

Board of Directors
NATALIE ARROYO
City of Eureka
REX BOHN
County of Humboldt
STEVE LADWIG
City of Trinidad
JULIE WOODALL
City of Rio Dell
PAUL PITINO
City of Arcata
TAMI TRENT
City of Fortuna
MIKE WILSON
County of Humboldt

HTA Board Staff
GREG PRATT
General Manager
BRENDA FREGOSO
Secretary to the Board



Humboldt Transit Authority
Governing Board of Directors
HTA Conference Room - 133 V Street Eureka

AGENDA
TELECONFERENCE

ZOOM MEETING INSTRUCTIONS
MEETING ID: 674 131 2040
BY PHONE 1 (408) 638-0968
BY COMPUTER: <https://us02web.zoom.us/j/6741312040>

Wednesday, June 3, 2020

10:00 AM

Regular Meeting

A. Call Meeting To Order

B. Roll Call & Introductions

C. Community Members Communication

Members of the community are invited to comment on items or issues not on the agenda.

D. Special Presentations

E. Consent Calendar

By motion, recommend the approval of the following items considered to be routine and enacted in one motion. Items may be removed from the consent calendar upon request and will be heard separately.

1. Minutes from the May 6, 2020 Regular Board Meeting

Page 03

Action Recommended: Approve minutes

2. Agreement Between the Humboldt Transit Authority and CAE Transport, Inc. for Paratransit Transportation (Dial-A-Ride) Services

Page 05

Staff is recommending a one-year contract for CAE Transport to provide Dial-A-Ride services in Humboldt County.

Action Recommended: Approve Agreement between the Humboldt Transit Authority and CAE Transport, Inc. for Paratransit Transportation (Dial-A-Ride) Services

F. Items Removed from Consent Calendar

G. New Business

1. 2018/2019 Fiscal & Compliance Audit

Enclosed

Pursuant to the Transportation Development Act Section 99260; the California Administrative Code; and, the rules and regulations of the Humboldt County Association of Governments, the Humboldt Transit Authority is audited on an annual basis to determine compliance with the same. The audit is conducted in accordance with Government Auditing Standards issued by the Controller General of the United States and the provisions of Office of Management and Budget Circular A-128, Audits of State and Local Government, to obtain reasonable assurance about whether the financial statements are free of material misstatement. A representative from the firm Anderson, Lucas, Somerville, & Borges will be present at this meeting to review the audit and answer any questions from board members or the public.

Action Recommended: Receive, review, discuss and direct staff prepare the necessary responses.

2. Fiscal Years 2016-17 through 2018-19 Triennial Performance Audits

Page 06

California State Department of Transportation requires performance audits of its sub-recipients to evaluate the efficiency, effectiveness, and economy of the operation of the entity being audited. A representative from LSC Transportation Consultants, Inc. will present their findings and recommendations to the HTA Board.

Action Recommended: Accept the Triennial Performance Audit for the Humboldt Transit Authority.

~Audit Enclosed

3. Mobility on Demand Strategic Development Plan

Page 07

Humboldt County Association of Governments (HCAOG) Senior Planner Oona Smith will give the board an overview of HCAOG's Mobility on Demand Strategic Development Plan and the potential pilot projects that have been identified for the region.

Action Recommended: Receive report and direct staff if necessary.

4. Humboldt Transit Authority Public Transportation Agency Safety Plan (PTASP)

Page 25

HTA would like to establish a Public Transportation Agency Safety Plan to increase the safety of its drivers and passengers and to strengthen the agency's safety and risk management program.

~PTASP Enclosed

Action Recommended: Review Draft and direct staff to make any changes if necessary and bring back to the July 1, 2020 Regular Board meeting for final approval.

A. Reports

1. November statistics and financial statements for all systems operated by HTA.

Handout

Action Recommended: Receive and file

H. Closed Session: None

I. Board Communications

J. Staff Communications

K. Adjournment

Humboldt Transit Authority (HTA) is committed to a policy of non-discrimination pursuant to the requirements of Title VI of the Civil Rights Act of 1964. Persons who require special accommodations, accessible seating, or documentation in alternative formats under the American with Disabilities Act or persons who require translation services (free of charge) should contact HTA at least two days prior to the meeting.

