

Humboldt County Coordinated Public Transit –
Human Services Transportation Plan
2013 Update

Adopted December 2013



HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS
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RESOLUTION 13-27

**HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS
RESOLUTION ADOPTING THE HUMBOLDT COUNTY COORDINATED PUBLIC
TRANSIT-HUMAN SERVICES TRANSPORTATION PLAN 2013 UPDATE**

WHEREAS, the Humboldt County Association of Governments (HCAOG) is the regional transportation planning agency for Humboldt County pursuant to California Government Code 6500 *et seq.*; and

WHEREAS, transportation legislation *Moving Ahead for Progress in the 21st Century Act* (MAP-21) requires that projects funded through the Enhanced Mobility of Seniors and Individuals with Disabilities Program be included in a locally developed coordinated plan; and

WHEREAS, HCAOG has dedicated significant resources toward planning efforts that have focused on the transportation needs of seniors and individuals with disabilities in Humboldt County; and

WHEREAS, HCAOG has completed the Humboldt County Coordinated Public Transit-Human Services Transportation Plan 2013 Update; and

WHEREAS, the California Legislature enacted the Social Service Transportation Improvement Act (Chapter 1120, Statutes of 1979) with the intent to improve transportation service required by social service recipients; and

WHEREAS, the Coordinated Public Transit-Human Services Transportation Plan 2013 Update revises the prior coordinated plan to include revised transportation funding information, new demographic data, summarizes progress made since 2008, identifies current service gaps, unmet transit needs, and provides an implementation plan for the prioritized recommended strategies/projects.

NOW, THEREFORE, BE IT RESOLVED that the Humboldt County Association of Governments hereby approves the Coordinated Public Transit-Human Services Transportation Plan 2013 Update for Humboldt County and authorizes the Executive Director of HCAOG to forward the Plan to the Federal Transit Administration and such agencies as may be appropriate.

PASSED AND ADOPTED by the Humboldt County Association of Governments, in the County of Humboldt, State of California, this 19th day of December 2013, by the following vote:

AYES: MEMBERS: Ornelas, Strehl, Sundberg, West, Johnson, Mierzwa

NOES: MEMBERS: none

ABSENT: MEMBERS: Schapiro

ABSTAIN: MEMBERS: none

Attest:



Siana Watts
HCAOG Executive Assistant



Susan Ornelas
HCAOG Chair

Table of Contents

1.	Introduction	1
	Purpose of the Plan.....	1
	Update Approach	1
	Funding Public Transportation in Rural California.....	3
2.	Demographics Profile	23
	Description and Demographic Summary	23
3.	Existing Public Transit Service and Social Service Transportation Providers	25
	Regional Transit System	25
	Public Transit Operators	25
	Private Transit Providers	27
	Social Service Transit Providers	29
	Interregional Transit	31
	Coordination of Services	32
	Barriers to Coordination.....	33
4.	Progress Since 2008	44
	Highest Ranked Strategies and Five Year Progress	44
5.	Service Gaps and Unmet Transportation Needs	49
	Key Origins and Destinations	49
	Gaps and Unmet Transit Needs	49
6.	Identification of Strategies and Evaluation	53
	Public Workshops	53
	Evaluation Criteria.....	54
	Identification of Strategies	54
	Prioritization of Strategies/Projects	58
7.	Implementation Plan for Recommended Strategies	59
	Implementation Steps for High Priority Strategies	59
	Summary and Next Steps	66

List of Tables

Table 1-1 Estimated Section 5310 Funding for California Rural Areas.....	5
Table 1-2 Transportation Funding Matrix	9
Table 2-1 Basic Population Characteristics	24
Table 2-2 Population Projections for Persons aged 65 and Over.....	24
Table 3-1 Transportation Provider Inventory	38
Table 6-1 Identified Needs and Strategies/Projects	55
Table 6-2 Prioritized Strategies/Projects	58

List of Figures

Figure 3-1 Regional Public Transit Maps and Schedules.....	35
Appendix A: Public Workshop Materials	67
Workshop Press Release	68
Workshop Public Invitation to Attend Community Workshops.....	69

Chapter 1. Introduction

PURPOSE OF THE PLAN

The Humboldt County 2013 Coordinated Public Transit-Human Services Transportation Plan (“Coordinated Plan”) is a planning document that identifies the transportation needs of seniors and individuals with disabilities and prioritizes strategies and projects to help meet their local transportation needs.

Under its authority as the Regional Transportation Planning Agency for Humboldt County, the Humboldt County Association of Governments (HCAOG) is required to update the Coordinated Plan every five years. The previous Coordinated Plan was approved in 2008.

Federal transit law, as amended by Moving Ahead for Progress in the 21st Century (MAP-21), requires that projects selected for funding under the Federal Transit Administration’s (FTA’s) Enhanced Mobility for Seniors and Individuals with Disabilities Program (referred to as Section 5310) be included in a locally developed Coordinated Plan. The Plan must be developed through a process that includes representatives of public, private, and non-profit transportation and human services providers and participation by members of the public.

The four required elements are:

1. An assessment of available services and current transportation providers (public, private, and non-profit);
2. An assessment of transportation needs for seniors and persons with disabilities. This assessment can be based on the experiences and perceptions of the planning partners or on more sophisticated data collection efforts, and gaps in service;
3. Strategies, activities, and/or projects to address the identified gaps between current services and needs, as well as opportunities to achieve efficiencies in service delivery; and
4. Priorities for implementation based on resources (from multiple program sources), time, and feasibility for implementing specific strategies and/or activities.

UPDATE APPROACH

Demographic Profile

A profile of Humboldt County was updated using US Census data, projections from the California Department of Finance, and American Community Survey. This step establishes the framework for the target populations subject to this plan. The demographic profile is in Chapter 2.

Literature Review

HCAOG conducted a literature review of recently completed—or currently underway—planning efforts relevant to the Coordinated Plan. The purpose of this literature review is to learn about other planning activities in Humboldt County and to identify major transportation issues to include in the Coordinated Plan. The following documents were reviewed in preparation of this update:

Transportation Development Act Unmet Transit Needs Reports of Findings for Humboldt County; Report Years FY 2008-09, 2009-10, 2010-11, 2011-12, and 2012-13

These reports summarize findings from public hearings held by HCAOG and its member agencies, as well as comments received from the public. The reports document unmet transit needs and has served in part to inform the needs assessment for this report.

Stakeholder Involvement and Public Outreach

MAP-21 requires that stakeholders, seniors, and individuals with disabilities must be included in developing and approving the Coordinated Plan. Stakeholder participation was accomplished through attendance at regular Social Service Transportation Advisory Council (SSTAC) and Service Coordination Committee (SCC) public meetings. The SSTAC and SCC committees consist of Humboldt County’s public transit operators and private nonprofit and human service agencies that provide transportation for seniors and individuals with disabilities.

Two public workshops were held in September to solicit comments and suggestions for potential strategies to mitigate the unmet transportation needs. Workshops took place in Garberville and in Eureka, and are described in Chapter 6. Stakeholder interviews were conducted with individuals who could not attend the public meetings or workshops.

NEEDS ASSESSMENT

An important step in completing this plan is identifying service needs or gaps. The needs assessment provides the basis for recognizing where—and how—service needs are to be improved for the target population groups. The needs assessment for this Coordinated Plan was updated by consulting with stakeholders and the SSTAC and SCC. Staff also incorporated information from HCAOG’s recent Unmet Transit Needs Report of Findings.

Identification and Evaluation of Strategies

HCAOG staff made a list of identified unmet transit needs, and suggested an initial set of strategies/projects intended to address gaps and needs. Staff also provided evaluation criteria (same as 2008 Coordinated Plan) to use when ranking the strategies/projects. Chapter 6 presents the results of the evaluation.

Implementation Plan for Recommended Strategies

As a final step for this planning effort, implementation steps for each of the highly ranked strategies were assessed for feasibility. Specifically, this assessment identified:

- Potential lead agency or “champion” with the institutional, operational and fiscal capacity to implement the proposed strategy; and

- Potential funding sources, including potential use of MAP-21 funds and possible sources of required local match.

Chapter 7 discusses the Implementation Plan.

FUNDING PUBLIC TRANSPORTATION IN RURAL CALIFORNIA

Transportation funding in California is complex. Federal and state formula and discretionary programs provide funds for transit and paratransit services. Sales tax revenues are also used for public transit purposes. Transportation funding programs are subject to rules and regulations that dictate how they can be used and applied for (or claimed) through federal, state and regional levels of government. Funds for social service transportation come from a variety of non-traditional transportation funding programs including both public and private sector sources.

Another complexity with federal funding programs is the local match requirements. 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 can be counted toward the local match as long as the value of each is documented and supported.

A review of federal, state and local funding programs for public transit agencies and social service providers is presented in Table 1-2 at the end of this chapter. The table shows funding programs and their purpose, how funds can be used, who is eligible to apply, and other relevant information. More detailed information on funding sources commonly used by public transit agencies in rural counties is described in the following paragraphs.

Funding for public transportation in rural California counties is dependent primarily on two sources of funds: Federal Section 5311 funds intended for rural areas, and TDA funds generated through State of California sales tax revenues. These two funding programs are described below. A brief overview is provided of other funding sources that are available for public transit and social service transportation. This section on funding is not intended to identify all potential funding sources, but rather to identify the major sources of funding for public transit and human service transportation in rural California.

MAP-21 Transportation Legislation

On July 6, 2012, President Obama signed Moving Ahead for Progress in the 21st Century (MAP-21) into law, authorizing the provision of \$21.036 billion in funding for federal transit programs over two years through September 30, 2014.

MAP-21 focuses on improving the efficiency of grant program operations by consolidating certain programs and repealing other programs.¹

What MAP-21 means for FTA grantees:

- Steady and predictable funding.
- Consolidated transit programs for improved efficiency.
- Targeted funding increased, particularly for improving the state of good repair (SGR).
- New reporting requirements.
- Required performance measures for state of good repair (SGR), planning, and safety.

Under MAP-21 federal authorization, the Section 5317 New Freedom program activities were consolidated with the Section 5310 program. The new Section 5310 program, as amended by MAP-21, is entitled the “Enhanced Mobility for Seniors and Individuals with Disabilities Program.”

FTA Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program

The new Section 5310 Program, as amended under MAP-21 consolidates the previous 5310 program (Elderly and Disabled Program) and New Freedom program eligibilities into a single formula based program². The program is intended to enhance mobility for seniors and persons with disabilities by providing funds for programs to serve the special needs of transit-dependent populations beyond the traditional public transportation services and Americans with Disabilities Act (ADA) complementary paratransit services.

Caltrans serves as the designated recipient for these funds for rural and small-urbanized areas of the state. As designated recipient, Caltrans is required to select projects for use of MAP-21 funds through a competitive process, and to certify that projects funded are included in the Coordinated Plan. The funds are apportioned based on each State’s share of the target populations and are apportioned to areas under 200,000, and large urbanized areas (over 200,000).

Projects selected for 5310 funding must be included in a locally developed, coordinated public transit-human services transportation plan. Section 5310 program information is described below³:

Eligible Recipients and Sub-recipients:

- Designated Recipient or a State receiving a grant directly (for all areas over 200,000 in population).

¹ US Department of Transportation Federal Transit Administration Resource Page <http://www.fta.dot.gov/map21/>

² Federal Transit Administration, Enhanced Mobility for Seniors and Individuals with Disabilities: Proposed Circular (July 11, 2013) http://www.fta.dot.gov/images/content_images/FR_NOTICE_Circular_9070.pdf

³ http://www.fta.dot.gov/documents/MAP-21_Fact_Sheet_-_Enhanced_Mobility_of_Seniors_and_Individuals_with_Disabilities.pdf

- Sub-recipients: states or local government authorities (for areas under 200,000 population), private non-profit organizations, or operators of public transportation that receive a grant indirectly through a recipient.

Eligible Projects:

- Capital, Operating, Administration.
- At least 55% 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 (Traditional 5310 Projects).
- The remaining 45% may be used for any other eligible purpose, including capital and operating expenses, and New Freedom-type projects:
 - Public transportation projects that exceed the requirements of the ADA.
 - Public transportation projects that improve access to fixed-route service and decrease reliance by individuals with disabilities on complementary paratransit.
 - Alternatives to public transportation that assist seniors and individuals with disabilities.
- At most, 10 percent is allowed for program administration.

Statewide Funding Formula:

- 60% to designated recipients in urbanized areas with populations over 200,000.
- 20% to states for small urbanized areas (under 200,000 population).
- 20% to states for rural areas.

Funding:

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

The following chart provides an estimate of Section 5310 funding available for rural areas of the State for FY 2013 and 2014.

Table 1-1. Estimated Section 5310 Funding for California Rural Areas

Designated Recipient	Fund Source	FFY 2013 \$ estimate	FFY 2014 \$ estimate
Caltrans	Section 5310 Enhanced Mobility of Seniors & Individuals with Disabilities	50.9 million	51.6 million

As the designated recipient of these funds, Caltrans is responsible to define guidelines, develop application forms and establish selection criteria for a competitive selection process in consultation with its regional partners.

FTA Section 5311 Formula Grant for Rural Areas

The Section 5311 program provides capital, planning, and operating assistance to support public transportation in rural areas with populations less than 50,000, where many residents often rely on public transit to reach their destinations. The Section 5311 program, as amended under MAP-21, combines the 5311 program and Job Access and Reverse Commute (JARC) activities into one program. JARC program goals 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 program information is listed below⁴:

The funds are formula based:

- Rural Formulas:
 - 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 Programs:
 - \$5 million discretionary tribal program.
 - \$25 million tribal formula program for tribes providing transportation.
 - Formula factors are vehicle revenue miles and number of low-income individuals residing on tribal lands.
- Appalachian Development Public Transportation Assistance Formula Program:
 - \$20 million formula program for states in the Appalachian Region.

