



MOBILITY ON DEMAND

STRATEGIC PLAN DEVELOPMENT

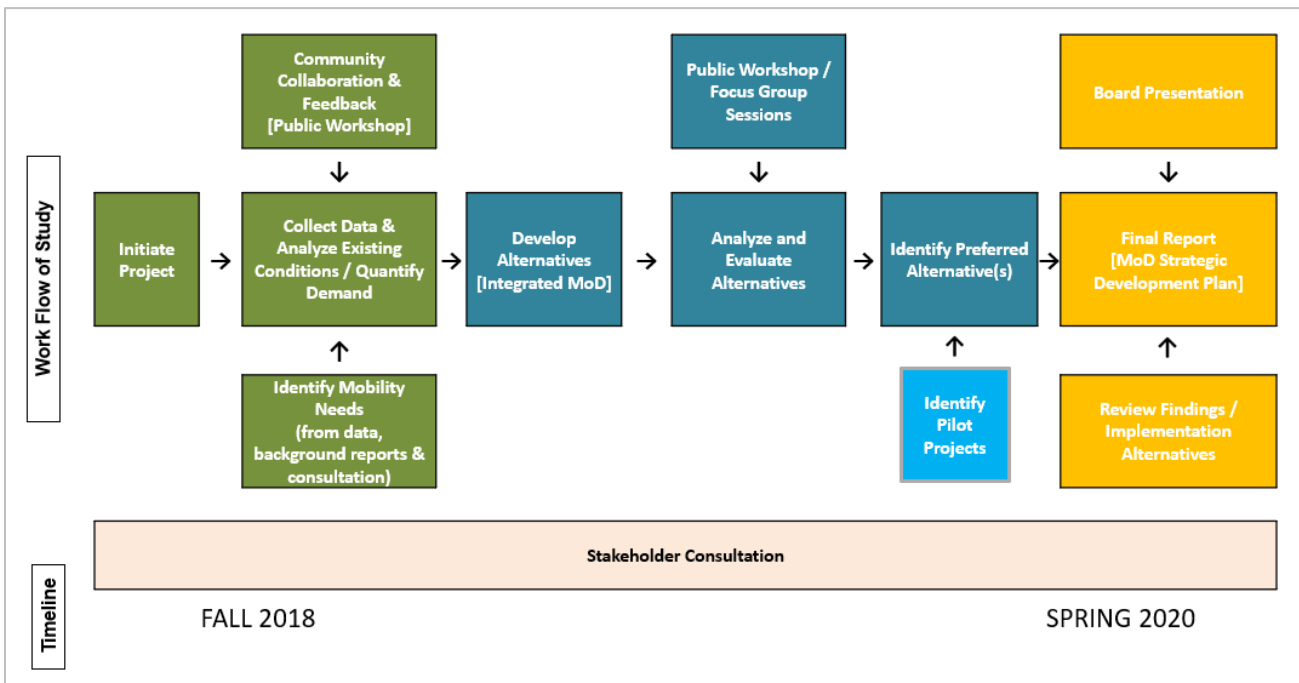
Project Background

Project goal: To provide equitable access to mobility options. The overriding goal is to build Humboldt’s transportation network to provide affordable and accessible mobility solutions for all travelers. The goal is to provide equitable access to mobility options, working conscientiously towards equitable shares for underserved populations in Humboldt’s rural setting, especially older adults, people with disabilities, people with fixed/limited incomes, and residents living and working in more remote locales without beneficial access to public transit.

To best meet the transportation and mobility needs of residents and visitors, we aim to develop a shared vision of what “mobility on demand” can look like in Humboldt County.

