

Humboldt County Transit Development Plan

Presentation of Existing Transit Conditions



Your communities

Who lives in Humboldt County?
What drives mobility needs?



Your transit services

What services are available?
How are Humboldt County transit services performing?



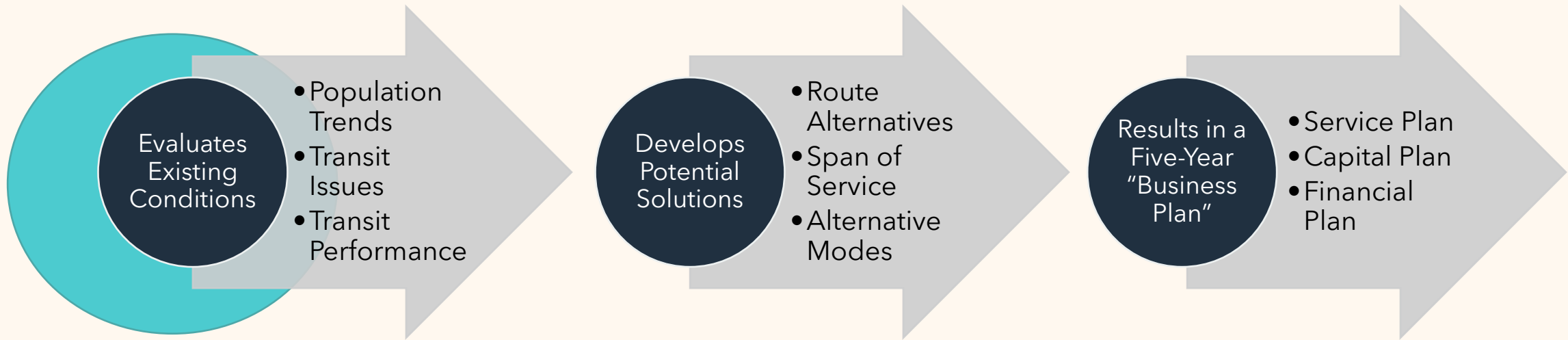
Your direction

What have surveys told us?
Where do we go from here?





What is a Transit Development Plan?