Humboldt Transit Authority (HTA) se compromete a una norma de no discriminación de acuerdo a los requisitos del Artículo VI del Acto Derechos Civiles de 1964. Las personas que requieren alojamiento especial de acuerdo con el American with Disabilities Act, o personas que requieren servicios de traducción (libre de cargo) deben comunicarse con HTA al menos dos días antes de la reunión.

MINUTES FOR THE HUMBOLDT TRANSIT AUTHORITY
REGULAR BOARD MEETING VIA TELECONFERENCE

May 6, 2020

PRESENT

Board Members

Rex Bohn, County of Humboldt
Steve Ladwig, City of Trinidad
Paul Pitino, City of Arcata
Natalie Arroyo, City of Eureka
Mike Wilson, County of Humboldt
Tami Trent, City of Fortuna

ABSENT

Julie Woodall, City of Rio Dell

Staff

Greg Pratt, General Manager
Brenda Fregoso, Secretary to the Board
Jim Wilson, Director of Maintenance
Alene Webb, Finance Manager
Consuelo Espinosa, Safety & ADA Coordinator

Brian Connors, Operations Manager

Also in attendance was Oona Smith; HCAOG; Catherine Sundquist, CAE Transport Inc..

CALL TO ORDER

Chairperson Pitino called the meeting to order at 10:01 a.m. and introductions were made.

COMMUNITY MEMBERS COMMUNICATION

None

SPECIAL PRESENTATIONS

Oona Smith with HCAOG gave the board information on potential funding for transit and announced that she would forward the information to General Manager, Greg Pratt.

CONSENT CALENDAR

By motion, recommended the approval of the following items considered to be routine and enacted in one motion. Items may be removed from the Consent Calendar upon request and will be heard separately.

Motion by Supervisor Bohn, second by Councilmember Trent to approve the Consent Calendar.

Motion carries unanimously

1. Minutes from the March 4, 2020 Regular Board Meeting

Action Recommended: Approve minutes

Items removed from the Consent Calendar

None

REPORTS

1. None

Action Recommended: None

NEW BUSINESS

1. HTA Systems Update

General Manager Greg Pratt gave the board an update on the status of COVID19 and the proposed changes being made on the buses and around the facility and also the challenges HTA is facing with passengers and social distancing. Video and photos were shown to the board of how HTA Staff is protecting the Drivers with social distancing. He also gave the Driver's and Staff a Thank You for all their patience, hard work and understanding during this stressful time.

2. Low Carbon Transit Operators Program (LCTOP) Grant

Staff recommended submitting and application to LCTOP to apply for funds available to our region for free and/or reduced the bus passes. General Manager Greg Pratt gave the board information regarding funding with LCTOP and addressed how buses are currently be sanitized. There are specific employees assigned on the schedule to do this procedure every evening.

Motion by Supervisor Wilson, second by Councilmember Arroyo to Adopt Resolution 20-05 authorizing application for LCTOP grant funds and authorize the General Manager to execute all required documents of the LCTOP.

Motion carries unanimously

3. Agreement between the Humboldt Transit Authority, City of Arcata, County of Humboldt and the Humboldt County Association of Governments Regarding Dial-A-Ride Services Operating and Administrative Cost-Sharing

Staff prepared a funding agreement for Dial-A-Ride services in the region. Although ridership for the paratransit system has declined, CAE has been vital in assisting HTA, AMRTS, and ETS with transit riders that need extra assistance. The contract amount will remain the same as the prior year.

Motion by Supervisor Bohn, second by Councilmember Ladwig to Approve the Agreement between the Humboldt Transit Authority, City of Arcata, County of Humboldt and the Humboldt County Association of Governments regarding Dial-A-Ride Services Operating and Administrative Cost-Sharing. .

Motion carries unanimously

OLD BUSINESS

None

BOARD COMMUNICATIONS

STAFF COMMUNICATIONS

General Manager Greg Pratt gave the board and update on the JPA Agreement and reminded board members to be sure to get the agenda item on their entity's board meeting.