Eligible Recipients:

- States, 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.
- Subrecipients: States or local government authorities (for areas under 200,000 population), non-profit organizations, or operators of public transportation that receive a grant indirectly through a recipient.

Eligible Projects:

- Planning, capital, operating, job access and reverse commute projects, and the acquisition of public transportation services.

⁴ http://www.fta.dot.gov/documents/MAP-21_Fact_Sheet_-_Formula_Grants_for_Rural_Areas.pdf

Transportation Development Act (TDA)

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

- **LTF** revenues are recurring revenues derived from ¼ cent of the retail sales tax collected statewide. The ¼ cent is distributed to each county according to the amount of tax collected in that county. In counties with a population of less than 500,000 as of the 1970 US Census, TDA funds may be allocated under Article 8 for transit services or for local streets and roads, pedestrian or bicycle projects.

Prior to approving TDA funds for purposes other than public transportation, specialized transportation, or facilities for bicycles and pedestrians, the local transportation planning agency is expected to consult with its local SSTAC and conduct an assessment of transit and determine whether there are unmet transit needs, and whether or not those needs are “reasonable to meet.” Each Regional Transportation Planning Agency (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 sales taxes on gasoline and diesel fuels. STA is allocated annually by the local transportation commissions based on each region’s apportionment. Unlike LTF they may be allocated to other purposes, STA revenues may be used *only* for public transit or transportation services.

Role of Consolidated Transportation Service Agencies (CTSAs)

AB 120 authorized the establishment of CTSAs and recognizes them as direct claimants of Transportation Development Act (TDA) Article 4.5 funds. CTSAs are designated by the RTPAs. Very little guidance exists as to expectations or roles of the CTSAs, but generally CTSAs assist with the coordination of paratransit services.

In Humboldt County, HCAOG has designated the Humboldt Community Access and Resource Center (HCAR) as the CTSA. TDA law requires that any rural county intending to use some of its TDA funds for streets and roads purposes establish a Social Services Transportation Advisory Council (SSTAC). Representatives from the CTSA are required to participate on the SSTAC. The SSTAC plays an active role and meets quarterly or as needed to discuss transportation issues and to advise HCAOG staff and the HCAOG Board.

State Transportation Improvement Program (STIP)

To receive state funding for capital improvement projects, such as new vehicles or other capital equipment, projects must be included in the State Transportation Improvement Program, or STIP. The STIP is a multi-year capital improvement program that includes projects programmed with state funds. Local agencies should work through HCAOG to nominate projects for inclusion in the STIP.

OTHER FUNDING SOURCES

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 advocating on behalf of an estimated 46 million Americans 60 or older, and implementing 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 nutrition and other services offered by the AoA, as well as to medical and other essential services required by an aging population. No funding is specifically designated for transportation. However, 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.

Regional Centers

While Regional Centers are nonprofit private corporations, they were established by state legislation. They receive public funds under contract to the California Department of Developmental Services to provide or coordinate services and support for individuals with developmental disabilities. There are 21 regional centers with more than 40 offices located throughout the state. Transportation is a critical component of Regional Centers because clients need specialized transportation services for traveling to and from sheltered workshops. It is the responsibility of each Regional Center to arrange its client's transportation. Regional Centers are primarily funded with a combination of State General Fund tax dollars and Federal Medicaid funds. The primary contractual relationship is with the State Department of Developmental Services.

Private Foundations

Many small agencies that target low-income populations are eligible for foundation grants. Typically, foundation 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 or a bus bench or shelter near senior citizen housing. These organizations might also pay for trip reimbursement for after school or childcare.

Employers

Employers are sometimes willing to underwrite transportation in order to fill their labor needs. Employers sometimes contribute to transportation programs such as a flex route night bus, a subsidized car-sharing program, or a shuttle or vanpool to their employment site. In Humboldt County, many social service agencies pay for transportation for their clients by buying bus tickets in bulk and handing them out to their clients.

Table 1-2. Transportation Funding Matrix

Program Fund Source	Funding Purpose	Use of Funds	Estimated Fund Amount	Eligible Recipients	Matching Requirements	Comments
Federal Sources						
Transportation Funding						
Federal Transit Administration (FTA) Section 5339 Funds	Capital projects for bus and bus-related facilities	Capital projects only	\$422 million FY 2013; \$427.8 million FY 2014	Designated recipients and states that operate or allocate funding to fixed-route bus operators; Subrecipients: public agencies or private nonprofit organizations engaged in public transportation, including those providing services open to a segment of the general public, as defined by age, disability, or low income.	20% for capital projects	

Program Fund Source	Funding Purpose	Use of Funds	Estimated Fund Amount	Eligible Recipients	Matching Requirements	Comments
FTA Section 5337 Funds	Capital Projects to maintain a system in a state of good repair, including projects to replace and rehabilitate: rolling stock; track; line equipment and structures; signals and communications; power equip and substations; passenger stations and terminals; security equipment and systems; maintenance facilities and equipment; and operational support equipment, including computer hardware and software. Projects must be in a Transit Asset Management Plan.	Capital projects; Development and implementation of a Transit Asset Mgmt. Plan	Formula Based. Two formulas: High Intensity Fixed Guideway and High Intensity Motorbus	Public transit operators	20% for capital projects	A new formula-based State of Good Repair program dedicated to repairing and upgrading the nation’s rail transit systems along with high-intensity motor bus systems that use high-occupancy vehicles lanes, including bus rapid transit (BRT).

Program Fund Source	Funding Purpose	Use of Funds	Estimated Fund Amount	Eligible Recipients	Matching Requirements	Comments
FTA Section 5310 Enhanced Mobility of Seniors & Individuals with Disabilities Program	Enhance mobility for seniors and persons with disabilities by providing funds for programs to serve the special needs of transit-dependent populations beyond traditional public transportation services and ADA complementary paratransit services.	Capital projects; Operating Assistance; Admin	Formula Grant: \$254.8 million in FY 2013; \$258.3 million in FY 2014	Nonprofit agencies, public agencies	20% match for capital projects; 50% match for operating assistance; up to 10% to administer the program, to plan, and to provide technical assistance	Typically, vans or small buses are available to support nonprofit transportation providers. Annual grant cycle. Applications are available at Caltrans website http://www.dot.ca.gov/hq/MassTrans
FTA Section 5311 Formula Grant for Rural Areas	Provide capital, planning, and operating assistance to support public transportation in rural areas with populations less than 50,000, where many residents often rely on public transit to reach their destinations.	Planning, capital, operating, job access and reverse commute projects, and the acquisition of public transportation services	Formula based funding - Apportionment by area \$599.5 million in FY 2013; \$607.8 million in FY 2014.	Public agencies, local governments, tribal governments, nonprofit agencies	20% for capital, 50% operating assistance, 20% for ADA non-fixed-route paratransit service, using up to 10% of a recipient's apportionment.	Funds are distributed on a formula basis to rural counties throughout the country. A portion of 5311 funds (\$30 million) is set aside for a Tribal Transit Program, which provides direct federal grants to Indian tribes to support public transportation on Indian reservations. A portion of 5311 funds (\$20 million) is set aside for the Appalachian Development Public Transportation Assistance Formula Program; and low-income populations in rural areas now incorporated as a formula factor, similar to the repealed Job Access and Reverse Commute (JARC) program.

Program Fund Source	Funding Purpose	Use of Funds	Estimated Fund Amount	Eligible Recipients	Matching Requirements	Comments
FTA Section 5311(f)	Funds public transit projects that serve intercity travel needs in non-urbanized areas.	Capital projects and operations		Public agencies, local governments, tribal governments, nonprofit agencies	50% for operating costs, 80% for capital costs	Projects are awarded on a statewide competitive basis
FTA Section 5312 Research, Development, Demonstration, and Deployment Projects	Support research activities that improve safety, reliability, efficiency, and sustainability of public transportation by investing in the development, testing, and deployment of innovative technologies, materials, and processes; carry out related endeavors; and to support the demonstration and deployment of low-emission and no-emission vehicles to promote clean energy and improve air quality.	Research, Innovation and Development, Demonstration, Deployment and Evaluation	\$70.0 million in FY 2013; \$70,0 million in FY 2014	Fed government agencies, state and local governments, providers of public transportation, private or nonprofit organizations, technical and community colleges, and institutions of higher education.	20% non-fed share match (may be in-kind). Low- or no-emission bus projects and low- or no-emission us facilities projects must comprise 65% and 10% respectively, of the total annual appropriation.	

Program Fund Source	Funding Purpose	Use of Funds	Estimated Fund Amount	Eligible Recipients	Matching Requirements	Comments
FTA Section 5314 Technical Assistance and Standards Development	Provide technical assistance to the public transportation industry and to sponsor the development of voluntary and consensus based standards to more effectively and efficiently provide transit service, as well as support the improved administration of federal transit funds.	Grants for Technical assistance	\$7.0 million in FY 2013; \$7.0 million in FY 2014	Fed government agencies, state DOTs, public transportation agencies, nonprofit and for-profit entities.	20% non-federal share (non-federal share may be in-kind)	
FTA Section 5322 Human Resources and Training	New FTA program, where FTA may make grants or enter into contracts for human resource and workforce development programs as they apply to public transportation activities.		Discretionary Funding	National Transit Institute; legislation contains criteria for eligible recipients for Workforce Development activities.	National Transit Institute fed share is 100%; Transit Workforce Development: 50% non-federal share	

Program Fund Source	Funding Purpose	Use of Funds	Estimated Fund Amount	Eligible Recipients	Matching Requirements	Comments
Health and Human Services Funding						
Title XX Social Services Block Grant (SSBG) (Department of Social Services)	Goals: 1. Reduce dependency, 2. Achieve self-sufficiency, 3. Protect children and families, 4. Reduce institutional care by providing home/community based care, 5. Provide institutional care when other forms of care are not appropriate.			Child Welfare Services, Foster Care, Deaf Access, Community Care Licensing, CDE Child Care, and Department of Developmental Services programs.	Unknown	Grant must be used for one of the goals of SSBG and cannot be used for certain purposes such as the purchase or improvement of land or payment of wages to any individual in social services. These funds are not allocated separately but are used in lieu of state general fund.
Healthy Communities Access Program (HCAP) (Department of Social Services)	Develop/strengthen integrated community health systems that coordinate health care services for individuals who are uninsured or underinsured, such as transportation coordination to improve access to care.			Public and private health care providers as well as social services, local government and other community based organizations.	Unknown	Build upon Federal programs that support entities serving low-income populations in an effort to expand and improve the quality of services for more individuals at a lower cost.
Community Services Block Grant (CSBG) (Department of Community Services & Development)	Assist low-income people in attaining the skills, knowledge, and motivation necessary to achieve self-sufficiency.			Community action agencies, low-income individuals in CA (100% of Federal poverty level).	Unknown	None

Program Fund Source	Funding Purpose	Use of Funds	Estimated Fund Amount	Eligible Recipients	Matching Requirements	Comments
Aging & Disability Resource Center Grant Program - Part of the President's New Freedom Initiative (Dept. of Aging)	Support state efforts to create "one stop" centers to help consumers learn about and access long-term supports ranging from in-home services to nursing facility care.			State of California	Unknown	None
HIV Care Formula Grants (Dept. of Health and Human Services)	Support programs designed to increase access to care and treatment for underserved populations, reduce need for costly inpatient care, reduce prenatal transmission, improve health status of people with HIV. A portion of the funds can be used for transportation.			State, local governments, public and nonprofit private agencies.	Unknown	None
Consolidated Health Center Program (Bureau of Primary Health Care)	Fund health centers that provide primary and preventative health care to diverse underserved populations. Health centers can use funds for center-owned vans, transit vouchers, taxi fare.			Community based organizations including faith-based organizations.	Unknown	None

Program Fund Source	Funding Purpose	Use of Funds	Estimated Fund Amount	Eligible Recipients	Matching Requirements	Comments
Older Americans Act Title III B - Grants for Supportive Services & Senior Centers (Administration on Aging)	Funds are awarded by formula to State units on aging for providing supportive services to older persons, including operation of senior centers. May be used to purchase and/or operate vehicles and funding for mobility management services.	Capital projects and operations.		States and territories, recognized Native American tribes, and Hawaiian Americans as well as non-profit organizations.	Unknown	None
Program for American Indian, Alaskan Native, & Native Hawaiian Elders (Administration on Aging)	This program supports nutrition, information and referral, multipurpose senior centers and other supportive services for American Indian, Alaskan Native and Native Hawaiian elders. Transportation is among the supportive services, including purchase and/or operation of vehicles and for mobility management.	Capital projects and operation		Recognized Native American tribes and Hawaiian Americans as well as non-profit organizations.	Unknown	None

Program Fund Source	Funding Purpose	Use of Funds	Estimated Fund Amount	Eligible Recipients	Matching Requirements	Comments
Community Mental Health Services Block Grant (Center for Mental Health Services State Planning Branch)	Improve access to community-based health-care delivery systems for people with serious mental illnesses. Grants also allot for supportive services, including funding to operate vehicles, reimbursement of transportation costs and mobility management.	Capital projects and operations.			Unknown	None
Substance Abuse Prevention & Treatment Block Grant (Substance Abuse & Mental Health Services Administration)	Block grants provide funds for substance abuse prevention and treatment programs. Transportation-related services supported by these grants may be broadly provided through reimbursement of transportation costs and mobility management to recipients of prevention and treatment services.			State of California	Unknown	States are required to expend their primary prevention services funds using six specific strategies: community-based processes, information dissemination, education, alternative activities, problem identification and referral, and environmental strategies. A seventh category, "other" strategies, can be approved on a limited basis.

