

# Humboldt County Transit Development Plan

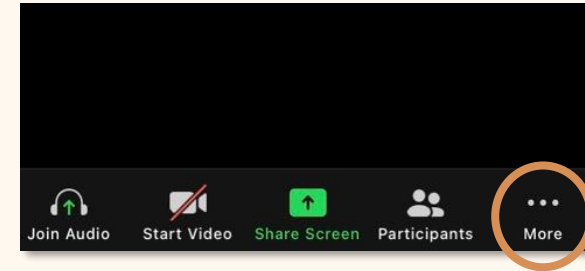
## Presentation of Alternatives



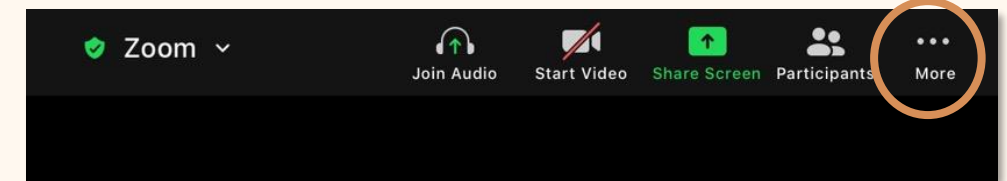
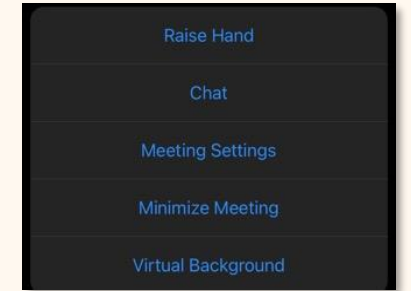


# How to Participate

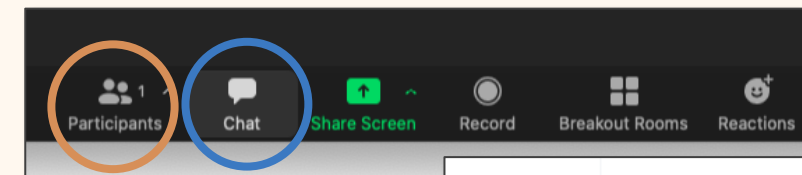
- Please stay muted to limit background noise.
- If you are attending via Zoom, add questions or comments to the chat box.
- If you are attending in-person, please let HCAOG staff know you have a question.
- A recording of this meeting will be posted to the HCAOG website.



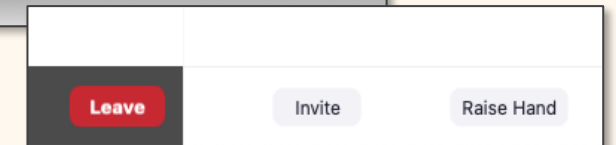
Phone



Tablet

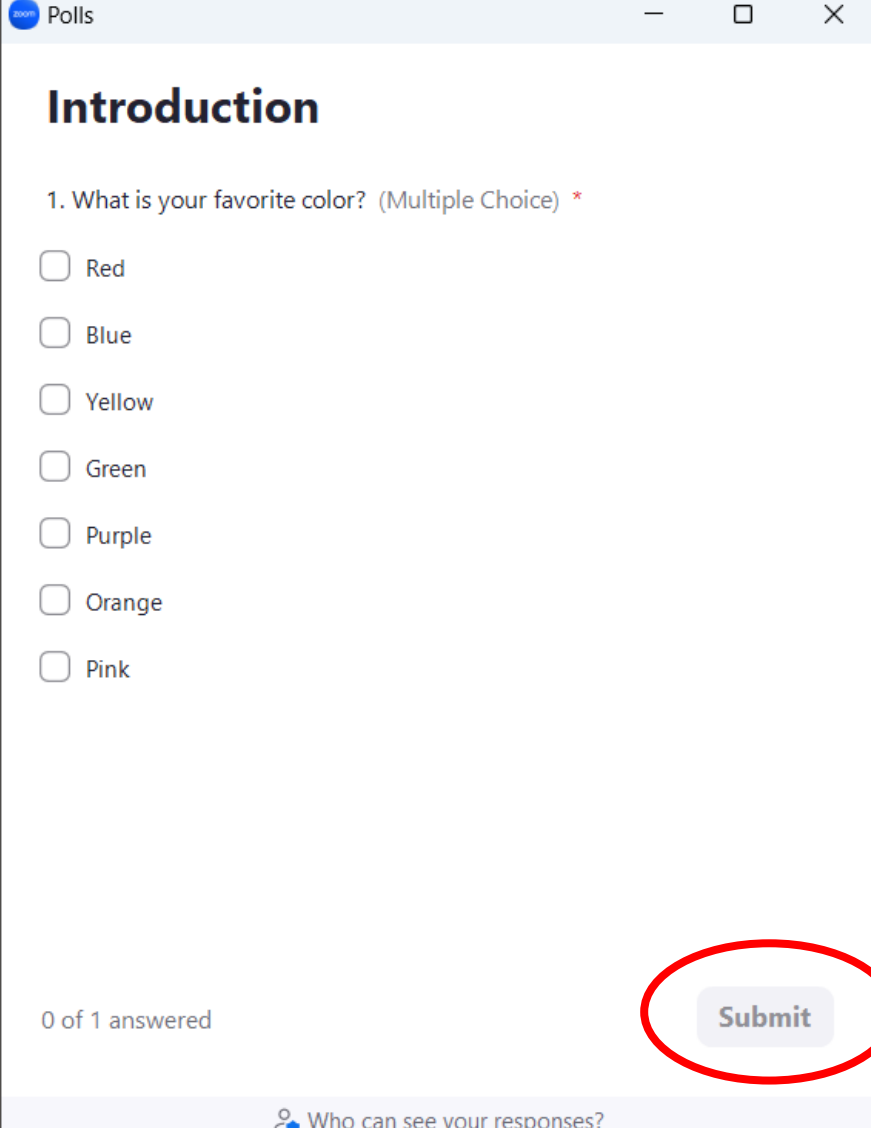


Computer



# How to Poll

- Live polls will pop up on the screen throughout the presentation
- If you are attending via Zoom, please click all options that apply for each question, then click "Submit."
- If you are attending in-person, either indicate to HCAOG staff your answers or answer the polls by hand on the available worksheets.
- All input from this presentation will be considered!



The screenshot shows a Zoom poll window titled "Polls". The poll question is "1. What is your favorite color? (Multiple Choice) \*". The options are Red, Blue, Yellow, Green, Purple, Orange, and Pink. A "Submit" button is circled in red. At the bottom left, it says "0 of 1 answered". At the bottom right, there is a link "Who can see your responses?".