Population Trends

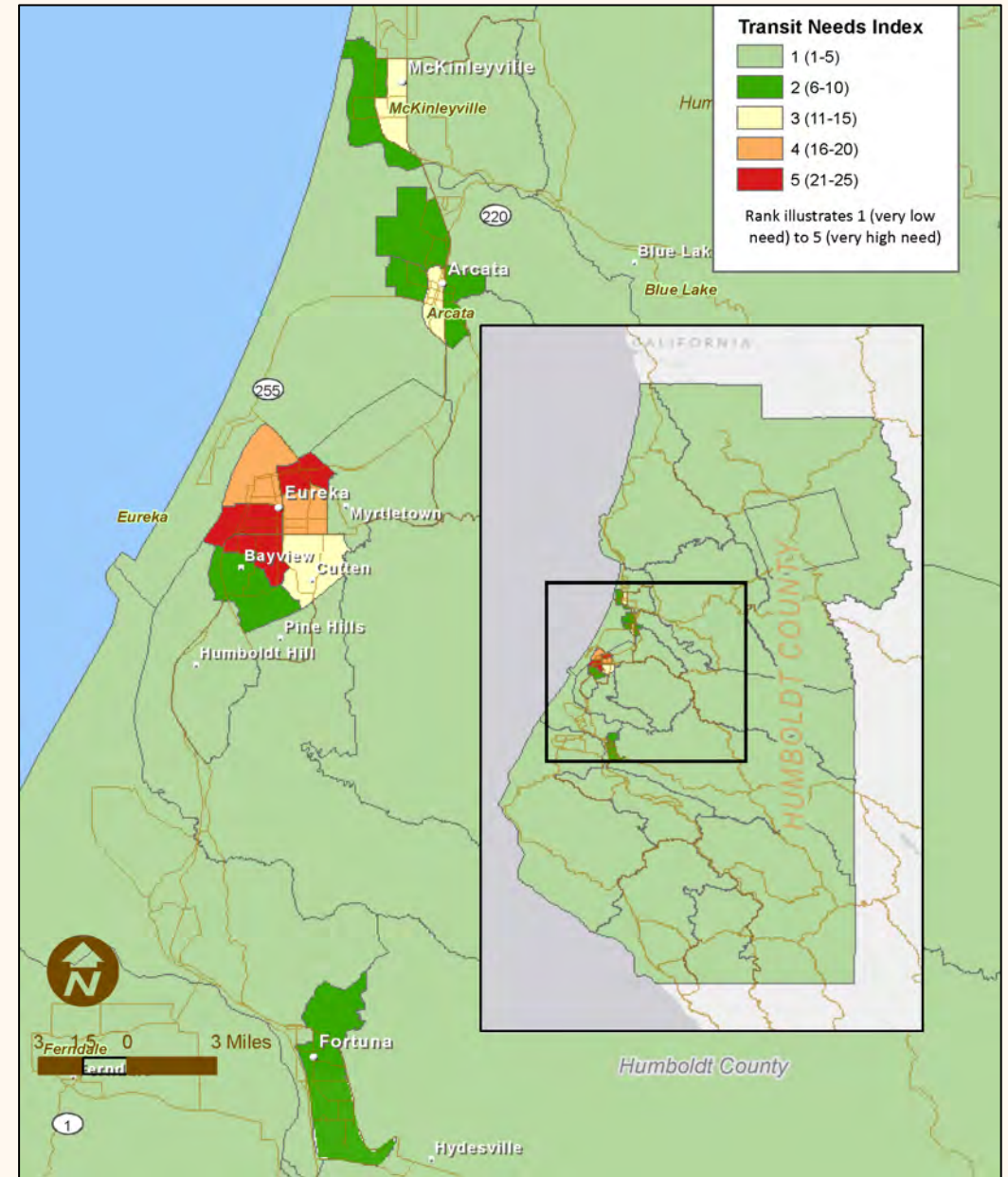
- Humboldt County's population grew slightly from 2005 - 2020 (4 percent)
- Most growth has been concentrated in Arcata, Fortuna, & McKinleyville
- Cal Poly Humboldt is planning to expand in upcoming years; students are also returning to campus for in-person classes
- Humboldt County has a higher proportion of elderly, persons with disabilities, and persons in poverty compared to the rest of California

Transit Needs

The Transit Needs Index considers where people live who are elderly, young, have a disability, are low-income, or live in a household without a car available.

Areas that are light green represent areas with the smallest need for transit services, while areas in red have the greatest need.

Most of these areas are already served by some level of transit.



Transit Issues

We heard from... Passengers, the Public, College Students, Staff, and Stakeholders

- Ridership
- Funding
- Service Efficiency
- Perception of Transit
- Alternative Transportation
- Converting Fleets to Zero-Emissions Vehicles
- New Transit Center
- Fares
- Branding
- Intercity Service
- Coordination
- Service Frequency
- Paratransit and On-Demand
- Student Transportation



Overview of Public Transit in Humboldt County

Humboldt Transit Authority

- Redwood Transit System (RTS)
 - Mainline - North/South
- Eureka Transit Service (ETS)
 - 4 weekday routes & 2 Saturday routes
- Southern Humboldt Intercity (SHI)
 - North/South
- Willow Creek (WC)
 - East/West
- HTA Dial-a-Ride (Paratransit)

Arcata & Mad River Transit (A&MRTS)