Program Fund Source	Funding Purpose	Use of Funds	Estimated Fund Amount	Eligible Recipients	Matching Requirements	Comments
Child Care & Development Fund (Administration for Children & Human Services)	Provide subsidized childcare services to low income families. Not a source of direct transportation funds, but if child care providers include transportation as part of their usual services, covered by their fee, these services may be covered by voucher payments.			States and recognized Native American Tribes	Unknown	None
Developmental Disabilities Projects of National Significance (Administration for Children and Families)	Promote and increase independence, productivity, inclusion and integration into the community of persons with developmental disabilities, and support national and state policy that enhances these goals. Funding provides special projects, reimbursement of transportation costs and training on transportation related issues.				Unknown	None

Program Fund Source	Funding Purpose	Use of Funds	Estimated Fund Amount	Eligible Recipients	Matching Requirements	Comments
Head Start (Administration for Children & Families)	Head Start provides grants to local public and private agencies to provide comprehensive child development services to children and families. Local Head Start programs provide transportation services for children who attend the program either directly or through contracts with transportation providers.			Local public and private non-profit and for-profit agencies	Unknown	The Head Start regulation requires that programs make reasonable efforts to coordinate transportation resources with other human service agencies in their communities.
TANF / CalWORKs (California work opportunity & responsibility to kids) (Department of Social Services)	Provide temporary assistance to needy families. Recipients are required to participate in activities that assist them in obtaining employment. Supportive services, such as transportation and childcare are provided to enable recipients to participate in these activities.			States and Federally recognized Native American tribes. Eligible families as defined in the TANF state plan	Unknown	TANF funds cannot be used for construction or to subsidize current operating costs. State and county funds in the CalWORKS program are used to meet the TANF maintenance of effort (MOE) requirement and cannot be used to match other federal funds.

Program Fund Source	Funding Purpose	Use of Funds	Estimated Fund Amount	Eligible Recipients	Matching Requirements	Comments
Community Development Block Grants (CDBG) (Department of Housing & Community Development)	Create or preserve jobs for low income and very low-income persons.			Counties with less than 200,000 residents and cities of less than 50,000 residents	Unknown	Applicants cannot be participants on the US Department of HUD CDBG entitlement program.
State Sources						
Transit System Safety, Security and Disaster Response Account	Develop disaster response transportation systems that can move people, goods, and emergency personnel and equipment in the aftermath of a disaster.	Capital projects	Varies by county	Agencies, transit operators, regional public waterborne transit agencies, intercity passenger rail systems, commuter rail systems	None	Part of Proposition 1B approved November 7, 2006.
State Transit Assistance Fund (STA)	Public transit and paratransit services	Capital projects and operations	Varies from year to year depending on appropriation to Public Transportation Account of which 75% goes to STA.	Allocated by formula to public transit operators	None	Revenues derived from sales taxes on gasoline and diesel fuels.

Program Fund Source	Funding Purpose	Use of Funds	Estimated Fund Amount	Eligible Recipients	Matching Requirements	Comments
State Transportation Improvement Program (STIP)	Major capital projects of all types, including transit.	Transit capital projects	Varies from year to year depending on appropriation to Public Transportation Account of which 25% goes to STIP.			Determined once every two years by California Transportation Commission.
Public Transportation Modernization, Improvement and Service Enhancement Account (PTMISEA)	Advance the State's policy goals of providing mobility choices for all residents, reducing congestion, and protecting the environment	Transit capital projects		Transit operators and local agencies who are eligible to receive STA funds pursuant to California Public Utility Code Section 99313	None	Bond act approved by voters as Proposition 1B on November 7, 2006
Regional/Local Sources						
Transportation Development Act (TDA) Articles 4 and 8 (1/4 cent sales tax)	Transit operating assistance and capital projects, local street and road maintenance and rehabilitation projects, pedestrian/bicycle projects	Capital projects and operations	Varies by county	Cities and counties. Allocated by population formula within each county.		Revenues are derived from 1/4 cent of the retail sales tax collected statewide, distributed according to the amount of tax collected in each county to a Local Transportation Fund in each county.
Transportation Development Act (TDA) Articles 4.5	Paratransit operating assistance and capital projects	Capital projects and operations	Up to 5% of the Local Transportation Fund revenue	Cities and counties and CTSA's		

Program Fund Source	Funding Purpose	Use of Funds	Estimated Fund Amount	Eligible Recipients	Matching Requirements	Comments
Private Sources						
Tribal Casino Transportation Programs	Coordinating transportation efforts on Indian reservations	Capital projects and operations	Unknown	Wide variety of agencies and organizations	None	Some tribes have funds available to assist with the purchase of a new vehicle or to subsidize plans to transport employees to and from the worksite.
Service Clubs and Fraternal Organizations	Variety of transportation services, especially capital improvements	Capital projects and operations	Unknown	wide variety of agencies and organizations	None	May be interested in paying for bus benches or shelters
Employers	Variety of transportation services, especially capital improvements	Capital projects and operations	Unknown	wide variety of agencies and organizations	None	Employers sometimes are willing to underwrite transportation to support their workers getting to/from worksite.

Chapter 2. Demographic Profile

DESCRIPTION AND DEMOGRAPHIC SUMMARY

Located along the rugged north coast of California, Humboldt County is a largely mountainous and heavily forested county 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, Klamath and Trinity County on the east, and Mendocino County on the south. 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 northern California and connects Humboldt County with I-5 near Redding. The Arcata/Eureka Airport offers daily connections to San Francisco, Sacramento, and Crescent City.

With the exception of the Humboldt Bay area, most of Humboldt County is fairly rural. The highest population and employment densities are in Eureka and Arcata, even though small pockets of density can be found in McKinleyville and Fortuna. The smaller communities of Blue Lake, Fields Landing, Ferndale, Rio Dell and Redway all 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.

According to California Department of Finance population estimates released January 1, 2013, Humboldt County’s estimated population is 134,209. The largest city, and the county seat, Eureka, has 27,021 residents, followed by Arcata with 17,836 residents. The other incorporated cities and their estimated 2012 population are:

- Fortuna (11,885)
- Rio Dell (3,363)
- Ferndale (1,366)
- Blue Lake (1,260)
- Trinidad (365)

Table 2-1 below provides the total population in Humboldt County along with a “snapshot” of the two key demographic groups of greatest concern for this report: seniors, and individuals with disabilities. For comparison, the total population and percent of the two demographic groups is also presented for California as a whole. These estimates are from the US Census Bureau’s 2010 Census and 2007-2011 American Community Survey, and are slightly different from the figures available from the California Department of Finance.

Table 2-1. Basic Population Characteristics

Area	Total population	% of state population	% persons aged 65+	% persons w/ disability	% poverty level
United States	308,745,538	-	13.7%	12%	14.3%
State of California	37,253,956	-	12.1%	10%	14.4%
Humboldt County	134,623	.35%	14.2%	15%	18.4%

Sources: US Census Bureau, 2010 US Census and 2007-2011 American Community Survey

OLDER ADULTS

Statewide, 12.1% of Californians are aged 65 or older, which is lower than the national average of 13.7%. A rate of 14.2% older adults in Humboldt County is higher than the statewide average.

To better understand how the older adult population in Humboldt County is changing, Table 2-2 shows the total number of older adults (65 and older) between 2010 and 2040. As is the case nationwide, the population in Humboldt County is aging. In 2010, between 15-16% of Humboldt County’s population was aged 65 or older. Between 2010 and 2030, that number is expected to double; by 2040, it is estimated that approximately 32.1% of the county will be a senior citizen.

Table 2-2. Population Projections for Persons aged 65 Years and Over

Age Group	2010	2020	2030	2040	Population Change 2010-2040
Under 65	116,907	111,689	111,601	111,903	-4.28%
65 and over	17,756	27,443	34,083	35,970	+102.58%
% older adults, Humboldt Co.	15.2%	24.6%	30.5%	32.1%	-

Source: State of California, Department of Finance, Population Projections for California and Its Counties 2000-2050, by Age, Gender and Race/Ethnicity, Sacramento, California, July 2007

Chapter 3. Existing Public Transit Service and Social Service Transportation Providers

This chapter presents an overview of existing public transit service as well as social service transportation providers in Humboldt County. Both private and public transportation services are included. Figure 3-1 contains maps and schedules of existing public transit services. Table 3-1 provides an inventory of transportation providers including a summary of operating characteristics.

REGIONAL TRANSIT SYSTEM

Several transit routes connect at major transfer points in the Humboldt Bay area. These locations include downtown Eureka, the Bayshore Mall in Eureka, and the Arcata Transit Center. In Eureka, the Bayshore Mall, as well as the area of 3rd/4th/5th and H Street has transfer points to connect Redwood Transit System (RTS), Southern Humboldt Transit System (SHTS), and Eureka Transit System (ETS) buses.

The RTS commuter bus has stops in and near Fortuna, allowing potential connections between Fortuna Senior Transit and the RTS. The Willow Creek Transit Service connects to K/T Net and Trinity Transit in Willow Creek, enabling trips between Arcata and the Hoopa Reservation and Orleans, Weaverville in Trinity County, and further east to Redding in Shasta County.

PUBLIC TRANSIT OPERATORS

Humboldt Transit Authority (HTA)

The Humboldt Transit Authority (HTA) is a joint powers authority (JPA), established in 1975 to provide transportation services in the Highway 101 corridor throughout the county. The HTA joint powers agreement is between the cities of Arcata, Eureka, Fortuna, Rio Dell and Trinidad and the County of Humboldt. Funding for HTA is provided by Transportation Development Act (TDA) funds and passenger fares. Of the TDA funding, Humboldt County contributes 50% and the JPA cities contribute the other 50%.

HTA operates and maintains the Redwood Transit System (RTS), the Willow Creek Transit Service, and the Southern Humboldt Transit Systems (SHTS). In addition, under contract, HTA operates and maintains the Eureka Transit Service (ETS) and provides administrative services for the region.

Redwood Transit System (RTS)

HTA operates the Redwood Transit System (RTS), which is the primary intercity public transit system in the county. The RTS line is a fixed-route commuter service, along the US 101 corridor, between the cities of Scotia and Trinidad. Key trip origins and destinations include Humboldt State University, College of the Redwoods, the Intermodal Transit Center in Arcata (commonly referred

to as Arcata Transit Center), Downtown Eureka and the Bayshore Mall. RTS runs seven days a week. (Sunday service began November 4, 2012.)

Southern Humboldt Transit Systems (SHTS)

HTA operates the Southern Humboldt Transit System (SHTS), which provides intercity and local transit service in the southern portions of the county. The Southern Humboldt Intercity service runs between Garberville and Eureka with stops including Briceland/Redway Drive, Phillipsville, Miranda, Myers Flat, Weott, Fortuna, and College of the Redwoods. The Southern Humboldt Local Transit System provides deviated fixed-route service in areas between Benbow and Miranda. Service runs during weekday peak travel times (morning and afternoon).

Willow Creek Transit Service

HTA also operates the fixed-route Willow Creek Transit Service along Highway 299, between Willow Creek and the Arcata Transit Center. This bus runs weekdays and, since July 2012, Saturdays.

Eureka Transit Service (ETS)

The Eureka Transit Service (ETS) has been operating since January 1976. The City of Eureka contracts HTA to operate ETS. The ETS has four fixed-routes within the City of Eureka and operates Monday through Friday and limited service on Saturday. Four routes operate hourly and serve most major destinations in the city. All routes provide timed connections either in downtown, at Harris and F Streets or at the Bayshore Mall. The Red and Gold routes mostly serve the western part of the city, including Humboldt County Social Services along Koster Street, the Bayshore Mall along Broadway Street and the Eureka Mall along Harris Street. The Purple and Green routes serve the east part of the city. Major destinations along these routes include St. Joseph Hospital, the Humboldt Senior Resource Center, and the Silvercrest Senior Residences. The Green route also serves Cutten and Redwood Acres in the south and southeastern extremes of the city.

Funding for ETS is provided by TDA funds from the City of Eureka and Humboldt County and passenger fares. Currently, the City of Eureka provides 73% of the funding, while the County provides the remaining 27%. Passenger fares contribute about 25% of the funding for the service.

Arcata & Mad River Transit System (A&MRTS)

The Arcata City Council initiated A&MRTS in 1975, and operates it through the Public Works Department. A&MRTS provides fixed-route transit service within the Arcata city limits; service runs weekdays and Saturdays. Its hub is the Arcata Transit Center. A&MRTS contracts HTA to maintain its fleet vehicles.

A&MRTS has a Gold Route and Red Route. The Gold Route travels between Valley West and downtown, with service to Mad River Community Hospital and Humboldt State University (HSU). The Red Route serves neighborhoods of Greenview, downtown, Sunny Brae, and the HSU campus. The Saturday route provides more direct service between the Valley West area and HSU and the Sunny Brae neighborhood and HSU.

Funding for A&MRTS comes from TDA and passenger fares. No general funds from the City of Arcata are used to provide the service.

Blue Lake Rancheria Transit System (BLRTS)

The Blue Lake Rancheria Transit System began operating in 2002; it is operated by the Blue Lake Rancheria, a federally recognized tribe in Humboldt County. The Rancheria operates a deviated-fixed route transit system on weekdays primarily serving commuter hours (there is a three-hour gap in service between 10:00 a.m. and 1:00 p.m.). Stops on the route include several locations in the City of Blue Lake, the Blue Lake Rancheria, the Glendale community, the Arcata Intermodal Transit Center, Mad River Community Hospital, United Indian Health Services, and the Humboldt State University campus. The Mad River Community Hospital, United Indian Health Services, and Ericson Court in Arcata are “on call” stops for BLRTS.