# Agenda

Introductions

Project Review

Potential Service Improvements

Live Polls

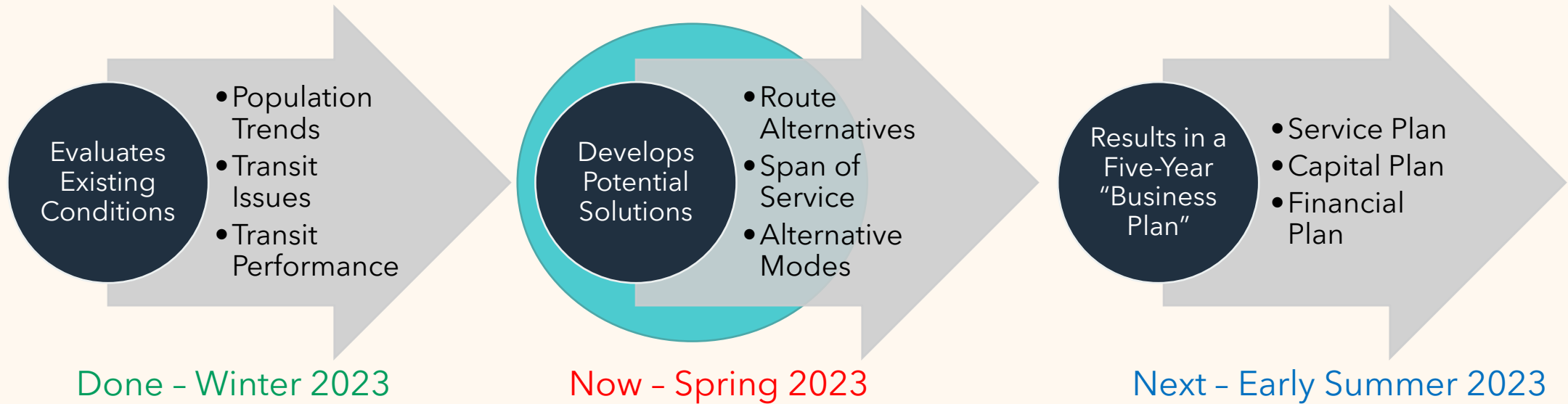
Capital, Fare, Marketing

Questions and Answers

Stay Involved - Next Steps



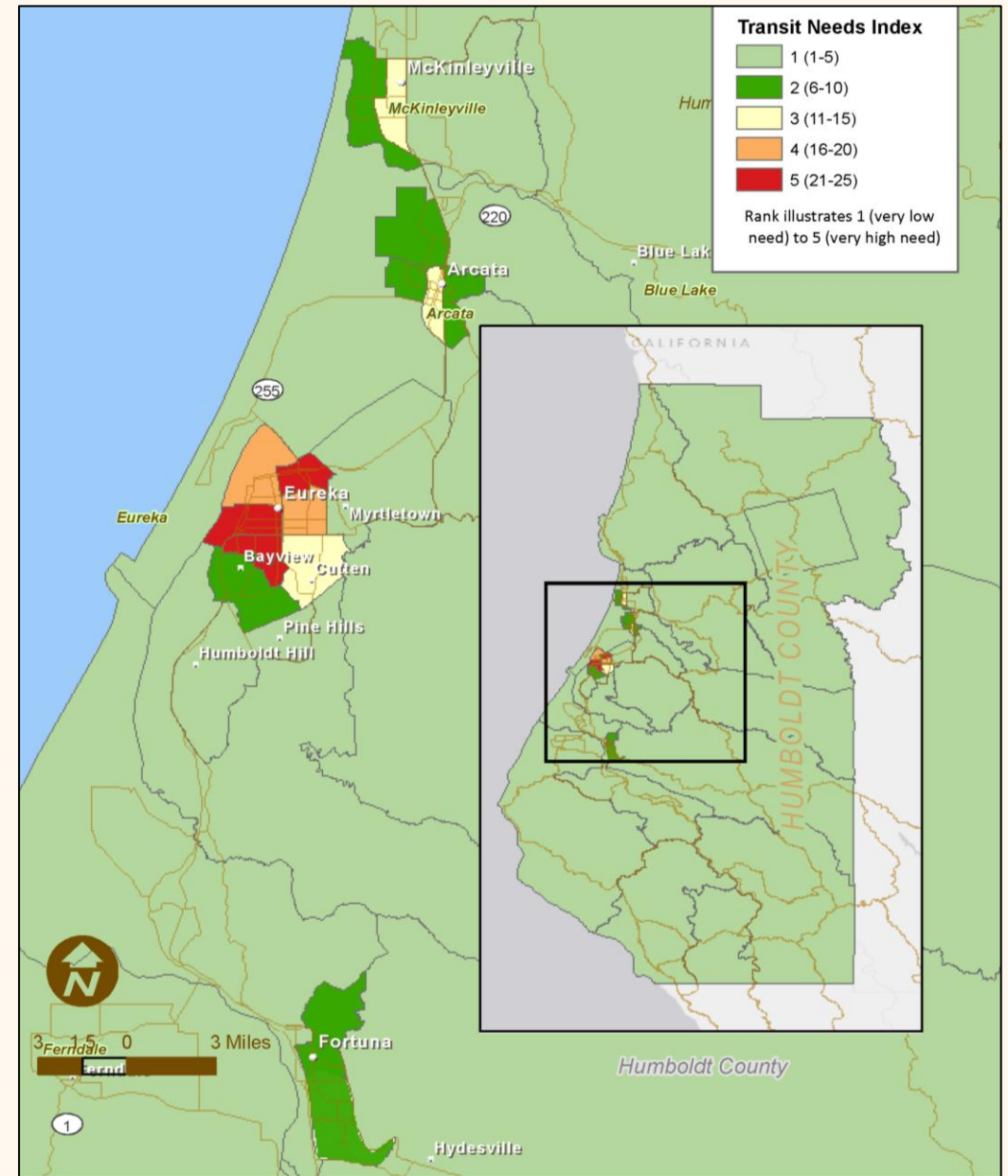
# What is a Transit Development Plan?