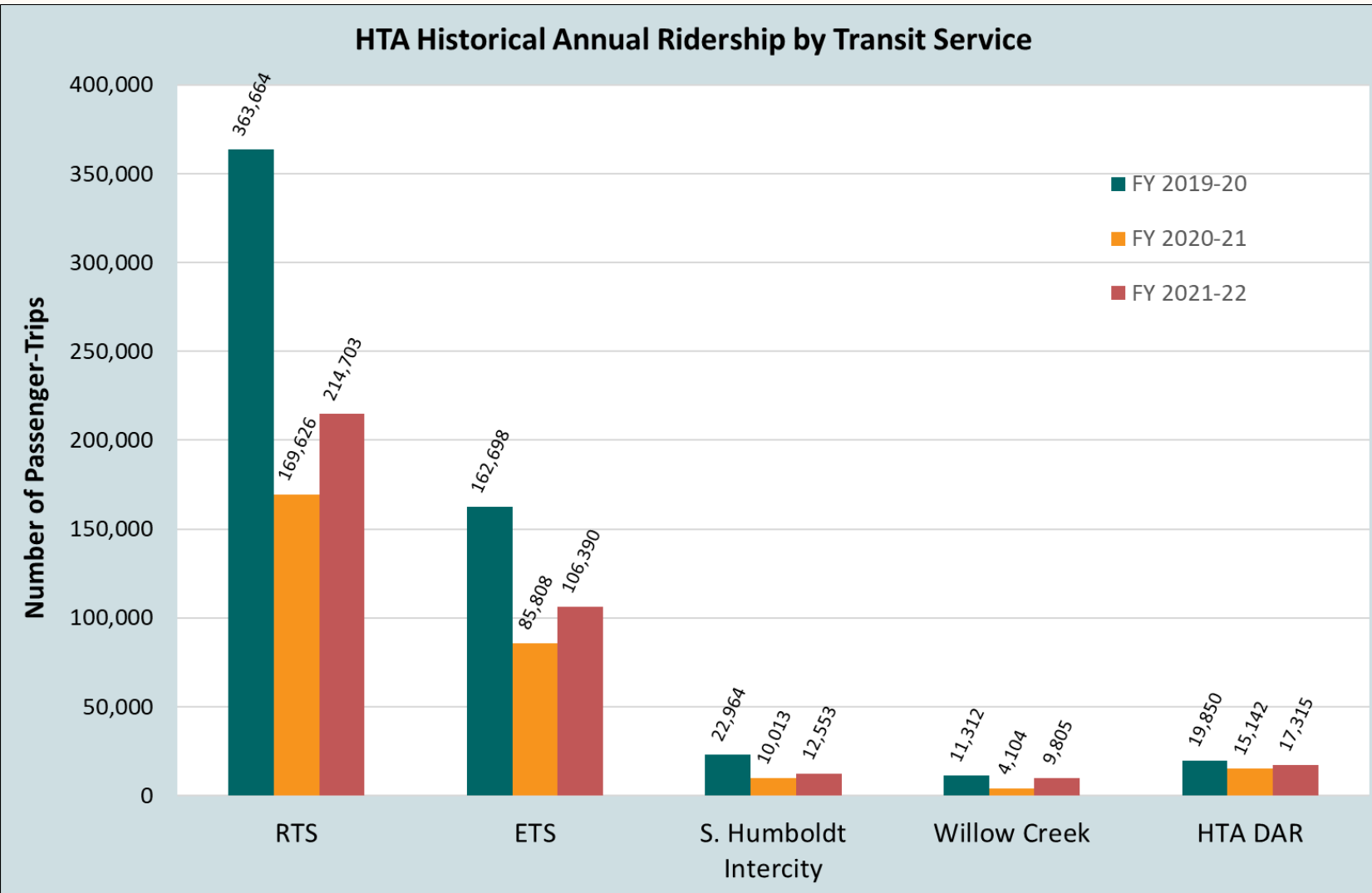
- 2 fixed routes weekdays; 1 fixed route evenings & Sat.

Fortuna Transit

Blue Lake Rancheria Transit System (BLRTS)



HTA Ridership



- RTS carries the most passengers, followed by ETS
- During COVID, ridership dropped on all HTA services
- Ridership recovery has been slow