Funding sources used to operate the system are provided through grant funding awarded via the Tribal Transportation Program (TTP) administered by FTA, City of Blue Lake TDA funding, passenger fares, and Rancheria funds.

Klamath-Trinity Non-Emergency Transportation (KT/Net)

K-T Net is a non-profit, community-based organization in the Klamath Trinity that began transit operations in January of 2003. K-T Net provides two deviated fixed-route services between Willow Creek and areas north along Highways 96 and 169, including Hoopa Valley, Weitchpec (since August 2008), and Pecwan/Wautec and Orleans (since early 2009).

The Willow Creek, Hoopa, Weitchpec service operates Monday through Saturday. On Monday and Thursday, this bus also includes a route between Hoopa and Orleans. K-T Net schedules the Hoopa-Willow Creek service to connect with the RTS Willow Creek Extension bus (for trips to the Humboldt Bay Area), and with Trinity Transit (for trips further east to Redding).

The Hoopa to Willow Creek service is funded with TDA funds from Humboldt County, stipends from the Hoopa Valley Tribe, and grants. Service from Hoopa to Weitchpec and Orleans is a cooperative effort between the Yurok Tribe, Karuk Tribe, and K/T Net.

The service from Hoopa, Weitchpec, and Pecwan/Wautec, operates Monday through Friday and is funded by the Yurok Tribe, Karuk Tribe, and K/T Net.

PRIVATE TRANSIT PROVIDERS

Cher-Ae Heights Casino Shuttle

Operated directly by the Cher-Ae Heights Casino, two separate shuttle routes operate seven days a week 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.

City Ambulance of Eureka (CAE)

City Ambulance of Eureka (CAE) provides transportation services throughout Humboldt County, including ambulance, dial-a-ride, non-emergency medical transportation, shuttle and taxi services. The various contracted and general public services provided by CAE are discussed below.

Taxi and Shuttle Services

Taxi services in Humboldt County are operated by two private companies. Rates are based on distance. City Cab, operated by CAE, provides service in the Eureka, Arcata, and McKinleyville greater areas. The private company, Plaza Cab, provides service for Arcata.

CAE also provides shuttle service for private events or long-distance group transportation (e.g., to the San Francisco airport). Rates are based on the number of people and a three-hour minimum is required.

Paratransit Services

The Americans with Disabilities Act (ADA) defines a disabled person's right to equal participation in transit programs. If public bus service is provided, it must comply with ADA requirements to provide "complementary" paratransit. Paratransit is origin-to-destination transportation for people with disabilities who cannot use the bus all or some of the time. Paratransit must serve destinations within 3/4 mile of all public fixed-route bus service (49 CFR 37.131). Some public transit providers (and towns, cities, and counties) provide a non-ADA paratransit-like service, sometimes called Dial-A-Ride or Dial-A-Lift (DAR/DAL) service. Passengers using the DAR/DAL program must be certified to use the service. Typically, this service is provided to both senior citizens and people with disabilities.

Paratransit services in Humboldt County are operated by HTA, BLRTS, CAE, the City of Fortuna, and Humboldt Community Access and Resource Center (HCAR).

City Ambulance of Eureka (CAE)

City Ambulance of Eureka (CAE) provides various transportation services throughout Humboldt County, including emergency and non-emergency medical transportation, shuttle, taxi, and DAR/DAL services.

CAE provides DAR/DAL services in the City of Arcata, City of Eureka, and McKinleyville. Funding is provided through contracts with the individual cities, the Humboldt Transit Authority and/or Humboldt County.

CAE also operates CAE Med Trans, which offers non-emergency wheelchair and gurney transportation throughout the county. Medi-Cal billing is available for the Med Trans service. CAE also operates City Ambulance. City Ambulance has stations in Eureka, Fortuna and Garberville and responds to all 911 medical emergencies in Humboldt County. It also provides hospital to hospital transports throughout the county.

Fortuna Senior Transit

Fortuna Senior Transit is administered and operated by the City of Fortuna’s Parks and Recreation Department. It provides transportation on a reservation system providing service within the city limits to persons with disabilities of any age and people 50-years-old and older. The service operates Monday through Friday and in the morning on the first Saturday of the month.

Humboldt Community Access and Resource Center (HCAR)

The Humboldt Community Access and Resource Center (HCAR) is a non-profit agency and serves as the Consolidated Transportation Service Agency (CTSA) for Humboldt County, and in that capacity, helps coordinate paratransit services.

HCAR operates the Care-A-Van Program providing non-emergency medical transportation service for the greater Humboldt Bay area. This service is for the elderly and persons with disabilities, and covers 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.

HCAR also provides Dial-A-Ride service Monday through Saturday. Their DAR service area includes Ridgewood, Humboldt Hill, Fields Landing, King Salmon, Elk River Road, Samoa/Manila, Freshwater, Indianola, and Old Arcata Road, and College of the Redwoods. HCAR operates the Dial-A-Ride service directly through a contract with HCAOG.

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.

SOCIAL SERVICE TRANSPORTATION PROVIDERS

Redwood Coast Regional Center (RCRC)

The Redwood Coast Regional Center 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 and 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.

Humboldt Senior Resource Center (HSRC)

The Humboldt Senior Resource Center is a nonprofit multi-service center that provides services throughout the County. Meal programs are provided in Eureka, Arcata, and Fortuna. HSRC runs an Adult Day Health Service program in Eureka. The program provides transportation services only to clients, and only to and from the Adult Day Health Program in Eureka.

The center has six vehicles that provides services throughout Eureka and the surrounding area, Fields Landing, Fortuna, Rio Dell and the Eel River Valley. Services are primarily for seniors, but some services are provided for persons 18 and older who are disabled and dependent on others. The Eureka program also relies on the HCAR Care-A-Van non-emergency medical transportation service and Dial-A-Ride services to transport its clients.

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. Although the Social Services Branch does not directly provide transportation for its clients, it does contribute approximately \$400,000 annually for various transportation services or contracts.

K'ima:w Transportation Department

The K'ima:w Transportation Department provides transportation service to people who use the K'ima:w Medical Center, which offers all medical, dental and outreach services. The transport service is intended for individuals who do not have other means of transportation or family assistance. Services are for appointments in the Hoopa Valley including medication deliveries, but are not intended for personal trips (e.g., bank, grocery store, etc.).

Service to Eureka and other parts of the county, and outside the county, is available for scheduling with a referral. Service is available Monday through Friday.

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. The center has five vehicles that provide service throughout Arcata, McKinleyville and Eureka. The ADHC also relies on HCAR Care-A-Van non-emergency medical transportation service and Dial-A-Ride services to transport its clients.

Ferndale Senior Resource Center “Bridging the Gap”

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.

Bridgeville Community Center Van

The Bridgeville Community Center is a non-profit organization that offers a senior lunch program on Tuesdays, rural health services on Thursdays and sponsors other community events throughout the year. The Community Center has one seven-passenger van that provides transportation from Bridgeville to Eureka and Fortuna on Fridays, as well as transportation for seniors in the area to attend the weekly lunch program. The service to Eureka/Fortuna is available for medical and social service appointments and generally leaves in the morning and returns in the afternoon. Although the service is grant funded, the Community Center requests a donation for the Eureka/Fortuna service. A one-day advanced reservation is required for the service.

Southern Trinity Health Services

Southern Trinity Health Services is a medical facility in the community of Mad River, Trinity County. They provide transportation services for the southern portion of Trinity County and the southeastern portion of Humboldt County. Anyone (not just health center patients) is eligible to take the bus for any type of trip, including shopping, banking, medical appointments, and social outings.

The transportation service runs Monday through Friday, serving the communities Bridgeville, Dinsmore, Hayfork, Hettenshaw Valley, Mad River, Ruth, Swains Flat and Zenia. Additionally, once a week (Wednesdays) they run the “Day-in-Town” route, which travels to the Eureka/Fortuna area with stops dependent on rider needs. Reservations made ahead of time determine the route. Their full services area is approximately 1,250 square miles.

The clinic has two vans (8-person vehicle), and a 17-passenger bus. The facility operates the program using its general budget funds. Moreover, Trinity County annually contributes \$5,000 to the van service.

INTERREGIONAL TRANSIT

In Arcata, the Arcata Intermodal Transit Facility—more commonly referred to as the Arcata Transit Center—is a transfer point for inter-regional Amtrak and Greyhound and local bus systems including RTS, Willow Creek Transit Service, Arcata & Mad River Transit System (A&MRTS), Blue Lake Rancheria Transit System (BLRTS), and Redwood Coast Transit (RCT) of Del Norte County.

Redwood Coast Transit

Redwood Coast Transit (RCT) is Del Norte County’s public transit system. RCT provides bus service between Arcata and Smith River, Del Norte County, weekdays and Saturdays. The RCT bus runs along the US 101 corridor. Scheduled bus stops in Humboldt County include the Redwood National Park, Klamath, Orick Post Office, Trinidad Park and Ride, and the Arcata Transit Center.

Amtrak and Greyhound

The Amtrak Thruway bus route runs from McKinleyville to the Martinez Train Station, where passengers can board a connecting train to Emeryville and then a shuttle bus to San Francisco.

The Greyhound schedule runs between Arcata (Intermodal Transit Center) and San Francisco; Greyhound connecting buses are available in Oakland and San Francisco. Greyhound and Amtrak buses run seven days a week.

Coordination of Services

Service providers in Humboldt County have taken significant steps to coordinate their services to better assist transit users. The following are examples of where transportation services have been coordinated to improve overall mobility in the county.

- **Formation of the Humboldt Transit Authority in 1975.** In an effort to provide service in the Highway 101 corridor that transcends municipal boundaries, HTA was formed as a JPA among the cities of Rio Dell, Fortuna, Eureka, Arcata and Trinidad and the County of Humboldt. The HTA currently operates RTS, ETS, the Southern Humboldt Local and Intercity Transit, the Willow Creek transit service, and provides maintenance for the A&MRTS through a contract.
- **Transportation Coordination Project.** In 2006, a community coalition named the Humboldt Coordinated Transportation Alliance (HCTA) was formed to begin studying ways to better coordinate transportation service in the county. Funded through a grant from the Community Transportation Alliance of America (CTAA), this study primarily consisted of an extensive inventory of services in the county and survey of existing services and unmet needs as perceived by various selected groups. The report also developed a needs assessment and discussed these needs at a series of focus groups throughout the county.
- **2010 Humboldt County Mobility Management Coalition Strategic Plan.** In 2009, the Redwood Community Action Agency held a Mobility Management Summit where a Mobility Management Coalition, called the Humboldt Coordinated Transportation Alliance, was created. This Alliance consisted of a core group of transportation providers and social service agencies. A “2010 Humboldt County Mobility Management Coalition Strategic Plan,” was developed creating a vision for mobility management and forming strategies to begin a mobility management program.
- **Continuation of Mobility Management.** In 2012, HCAR secured a technical assistance grant from Easter Seals Project Action to further develop a mobility management program. An Accessible Transportation Coalition has been formed to further develop a Mobility Management Program. Coalition participants represent a wide range of area organizations including transportation, social and human services organizations, local elected officials. Efforts are ongoing to develop objectives and implementation steps for a mobility management program in Humboldt County.
- **Planning for Active Health and Transportation (PATH) Project.** In 2006, this project, prepared for the County of Humboldt Public Works Department and funded by a Caltrans Environmental Justice Grant, identified practical measures to improve the equitability of transportation decision making and investments. A series of reports was issued as part of this project and was developed through numerous meetings among transportation, land use, health, social service and economic development professionals in the county. A set of

innovative tools was developed that included some coordination efforts among transportation providers.

- **Website coordination among fixed route providers.** The three major transit providers in the county (RTS, ETS and A&MRTS) all offer a similar layout and navigation system for their websites. All three websites also provide convenient links to the other transit providers, rideshare services and private transportation services (Amtrak and Greyhound). Google transit is used for the RTS/ETS and A&MRTS trip planner.
- **Unified fare boxes and fare policy.** The three major fixed route providers installed electronic fare boxes that accept a stored value card. The cards are valid on all three providers and a reduced fare is offered for riders who use the card.
- **KT Net and RTS.** Both of these providers work together to offer a timed connection in Willow Creek to better serve residents of the Hoopa Valley.
- **Expanded Dial-A-Ride service.** To meet the demand for service beyond the Eureka City limits, HCAR (as the designated CTSA) provides Dial-A-Ride service to a number of communities outside of Eureka, including Fields Landing, King Salmon, Humboldt Hill, Elk River Road, Ridgewood Heights, Samoa/Manila, Indianola, Old Arcata Road, and College of the Redwoods. Coordination occurs for the dispatch of trips between HCAR's Dial-A-Lift/Dial-A-Ride and Care-a-Van Programs.

Minor duplication of services exists in Humboldt County. The minor duplication occurs in the Humboldt Bay area where the majority of services in the county are located. The following are areas of duplication:

- **Adult Day Health Care.** Several organizations provide directly operated or contracted service for day health services located in Eureka, Fortuna, and Arcata. Because the largest population base is in Eureka, the Fortuna and Arcata programs have drawn clients from the Eureka area. This means that, on occasion, all three programs could be picking up clients from the same location.

Barriers to Coordination

While numerous coordination efforts currently taken place in Humboldt County, some barriers to coordination persist. These are described below.

