social service agencies and has requested
funding to hire a transit planner to help with coordination between agencies. However, due to the COVID-19
pandemic the hiring process may be delayed.

Strategy 5 – Develop capital improvement/ replacement program: Implementation of this strategies entails a
collaborative approach among local human service transportation providers and/ or sponsors to develop a county-
based or regional capital improvements program. The primary benefit to developing a capital improvement program
is that it allows service providers relying on limited funding sources to mutually plan for and prioritize their capital
needs, and to establish a rationale for developing a long-term schedule and process for making capital improvements.

Components of a capital improvement program would include:

- Identifying and prioritizing transit facilities and equipment needing improvement.
- Identifying and prioritizing bus stops or transit centers needing improvement to enhance their usability, such
  as installation of shelters, benches, curb cuts, etc.
- Modifying bus stops to ensure their accessibility for wheelchair users.
- Scheduling for replacement of vehicles operated by local non-profit agencies funded with FTA Section 5310
  funds.
- Developing an expansion plan to increase operators’ fleets.
- Identifying of applicable fund sources.
- Identifying and prioritizing other capital equipment needed to meet air quality standards such as
  computerized scheduling and dispatching program, enhanced telephone or communication systems, or
  vehicle modifications.
- HCAR is the likely agency to assume a lead role in developing a countywide capital improvement program.
  HCAOG could also serve as the lead agency.

As of 2020, HTA has implemented this plan. They were successful in that last 5310 call for projects and plan to apply
annually as needed.

Strategy 6 – Provide fare subsides to lower the cost of dial-a-ride trips:

The first step in implementing this strategy would be to research funding sources that would be available for fare
subsides. The research should also include which, if any, social service agencies purchase tickets on behalf of their
clients. The maintenance of a 10% farebox recovery ratio is cannot be disregarded. Transportation and social service
agencies would coordinate types of potential funding found.

HTA is considering fare reductions for patrons that requested rides within one of the two fixed-route areas and
potentially increase cost for rides between cities. Further discussions will be had at SSTAC meetings.

Strategy 7– Transit/feeder service to connect main line transit:
The plan to provide service to the small communities in Eureka and Arcata along Old Arcata Road like, Freshwater, Bayside, Jacoby Creek, Samoa, Ferndale, Orick, McKinleyville, and Bridgeville by extending existing public transit service was brought up in the 2016 amendments to the 2014 Coordinated Plan.

After the identification of this strategy, the Old Arcata Road feeder route was implemented but not used by the public. Unless a drastic use increases, it will terminate at the end of June 2021.

HTA is now considering a feeder route for the Samoa area.

**Strategy 8 – Expand dial-a-ride program to provide more vehicles in service during peak travel times:**

The first step to implement this strategy would be to conduct research to identify peak times of travel and to determine if vehicles are operating at capacity. As the administrator of the consolidated Dial-A-Ride system, HTA will set performance measures and require regular reporting to analyze capacity and vehicle needs. To implement this strategy, agencies would need to secure additional funding for additional capital and operating costs.

**Strategy 9 – Develop a “Destination Bus Program” using ADA accessible vehicles:**

Stakeholders noted a need to establish an ADA accessible “destination” bus program with deviated route service to major destinations such as Eureka Community Health Center and shopping. This service could potentially relieve congestion for the on-demand dial-a-ride service and help eliminate long wait times.

The first step for this strategy would be to research funding sources and estimate program costs to determine feasibility, the route, and how many will participate.

In 2018 HTA began developing a Mobility on Demand Strategic Development Plan to explore more conventional and sustainable transportation options. A destination bus program could be part of the MOD pilot project, but funding would need to be secured.