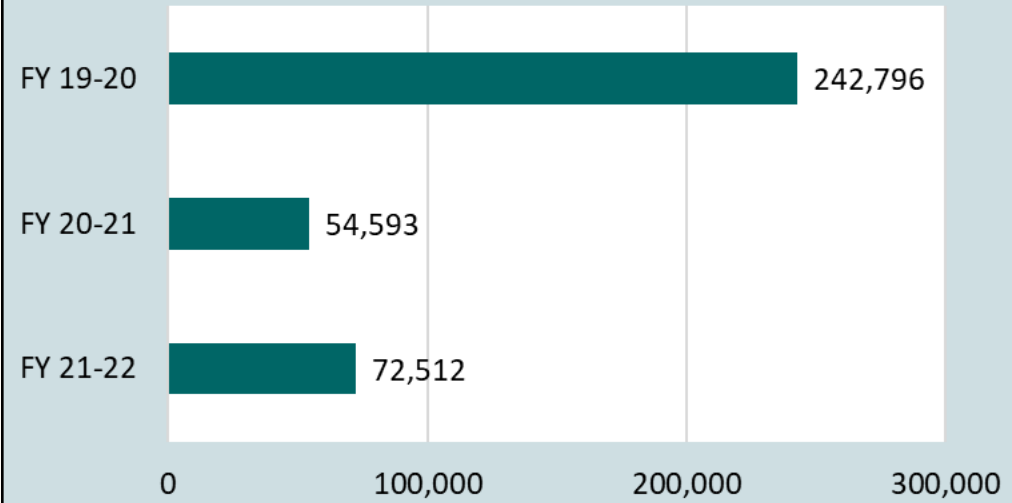




A&MRTS Ridership and Boarding & Alighting

- A&MRTS ridership is slow to recover, but students are not fully back in person.
- The A&MRTS stops with the highest average total boarding activity were (Fall 2022):
 - Library Circle (CPH)
 - 10th St & G St
 - Arcata Transit Center
 - Valley West

**Arcata & Mad River Transit System (A&MRTS)
Historical Annual Ridership**



A&MRTS Bus Stops with Greatest Boarding and Alighting Activity

June 1 2022 - December 31 2022

Bus Stop Location (Arcata)	Daily Average		Average
	Boardings	Alightings	Total Activity
Cal Poly Humboldt - Library Circle	32	42	73
10th St & G St	35	30	65
Arcata Transit Center	31	22	54
Valley West Boulevard (McDonald's)	25	28	53
Humboldt Plaza Apartments	29	16	44
Alliance Rd & Stromberg Ave	23	18	41
Buttermilk Ln & Bayside Rd	14	20	34
Diamond Drive	20	12	32
Uniontown Shopping Center	16	15	31
Foster Ave & Alliance Rd	19	10	29
Crescent Way (Northside)	15	13	27
Valley West Boulevard (South)	16	11	27
Greenview Market	11	15	26
Alliance Rd & Spear Ave	13	13	26
Valley East Boulevard	18	8	26
Parkway Apartments	11	14	25
2nd St & V St	12	13	25



Additional Ridership Information

- RTS carried 214,703 passenger-trips in FY 2021-22 (69 percent of FY 2019-20 ridership)
- Ridership on the WC and HTA DAR services in FY 2021-22 was near FY 2019-20 levels (87 and 88 percent)
- A&MRTS ridership has recovered much slower than other services since the pandemic - FY 2021-22 ridership was only 30 percent of FY 2019-20
- Fortuna Transit served 7,713 passenger-trips in FY 2021-22 (only 5 percent less than FY 2019-20)
- BLRTS completed 5,831 passenger-trips in FY 2021-22



Where do we go from here?