Geographic. As with many rural counties in California, barriers to coordination in Humboldt County are largely due to the size and geographic isolation of many communities in the county. Coordinating service is much easier in the more urban areas in the Humboldt Bay area; it is less efficient to coordinate service between communities outside of these areas. Many of the human

service agencies or other organizations who are likely to provide transportation have limited staff time available to devote to coordination.

Specific client needs. By definition, customers of special needs transportation programs have difficulty or cannot independently make use of programs established for the general public. In many cases, these customers need a level of care that cannot be effectively integrated with other passenger services. Some agencies have established service standards or guidelines for consideration in transporting their clients, such as maximum time on a vehicle, the need for a higher level of care, required use of seat belts, etc., that may preclude transporting them with other client groups.

Funding Restrictions. Social service agencies tend to fund or support transportation for their clients as an auxiliary service—as a means to support the end goal of providing a primary service such as training, medical assistance, etc. These agencies must ensure, often through cumbersome audit processes, that agency funds are being spent in support of eligible clients.

Lack of Dedicated Staff. In rural communities, transportation program staff often “wear many hats,” and may be required to administer programs, write grants or funding applications, prepare reports and invoices, supervise staff and, on occasion, even drive a vehicle. Staff resources may not be available to pursue coordination strategies, which need to be developed and nurtured over time. In Humboldt County, HCAR serves as the CTSA. The CTSA is well positioned, by virtue of its designation and authority established in state statute (AB 120), to assume a leadership role in overseeing coordination projects and activities.

Figure 3-1.

Regional Public Transit Map & Schedule

Table 3-1 Transportation Provider Inventory

(N/A – Not Available)

Agency Name	Agency Type	Transportation Role(s)				Program Name	Program Purpose and Description	Funding Source(s)	Area Served	Service Type	Clients	Vehicles Quantity / Type	Driver Training Program	Vehicle Maintenance Provider	Technologies	Miscellaneous Comments
		Public Transit	Operates transportation	Funds or subsidizes transportation	Volunteer / staff drivers											
Humboldt Transit Authority	Public	X	X			Southern Humboldt Transit System (Intercity)	Provide transportation to the general public.	TDA, fares	Between Garberville and Eureka	Fixed route	General public	3 30-foot buses	In-house driver training program available, with 8 hours minimum training per year, mixed – behind the wheel, classroom and in service. It has 4 in-house certified trainers. Drivers require Class B license with Passenger and Air Brake endorsements.	In-house with exception of some major component rebuilds. It also contracts with the City of Arcata and City of Eureka for maintenance on the transit vehicles.	GPS, Wi-Fi, electronic fare boxes, onboard camera system, passenger/bus “real time” info, Google transit used for the RTS/ETS and AMRTS trip planner	Details of in-house maintenance – it has a large shop with 3 bays, hydraulic lifts and a huge parts room. It employs 2 full-time journeyman mechanics, 1 equipment technician, a fuel person, a bus cleaner/janitor and a director of maintenance.
		X	X			Southern Humboldt Transit System (Local)	Provide deviated fixed-route transportation	TDA, fares	Between Benbow and Miranda	Deviated fixed route	General public and Elderly and people with disabilities	1 30-foot bus 1 25-foot bus				
		X	X			Willow Creek Transit Service (Intercity)	Provide transportation to the general public.	TDA, fares	Between Arcata and Willow Creek	Fixed route	General public	2 30-foot buses				
		X	X			Redwood Transit System (RTS)	Provide transportation to the general public.	TDA, Fares	Highway 101 corridor from Scotia to Trinidad; Arcata to Willow Creek via Highway 299.	Fixed route Commuter	General public	13 40-foot buses,				
City of Eureka	Public	X	X			Eureka Transit Service (ETS)	Provide fixed route transportation to the general public.	TDA, Fares	City of Eureka	Fixed route	General public	7 35-foot buses	N/A	Trapeze scheduling software utilized by DAR contractor	Service operated through a contract with HTA.	
		X	X			Eureka Dial-A-Ride	Dial-A-Ride service to complement the ETS fixed route system is contracted out to local cab company.	TDA, Fares	City of Eureka	Dial-A-Ride	Elderly and people with disabilities				Service operated by City Ambulance of Eureka (CAE) through the HTA.	
City of Arcata	Public	X	X			Arcata & Mad River Transit System (AMRTS)	Provide transportation to the general public.	TDA, Fares	City of Arcata, HSU campus	Fixed route	General public	2 35-foot buses with 2 backups, 1 24-foot cutaway bus with backup	In-house driver training program available, with 8 hours minimum training per year, mixed –	Contracted to Humboldt Transit Authority	Wi-Fi, electronic fare boxes, onboard camera system, Google transit used for the RTS/ETS and AMRTS trip planner	Operated by the Public Works Department, City of Arcata. Buses stored and maintained by HTA in Eureka.

Agency Name	Agency Type	Transportation Role(s)				Program Name	Program Purpose and Description	Funding Source(s)	Area Served	Service Type	Clients	Vehicles Quantity / Type	Driver Training Program	Vehicle Maintenance Provider	Technologies	Miscellaneous Comments
		Public Transit	Operates transportation	Funds or subsidizes transportation	Volunteer / staff drivers											
	Public	X	X			Arcata Dial-A-Ride	Dial-A-Ride service to complement the A&MRTS fixed route system is contracted out to local cab company.	TDA, Fares	City of Arcata	Dial-A-Ride	Elderly and people with disabilities	None	behind the wheel, classroom and in service. It has 2 in-house certified trainers. Drivers require Class B license with Passenger and Air Brake endorsements		Trapeze scheduling software utilized by DAR contractor	Service operated by City Ambulance of Eureka (CAE) through the HTA.
Adult Day Health Care of Mad River	Non-profit		X			ADHC of Mad River	Transportation for clients of the ADHC of Mad River.	N/A	Arcata, McKinleyville, Eureka	N/A	ADHC clients	N/A	N/A	N/A	N/A	
Amtrak	Private	X	X			Amtrak Thruway	Provide bus connections to regular rail service. Closest bus station is Martinez.	N/A	Highway 101 corridor from McKinleyville to county line.	Intercity	General public	N/A	N/A	N/A	N/A	
Blue Lake Rancheria / City of Blue Lake	Public/Private	X	X			Blue Lake Rancheria Transit System	Fund and operate the Blue Lake Rancheria Transit System (deviated fixed route)	TDA, Fares, Rancheria funding	Blue Lake Rancheria, Blue Lake, downtown Arcata, HSU, Mad River Hospital, United Indian Health Services	Deviated fixed route; an on call stop for Mad River Hospital, United Indian Health Services, and Ericson Court in Arcata)	General public	2 transit buses (includes 1 backup), 1 DAR vehicle (1 new transit bus and 1 new DAR vehicle on order for delivery)	Class B license required, Vocational Transit Training, Passenger Endorsement required, In-house Safety and Medical training	Contracted to local garage	Vehicle GPS locator for safety	
Bridgeville Community Center	Non-profit		X		X	Bridgeville Community Center Van	Provide transportation from Bridgeville to Eureka and Fortuna.	Grants, donations	Bridgeville, Eureka, Fortuna	Dial-A-Ride	medical and social service appointments	1 van	N/A	N/A	N/A	Will pick up at convenient locations

Agency Name	Agency Type	Transportation Role(s)				Program Name	Program Purpose and Description	Funding Source(s)	Area Served	Service Type	Clients	Vehicles Quantity / Type	Driver Training Program	Vehicle Maintenance Provider	Technologies	Miscellaneous Comments
		Public Transit	Operates transportation Funds or subsidizes transportation	Volunteer / staff drivers												
Cher-Au Heights Casino	Private		X			Cher-Au Heights Casino Shuttle	Shuttle service to the Cher-Au Heights casino in Trinidad	Private	Eureka and Arcata (Fortuna and Loleta on demand)	Fixed route	Casino customers only	N/A	N/A	N/A	N/A	
City Ambulance of Eureka, Inc.	Private		X			Dial-a-Ride; Dial-a-Lift	Private transportation provider providing Dial-A-Ride, Dial-A-Lift, Paratransit, NEMT, Taxicabs, Contract Shuttle services, etc	Private Insurance, Government Agency Contracts and Private businesses	Countywide	Dial-A-Ride / Dial-A-Lift	Eureka, Arcata, McKinleyville Dial-A-Ride	10 Ambulances, 1 NEMT vehicle, 15 DAR Units, 15 Taxicabs, 10 Contract Shuttles	In-house Classroom session, and 2 hr concourse, backing courses, special licensing required for Taxicabs, buses over 10 passengers, etc	In-house	NOVUS for DAR scheduling	
			X			Medi-Trans	Medicare, MediCal	Demand								
City of Fortuna	Public		X			Fortuna Senior Bus	Bus service by appointment only for elderly and disabled.	TDA, fares	City of Fortuna	Dial-A-Ride	Seniors over 50 and persons of any age with disabilities	2 buses operating Mon – Friday. A single bus operates in am on the first Saturday of the month (+1 backup) 2 wheelchair lifts	In-house weekly safety meetings, license required with passenger endorsement	In-house	None used	
Community Cornerstone	Non-profit		X			Not Available	Transportation for developmentally disabled adults	Redwood Coast Regional Center	Redway, Laytonville, Meyers Flat	Demand response transportation for clients	Developmentally Disabled clients only	N/A	N/A	N/A	N/A	
County of Humboldt Health and Human Services	Public			X		Not Available	Transportation subsidies for HHS clients	N/A	Humboldt County	N/A	HHS clients	N/A	N/A	N/A	N/A	
Ferndale Senior Resource Center	Non-profit		X			Bridging the Gap Bus	Not Available	N/A	Ferndale, Eureka, Fortuna	N/A	Seniors in Ferndale	N/A	N/A	N/A	N/A	

Agency Name	Agency Type	Transportation Role(s)				Program Name	Program Purpose and Description	Funding Source(s)	Area Served	Service Type	Clients	Vehicles Quantity / Type	Driver Training Program	Vehicle Maintenance Provider	Technologies	Miscellaneous Comments
		Public Transit	Operates transportation	Funds or subsidizes transportation	Volunteer / staff drivers											
Greyhound	Private	X	X			Greyhound	Provide intercity bus service	N/A	Highway 101 corridor with connections to the Bay Area and beyond.	Intercity	General public	N/A	N/A	N/A	N/A	
Humboldt Community Access and Resource Center (HCAR)	Non-profit	X	X			Dial-A-Ride, Care-A-Van, Hospital Release, Charters	HCAR connects people who have disabilities with the community by providing opportunities for learning, living, and employment.	STA, TDA and fares	Dial-a-Ride (DAR) Svc: Fields, Landing, King Salmon, Humboldt Hill, Elk River, Westhaven, Ridgewood Heights, Samoa, Manila, Fairhaven, Indianola, Freshwater, Old Arcata Road. Care-a-Van (CAV) Svc – Scotia, Rio Dell, Fortuna, Hydesville, Ferndale, Fernbridge, Loleta, Blue Lake, Fieldbrook, Trinidad. Hospital Release (HR): on a case-by-case basis. Charters: case by case.	DAR, CAV, HR 24 hr reservation. Charters – 2 week advance notice	DAR and CAV: elderly and/or disabled. HR: St. Joseph patients. Charters – general public.	10 vehicles. Sizes ranging from ADA minivan to 27 passenger bus	CPR, First Aid, W/C loading & unloading & safety; defensive driving; sensitivity training among others	Contracted to local shop	Route Match scheduling software implemented Sept 2013; Automated Vehicle Locators (AVL) implemented Nov 2013	
Humboldt Medi-Trans	Non-profit		X			Humboldt Medi-Trans	Non-emergency medical transportation	Fares	McKinleyville, Arcata, Eureka	Demand	Passengers requiring non-emergency medical transportation	N/A	N/A	N/A	N/A	

Agency Name	Agency Type	Transportation Role(s)				Program Name	Program Purpose and Description	Funding Source(s)	Area Served	Service Type	Clients	Vehicles Quantity / Type	Driver Training Program	Vehicle Maintenance Provider	Technologies	Miscellaneous Comments
		Public Transit	Operates transportation Funds or subsidizes transportation	Volunteer / staff drivers												
Humboldt Senior Resource Center	Non-profit		X	X	X	Eureka Adult Day Health Services	Adult day health transportation and pass-through agency for Dial-A-Ride tickets in Eureka.	Agency funding	Eureka and greater Eureka, Fields Landing, Fortuna, Rio Dell and the Eel River Valley	Adult Day Health Care	Adult Day Health Care attendees	6, 14 passenger vans	N/A	N/A	N/A	
K'ima:w Transportation Department	Non-profit		X			K'ima:w Transportation Department	Transportation services for medical and dental appointments at the K'ima:w Medical Center	Grants and fares	Hoopa Valley	Demand response	Clients of the K'ima:w Medical Center	N/A	N/A	N/A	N/A	
Klamath-Trinity Non-Emergency Transportation	Non-profit	X	X			KT NET	Deviated fixed route service in the Willow Creek/Hoopa Valley area.	Fixed Route - TDA, fares, Hoopa Valley Tribe	Willow Creek and Hoopa Valley; Big Bar to Orleans	Fixed route	General public	1 for fixed route, and 1 backup	Class B License-Passenger Endorsed; In-house Transit Training, conducted by instructor certified by the US Department of Safety + 4 hrs a yr for driving and inspection training	Contracted to Local Shops, and Humboldt Transit Authority (HTA)	Excel for keeping logs	
Reaching for Independence	Non-profit		X			Not Available	Transportation for developmentally disabled adults	Redwood Coast Regional Center	Fortuna, Ferndale, Rio Dell, Scotia, Eureka	Demand response transportation for clients	Developmentally Disabled clients only	N/A	N/A	N/A	N/A	
Redwood Coast Regional Center	Private, non-profit			X	X	Not Available	Private transportation for RCRC families	CA Department of Developmental Services	Clients countywide	Private demand response; provides transit tickets and passes; taxi vouchers	Regional Center clients only	N/A	N/A	N/A	N/A	

Agency Name	Agency Type	Transportation Role(s)				Program Name	Program Purpose and Description	Funding Source(s)	Area Served	Service Type	Clients	Vehicles Quantity / Type	Driver Training Program	Vehicle Maintenance Provider	Technologies	Miscellaneous Comments
		Public Transit	Operates transportation Funds or subsidizes transportation	Volunteer / staff drivers												
Southern Trinity Health Services	Public Non-profit		X			Southern Trinity Health Services	Medical and Social Service transportation to Fortuna.	General Operations Funding	Trinity County	Demand	Clients	N/A	In-house with classroom, behind the wheel training, sensitivity training, adequate driving license, First Aid / CPR training	Contracted	None used	It transports Medicare and MediCal patients but do not receive funding. It has been a vendor for over 30 years.