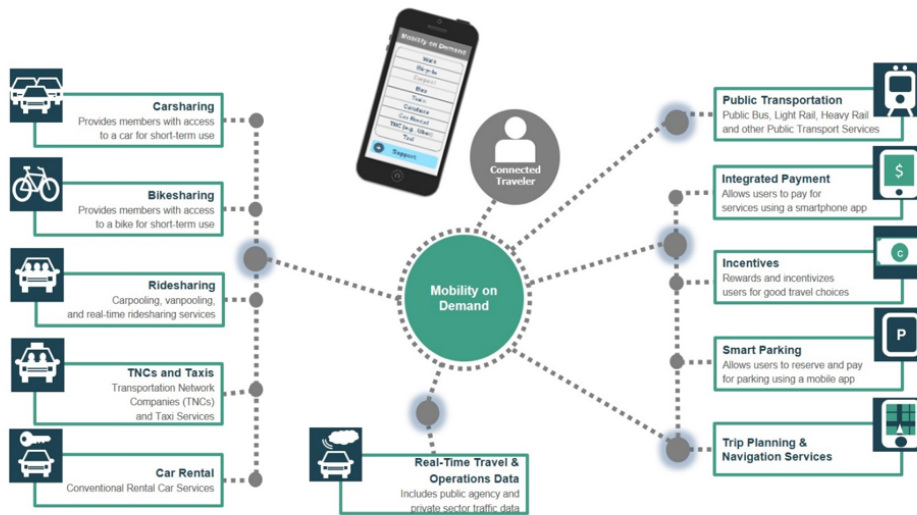
This project will study how we can leverage alternative service-delivery modes, and demand-responsive technology, as a means to increase transportation mobility. If successfully deployed, on-demand modes could help customers address:

- short trips to connect to/from transit stops/stations of up to several miles;
- short trips to nearby common destinations (health/medical, recreational, commercial, educational, employment, etc.),
- geographic gaps in existing service;
- time gaps in existing service;
- service within low-density, dispersed areas; and
- first/last mile transportation to/from destinations not along a main transportation corridor.





HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS
MOBILITY-ON-DEMAND STRATEGIC DEVELOPMENT PLAN



U.S. Department of Transportation
 ITS Joint Program Office | Federal Transit Administration | Federal Highway Administration

Supporting this project: In addition to stakeholders’ input and direction, three of HCAOG’s standing committees will advise and coordinate with project staff:

- **Service Coordination Committee** – The SCC is comprised of transit operators and agencies that are directly involved with transportation services in Humboldt County (e.g. HSU, College of the Redwoods, and Caltrans District 1).
- **Social Service Transportation Advisory Council** – The SSTAC fulfills federal law (and local policy) for assessing transit needs in Humboldt County, focusing on riders’ needs and would-be riders’ needs. The SSTAC is comprised of transit operators and social service agencies with client bases with transportation needs.
- **Technical Advisory Committee** – The TAC is comprised of professionals representing City, County, and Tribal governments, predominantly from Public Works/Engineering and Transportation or Planning Departments. The TAC has a broader focus than the SCC and SSTAC (transit), including road and bridges infrastructure and education programs..



Stakeholder input is needed...

Key Considerations

- Problem identification – what is working and what is not? *Where is service? Who has access, who doesn't?*
- What are the County’s unmet mobility needs?
- What are the key local and regional origins & destinations? *Job centers? Shopping? Schools? Medical services?*
- What are the critical markets in Humboldt? *Employees? Youth? Seniors? Commuters?*
- What kind of service is justified, and viable, for Humboldt? For urban and rural areas?
- What are future service requirements (including transit connectivity)?
- What does the community want?

HCAOG: The Humboldt County Association of Governments is the designated Regional Transportation Planning Agency (RTPA), which has duties under federal and state law. RTPAs are responsible for developing regional transportation plans and programs in a cooperative, continuous, and comprehensive planning process. Member agencies are the seven incorporated cities (Arcata, Blue Lake, Eureka, Ferndale, Fortuna, Rio Dell, Trinidad) and the County of Humboldt.

Please check out HCAOG’s homepage for study updates. www.hcaog.net