Service Alternatives



Capital Alternatives

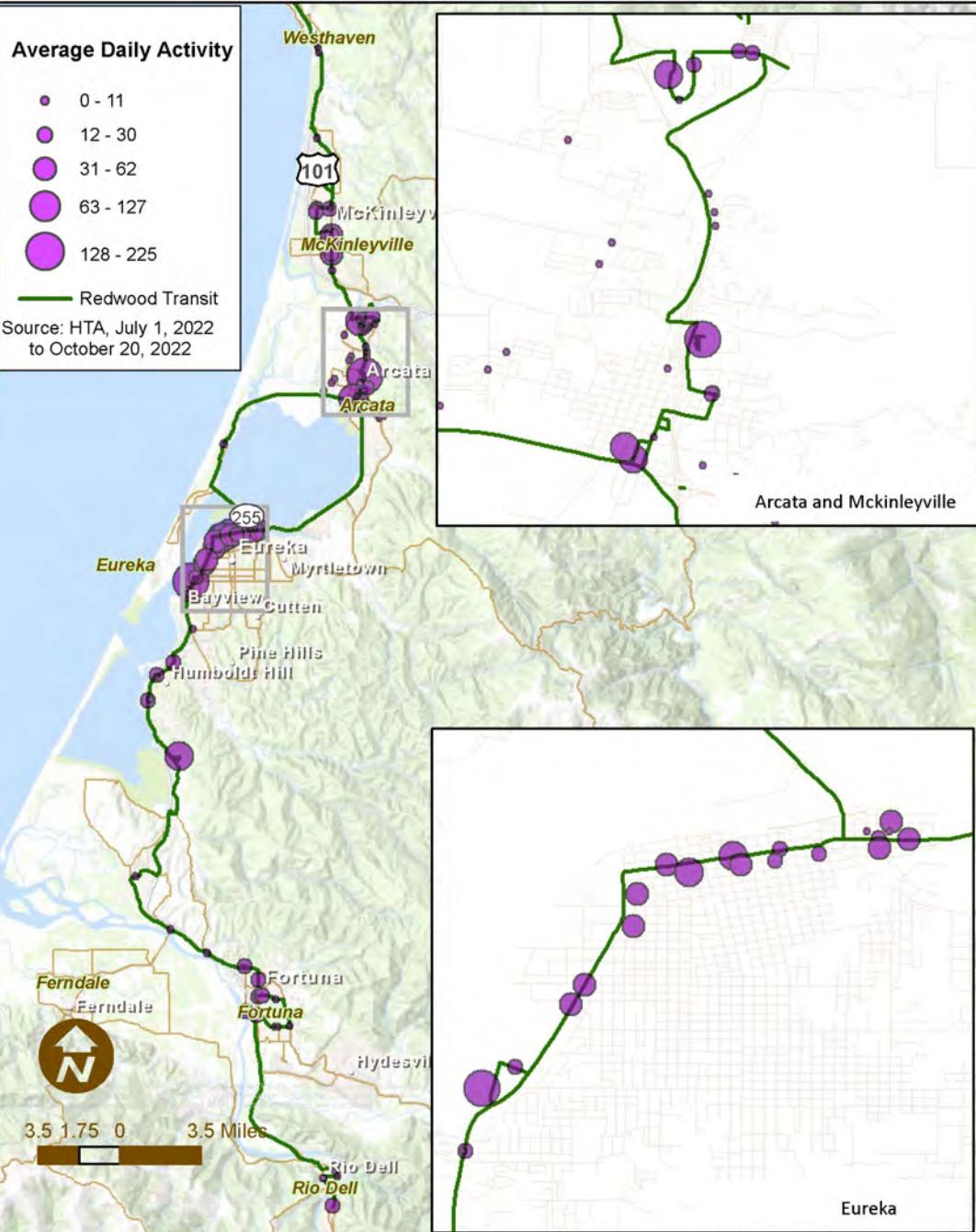


Funding Alternatives

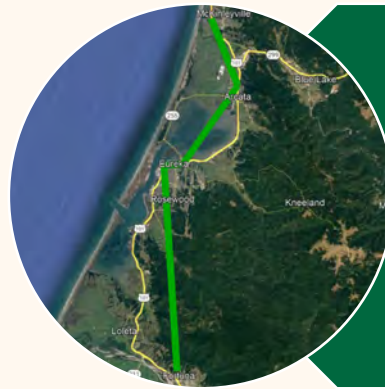


Marketing Strategies





Redwood Transit System Service Alternatives



Streamline Routes

- * Stay on east side of Bay with microtransit in Samoa
- * Limited stops in Fortuna