Chapter 4. Progress Since 2008

To aid in the organization of unmet transit needs, the identified needs from the 2008 Plan were organized into the following six broad categories: Address Unserved or Underserved Areas; Address Service When it is Needed; Capital Improvements; Address Issues of Affordability; Address Need for Outreach, Marketing and Policies; or Other Strategies to Address Coordination. Strategies to meet the needs were developed and correspond to the identified unmet transit needs.

The 2008 Coordinated Plan identified five highest-ranked strategies, along with possible implementation strategies. This chapter provides a progress report on each of those highest ranked strategies.

STRATEGY #1: PROVIDE TRANSPORTATION SERVICES FROM REMOTE AREAS OF SOUTHERN AND EASTERN HUMBOLDT TO EUREKA

Category: Address Unserved or Underserved Areas

Identified Need(s):

- People in the isolated communities have fewer transportation options.
- Need to provide additional service from Southern Humboldt communities to Eureka and Arcata.
- Need to provide additional service from the Hoopa Valley/tribal areas in the north and northeast part of the county to Arcata and/or Eureka.

The 2008 Plan suggested the following potential strategies: Extend RTS to Garberville, local flex route service, a daily connection to RTS, and a subscription service.

Progress Southern Humboldt:

In January 2010, the HTA restructured its public transit service in Southern Humboldt and implemented the following two new transit systems:

The Southern Humboldt Local Transit – This system provides deviated fixed-route service in areas between Benbow and Miranda. Service runs during weekday peak travel times (morning and afternoon) and has averaged approximately 773 passengers per month from March 2012 to March 2013. Funding Source: Local Transportation Funds (LTF).

The Southern Humboldt Intercity Transit – This system runs between Benbow and Eureka with stops including Briceland/Redway Drive, Phillipsville, Miranda, Myers Flat, Weott, Fortuna, Rio Dell, and College of the Redwoods. The service has averaged approximately 1,111 passengers per month from February 2012 to February 2013. Funding Source: Local Transportation Funds (LTF) and Federal Transit Administration grant.

Progress Eastern Humboldt:

On July 7, 2012, the HTA expanded the Willow Creek Transit Service to include Saturday fixed-route service to Willow Creek. Additionally in 2012, KT Net implemented Saturday service from Hoopa to Willow Creek to complement the new HTA Saturday service to Willow Creek. KT Net’s service connects to Willow Creek for trips to the Humboldt Bay Area, and also connects with Trinity Transit for trips further east to Redding. Both services were in response to FY 2011-12 Unmet Transit Needs Findings and earlier public comments. Funding source: Local Transportation Funds (LTF).

STRATEGY #2: PROVIDE DIAL-A-RIDE SERVICES IN RURAL AREAS OF THE COUNTY NOT PRESENTLY SERVED (OUTSIDE OF THE HUMBOLDT BAY AREA).

Category: Address Unserved or Underserved Areas.
Identified Need: Establish daily general public dial-a-ride service in remote areas of the county.

The 2008 Plan suggested that several dial-a-ride zones be established throughout the county operating two vehicles per zone and dedicated to service up to 20 hours per week. The following several zones were suggested: 1) Southern Humboldt - The communities along Highway 101 between Fortuna and the county line, and possibly some roads branching off Highway 101. 2) Fortuna/Ferndale area - Loleta, Hydesville, Carlotta and perhaps as far as Bridgeville along Highway 36. 3) Northeast Humboldt - Willow Creek, the Hoopa Valley and other remote areas in the northeast part of the county. 4) Northern Humboldt – The Highway 101 corridor north of McKinleyville including Trinidad and Orick.

The Plan noted that this service would likely be operated by several operators and administered by a single agency. The Plan suggested that HCAOG or HCAR could serve as the administrative agency, or a contract could be issued to HTA or a private provider to administer the service (and perhaps maintain vehicles).

Progress:

No new dial-a-ride service has been implemented for this strategy.

STRATEGY #3: PROVIDE SPECIALIZED MEDICAL TRIPS FROM OUTLYING REMOTE AREAS INTO EUREKA

Category: Address Unserved or Underserved Areas
Identified Need: People in the isolated communities have fewer transportation options,

Stakeholders identified the need for a higher level of service, including door-through-door service, than is provided on the fixed-route services or other complementary paratransit services in the

county. This unmet transportation need refers specifically to non-emergency medical-related trips from outlying communities (such as Fortuna, Rio Dell, Hydesville and Ferndale) to medical facilities in Humboldt Bay area. It was suggested that a single van be utilized and that service rotate on assigned service days per week or assigned weeks in the month among the specific communities. To provide round- trips to the Humboldt Bay area and return, the Plan estimated that the service would require approximately eight service hours a day, or 400 service hours per year. At least one van would be required to provide the service and one back-up vehicle would be recommended.

Potential agencies in Humboldt County that could provide this service include: CAE the private provider of the Dial-a-Ride/Dial-a-Lift service, HCAR, or an organization that currently provides services to adults with disabilities. One of the private transportation providers could also operate this service under contract to the local sponsor.

Progress:

No new services have been implemented for this strategy. As indicated in the 2008 Coordinated Plan, City Ambulance of Eureka (CAE) Non-Emergency Medical Transport offers countywide door-through-door service. This service is provided to all areas of the county by reservation. Additionally, Humboldt Medi-Trans, a small nonprofit agency, also offers non-emergency medical transport service door-through-door in various locations, Eureka, Arcata, McKinleyville, Fortuna, and Rio Dell. Both services are provided by reservation. No service rotation or assigned service days have been implemented.

STRATEGY #4: ESTABLISH AND STAFF A MOBILITY MANAGEMENT PROGRAM TO ADVANCE COORDINATION EFFORTS WITHIN THE COUNTY.

Category: Policies or Other Strategies to Address Coordination.

Identified Need: Improve coordination between human service transportation providers.

Stakeholders communicated the need for a clearinghouse that would distribute information about available transportation services.

A mobility management program is an array of practices to manage transportation resources to focus on:

1. moving people instead of moving vehicles
2. the needs of individual customers
3. the entire trip
4. making noticeable improvements to the quality and effectiveness of available travel services
5. improving information available about transportation services

Mobility management may include operational, technological, or information practices and may include: trip planning, real-time rideshare matching, and much more. A mobility manager collaborates with other organizations to provide a wide range of travel options to more effectively meet transportation needs.

Potential lead agencies identified in 2008 were the Community Switchboard, an information and referral service provided by United Way of Humboldt County, HCAR, and HCAOG.

Progress:

2-1-1 Humboldt: In early 2013, the United Way of the Wine Country completed integrating the Humboldt Community Switchboard into a 2-1-1 call center. The 2-1-1 center, now called “2-1-1 Humboldt” is a toll-free phone number providing residents access to free confidential information and referral for non-emergency human services. The 2-1-1 Humboldt service offers general transportation information to the public. Detailed or lengthy public transportation information or trip planning/travel training assistance requests are currently forwarded to HCAR or individual transit agencies. The 2-1-1 Humboldt website is www.211humboldt.org.

Mobility Management Efforts:

In 2009, the Redwood Community Action Agency held a Mobility Management Summit where a Mobility Management Coalition, called the Humboldt Coordinated Transportation Alliance, was created. This Alliance consisted of a core group of transportation providers and social service agencies. They developed a “2010 Humboldt County Mobility Management Coalition Strategic Plan,” creating a vision for mobility management and forming strategies to begin a mobility management program.

In 2012, HCAR secured a technical assistance grant from Easter Seals Project Action to further develop a mobility management program and a mobility management center. HCAR’s planned progress for the mobility management center is to coordinate with all transportation agencies in the region to create a comprehensive, all mode, transportation resource database to implement a central information and assistance center for transportation information. The center will staff a person to assist with trip planning.

In October 2012, the Accessible Transportation Coalition Initiative (ATCI) Coalition was developed. ATCI participants represent a wide range of area organizations including transportation, social and human services organizations, local elected officials, and many of the original 2009 participants. Several ATCI meetings have occurred to further develop objectives and implementation steps for a mobility management program in Humboldt County.

HCAR has developed and offers a countywide travel training assistance program. Through the program, in-person information and assistance is provided to individual users and to human services agencies on how to access local transportation services, including Dial-A-Ride. HCAR currently contracts with several social service agencies to provide travel training assistance.

HCAR has received a Federal Transit Administration Section 5310 grant to upgrade dispatching equipment to facilitate countywide coordination, and a State Transit Assistance Fund allocation for travel training purposes, research of a regional transportation information system, and paratransit dispatching efforts.

STRATEGY #5: DEVELOP CAPITAL IMPROVEMENT PROGRAM

Category: Capital Improvements.

Identified Need: Replace vans and vehicles that serve the elderly, disabled, and low-income populations – especially in the outlying communities.

Implementation of this strategy entails a collaborative approach among local human service transportation providers and/or sponsors to develop a regional capital improvement 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.

Components of a capital improvement program would include:

1. Identifying and prioritizing transit facilities and equipment that need to be upgraded, such as: installing shelters or benches at bus stops; and modifying bus stops to be accessible for wheelchair users (e.g. curb cuts).
2. A schedule for replacing vehicles operated by qualifying agencies funded with FTA Section 5310 funds.
3. An expansion plan to increase operators' fleets.
4. Identifying a list of applicable fund sources.
5. Identifying and prioritizing of other capital equipment such as computerized scheduling and dispatching program, enhanced telephone or communication systems, or vehicle modifications needed to meet air quality standards.

The Coordinated Plan suggested that HCAR or HCAOG could serve as the lead agency.

Progress:

A fully developed capital improvement program has not yet been implemented. To date, however, HCAOG, on behalf of regional public transit operators, has been awarded four grant cycles of the California Governor's Office of Emergency Services (Cal OES) funding to implement an Americans with Disabilities Act (ADA) Compliance Bus Stop Improvement Program. The project will improve public safety for disaster preparedness. Bus stops are currently being inventoried and prioritized for upgrading to meet ADA requirements. This will be an ongoing project.

Chapter 5. Service Gaps and Unmet Transportation Needs

This chapter summarizes unmet transportation needs identified through input from the SSTAC, the SCC, stakeholders, and review of recent planning efforts related to transportation needs in the county (specific to the needs of seniors and individuals with disabilities).

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 the 2008 Coordinated Plan, 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.

GAPS AND UNMET TRANSIT NEEDS

Based on current input from stakeholders and review of planning documents, many *primary* transportation needs in Humboldt County are being addressed through the various transportation programs currently available in the county. These transportation programs include services provided by the public transportation providers, social service agencies, community organizations, and private transportation providers. “Primary” transportation needs are defined as those that meet the threshold levels established by the Humboldt County Regional Transportation Plan (2008), which includes weekday local bus service within Eureka and Arcata, service in the Highway 101 corridor between Trinidad and Scotia, ADA-compliant specialized transportation in the urbanized areas, and limited specialized transportation services in the rural areas as funds allow.

Outside of the Humboldt Bay area, the more remote communities in southern Humboldt, east Humboldt (the Hoopa Valley and Willow Creek) and the Orick area have been identified as having significant transportation needs due to their geographic isolation. These rural areas are dispersed and have low population, which makes it difficult to serve cost-effectively with traditional transit services.

A summary of transportation needs that were identified for Humboldt County is listed below.

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 – thus requiring residents of these areas to travel relatively long distances for most of their needs. Needs were identified for the more isolated communities of southern Humboldt (Garberville and Redway), Bridgeville, Willow Creek and the Hoopa Valley, and northern Humboldt (Orick). Several stakeholders noted that transportation related to medical appointments is the most critical need in these areas, and that their isolation necessitates transportation for the most basic goods and services. While some transportation services are available in these areas, such as the Southern Humboldt Local Transit and KT Net in the Hoopa Valley, these services are unable to provide enough service to meet all of the needs that exist in these areas. Several stakeholders noted, however, that providing transportation to these areas is a challenge due to the dispersed population and distances between these areas and major activity centers.

LATER NIGHT FIXED-ROUTE PUBLIC TRANSIT SERVICES

A number of stakeholders noted that the lack of service into the night prevents some people from accessing goods and services, attending public meetings, and accessing employment for those who do not work traditional hours. Most existing fixed-route and dial-a-ride services in the county do not provide late night service past 10:00 PM. The Eureka Transit Service does not provide service beyond 8:00 PM. For agencies that provide Saturday service, service ends in the evening (5:00–7:00 pm).

SUNDAY FIXED-ROUTE TRANSIT SERVICES

The Redwood Transit Service (commuter service) is the only public transit that runs on Sunday. 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 services and the dial-a-ride providers in the county.