### 6.0 Unmet Transportation Needs

#### 6.1 Evaluation Criteria

To qualify for Local Transportation Funds (LTF) under the Transportation Development Act (TDA), rural counties must hold a minimum of one annual public hearing for receiving comments on unmet transit needs and provide definitions of unmet needs and their reasonability to meet. The HCAOG, which allocates TDA funding, has defined the following:

- **Unmet transit needs:**
  - Trips requested from residents who do not have access to public transportation, specialized transportation, or private transportation services or resources for the purposes of traveling to medical care, shopping, social/recreational activities, education/training, and employment; or
  - Proposed public transportation, specialized transportation, or private transportation services that are identified in the following (but is not limited to): A Transportation Development Plan, Regional Transportation Plan, Coordinated Public Transit-Human Services Transportation Plan. Additionally, the HCAOG TDA rules stipulate that for this process, unmet transit needs do not include the following:
    - Improvements funded or scheduled for implementation in the next fiscal year.
    - Minor operational improvements or changes such as bus stops, schedules, and minor route changes.
    - Trips for primary or secondary school transportation.
    - Sidewalk improvements or street and road needs.
Reasonable to meet: To be considered reasonable to meet, a service must be operationally feasible and financially sustainable, as defined below:

- To be considered operationally feasible, the service must have adequate running time, adequate roadways, and must be safe to operate.
- To be considered financially sustainable, enough money should be available from identified sources of funding to pay for the marginal operating cost of the service continuously for three years.
- Additionally, to be considered “reasonable to meet” the service must be projected to meet a minimum “marginal farebox return ratio” of 10 percent within two years. If multiple competing services are requested, other factors such as estimated subsidy per passenger trip and passengers per vehicle hour of service may also be considered. Ridership and farebox return ratio thresholds will also be considered for continuing newly introduced services.
- Pursuant to the requirements of Transportation Development Act (TDA) Statutes (Public Utilities Code Section 99401.5 (c)), a determination of needs that are reasonable to meet shall not be made by comparing unmet transit needs with the need for streets and roads, for the allocation of TDA funds.
- Once a service is determined to be “reasonable to meet” and is implemented, it can be expected that the ridership in the first 1-2 years of the new service will be less than the projected optimal ridership. Ridership should be evaluated at 6-month intervals to determine if service is meeting performance standards adopted by the transit provider, and specifically whether the service meets a minimum 10 percent marginal farebox ratio. If the service is being adequately promoted and fails to be within 60 percent of the identified standards after six months, 90 percent within the first year, or 100 percent within two years, the service may be cancelled and deemed “no longer reasonable to meet.” An exception to this rule is when a community or group is willing to participate in sharing the ongoing cost of the new service.

Based on these definitions, the unmet needs identified through the outreach process are placed into two categories: reasonable to meet and unreasonable to meet.

6.2 Gaps, Challenges, Unmet Transportation Needs

[This is an initial draft of the sub-section and will be developed further with input from outreach later in the project]

Unmet needs were identified through communication with HCAG staff, SSTAC meeting minutes, input from key stakeholders, public comments received by HCAG through telephone calls, written comments, email, social media, website forms, City Council meetings, HCAG and HTA board meeting, unmet transit need findings, and a Community Outreach survey using Survey Monkey that went live on [..] and closed on [..].

The community outreach survey was distributed to community members and key stakeholders through a Survey Monkey link. The survey was available for [..] days. [..] responses were received. Respondents were asked whether they agreed, neither agreed nor disagreed, or disagreed with some previously identified needs. Additionally, respondents were also given the space to provide additional needs not listed.

Reasonable to meet

**Saturday service to Blue Lake**: The need for service to Blue Lake was identified in 2019. Blue Lake Rancheria Transit Service (BLRTS), is an intercity route which feeds into 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 towards the service. On
October 12, 2019, HTA began stopping at Blue Lake City Hall on the Willow Creek route three times a day, every Saturday. HTA will provide an update in November 2020 regarding ridership.

**Bus stop on Broadway (Highway 101) in Eureka near Pierson’s Building Center:** 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. This was determined to be an unmet need in 2019; however, this request has not been implemented but will be considered as part of HCAOG’s Eureka Broadway Multimodal Corridor Plan, currently underway.

**Late night weekday service:** Providing late-night weekday service on the Redwood Transit System was identified as an unmet need in 2018. Although the SSTAC deemed it reasonable to meet, there were no funding opportunities at the time, so it was not implemented. This service was scheduled to begin in the 2020 fiscal year. However, the funding was repurposed to provide free transit for all HTA systems during the Covid-19 pandemic. The SSTAC recommends that this unmet need be reconsidered in future cycles.

**Destination Bus Service:** Stakeholders noted a need to establish an ADA accessible “destination” bus program with deviated route service to major destinations such as Eureka Community Health Center and shopping. This service could potentially relieve congestion for the on-demand dial-a-ride service and help eliminate long wait times. This program needs further study and may be recommended for HCAOG’s Overall Work Program.