# Population Trends

- Most growth from 2005 - 2020 was concentrated in Arcata, Fortuna, & McKinleyville.
- Cal Poly Humboldt is expanding.
- Humboldt County has a higher proportion of elderly, persons with disabilities, and persons in poverty compared to the rest of California.
- Transit Needs Index:
  - Areas in red and orange have greater need
  - Most of the red areas are already served by some level of transit





# 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.

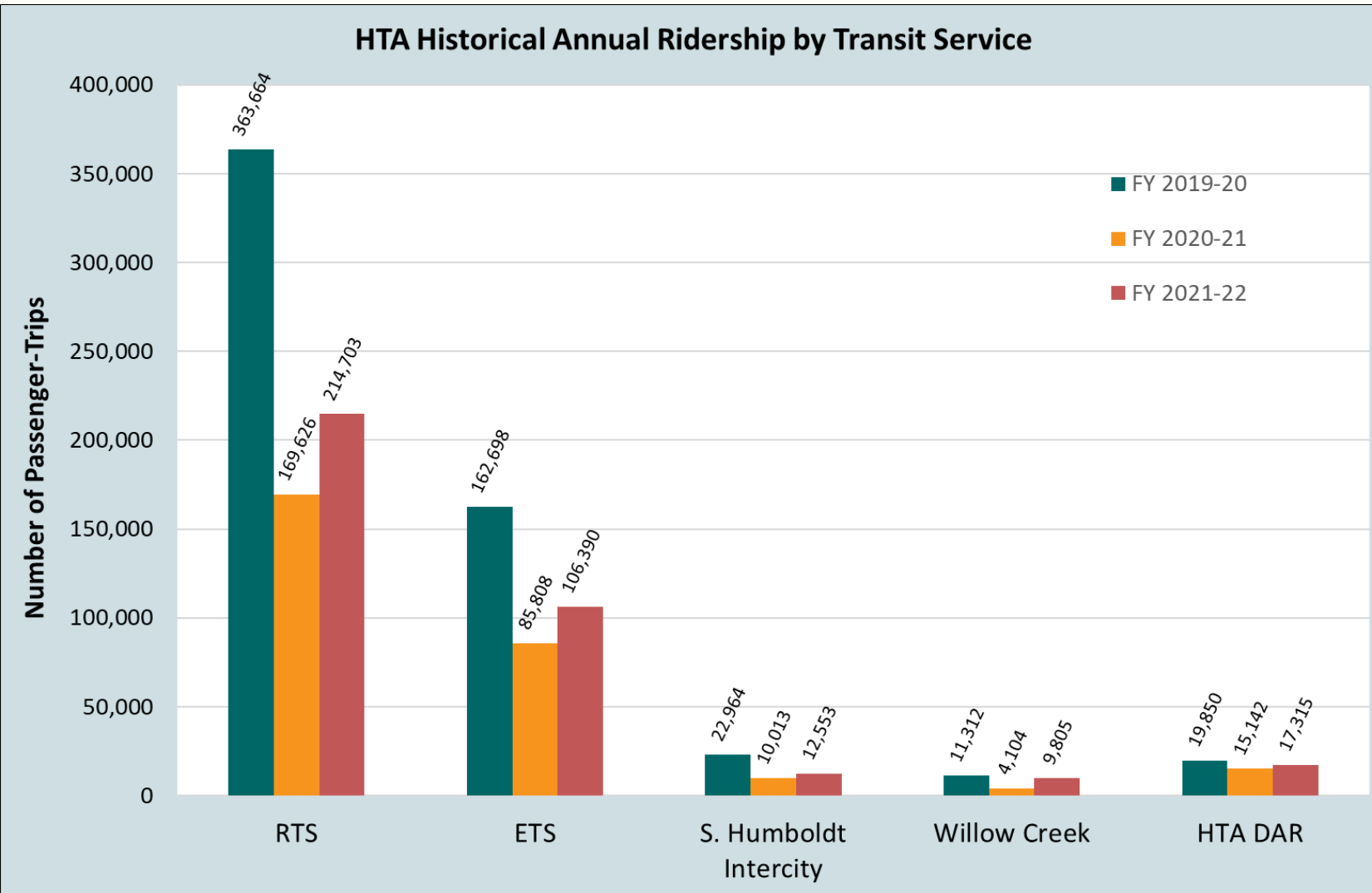
## Fortuna Transit

## Blue Lake Rancheria Transit System (BLRTS)





# HTA Ridership

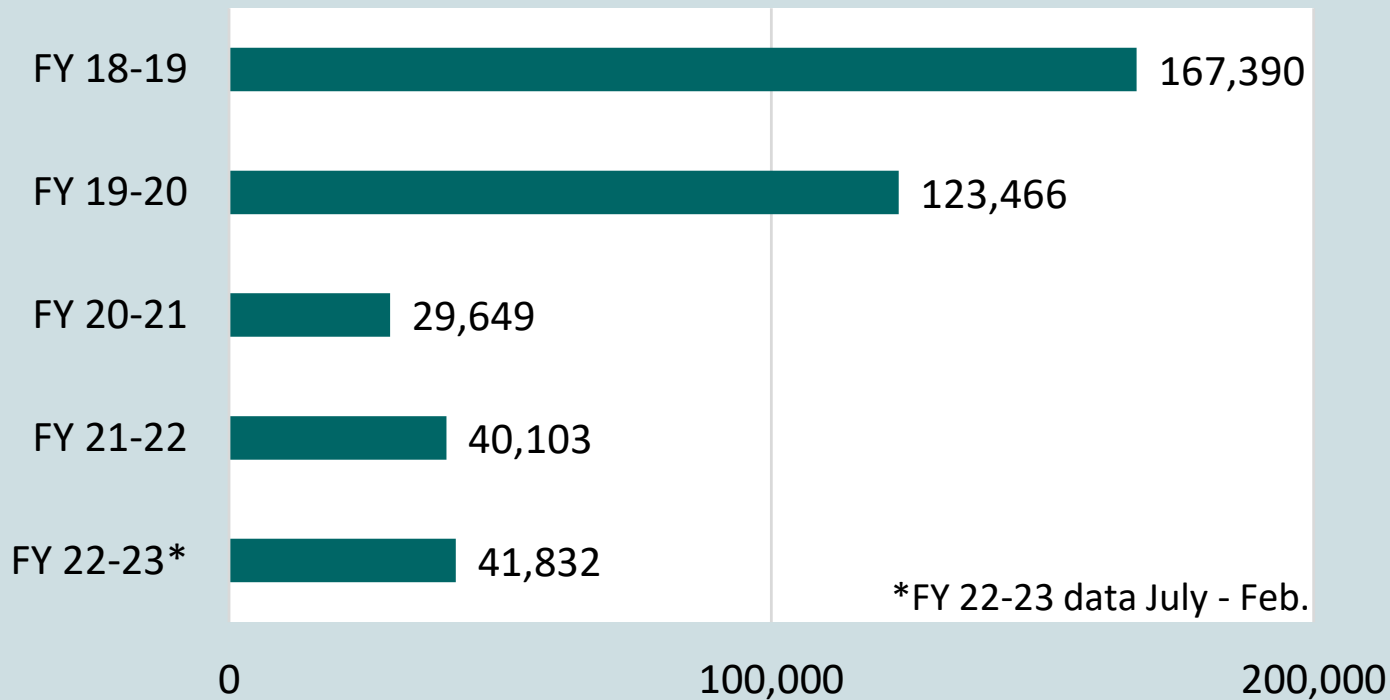


- RTS carries the most passengers, followed by ETS
- During COVID, ridership dropped on all HTA services
- Ridership recovery has continued throughout FY 22-23 and will likely continue