IMPROVED BUS STOP AMENITIES AND ACCESS

The SSTAC identified the need to improve Americans with Disabilities (ADA) access to and from bus stops and to improve amenities (shelters, benches, information, platforms, shelters, etc.), especially for those who depend on mobility devices. Improving access to bus stops includes extending sidewalks to bus stops and ensuring that there are curb cuts to reach the bus stop.

DIAL-A-RIDE/DIAL-A-LIFT SERVICES

Many stakeholders noted the 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 the Eureka, Arcata, and McKinleyville area to help eliminate long wait times.

DESTINATION BUS PROGRAM

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

AFFORDABLE DIAL-A-RIDE

Stakeholders noted that the cost of dial-a-ride is unaffordable, especially for seniors and individuals with disabilities, and/or limited incomes. Stakeholders noted that the cost of dial-a-ride is especially unaffordable for people whose only means of transportation is the dial-a-ride program.

IMPROVED FREQUENCY ON RTS AND SCHEDULE COORDINATION WITH OTHER PROVIDERS

Several 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. It was suggested that schedules on RTS be more frequent to improve ridership.

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 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.

TRANSIT/FEEDER SERVICE TO CONNECT TO MAIN LINE TRANSIT

Several stakeholders felt that transportation needs in the outlying communities could be partially addressed by providing transit, or a feeder route system(s), that would link to main routes (RTS, ETS, A&MRTS) for the farther-out small communities with low populations. Unserved communities identified are: Between Eureka and Arcata along Old Arcata Road (Freshwater, Bayside, Jacoby Creek), Samoa, Ferndale, Orick, areas of McKinleyville, and Bridgeville.

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.

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 in Humboldt County.

IMPROVED OR NEW TRANSPORTATION IN TRIBAL AREAS

Many Native Americans live in isolated regions in the county and have limited access to basic services. This is especially true in the north and northeast part of the county where most of the Native American lands are located. Although KT Net provides service from the Hoopa Valley to Willow Creek, several stakeholders noted that expanded service would serve a significant need.

Chapter 6. Identification of Strategies and Evaluation

This chapter describes the results of two public workshops that took place in Humboldt County and contains a list of unmet transit needs and strategies/projects developed to meet those needs. Also included is the evaluation criteria used in the review and ranking of the strategies/projects.

PUBLIC WORKSHOPS

Representatives from the 2008 Coordinated Transportation Plan process were invited to the 2013 public workshops. Stakeholders included members from the Social Services Transportation Advisory Council (SSTAC), and representatives from senior centers, social service organizations and transit agencies.

HCAOG invited 65 stakeholders to attend the workshops. HCAOG invited the general public to attend via press releases and via an announcement on HCAOG's website. (See Appendix A for the workshop flyer and press release.)

On the 18th and 20th of September, 2013, HCAOG facilitated two public workshops in Humboldt County—one in Garberville (Southern Humboldt) and the other in Eureka (Humboldt Bay area). These locations were suggested by the SSTAC and SCC committees. The goals of the workshops were to:

- Confirm previously identified unmet transportation needs
- Identify and prioritize strategies/projects for addressing these needs

HCAOG developed an initial list of identified unmet transit needs, a set of suggested service strategies/projects intended to address gaps and needs, and evaluation criteria to use when ranking the strategies/projects. Workshop participants were able to offer additional needs and strategies/projects.

Two members of the public attended the workshop in Garberville. Additionally, HCAOG received correspondence from Bridgeville Community Center expressing area unmet transit needs, and also an interview was conducted with Reaching for Independence, Fortuna.

There were eleven attendees at the workshop held in Eureka which included representatives from the Fortuna Senior Services, Area 1 on Aging Volunteer Driver Program, Silvercrest Residence, State Council on Developmental Disabilities (SCDD), Tri-County Independent Living, Caltrans, SSTAC member advocates for transit users and individuals with disabilities, and two members of the public.

A meeting of the SSTAC was held on October 16, 2013, to confirm transit needs and finalize and prioritize strategies/projects. The SSTAC used the evaluation criteria from the 2008 Coordinated Plan to rank the strategies. The SSTAC members refined the list of strategies/projects and prioritized them.

SSTAC members in attendance included representatives from the HCAR (CTSA), City Ambulance of Eureka (CAE), Senior Resource Center, Lighthouse of the Northcoast, Headstart, two

representatives from Area 1 Agency on Aging, Senior Action Coalition, Tri County Independent Living, six SSTAC members/advocates for transit users and individuals with disabilities, and two members of the public not associated with an organization.

EVALUATION CRITERIA

A requirement of this plan is to rank potential strategies/projects based on their ability to meet unmet transportation needs. The evaluation criteria utilized in developing the “2008 Coordinated Plan” was utilized in this 2013 update process. The evaluation criteria were not intended to be rigorously applied to all strategies/projects, but rather to help participants/stakeholders determine which strategies would meet the identified needs in the county. The evaluation criteria were:

1. Strategy meets documented need. How well does the strategy address transportation gaps or barriers identified through the Coordinated Public Transit-Human Services Transportation Plan? The strategy should:

- 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 of implementation. How likely is the strategy to be successfully implemented? The strategy should:

- Be eligible for MAP-21 or other grant funding
- Result in efficient use of available resources
- Have a potential project sponsor with the operational capacity to carry out the strategy
- Have the potential to be sustained beyond the grant period

3. Coordination. How would the strategy build upon existing services? The strategy should:

- Avoid duplication and promote coordination of services and programs
- Allow for and encourage participation of local human service and transportation stakeholders

IDENTIFICATION OF STRATEGIES

The needs and strategies/projects for 2013 are organized into the same six broad categories used in the 2008 Coordinated Plan:

- Unserved or underserved areas (service not available where it’s needed)
- Lack of availability (service not available when it’s needed)
- Capital improvements
- Cost of transportation is difficult for some
- Additional information and marketing programs

- Program policies and requirements

The updated identified needs and updated strategies/projects are presented in Table 6-1.

Table 6-1. Identified Needs and Strategies/Projects

Unmet Transportation Needs	Strategies/Projects
Address Unserved or Underserved Areas	
<ul style="list-style-type: none"> • People in isolated communities have fewer transportation options. • Need to provide additional service from southern Humboldt communities to Eureka and Arcata • Need to provide additional service from the Hoopa Valley/tribal areas in the north and northeast part of the county to Arcata and/or Eureka. 	<ul style="list-style-type: none"> • Expand frequency of daily feeder service connecting dispersed, unserved areas in southern and eastern Humboldt with Redwood Transit System (RTS), ensuring timed connections. • Establish daily general public dial-a-ride service in remote areas of the county. • Work with tribal leaders to explore use of tribal transportation funds to support services in the northeast part of the county. • Extend RTS services beyond Trinidad and Orick.
<ul style="list-style-type: none"> • Need to provide additional dial-a-ride service in more remote areas of the county. 	<ul style="list-style-type: none"> • Provide medical trips into Eureka for specialized treatment (e.g., dialysis, chemotherapy, radiation). • Extend KT Net flexible route services in the Hoopa Valley
<ul style="list-style-type: none"> • Need to enhance services for seniors within Eureka 	<ul style="list-style-type: none"> • Establish flex route service in Eureka to better serve seniors as well as the general public.
<ul style="list-style-type: none"> • Need to improve access for entry-level jobs, including agricultural sites. 	<ul style="list-style-type: none"> • Establish a worker vanpool program to connect outlying communities with major employers (agricultural, lumber, etc). • Establish rideshare program for carpools or vanpools targeting employers. • Provide employment trips for persons with disabilities.
<ul style="list-style-type: none"> • Need transit stop in Weott. • Need more transit stops in Manila. 	<ul style="list-style-type: none"> • RTS provide a transit stop in Weott, and additional stops in Manila.
<ul style="list-style-type: none"> • Extend M-F service and provide weekend transit in Blue Lake for work, retail, industry. 	<ul style="list-style-type: none"> • Expand BLRTS later M-F service, and add weekend service.
<ul style="list-style-type: none"> • Need to connect Bridgeville to Eureka or Fortuna. • Provide transit to Ferndale, Samoa. • Need to provide transit, need for smaller vehicles, like feeder routes, (w/ several wheelchairs) to connect unserved areas to main routes. 	<ul style="list-style-type: none"> • Provide transit, or develop feeder route systems(s) that would link to main routes for the farther-out communities with low populations. Unserved communities identified: Between Eureka and Arcata along Old Arcata Road, (Freshwater, Bayside, Jacoby Creek), Samoa, Ferndale, Orick, McKinleyville, Bridgeville.

HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS

Unmet Transportation Needs	Strategies/Projects
Address Service When It's Needed	
<ul style="list-style-type: none"> • Need to provide later evening fixed route and dial-a-ride services in Eureka and Arcata 	<ul style="list-style-type: none"> • Provide earlier and later evening fixed route and dial-a-ride service in Eureka and Arcata. • Maintain year-round extended hours of service until 11 pm in Arcata.
<ul style="list-style-type: none"> • Need for Sunday fixed route and paratransit service. 	<ul style="list-style-type: none"> • Provide Sunday fixed route and dial-a-ride service in Eureka and Arcata.
<ul style="list-style-type: none"> • Need for improved frequency on RTS. 	<ul style="list-style-type: none"> • Increase frequency of RTS service in Rio Dell/Scotia. • Increase frequency of service between Eureka and Arcata, McKinleyville especially during commute times. • Provide Express Bus service between McKinleyville and Eureka.
<ul style="list-style-type: none"> • Need for RTS Sunday service to be same level as Saturday service. 	<ul style="list-style-type: none"> • Expand RTS Sunday service.
<ul style="list-style-type: none"> • Need for Fortuna Senior Bus Program later in the day and provide on weekends. 	<ul style="list-style-type: none"> • Expand Fortuna Senior Bus Program.
<ul style="list-style-type: none"> • Need to provide more dial-a-ride service due to long wait times. 	<ul style="list-style-type: none"> • Expand dial-a-ride service between Eureka and Arcata. • Expand dial-a-ride, provide more vehicles in service during peak travel times.
<ul style="list-style-type: none"> • Need for a dial-a-ride vehicle on a standard “fixed route to go to major destinations (e.g., Eureka Community Health Center, shopping). 	<ul style="list-style-type: none"> • Develop an ADA accessible destination bus with deviated fixed route service to major destinations (Health Center, shopping, etc.).
<ul style="list-style-type: none"> • Need for weekend service from Southern Humboldt communities to Eureka. 	<ul style="list-style-type: none"> • Expand RTS intercity to provide weekend service (at least Saturday) between Southern Humboldt and Eureka.

Unmet Transportation Needs	Strategies/Projects
Capital Improvements	
<ul style="list-style-type: none"> • Improved bus stop amenities (benches, shelters, etc.). • Improved access to bus stops from the neighborhoods. 	<ul style="list-style-type: none"> • Develop capital improvement/vehicle replacement program specific to elderly and persons with disabilities; identify high priority locations for capital improvements. • Identify all bus stop deficiencies in the county and prioritize improvements. • Conduct study to identify access issues to bus stops throughout the county. • Public Works Department, Public Transit and Wheelchair Users to work to identify bus stops that don't work well with ramps.
<ul style="list-style-type: none"> • Need to replace vans and vehicles that serve the elderly, disabled, and low-income populations—especially in the outlying communities. 	<ul style="list-style-type: none"> • Develop vehicle replacement schedule in coordination with local non-profit and public agencies. Replace or expand vehicles as needed.
	<ul style="list-style-type: none"> • Construct a bike path between Arcata and Eureka.

HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS

Unmet Transportation Needs	Strategies/Projects
Address Issues of Affordability	
<ul style="list-style-type: none"> • Cost of dial-a-ride is not affordable for some who qualify otherwise. Non-medical trips don't get discounts, or don't have same availability. • Dial-a-ride is unaffordable for some people. 	<ul style="list-style-type: none"> • Provide/research fare subsidies to lower the cost of dial-a-ride trips. • Establish distance based fares for paratransit, rather than zone based.
<ul style="list-style-type: none"> • Cost of using transit is difficult (unaffordable) for low-income families, especially in more isolated communities. 	
<ul style="list-style-type: none"> • Volunteer driver programs can't afford to reimburse drivers to cover their costs. 	<ul style="list-style-type: none"> • Increase mileage reimbursement rates for volunteer drivers and caregivers.
Unmet Transportation Needs	Strategies/Projects
Address Need for Outreach, Marketing	
<ul style="list-style-type: none"> • Lack of awareness of available services by human service agency staff. 	<ul style="list-style-type: none"> • Provide additional outreach and training for human service agency staff.
<ul style="list-style-type: none"> • Need for clearinghouse of information options for the public. 	<ul style="list-style-type: none"> • Establish a central clearinghouse and information center for all transportation services offered in the county. • Initiate a travel training program and offer classes or workshops to senior centers or other groups of interested potential users.
<ul style="list-style-type: none"> • Need for better maps and transit information at stops and transfer points. 	<ul style="list-style-type: none"> • Develop a countywide transit/paratransit map and brochure that provides information for all fixed route and paratransit programs.
Unmet Transportation Needs	Strategies/Projects
Policies or Other Strategies to Address Coordination	
<ul style="list-style-type: none"> • Need to clarify or rectify policies that restrict coordination use of vehicles. 	<ul style="list-style-type: none"> • Develop land use policies to encourage the proximity of transit near housing and other activity centers. • Document funding or regulatory barriers that may prevent vehicle sharing; advocate for strategies to address these barriers.
<ul style="list-style-type: none"> • Improve coordination between human service transportation providers. 	<ul style="list-style-type: none"> • Establish and staff a mobility management program to advance coordination efforts within the county. Tasks to include: identify and implement steps needed to minimize duplication among human service transportation providers and ensure efficient use of vehicle replacement funds.