**Unreasonable to Meet**

**Expanded weekend service/Sunday service/regular hours on Saturday:** Currently, the RTS, SHI, and the Willow Creek route run on Saturdays but not on Sundays. There have been requests to expand service to Sundays as well and to weekday hours on Saturdays. Although this is classified as an unmet need, weekday hours on the weekend on ETS is not expected to meet the 10% farebox requirement.

**Move stop locations for West End Road and Sun Valley Farms and coordinate hours:** The need to move the West End Road bus stop further north to a safer location was raised and will be incorporated in the upcoming A&MRTS Transit study. Additionally, the need to move the Sun Valley Farms bus stop closer to Sun Valley Farms and coordinate the schedules to accommodate hours for individuals working the morning shift will also be incorporated in the upcoming A&MRTS Transit study.

**Expand service in from Blue Lake to Fieldbrook, Korbel, and evening hours:** The need to expand service from Blue Lake to Fieldbrook, Korbel, and evening hours was brought up as an unmet transit need. The need for service from Blue Lake to Fieldbrook was identified as a way to connect Blue Lake with RTS. Additionally, the Blue Ranchera Transit system does not go to Korbel and does not have service after 6:00pm. These needs have been analyzed in the recent Blue Lake Ranchera Transit Study and due to low farebox estimates, there are no plans to make any of these changes at this time.

**AMRTS Gold Route should add a half trip to end in Valley West:** Stakeholders identified the AMRTS Gold Route could add one last “half trip” to terminate in the Valley West area and the Red Route turning into Orange would more easily get the Sunny Brae area commuters’ home faster. It is estimated that prior to the COVID-19 pandemic, this recommendation may have not met the 10% fair box requirements. However, this recommendation will be considered in the upcoming A&MRTS Transit study.
Transit system in McKinleyville: Although parts of McKinleyville does have access to transit, the western half has been identified as needing service. This issue will be assessed in the McKinleyville Transit Study Scheduled for 2020-2021.

Senior Bus service for Rio Dell to transport to new senior center in Fortuna: Currently, the City of Fortuna’s Parks and Rec. Department operates a bus service for individuals 50 years or older and for people with disabilities Monday through Friday, 8:30 a.m. to 4:00 p.m. The need for a similar service for Rio Dell’s seniors who want access to a senior bus program in Rio Dell and access to the new Senior Center in Fortuna was discussed in the last unmet transit needs report of findings. With only one comment requesting the service, the 10% farebox requirement will not be met. Increase public outreach to Rio Dell or a MOD pilot study should be the next step to address this need.

An express bus service from Arcata and Eureka and McKinleyville and Eureka during commuting hours: Currently the ride from McKinleyville to Eureka takes a little over an hour. It was suggested that shorter travel times through an express bus route for both Arcata and Eureka and McKinleyville could encourage more riders. The Humboldt Transit Authority had devoted funds to initiate peak our express busses between McKinleyville and Eureka. Those funds were redirected to keeping transit running and offering free fares due to Covid-19. This unmet need should be reevaluated next year.

Coordinate with Healy Center and the Garberville Senior apartments: The need to transport seniors who live in the Garberville apartments to the Healy Senior Center was discussed by senior center staff as an unmet transit need. However, deviated fixed route failed to make the required farebox to result in any route changes. HTA and Supervisor Fennell met several times with Healy Center and senior apartments to adjust the schedule, but the bus was not utilized. HCAOG will contact Healy Center staff to discuss funding through the 5310 Program.

7.0 Priority Strategies

7.1 Evaluation Criteria

A number of factors were utilized to develop and identify strategies that would address unmet transit needs in the community. Three main themes and a series of questions related to those themes were taken into consideration when developing a list of strategies. This criteria was used to process, analyze, and interpret data collected from surveys, public outreach, and conversations with stakeholders.

1) Unmet needs: Does the strategy address transportation gaps or barriers?
This question also brought up additional concerns for consideration.

Does the strategy:

- provide service in a geographic area with limited transportation options?
- serve a geographic area where the greatest number of people need a service?
- improve the mobility of clientele subject to state and federal funding sources (i.e. seniors and individuals with disabilities)?
- provide a level of service not currently provided with existing resources?
- preserve and protect existing services?