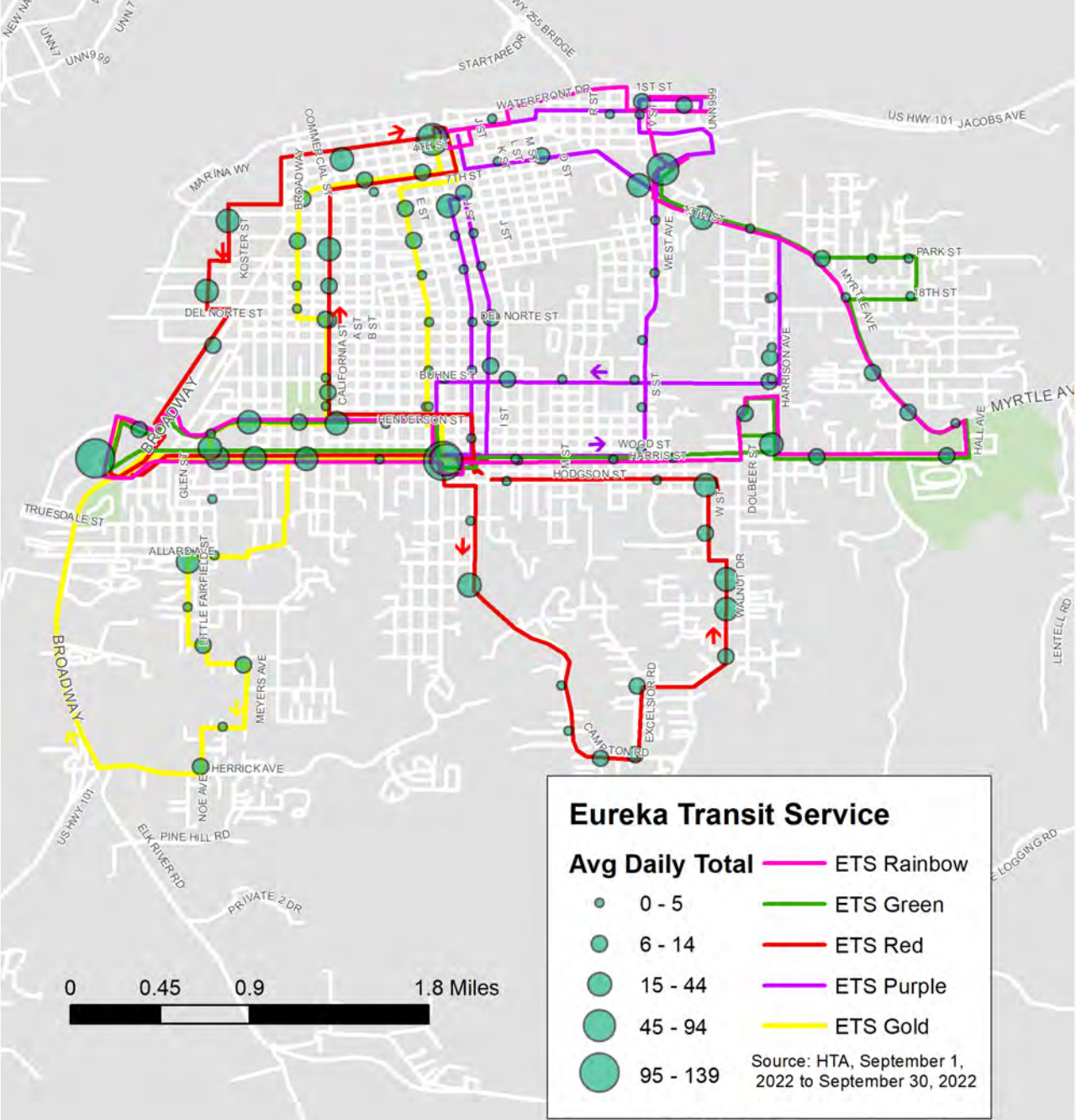


Span of Service

- * Later Weekday Evening Service Arcata -- Eureka
- * Earlier Saturday Service between Eureka & Arcata