# Other System Ridership

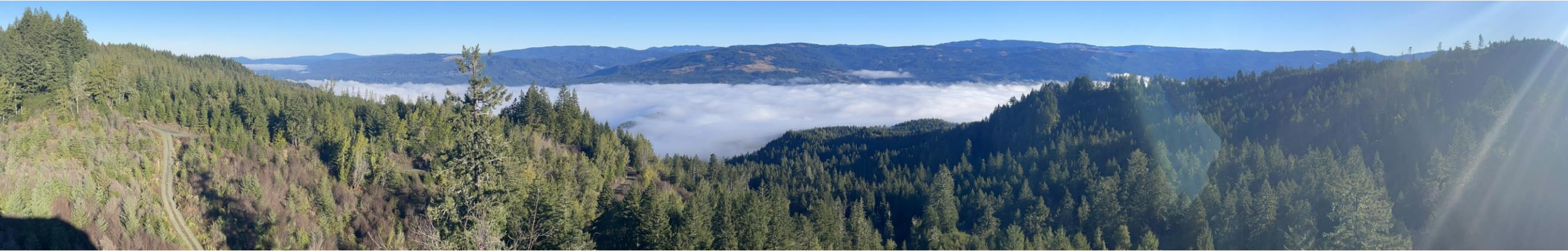
**Arcata & Mad River Transit System (A&MRTS)  
Historical Annual Ridership**



- A&MRTS ridership has been slow due to virtual instruction at CPH, but improving - ridership in 8 months of this year surpassed all of last year
- Fortuna Transit served nearly the 8,000 trips in FY 21-22
- BLRTS completed 5,831 passenger-trips in FY 21-22







# Alternatives Analysis

Service Alternatives

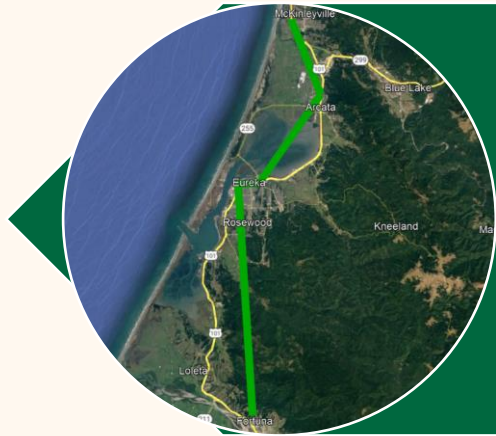
Capital Alternatives

Funding Alternatives

Marketing Strategies



# Redwood Transit System (RTS) Service Alternatives



## RTS Express Service

- \* McKinleyville - College of the Redwoods
- \* Cal Poly - College of the Redwoods
- \* Cal Poly - Eureka

- More ridership per year:
  - McKinleyville - CR : +33,500 boardings
  - Cal Poly - CR : +33,200 boardings
  - Cal Poly - Eureka : +19,900 boardings
- More operating costs per year:
  - McKinleyville - CR : +\$252,000
  - Cal Poly - CR : +\$272,400
  - Cal Poly - Eureka : +\$125,000
- Reduce travel times
- Reduce average wait times
- Would require more buses





# RTS Service Alternatives



## Span of Service

- **Later Saturday service**

- One extra run in each direction - end at 10:20 PM
- +500 passenger-trips/year
- +\$8,500 in operating costs

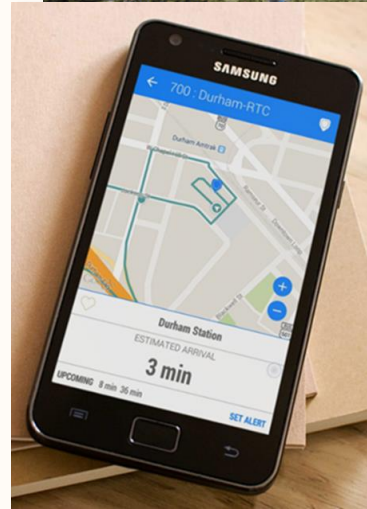
- **Reinstate Sunday Service on RTS Mainline**

- +3,700 passenger-trips/year
- +\$63,100 in operating costs



# Microtransit

- How does it work?
  - Riders use an app on their phone (or call) to request a ride, like Uber or Lyft
  - Available to all, within a specific zone and to/from a transit hub
  - Rides are typically provided within 15-30 minutes of a request
- Microtransit services are successful in other transit systems, such as Napa, Truckee, and Reno





# RTS Service Alternatives

## Microtransit

\*Samoa/Manila Zone

- Schedule
  - Weekdays: 7AM-11AM, 1PM-6PM
  - Saturdays: 12PM-6PM
- Direct service to Downtown Eureka
- Replaces Samoa Transit
- RTS would no longer serve peninsula
- +12,200 passenger-trips
- +\$55,300 operating costs



# RTS Service Alternatives: Performance Analysis

	Annual Ridership	Annual Operating Cost	Passenger-trips per Veh-Hour	
Alternatives Meeting Standard Shown in Green				
RTS Express - McKinleyville-CR	33,500	\$252,100	10.4	\$7.53
RTS Express - Cal Poly-CR	33,200	\$272,400	10.4	\$8.20
RTS Express - Cal Poly-Eureka	19,900	\$125,000	13.3	\$6.28
Later Saturday Service on RTS	500	\$8,500	4.4	\$17.00
Sunday Service	3,700	\$63,100	4.0	\$17.05
Samoa Microtransit Service	12,200	\$55,300	32.9	\$4.53
Recommended Standard			7.5	\$7.00

*Meets standards by reducing costs per passenger more than the standard, or by increasing ridership while decreasing costs.*