ADJOURNMENT

Meeting adjourned at 10:52 a.m.



133 V Street
Eureka, CA 95501

A Public Entity Serving Humboldt County Since 1976

Office: (707) 443-0826
Fax: (707) 443-2032
www.hta.org

TO: Chair Pitino
All Governing Board Members

FROM: Greg Pratt, General Manager

DATE: June 3, 2020

SUBJECT: Agreement Between the Humboldt Transit Authority and CAE Transport, Inc. for
Paratransit Transportation (Dial-A-Ride) Services.

In March of 2016, The Humboldt Transit Authority became the regions Coordinated Transportation Services Agency (CTSA) to oversee and assist the paratransit system in the region. The purpose of the CTSA is to improve paratransit inefficiencies, monitor system performance, reduce costs, and coordination with other agencies.

Although Dial-A-Ride ridership has been extremely low due to the coronavirus, CAE Transport has been instrumental in assisting RTS, ETS, and AMRTS in providing transportation to passengers with disabilities. The HTA Maintenance Department continues to maintain low repair costs with scheduled routine maintenance and assistance from the State of Good Repair grant which has helped keep contract rates the same. CAE and HTA will continue to work on improving on-time performance to better serve the community, and examine ridership data and trends to reduce costs to the member entities and the public.

Staff is recommending extending the agreement between CAE Transport and the Humboldt Transit Authority for a one-year term with no increase from the prior year.

~Contract Enclosed

Action Recommended: Approve Agreement Between the Humboldt Transit Authority and CAE Transport, Inc. for Paratransit Transportation (Dial-A-Ride) Services.



133 V Street
Eureka, CA 95501

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Office: (707) 443-0826
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www.hta.org

TO: Chair Pitino
All Governing Board Members

FROM: Greg Pratt, General Manager

DATE: June 3, 2020

SUBJECT: FY 2016/17 – FY 2018/19 Triennial Performance Audit

HCAOG retained the consultant services of LSC Transportation Consultants Inc. to conduct its Transportation Development Act (TDA) Performance Audits for Fiscal Years 2016-17 through 2018-19. As a Regional Transportation Planning Agency (RTPA), HCAOG is required by Public Utilities Code (PUC) Sections 99246 and 99248 to prepare and submit an audit of its performance on a triennial basis to the California State Department of Transportation. Section 99246(b) of the Public Utilities Code, states that performance audits shall evaluate the efficiency, effectiveness and economy of the operation of the entity being audited.

HTA's Performance Audit Recommendations

1. Report operating data and performance measures to the State Controller in accordance with definitions in Appendix B of the Performance Audit Guidebook.
Response: Staff will only report revenues miles to the State Controllers Office for the 2019/20 FY while calculating performance measures.
2. For TDA eligibility and compliance purposes, calculate one farebox ratio for all of HTA services in the Fiscal and Compliance audit as an added performance statistic.
Response: Staff will work with the auditor during the 2019/20 Fiscal and Compliance Audit to provide a farebox ratio for all systems HTA operates and manages.
3. Provide a performance report to the HTA board which sums all routes and services to get a better idea of overall system-wide trends and farebox ratio.
Response: Staff will provide a year-end performance report to the Board for all systems HTA operates.
4. HTA should prepare a Request for Proposals (RFP) to procure separate accounting services outside the County Auditor
Response: HTA Governing Board recently amended its Joint Powers Agreement to change the designation of the Treasurer to HTA Finance Manager and the Auditor-Controller designation be given to the HTA General Manager. Currently, David L. Moonie & Co. LLP provides accounting services to the HTA Staff.

Action Recommended: Accept the Triennial Performance Audit for the Humboldt Transit Authority.



HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS

Regional Transportation Planning Agency
Humboldt County Local Transportation Authority
Service Authority for Freeway Emergencies

611 I Street, Suite B
Eureka, CA 95501
(707) 444-8208
www.hcaog.net

DATE: May 12, 2020
TO: Greg Pratt, General Manager, Humboldt Transit Authority
FROM: Oona Smith, Senior Planner
RE: ***Mobility on Demand Strategic Development Plan: Draft Potential Pilot Projects, and Update on Old Arcata Road Pilot Project***

HCAOG staff is working with the consultant team of IBI Group and Trillium Transit to develop the *Mobility-on-Demand Strategic Development Plan*, thanks to funding from a grant administered by Caltrans. Humboldt Transit Authority, through General Manager Greg Pratt, has provided essential input and participation on this project, which is greatly appreciated.

The Mobility-on-Demand project consultant team has prepared for discussion a draft technical memo, “Potential Pilot Projects.” They recommend two primary pilot projects as the best approach for our region to utilize mobility-on-demand strategies and/or technology, as a means to improve transportation access and mobility in Humboldt. The consultant team has based their recommendations on information gathered and reviewed in the last year, and discussed with stakeholders at multiple public workshops (May and November, 2019), including public meetings with HCAOG’s Service Coordination Committee, Social Services Transportation Advisory Council, and Technical Advisory Committee.

The background information is documented in the previous draft technical memos:

- “Community Demographic Profile”
- “Existing Conditions and Unmet Needs”
- “Community Survey Results”
- “MoD Innovative Practices for Humboldt County” and
- “Evaluation Matrix Framework.”¹

The draft “Potential Pilot Projects” includes the guiding principles and evaluation framework for mobility-on-demand strategies, and briefly summarizes opportunities considered. The memo recommends two potential pilot projects to move ahead with in the near term—one for transit and one for active transportation, summarized below.

On-Demand Transit (Personal Mobility on Demand–PMoD)

The objective of the on-demand transit pilot project is to streamline the Redwood Transit System (RTS) mainline route, and increase first-mile/last-mile connectivity to the main line by utilizing personal mobility-on-demand (PMoD) services. The consultants suggest (1)

¹ All draft memos are posted online: <http://hcaog.net/documents/mobility-demand-strategic-development-plan>

eliminating three fixed-route stops and replacing them with PMoD service: Fortuna, Manila, and the Arcata-Eureka Airport; and (2) shorten the RTS route to run between McKinleyville and Fortuna, replacing fixed-route service with PMoD service from Trinidad to McKinleyville, and from Fortuna to Scotia. These two complimentary strategies would decrease RTS's total route run time, which would allow more service frequency. (This would clearly require collaboration with the HTA, Fortuna Transit, and the Airport; next steps will be drafted in the consultant's next deliverable.)

Active Transportation (Facilitating Expansion of Bike Share Program)

The other recommended pilot project is to increase active transportation opportunities by facilitating bike share programs to grow. The consultants suggest that efforts may include:

- ☐ A robust education/marketing/communication strategy;
- ☐ Enhanced integration with transit operations and service delivery (bike racks on buses, an app providing real-time availability of bike rack capacity, etc.);
- ☐ Expanded bicycle parking at public places;
- ☐ Expanding upon the current bicycle network, preferably with Class I and Class IV bikeways where applicable;
- ☐ Expanding bike share locations in Eureka and Arcata, and introduce bike share locations in McKinleyville, Fortuna, and Fernbridge. The consultants suggest 12 locations, which have potential to increase access to existing public transit, namely the RTS intercity route.

The recent impacts on bike-sharing service companies, due to the COVID-19 pandemic, have changed the landscape for moving forward. Zagster, the bikeshare company serving Arcata and Eureka, is pulling out of their smaller markets, including our community. They recently notified local jurisdictions that they will be removing bikes and docks between now and June 12, 2020.

Another pilot project concept that was popular, in our public workshops and committee meetings, was the “modern hitchhiker” strategy. Note that the consultant did not write about this in the current draft, but will add that in the next revision.

- **Old Arcata Road Taxi-Transit Pilot Project–Interim Evaluation** — The consultant has evaluated the Old Arcata Road (OAR) Taxi-Transit Pilot Project and recommended ways to improve performance. Humboldt Transit Authority (HTA), on behalf of the County of Humboldt, launched the OAR taxi-transit service in November 2018. The pilot project is underperforming: 12 reservations were booked, and only ten trips completed (two no-shows).

