



November 19, 2018



## HCAOG

Regional Transportation  
Planning Agency

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Dear Transportation Stakeholder/Enthusiast,

I would like to invite you to join HCAOG and other community stakeholders as we endeavor to define a shared vision for what “mobility on demand” can look like in Humboldt’s not-too-distant future. Are you interested in public transportation? Are you familiar with ride-hailing apps like Uber or Lyft? Are you curious about carshare? Have you heard the buzz about dockless bikes? Are you opinionated about e-scooters? Could a microbus provide public transit in your neighborhood? Should we be able to use a smart phone to do everything, everywhere, all the time?

These are some of the questions/answers that will help define what “on-demand” transportation options might look like in Humboldt. HCAOG seeks to develop a strategic plan based on meaningful stakeholder engagement and visioning, as well as an astute assessment of how well new technology and business models will serve (or not) this rural area.

HCAOG and our stakeholders, with help from experts in the field, will assess the feasibility of technology-enabled transportation options. With that knowledge, we can pick top alternatives, and then develop the most workable, phased approach for reaching goals. In short, this will create a regional “**Mobility-on-Demand Strategic Development Plan.**”

On **Thursday, December 6, from 10 am to noon**, we will have a meeting to discuss and **outline stakeholders’ shared vision**, describe the project scope, and meet stakeholders. This will be a joint meeting of HCAOG’s SSTAC and SCC committees (described on project factsheet, attached). Alternatively, we will have the same (but shorter) meeting as part of the regularly-scheduled TAC meeting at 2:30 p.m. on the same day. Both meetings will be held at the HCAOG office. I hope you will be able to attend (either) if you are interested.

There will be multiple and continuous opportunities to participate. You can choose to attend meetings and be actively engaged, or you can opt to just be informed (and reply as you want). If you want to participate, please let me know ([oonasmith@hcaog.net](mailto:oonasmith@hcaog.net) or (707) 444-8208).

Best regards,

Oona Smith  
Senior Planner

P.S. RSVP for **Thursday, December 6, 10 a.m. to noon** (or alternative meeting at 2:30 p.m.) is helpful yet not required. Location: HCAOG Board Room, 611 I Street, Suite B, Eureka. (707) 444-8208