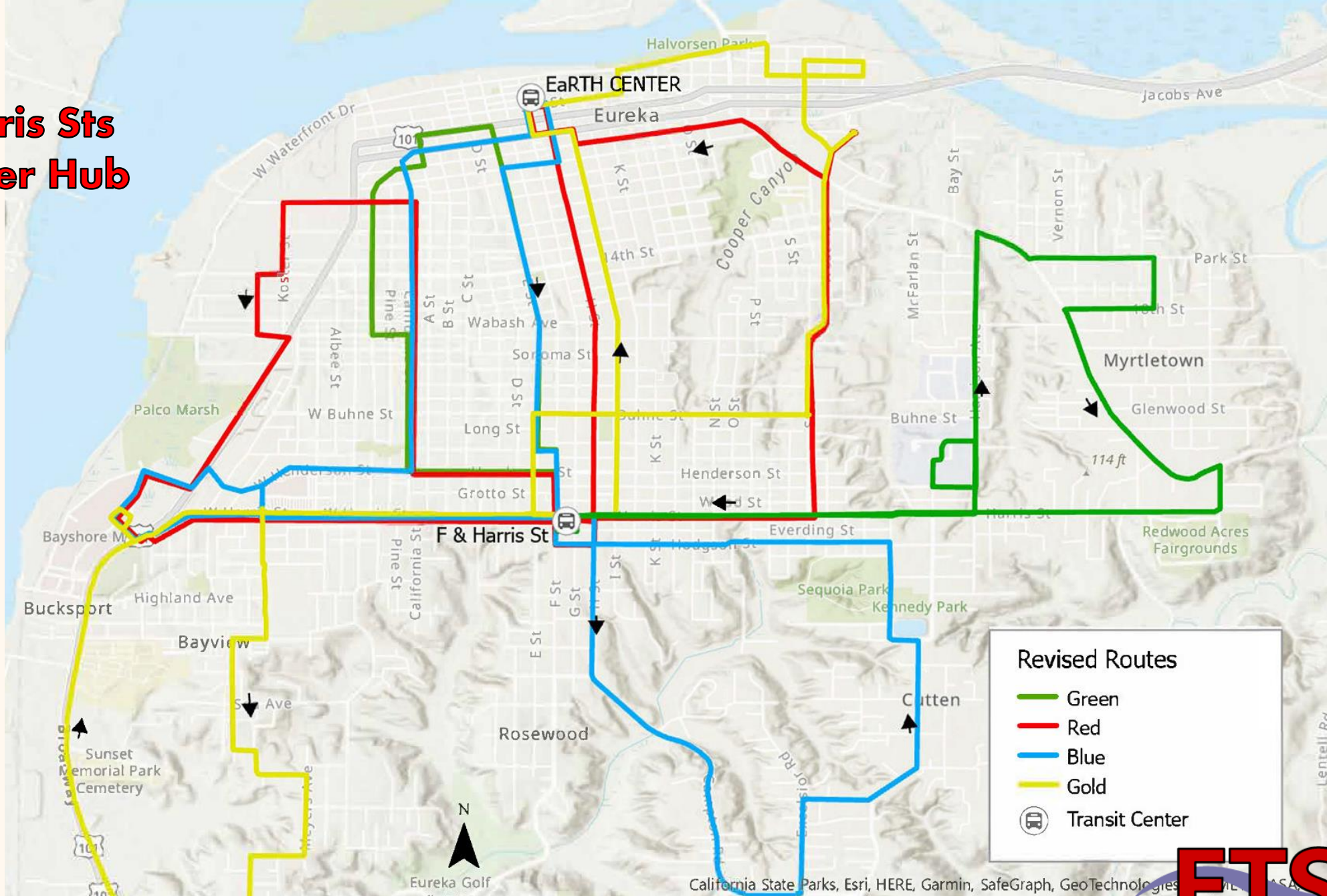
# Eureka Transit Service (ETS) Alternatives



## F & Harris Streets Transfer Hub

- “Hub and Spoke” system
- Easier to make direct transfers
- Would improve service quality:
  - Reduce travel times
  - More frequent service along key corridors
  - More transfers
- +7,500 passenger-trips
- No change to operating costs
  - Same number of buses and hours
- Subsidy savings from additional fares

# F/Harris Sts Transfer Hub



# ETS Alternatives



## EaRTH Center Transfer Hub

- “Hub and Spoke” system
- Easier to make direct transfers
- Would improve service quality slightly:
  - Reduce travel times
  - Varying impacts on trip length
  - Similar number of long trips and frequency to status quo
- +1,300 passenger-trips
- No change to operating costs
  - Same number of buses and hours
- Subsidy savings from additional fares