HTA has worked with CAE Transport, and they have coordinated and combined efforts so that the pilot will be able to take reservations one-hour in advance, instead of the 24-hour advance originally required. HCAOG will assist in re-marketing and advertising the pilot's service upgrade. The upgraded service started March 1, 2020. HCAOG staff produced an advertisement/postcard for the improved service (see below). However, we have postponed the “big splash” due to COVID-19.

The postcards are printed two-sided.

front side

OLD ARCATA ROAD Transit Pilot Project JUST GOT BETTER!

1hr

TAXI

Old Arcata Road
Transit-Taxi
service is available
WEEKDAYS from
7 AM to 7 PM

**Call
ONE
HOUR
ahead
for your
pick-up
ride!**

Your on-demand ride will connect you to transit hubs in Arcata or Eureka.

4 easy steps!

1. Choose from 10 pick-up/drop-off locations.*
2. Call 707-442-4555 one hour in advance to request a pick-up at that stop.
3. Go to your chosen stop* to get picked up by a City Cab or mini-bus.
4. Pay with cash or Token Transit, and enjoy your ride!

FARES: \$3 regular; \$2 seniors, disabled, & youth (ages 3-17).

back side

Old Arcata Road Transit Pilot Project (2.0! Enhanced!!)

CALL AHEAD ONE HOUR (or more) FOR PICK-UP - 442-4555

***Old Arcata Road Transit Service Pick-up/Drop-off Locations:**

BLUE:		PURPLE:
<ul style="list-style-type: none"> • Freshwater School District Office, 75 Greenwood Heights. • Animal Wellness Center, 7650 Myrtle Ave/Indianola roundabout. • 7882 Myrtle Ave/Indianola Road. • Bayside Post Office, 1836 Old Arcata Road, Bayside. • Jacoby Creek Elementary, 1610 Old Arcata Road, Bayside. 	Request service from blue to purple, or purple to blue ↔ ↔	<ul style="list-style-type: none"> • 4th & H St., Eureka. • 5th & H St., Eureka. • HTA Office, 2nd & V St., Eureka. • Arcata Transit Center, 7th/F St. • HSU Library Circle, Arcata.

A trip may also be from a blue stop to a blue stop.

↔

(No service purple to purple)

OAR Transit-Taxi ride fares: \$3 regular; \$2 for disabled, senior, & youth (ages 3-17).

****Companions ride for free if you are booked under the same reservation for the same trip.****

Pick-up & drop-off locations are curb to curb.
This is not door-to-door service.

For info: Humboldt Transit Authority <https://hta.org/old-arcata-road-service/> City Cab (707) 442-4555

Enclosures:

- ~~MoD Strategies Evaluation Matrix (Draft)~~
- Potential Pilot Projects (Draft)
- Old Arcata Road Taxi-Transit Pilot Project – Interim Evaluation



Mobility on Demand Strategic Plan

Humboldt County

Potential Pilot Projects

TECHNICAL MEMORANDUM

DRAFT – For Discussion



Prepared for HCAOG
By IBI Group

April 2020

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1.0 Context

The Humboldt County Association of Governments (HCAOG) is developing a *Mobility on Demand (MoD) Strategic Development Plan* with an overarching goal of “providing affordable and accessible mobility solutions for all travelers.” As articulated by HCAOG, the agency “seeks to set a plan for optimizing technology-enabled mobility-on-demand transportation options in Humboldt County.” In short, the Strategic Plan’s overall purpose is to assist the HCAOG in determining the best courses of action to increase multimodal mobility and accessibility in Humboldt County, especially for public transportation and transit, bicycling, walking, rideshare, and other modes separate from single-occupancy vehicle travel.



Mobility on demand is an innovative, user-focused approach which leverages mobility services, integrated transit networks, and real-time data to give users an easier and smoother experience traveling from origin to destination. The Strategic Development Plan will ultimately facilitate expanding mobility options for all travelers and users of Humboldt’s transportation network.