2) Feasibility: Can this strategy be feasibly implemented given the timeframe and available resources?

Other questions for consideration:

- Is the strategy eligible for MAP-21 or other types of grant funding?
• Does the strategy result in efficient use of available resources?
• Does the strategy have a potential project sponsor with the operational capacity to carry out the strategy?
• Does the strategy have the potential to be sustained beyond the grant period?

3) Coordination: How does this strategy build upon existing services?

Additional concerns for consideration:
• avoid duplication and promote coordination of services and programs?
• allow for and encourage the participation of local human service and transportation stakeholders?

7.2 New Priority Strategies + Implementation plan

[This section will be developed later in the project]

• Strategy 1 – Expand frequency of transportation services from remote areas of Southern and Eastern Humboldt County to Eureka
• Strategy 2 – Provide Dial-A-Ride services in rural areas of the county not presently served
• Strategy 3 – Provide specialized non-emergency medical trips into Eureka
• Strategy 4 – Establish and staff a mobility management program to advance coordination efforts within the county
• Strategy 5 – Develop capital improvement/ replacement program
• Strategy 6 – Provide fare subsides to lower the cost of dial-a-ride trips
• Strategy 7 – Transit/feeder service to connect main line transit
• Strategy 8 – Expand dial-a-ride program to provide more vehicles in service during peak travel times
• Strategy 9 – Develop a “Destination Bus Program” using ADA accessible vehicles

[2016 strategies should be reviewed for updates]

8.0 COVID-19

[This is an initial draft of this section and will be developed further later in the project]

This section discusses changes made to transportation and social services caused by the COVID-19 pandemic of 2019 and 2020.

COVID-19 Specific Needs

The following are some COVID-19 specific needs that have been identified.

Discontinued K-TNET (NEMT) service between Willow Creek and/ Hoppa/ Weaverville due to COVID-19: As a result of the COVID-19 pandemic, the K-TNET non-emergency medical transportation service between Willow Creek/Hoppa/ and Weaverville has been temporarily discontinued.

Blue lake Ranchera bus has limited runs until further notice do to COVID: Normally, the Blue lake Ranchera Transit system runs from 7:00 am to about 6:00 pm with a break from 10:00 am to 1:00 pm. However, due to the COVID-19 pandemic service is now limited from 7:00 am to 8:00 am, 1:00 pm, and 4:00 pm to 5:00 pm. This is due to the added safety measures in place to prevent the spread of the COVID-19.
Delay in the hiring of a Transit Planner: Since taking over the role of the CTSA, HTA has increased coordination with social service agencies. Additionally, HTA has requested funding to hire a Transit Planner to help with coordination between agencies. The hiring of a Transit manager is expected to address duplication of services, visit locations for public outreach and discuss needs and services offered, and help with increased coordination efforts. However, due to the COVID-19 pandemic the hiring process may be delayed.

Delay in the implementation of later night service: Funding was secured through the Low Carbon Transit Operation Program for RTS late-night weekday service to begin in July 2020. However, these funds were redirected to provide free transit services due to the COVID-19 pandemic. As a result, late-night weekday service will now be considered again once ridership returns to pre-COVID levels.

Free rides: At the beginning of the COVID-19 pandemic, free transit tickets were provided. Some problems arose with homeless people utilizing the free tickets to keep warm on the bus. This created a problem because of limited number of riders allowed on the bus in order to adhere to social distancing guidelines. Funding has since ended, and HTA is not expected to provide free rides again.

Delay in the implementation of an express route between McKinleyville and Eureka during peak hours: The planned implementation of an express route between McKinleyville and Eureka during peak hours was approved prior to the COVID-19 pandemic. However, funds were redirected as a result of the COVID-19 pandemic and this service has now been delayed. An express route between McKinleyville and Eureka will automatically be considered and analyzed in the 2021-2022 fiscal year.

Decreased ridership: Due to the COVID-19 pandemic there has been a 70% reduction in ridership in Humboldt County. This decrease in ridership affected the HCAG Board’s ability to deem any of the unmet transit needs in 2020 reasonable to meet and has resulted in the delay of various projects that would have been approved otherwise. It remains to be seen if and when ridership returns to pre-COVID levels.