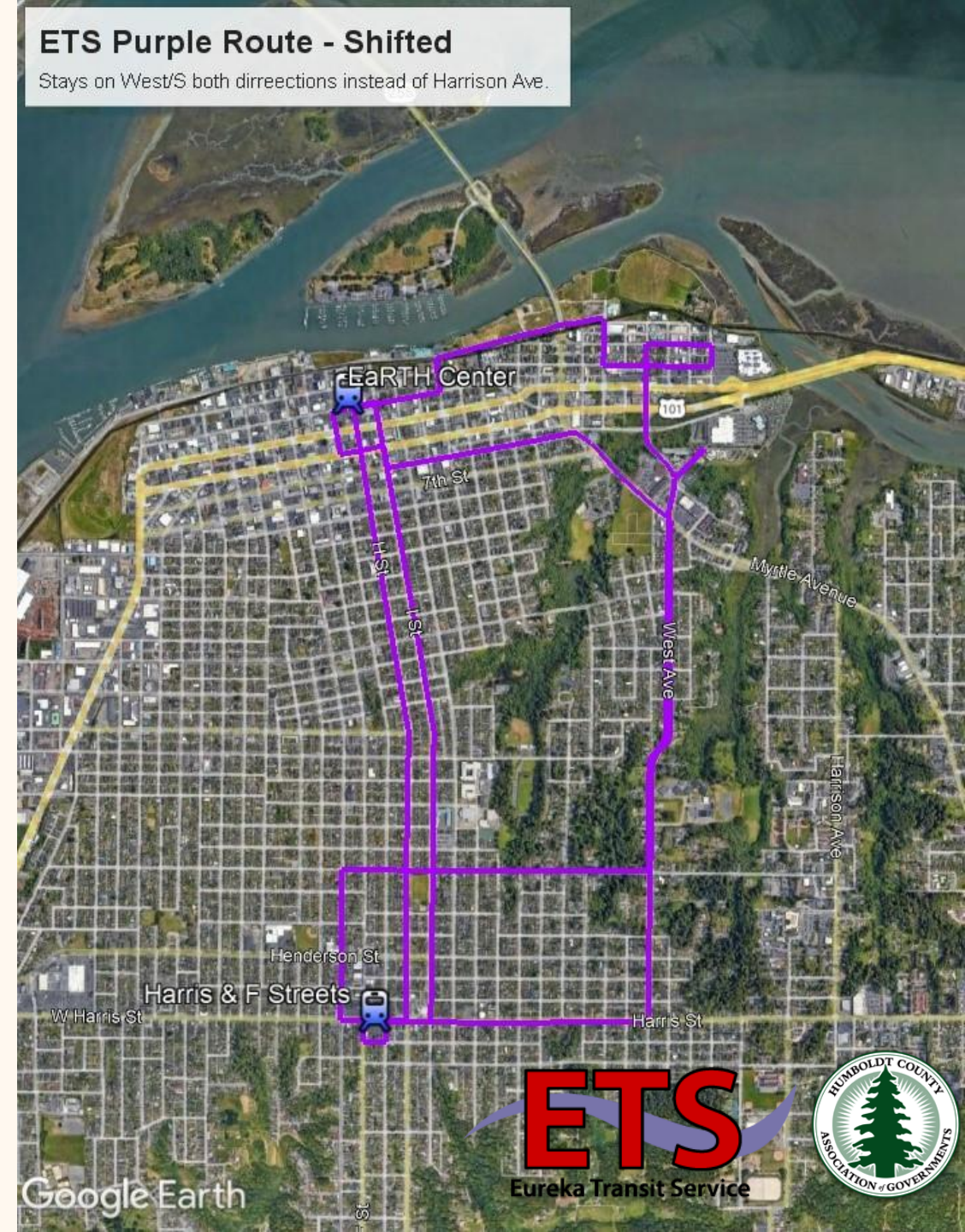
# ETS Alternatives

## Shift Purple Route

- More transfer opportunities
- +900 passenger-trips
- No change to operating costs
  - Same number of buses and hours
- Subsidy savings from additional fares

### ETS Purple Route - Shifted

Stays on West/S both directions instead of Harrison Ave.



# Eureka Transit Service Alternatives

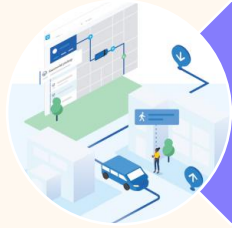


## Span of Service

- **Operate Gold, Purple, Green, and Red until 7 PM weekdays**
  - +2,100 passenger-trips
  - +\$74,500 operating costs
- **Operate Gold and Rainbow until 9 PM weekdays**
  - +3,200 passenger-trips
  - +\$176,700 in operating costs
- **Sunday service on Gold and Rainbow from 10 AM - 3PM**
  - +2,200 passenger-trips
  - +\$64,600 operating costs
- **30-min weekday frequency on Gold and Red from 7:30 AM - 5:30 PM**
  - +15,300 passenger-trips
  - +\$343,900 in operating costs



# Eureka Transit Service Alternatives



## Microtransit

\*City of Eureka

- Service area would include City of Eureka and Myrtle town
- Hours:
  - Weekdays - 7 AM - 6 PM
  - Saturdays - 9 AM - 5 PM
- Fares same as fixed routes
- +25,500 passenger-trips
- +\$534,000 operating costs

# ETS Service Alternatives: Performance Analysis

	Annual Ridership	Annual Operating Cost	Passenger-trips per Veh-Hour	Operating Cost per Passenger Trip
Alternatives Meeting Standard Shown in Green				
Earth Center Hub Scenario	1,300	\$0	NA	\$0.00
F & Harris Street Hub Scenario	7,500	\$0	NA	\$0.00
Shift Purple - Harrison to West/S Streets	900	\$0	NA	\$0.00
Later ETS Gold, Purple, Green, Red to 7 PM Weekdays	2,100	\$74,500	2.1	\$35.48
Expand ETS Gold and Rainbow to 9 PM Weekdays	3,200	\$176,700	2.1	\$55.22
ETS Gold and Rainbow Sundays 10 AM - 3 PM	2,200	\$64,600	3.9	\$29.36
ETS Gold & Red Every 30 Min. 7:30-5:30	15,300	\$372,700	3.0	\$24.36
ETS Microtransit Service	25,500	\$582,000	3.4	\$22.82
Recommended Standard			9.0	\$6.00

*Meets standards by reducing costs per passenger more than the standard, or by increasing ridership while decreasing costs.*

# Other HTA Alternatives

- No changes recommended to Southern Humboldt Intercity Service
- The Redwood Coast Express - Service to Ukiah
  - Modifications will continue before service rolls out
- Willow Creek:
  - Eliminate Saturday service
    - -400 passenger-trips, -\$66,500 operating costs
  - Reduce Saturday service to two roundtrips
    - -50 passenger-trips, -\$12,200 operating costs





# Willow Creek Service Alternatives: Performance Analysis

	Passenger-trips per Veh- Hour	Operating Cost per Passenger Trip
Alternatives Meeting Standard Shown in Green <sup>5</sup>		
Eliminate Saturday Service	-1.0	-\$163.25
Reduce Saturday Service to 2 RTs	-0.5	-\$242.00
Recommended Standard	4.0	\$20.00