Presented herein is discussion of potential pilot projects/implementation alternatives (Section 3.0) and an evaluation of same within prescribed evaluation criteria. The evaluation criteria (and *Guiding Principles*) are presented in Section 2.0. The evaluation of potential pilot projects and a preferred approach for proceeding with potential pilot projects is presented in Section 4.0.

The development of implementation alternatives has been informed by outcomes from previously prepared Technical Memos including profiles of existing conditions (transit/mobility services), community demographic profile, identified unmet needs, survey research and stakeholder consultation, and the research of innovative MoD practices.

2.0 Guiding Principles and Evaluation Framework

From the onset, the HCAOG project management team collaboratively developed the following four *Guiding Principles* to shepherd the development and advancement of MoD strategies and potential pilot projects.

Guiding Principles: (*within context of unmet transit/mobility needs*):

1. Reduce Greenhouse Gas (GHG) Emission
 - Reduction of single-occupancy vehicles and/or vehicle miles traveled (VMTs).
2. Increase Transit Effectiveness
 - Increase of overall ridership, reduction of travel times, increase in riders per service hour or service mile.
3. Contribute to Regional Economic Development
 - Provide additional transit/mobility service offerings available for residents, visitors, (may be targeted to specific market segments including HSU students, business community, etc.).
4. Equitable Access
 - Provide reliable, convenient access to goods and services for transportation-disadvantaged population.

The evaluation of potential pilot projects and a preferred approach for proceeding with potential pilot projects is presented in Section 4.0. The Evaluation Criteria used is presented below.

Evaluation Criteria:

- Effectiveness in terms of the population/market served (including the student, indigent, elderly and disability communities together with the general public -- residents, tourists, etc.); and in terms of the number of trips generated (ridership, by trip purpose);
- Overall Cost - the total cost of providing the service; Consideration of such factors as: capital vs. operating costs, large capital outlays, and present-valued expenditures over the long-term;
- Efficiency - the cost per trip, per vehicle-hour, per vehicle mile, etc.; Costs to both user and to the funding partners;
- Reduce Vehicle Miles Traveled (VMTs) Per Capita / Single Occupancy Vehicles (SOVs);
- Level of Service - hours of service, frequency of service, trip purpose, etc.;
- Quality of Service - to the user (enhance customer experience); measured in terms of convenience, transfers, trip times, comfort, dignity, and flexibility (response time, advance booking requirement, etc.);
- Socio-economic factors - impact on employment and social well-being;
- Civil rights implications - delivery of services for persons with disabilities, integration, etc.;
- Organizational issues such as operational flexibility, control and accountability, human and labor relations;
- Ease of implementation;
- Technical risk - if new or modified equipment is required; Ability of 'the appropriate authorities' to support the equipment (e.g. scheduling systems, vehicles, etc.); and
- Political risk - the potential for changes in policy or funding directions at HCAOG, HTA, local, or State level(s).

3.0 Opportunities

Opportunities for going forward were informed by previously documented unmet need and current community input (survey research and stakeholder consultation). Key takeaways included:

- Need for mobility solutions (MoD strategies) to facilitate spontaneous and convenient travel;
- Need to provide connectivity to transit services (first-last mile);
- Need to address service availability - expanded hours of day & days of week;
- Recognize locations where trip (and population) densities may not justify fixed route transit; and
- There is an opportunity to incorporate active transportation solutions in mobility enhancements.

Further, for those surveyed who did not use transit, the primary reasons included:

- Takes too long;
- Does not go close enough;
- Infrequent service; and
- Doesn't operate hours and/or the days of week.

The following presents a summary of opportunities (locations and MoD Applications) based on identified unmet need and/or latent demand.