Eureka Transit Service Alternatives



Earth Center focused route realignment

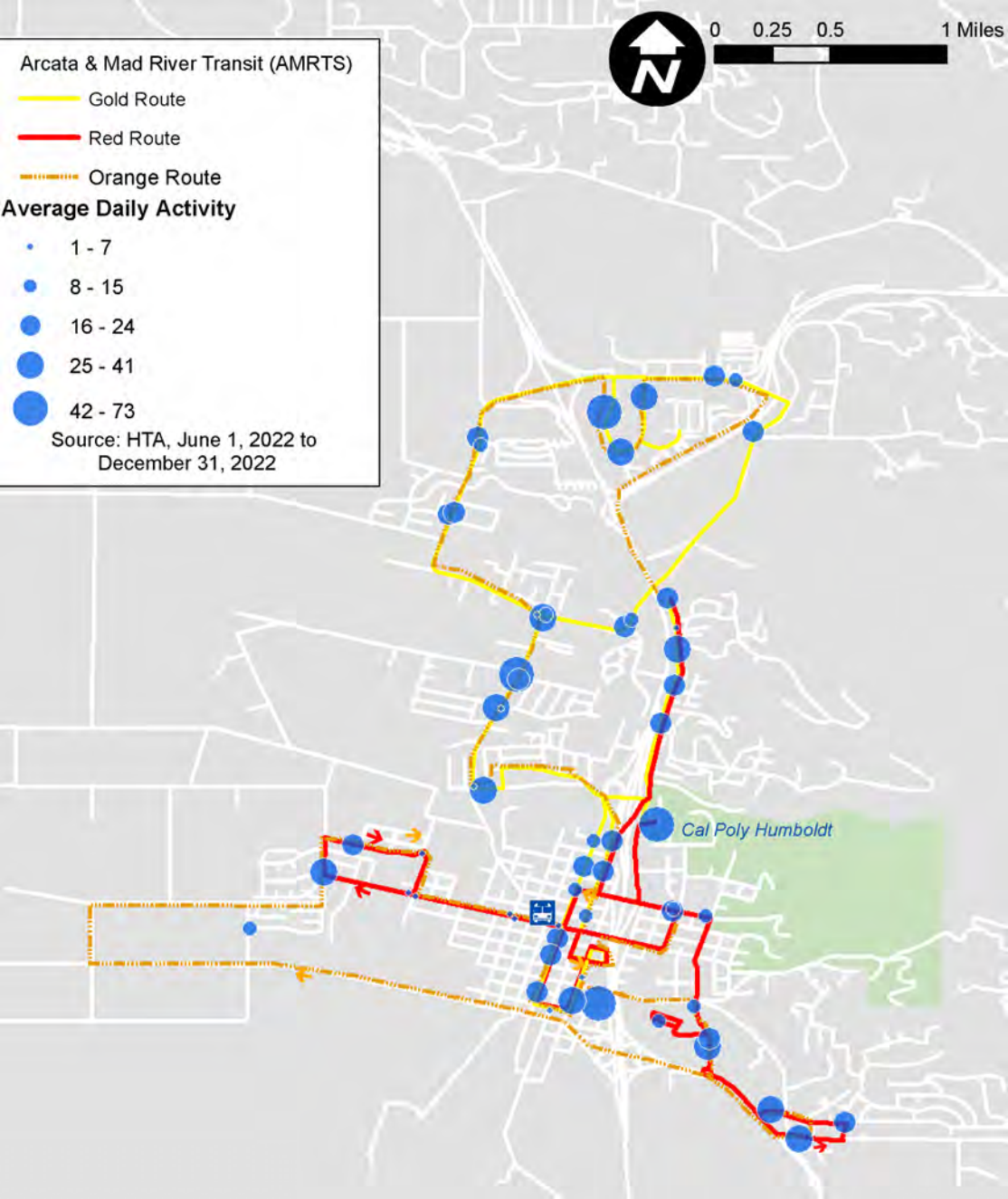


F & Harris Street focused route realignment



Schedule Adjustments for Optimal Transfers





Arcata & Mad River Transit System Service Alternatives



Realign to serve housing, key locations, reduce redundancy



Make north area bi-directional



Span of service: evenings and weekends when Cal Poly in-session



Cal Poly Shuttle



Other Alternatives to Consider

Service Alternatives

- Microtransit in Fortuna
- Redwood Coast Express - to Ukiah

Capital Alternatives

- Vehicle Replacement
- Passenger Amenities
- Meeting Zero Emission Vehicle Requirements
- Card Readers for BLRTS

Fares and Funding Considerations

- Review of Fare Structure
- Renegotiating Jack Pass
- Sources of Transit Funding
- Partnerships

Marketing Strategies

- Making Transit Attractive
- Information
- Gatekeepers



Stay Involved!

- Check the HCAOG website for updates and study reports
- Sign up to receive an invitation to the next workshop
- Spread the word!

Contact Selena McKinney of LSC Transportation Consultants, Inc. for more information at Selena@lsctrans.com