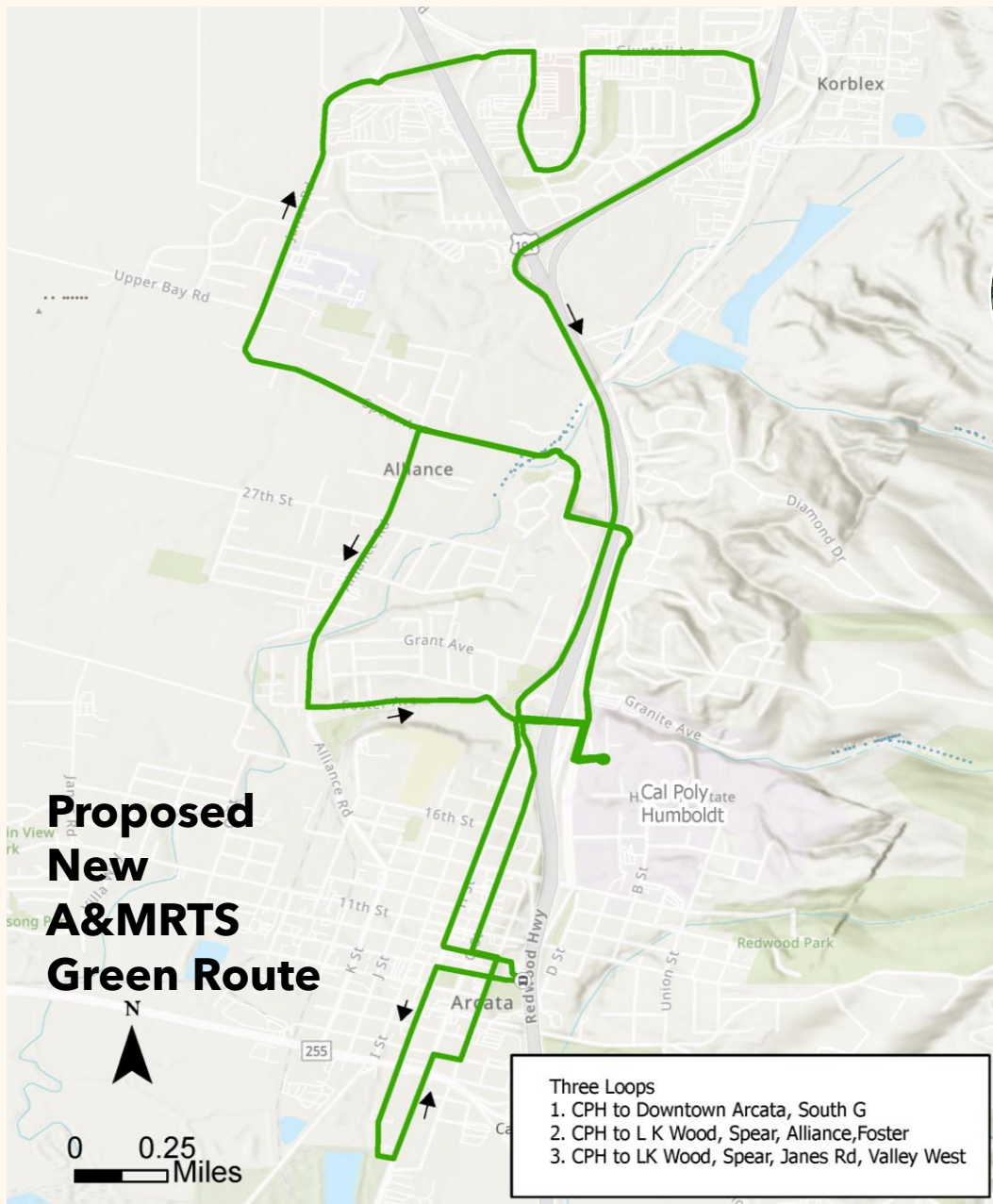
*Meets standards by eliminating services not meeting the existing standards.*

# Arcata & Mad River Transit System Service Alternatives

## Route Realignment

\*Three Routes -New Green Route

- Green Route same hours as Red and Gold
  - +11,800 passenger-trips
  - +\$209,500 operating costs
- Green Route during peak periods only
  - +10,500 passenger-trips
  - +\$146,900 operating costs
- Green Route when CPH in session
  - +9,200 passenger-trips
  - +\$132,000 operating costs



# A&MRTS Service Alternatives



## Span of Service

- **Red & Gold - weekday service til 10 PM when CPH is in session**
  - + 600 passenger-trips
  - +\$19,800 operating costs
- **Red & Gold - M - Sat. from 7 AM - 6 PM when CPH in session / Orange - M - Sat. from 7 AM - 7 PM in summer , 6 - 9 PM during school year**
  - +43,000 passenger-trips
  - +\$144,300 operating costs
- **Orange - Sunday service 9 AM - 5 PM**
  - +2,700 passenger-trips
  - +\$53,400 operating costs
- **Orange - weekday service at 6 AM**
  - + 2,000 passenger-trips
  - +\$20,500 operating costs
- **Red & Gold - weekday service at 6 AM**
  - +3,000 passenger-trips
  - +\$41,000 operating costs
- **Red & Gold - weekday service til 10 PM**
  - +500 passenger-trips
  - +\$102,400 operating costs



# A&MRTS Service Alternatives: Performance Analysis

	Annual Ridership	Annual Operating Cost <sup>1</sup>	Passenger-trips per Veh-Hour	Operating Cost per Passenger Trip
Alternatives Meeting Standard Shown in Green				
New Green Route 7:21 AM to 5:09 PM weekdays	11,800	209,500	4.6	\$17.75
New Green Route 7:21 -11:09 AM & 2:21-5:09 PM	10,500	146,900	5.9	\$13.99
New Green Route - While CPH in Session	9,200	132,000	5.8	\$14.35
Start Weekday Service at 6:00 AM (Orange Route)	2,000	20,500	7.9	\$10.25
Start Weekday Service at 6:00 AM (Red & Gold)	3,000	41,000	5.9	\$13.67
Operate Red & Gold til 10:00 PM Weekdays Year round	500	102,400	0.4	\$204.80
Operate Red & Gold til 10:00 PM Weekdays in Session	600	19,800	1.8	\$33.00
Red & Gold In-Session, Orange Out of Session, Sat, Eves	43,400	144,300	28.6	\$3.32
Sunday Service - Orange Route	2,700	53,400	6.5	\$19.78
Recommended Standard			10.0	\$6.00

*Meets standards by reducing costs per passenger more than the standard, or by increasing ridership while decreasing costs.*

# Fortuna Transit Alternatives



## Microtransit

\*City of Fortuna

- Microtransit within the City from 8 AM - 5 PM, allowing transfers to RTS
- Co-mingled with Dial-a-Ride
- +6,800 passenger-trips, +\$159,600 operating costs



## General Public Dial-a-Ride

- Open current system to general public (8 AM - 5 PM)
- +8,600 passenger-trips, +\$121,100 operating costs