Unmet Need / Latent Demand	Locations or Services Identified (comment received)	MoD Application(s)
Address Unserved or Underserved Areas	Service to/from Southern Humboldt to Eureka/Arcata	HTA's updated Southern Humboldt Intercity is serving this need.
	Service to Samoa (Manila)	Low-priority need due to low density (insufficient to support regularly scheduled service). Potential for PMoD¹ – demand-response, payment for service consumed.
	Old Arcata Road between Eureka-Arcata: Freshwater, Bayside, Jacoby Creek	<i>Pilot project continues.</i> Prepared Evaluation Report and recommendations.
Lifeline to remote rural areas	Hoopa Valley, Orick, Weitchpec	Low cost-feasibility due to current low demand. Demand may be served by local services including Klamath Trinity Non-Emergency Transportation (KTNeT).
Address Service When It's Needed (trip densities may not justify regularly scheduled service)		
Later evening	Fixed route and dial-a-ride services in Eureka and Arcata	Potential for PMoD – demand-response, payment for service consumed.
Sunday (weekend service)		

¹ PMoD - *Personal Mobility on Demand*: Service description includes service provided by sedans, minivans, taxis, transportation network companies (TNCs), in an on-demand (next vehicle available) and/or advanced booked mode.

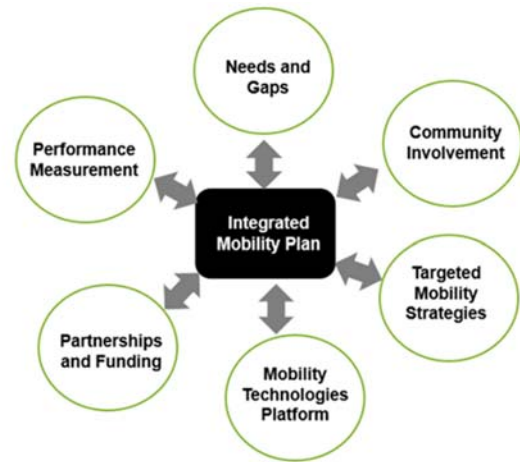
Address Service for Most Vulnerable Customers		
Enhancing trips for elderly/ disabled for health/medical appointments	Add more dial-a-ride service vehicles to reduce long wait times	Potential for PMoD – demand-response, payment for service consumed.
Unmet Need / Latent Demand	Locations or Services Identified (comment received)	MoD Application(s)
Facilitate access to & use of, mainline (fixed-route) transit.	Proximity to fixed-route transit services	Service Delivery: Potential for PMoD – provision of first/last mile/connectivity to transit. Demand-response, payment for service consumed.
		Operations: Information dissemination (available transportation/mobility options and trip planning), travel/ mobility training (for those unfamiliar with 'how to use' transit).
Increase Ridership on Good-Performing Routes		
Streamline RTS (reduce travel times)	Reduce / minimize remote stops that have low / lowest ridership and high / highest time requirements / impact running time.	Potential for PMoD – provision of first/last mile/connectivity to transit. Demand-response, payment for service consumed
Increased frequency on RTS	Provide express intercity route (north-south)	Streamline RTS/shorten trunk.

4.0 A Way Forward

This section presents a preferred approach for proceeding with potential pilot projects to advance enhanced mobility for residents, commuters, and visitors.

A preferred approach, as discussed herein is designed to address:

- ✓ **Input from the community:**
 - More frequent bus service
 - More direct or express service
 - Expanded transit service hours and/or days of week of operation
- ✓ **Able to address multiple service types including:**
 - First/last mile feeder connections (including RTS route access)
 - Coverage-oriented transit/mobility in low-density corridors and neighborhoods
- ✓ **Able to reduce single-occupancy vehicle travel, and hence the reduction of:**
 - Vehicle miles traveled (VMTs)
 - Traffic congestion
 - Greenhouse gas emissions and other air pollutants
 - Energy consumption
 - Demand for on-street parking



Consideration of near-term pilot projects includes the following two service alternatives:

1. On-Demand Transit (Personal Mobility on Demand – PMoD); and
2. Active Transportation (facilitating expansion of bike share program)

4.1 On-Demand Transit – Connectivity to RTS

The Redwood Transit System (RTS) offers service between Scotia, Fortuna, Loleta, Fields Landing, Eureka, Arcata, McKinleyville, Westhaven, and Trinidad seven days per week. RTS provides more than 600,000 passenger-trips per year.



With an eye on streamlining the RTS route alignment, reducing the travel time (total route run time), and increasing service frequency, two complementary strategies are presented: (1) Eliminate three deviations from the current route alignment; and (2) Short-turn the route at both the north and south ends of the alignment.