PRIORITIZATION OF STRATEGIES/PROJECTS

The SSTAC and workshop participants voted to continue with the five high-priority strategies identified in the 2008 Coordinated Plan process and also add four new strategies. The projects are listed below:

Strategy 1	Expand frequency of transportation services from remote areas of southern and eastern Humboldt County to Eureka (2008 Coordinated Plan).
Strategy 2	Provide dial-a-ride services in rural areas of the county not presently served (2008 Coordinated Plan).
Strategy 3	Provide specialized medical trips (e.g., chemotherapy, dialysis) into Eureka (2008 Coordinated Plan).
Strategy 4	Establish and staff a mobility management program to advance efforts to coordinate transportation services within the county (2008 Coordinated Plan).
Strategy 5	Develop a capital improvement/replacement program specific to the needs of seniors and persons with disabilities; replace and/or expand vehicles as needed; identify high priority locations for capital improvement (2008 Coordinated Plan).
Strategy 6	Provide fare subsidies to lower the cost of dial-a-ride trips.
Strategy 7	Provide transit, or develop feeder route system(s), that would link to main routes for the farther-out communities with low populations. Unserved communities identified: between Eureka and Arcata along Old Arcata Road (Freshwater, Bayside, Jacoby Creek), Samoa, Ferndale, Orick, McKinleyville, and Bridgeville.
Strategy 8	Expand dial-a-ride program to provide more vehicles in service during peak travel times. (Areas identified: Greater Eureka Area (Eureka, Arcata, McKinleyville).
Strategy 9	Develop a “destination bus program” to provide deviated route service to major destinations (e.g., Eureka Community Health Center, shopping), using ADA accessible vehicles.

The next chapter assesses how feasible these strategies are to implement in Humboldt County, and suggests an implementation plan to help advance the highest-ranked strategies.

Chapter 7. Implementation Plan for Recommended Strategies

This chapter presents a conceptual implementation plan for the plan’s highest priority strategies/projects.

IMPLEMENTATION STEPS FOR HIGH PRIORITY STRATEGIES

This section provides more detail about the nine high priority strategies identified for Humboldt County and discusses preliminary steps for implementation. It is important to note that the detail provided for each strategy is conceptual and further discussion and planning would be required before moving forward with any of the strategies. In addition, funding restrictions and availability, administrative capability of the lead agency, and other issues related to implementing these strategies would require more detail and clarification than is provided in this plan.

Strategies 1 through 5 below are carried forward from the 2008 Coordinated Plan. Strategies are numbered for ease of reference, the numbers do not refer to any order of priority.

STRATEGY 1. EXPAND FREQUENCY OF TRANSPORTATION SERVICES FROM REMOTE AREAS OF SOUTHERN AND EASTERN HUMBOLDT COUNTY TO EUREKA

As noted earlier in this report, progress has occurred regarding 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) The 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.

The proposed project for the Coordinated Plan Update is to expand frequency of transportation service in the southern and eastern areas of the county.

Capital/Operating Costs (2013 dollars)

The Southern Humboldt Intercity Transit estimated cost per service hour is \$65 (round trip is 3.5 hours) per day. An additional round trip per day is 140 miles, which is approximately 3.5 hours per day and approximately 910 service hours per year. This equates to approximately \$59,150.

The Southern Humboldt Local Transit estimated cost per service hour is \$65 (round trip is 1.0 hour) per day. An additional round trip day is approximately 35 miles, and approximately 260 service hours per year. This equates to approximately \$17,000.

Strategy Sponsor/Operator

The HTA operates the Southern Humboldt Intercity and Southern Humboldt Local Transit services.

Timeframe

Implementation of these services could occur in the mid- to long-term as additional discussion and planning would be required among local stakeholders.

Potential Funding Sources

Section 5311 and TDA.

STRATEGY 2. PROVIDE DIAL-A-RIDE SERVICES IN RURAL AREAS OF THE COUNTY NOT PRESENTLY SERVED

Significant planning and coordination among the various communities throughout the county would be required prior to implementation of this strategy. One concept to meet this identified need is to establish several dial-a-ride zones throughout the county. Operating parameters and eligibility requirements would be developed based on the specific needs within each zone. For the purposes of this plan, it 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 distinct 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 of Highway 101.
- **Fortuna/Ferndale area:** this would also include Loleta, Hydesville, Carlotta and perhaps as far as 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.

Capital/Operating Costs (2013 operating dollars)

- Assuming each zone operates service 20 service hours per week, and an estimated \$50 operating cost per hour, the annual operating cost of this service is approximately \$260,000. Based on the assumptions discussed above, this new service would require at least four small or medium size vehicles. According to Caltrans, the 2013 cost of vehicles in this class are approximately \$67,000.

- Additional costs should also be assumed to establish a more detailed plan for this service and to fund start-up activities such as grant writing, marketing and other administrative tasks. For the purpose of this plan, an additional \$45,000 is estimated for these purposes.

Strategy Sponsor/Operator

It is likely that this service would be provided by several operators but be administered by a single agency. HCAOG or HCAR could serve as the administrative agency, or a contract could be issued to HTA or a private provider to administer the service (and perhaps maintain the vehicles).

Timeframe

As noted above, this service would likely require significant communication and planning among communities that are involved, and therefore would be a mid- to long-term strategy.

Potential Funding Sources

The most likely funding sources for this service include TDA and 5310. The vehicles could be purchased using a Section 5310 grant as long as they are used at least 20 hours/week for senior and disabled service.

STRATEGY 3. PROVIDE SPECIALIZED NON-EMERGENCY MEDICAL TRIPS (E.G. CHEMOTHERAPY, DIALYSIS) 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 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 accessible 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.

Potential Lead Agency

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 services to adults with disabilities. One of the private transportation providers could also operate this service under contract to the local sponsor.

Cost (2013 dollars)

Assuming a \$60 cost per service hour, which includes operation, vehicle maintenance and administration, this service would cost approximately \$24,000 annually. The cost for a lift-equipped, small vehicle with a seated capacity of five or six and two wheelchair tie-downs is approximately \$60,000.

Additional costs should also be assumed to establish a more detailed plan for this service and to fund start-up activities such as grant writing, marketing and other administrative tasks. For the purpose of this plan, an additional \$35,000 is estimated for these purposes.

Timeframe

Implementation of this service could occur in the short- to mid-term, but additional discussion and planning would still be required among local stakeholders.

Funding

Potential funding sources for this service include:

- TDA, Section 5310, Local business contributions.

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 coordination activities and improve mobility throughout the county. In addition to serving as a clearinghouse, a mobility management program could address a wide 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:

Operational	Technological	Informational
Ridesharing, vanpools, carpooling, biking Subscription buses 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	Real-time rideshare matching Multi-provider trip reservation Integrated fare media	Trip planning tools and kiosks Transit telephone center with information on all modes Joint programs w/ private sector

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 customers
- the entire trip
- making noticeable improvements to the quality and effectiveness of available travel services
- improving information available about transportation services

Potential Lead Agency

The 2-1-1 Humboldt Service, an information and referral service provided by United Way of Humboldt County, could expand its services to host additional information related to mobility. Another potential host is the CTSA, HCAR, which could coordinate with an agency such as 2-1-1 Humboldt Service to offer operational or technological mobility services. Operational or technological services could also be coordinated or hosted by HCAOG. The role of mobility manager would likely require a part-time or full-time person devoted to implementing identified mobility strategies. The mobility manager ideally works in collaboration with other organizations to provide a full range of travel options that are more effective in meeting needs.

Although the mobility manager can work to provide improved mobility for the general public, the individual filling this role may be especially effective in meeting the travel needs of persons with disabilities, older adults and individuals with lower incomes.

Cost (2013 dollars)

A full-time mobility manager would cost approximately \$70,000 each year. A half-time mobility manager would be approximately half of this (\$35,000), or potentially less if combined with an existing position at a host agency. An additional \$10,000-\$15,000 should be budgeted for program capital costs related to purchasing computer equipment, other technology, office furniture, etc.

Depending on the specific mobility management activities that are pursued, there will be additional capital costs associated with project implementation. Some programs can be implemented on a limited budget whereas others, such as establishing an on-line trip-planning program, may require additional technological expenses as well as technical assistance from consultants. For the purpose of this plan, an additional \$20,000 is estimated for these purposes.

Funding

The most likely source of funding for mobility management is FTA Section 5310.

STRATEGY 5. DEVELOP CAPITAL IMPROVEMENT/REPLACEMENT PROGRAM

Implementation of this strategy entails a collaborative approach among local human service transportation providers and/or sponsors to develop a county-based or regional capital improvement 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.

STRATEGY 6. PROVIDE FARE SUBSIDIES 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 subsidies. Transportation and social service agencies would coordinate types of potential funding found.

Potential lead agency

HCAR could assist to direct agencies to grants to subsidize dial-a-ride for clients. There may not be a need for a lead agency; individual agencies could do their own research.

Cost

To be determined

Funding

Potential funding sources include TDA, grants, and contributions from local business and organizations.

STRATEGY 7. TRANSIT/FEEDER SERVICE TO CONNECT TO MAIN LINE TRANSIT

This service could be provided to the small communities by extending existing public transit service (RTS, ETS, or A&MRTS). HCAR could also provide feeder service.

Potential lead agency

A lead agency might be needed to facilitate planning and coordination for this strategy. Lead agency could be HCAR, HCAOG, or HTA.

Cost

To be determined

Funding

TDA funds

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. To implement this strategy, agencies would need to secure additional funding for additional capital and operating costs.

Potential lead agency

This strategy does not necessarily require a lead agency.

Cost

To be determined

Funding

Potential funding sources include TDA and 5310.

STRATEGY 9. DEVELOP A “DESTINATION BUS PROGRAM” USING ADA ACCESSIBLE VEHICLES

The first step for this strategy would be to research funding sources and estimate program costs to determine feasibility.

Potential lead agency

Potential lead agencies are DAR operators or HCAR.

Cost

To be determined

Funding

Potential funding sources include TDA and 5310.

Summary and Next Steps

The final Coordinated Public Transit-Human Services Transportation Plan will be submitted to Caltrans. The draft plan will be available for public review and comment prior to its adoption, no later than December 19, 2013.

Grant applications for FTA Section 5310 are offered yearly. Caltrans must certify that projects funded through the 5310 program are included in the Coordinated Plan.

Updates to the Coordinated Plans are required every four or five years, (four years in air quality nonattainment and maintenance areas and five years in air quality attainment areas). HCAOG will periodically review and amend projects identified in the Coordinated Plan as regional needs require to maintain FTA Section 5310 Program eligibility.

Appendix A

Public Workshop Materials



Press Release

For Immediate Release
September 6, 2013

Media Contact: Debra Dees
Humboldt County Association of Governments
707-444-8208

Public Asked to Share Ideas to Improve Transportation Services for All Residents, Older Adults, People with Disabilities, and Persons with Low-Income

The Humboldt County Association of Governments (HCAOG) is updating the “Humboldt County Coordinated Public Transit-Human Services Transportation Plan.” This plan, originally developed in 2008, addresses unmet specialized transportation needs. The Plan’s goal is to improve mobility for county residents through better coordination of services among transportation providers and human service agencies in Humboldt County.

HCAOG invites community residents, social service organizations, and transit service providers to attend a public workshop to provide input for the “Coordinated Public Transit-Human Services Transportation Plan Update.”

Two community workshops will be held: In Southern Humboldt, on Wednesday, September 18, 2013, 3:00-4:30 pm, at the John Haynes Memorial Veterans’ Hall, 483 Conger Street, Garberville. In Eureka, on Friday, September 20, 2013, 1:30–3:00 pm, at the HCAOG Conference Room, 611 “I” Street, Suite B, Eureka.

Come and learn about the “Coordinated Public Transit-Human Services Transportation Plan,” share your views about community transportation needs and priorities, and learn about Federal transportation funds that may be available to agencies in Humboldt County.

For more information about the Plan and the community workshops, please call Debra Dees at the Humboldt County Association of Governments, (707) 444-8208.

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Contact Information for media use only:

Debra Dees, Associate Planner
HCAOG
707.444.8208

Coordinated Transportation Plan Update For Seniors, People with Disabilities, and Persons with Low Income



Public Invitation to Attend Community Workshops

Humboldt County Association of Governments (HCAOG) invites all residents, social service organizations, and transit service providers to attend a public workshop to provide input for the Humboldt County Coordinated Public Transit-Human Services Transportation Plan Update.

Southern Humboldt	Wednesday, September 18, 2013, 3:00-4:30 p.m. John Haynes Memorial Veteran's Hall 483 Conger, Garberville Location served by Southern Humboldt Transit
Eureka	Friday, September 20, 2013, 1:30-3:00 p.m. HCAOG Conference Room 611 I Street, Suite B, Eureka Location within 2-3 blocks from Redwood Transit and Eureka Transit bus stops



Help to shape the future of transportation for all community residents, especially seniors, people with disabilities, persons with low incomes.

- Learn about the "Coordinated Public Transit-Human Services Transportation Plan"
- Share your views about community transportation needs and priorities
- Recommend strategies to improve local and regional transportation
- Learn about federal transportation funds that may be available to agencies in Humboldt County

Who should attend?

- Social Service Agency Representatives
- Transit Service Providers
- Seniors & Older Adults
- People with Disabilities
- Bus and Paratransit Riders
- Community Residents

For More Information Contact:

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Regional Transportation Planning Agency
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Please contact HCAOG at least one week prior to the workshop to request language interpretation assistance or alternative information formats for the workshop.