CITY OF  
**FORTUNA CA**

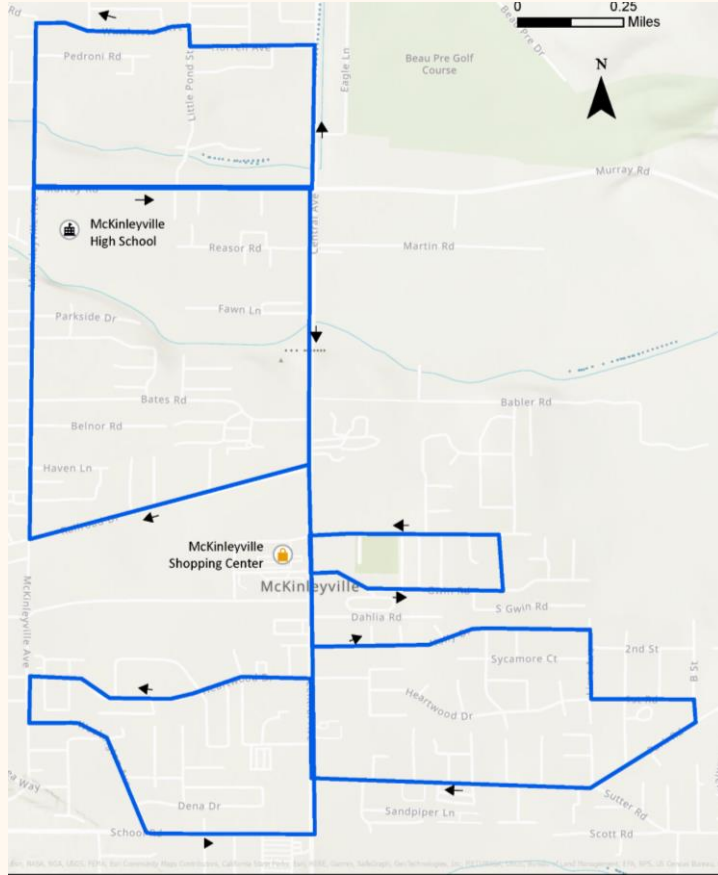


# McKinleyville Alternatives



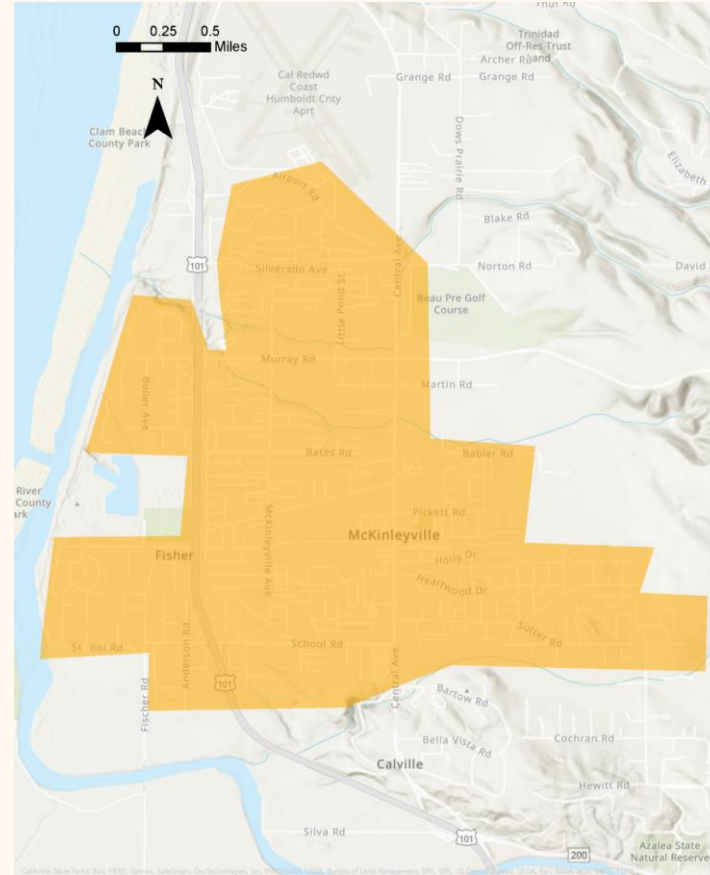
## Fixed Route

- Hourly route from 7 AM - 6 PM Weekdays, 9 AM - 4 PM Saturdays
- +19,000 passenger-trips
- +\$197,900 operating costs



## Microtransit

- 7 AM - 6 PM Weekdays, 9 AM - 4 PM Saturdays
- +10,400 passenger-trips
- +\$215,300 operating costs





## Fortuna Transit Alternatives: Performance Analysis

Fortuna Service Alternatives Performance Analysis	Passenger-trips per Veh- Hour	Operating Cost per Passenger Trip
Alternatives Meeting Standard Shown in Green		
General Public Microtransit (Weekdays 8:00 AM-5:00 PM)	5.2	\$21.12
General Public Dial-a-Ride (Weekdays 8:00 AM-5:00 PM)	6.6	\$11.72
Recommended Standard	9.0	\$7.00

*Meets standards by operating a new service at a cost-per-passenger below the standard.*

## McKinleyville Alternatives: Performance Analysis

McKinleyville Service Alternatives Performance Analysis	Passenger-trips per Veh- Hour	Operating Cost per Passenger Trip
(No performance standards have been identified)		
McKinleyville Local Route	5.9	\$10.42
Microtransit	3.3	\$20.70

*No performance standards for McKinleyville at this time.*

# Vehicle Replacement

## New vehicles

- # will depend on service alternatives
- Replacement plan based on “Useful Life Benchmark” ...
- Innovative Clean Transit Regulation goes into effect 2026



# Vehicle Replacement

**In the next five years each agency needs to replace....**

- **HTA**
  - 14 fixed route buses and 8 paratransit vehicles
- **ETS**
  - 5 fixed route buses
- **A&MRTS**
  - 2 fixed route buses and 2 cutaways
- **Fortuna Transit**
  - 3 paratransit vehicles
- **BLRTS**
  - 1 fixed route bus and 1 shuttle





# Facility/Technology Options

- Improvements to HTA Operations & Maintenance Facility
- HTA Satellite Office in Redway
- Park-and-Ride Lots: College of the Redwoods, Bayshore Mill, old mill site in Fortuna, Bear River Casino
- HCAOG develop a Bus Passenger Facilities Plan
- Bike racks and lockers in Eureka
- McKinleyville Transit Hub
- EaRTH Center
- New fareboxes for BLRTS
- Zero-emissions vehicle charging



# Fare Recommendations

## Key Goals of Fare Strategy

- ✓ Keep services affordable
- ✓ Attract new riders (students!)
- ✓ Simplify fares and make it easy to understand
- ✓ Make payment and collection effective and efficient

## Recent & Upcoming Changes

- ✓ **The Regional Pass** - \$50 for 31 days on RTS, ETS, A&MRTS, SHI and WC
- ✓ **Credit card readers** - Now on HTA, passengers can pay \$2 to ride any service up to 2 hours.
- ✓ **Token Transit** can be validated on RTS, ETS, A&MRTS, SHI and WC
- ✓ HTA working to give Fortuna Transit and BLRS credit card readers as well
- ✓ Passengers will pay a **maximum \$20 per week and \$50 per month** on HTA services.



# Marketing

## Strategies include...

- **Outreach campaigns about new happenings**
- **Partnering with local organizations (Cal Poly, CR, environmental orgs.)**
- **Establishing and maintaining social media**
- **Conducting promotional events**

✓ **Objective 1:** Maintain a loyal community of existing riders and encourage new riders to try Humboldt County transit

✓ **Objective 2:** Establish an image of Humboldt County public transit as being easy, reliable, and affordable, with the ability to benefit the entire community and region.





# Questions and Answers



# Stay Involved!

- Check the HCAOG website for updates and study reports
- Spread the word!

Contact Claire Hutchinson of LSC Transportation Consultants, Inc. for more information at [Claire@lsctrans.com](mailto:Claire@lsctrans.com)