1. Eliminate Three Deviations:

These deviations are Fortuna, Manila, and the Arcata-Eureka airport in McKinleyville.

While all three stops are not served by every RTS run, run time savings by eliminating current deviations are as follows:

- Fortuna stops, approximately 15 minutes;
- Manila (Community Center), approximately 15 minutes; and
- Airport terminal, approximately 8 minutes.

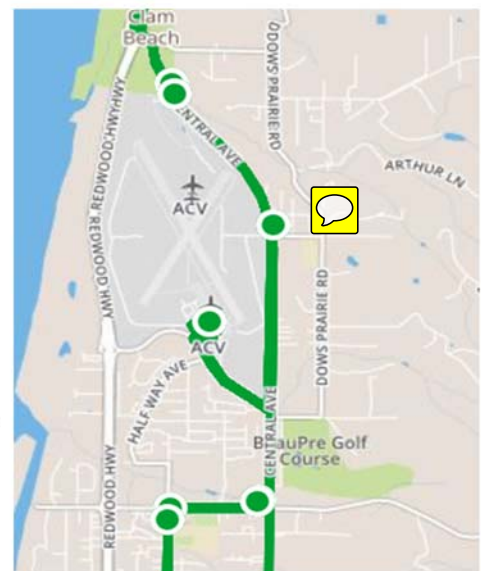
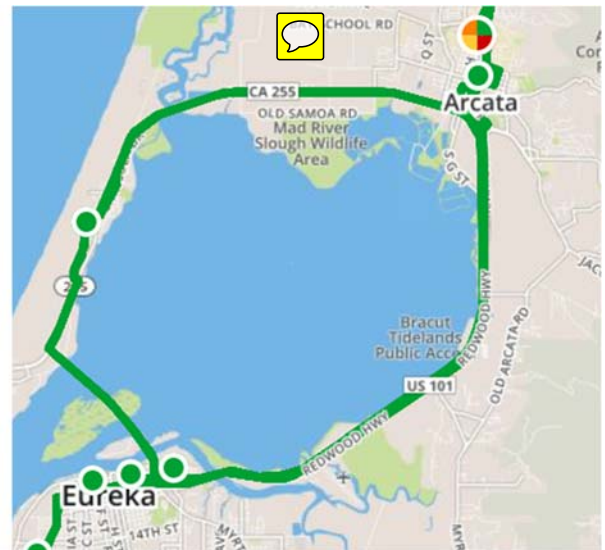
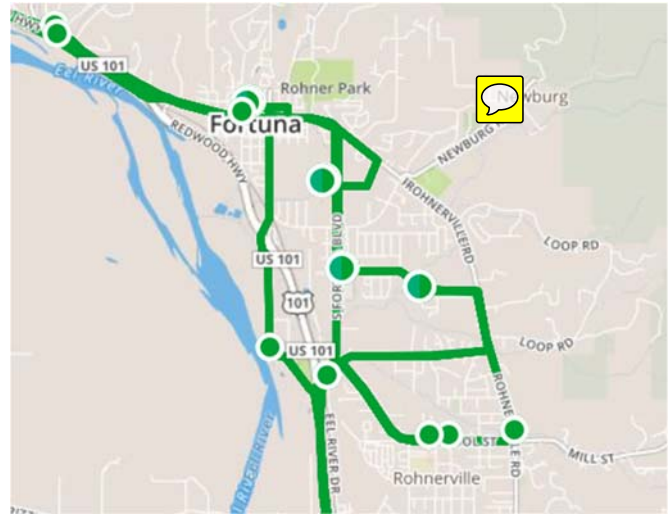
Based on boarding information provided by HTA, the Fortuna deviation generates less than 100 daily passenger trip on/off; Manila, less than 10 daily passenger trip on/off; and the airport terminal, approximately 35 daily passenger trip on/off.

The above presented number of passenger trip on/off counts were based on a sampling of RTS southbound and northbound bus runs. The number of weekday and weekend RTS bus runs serving example locations in Fortuna, Manila and the airport, is presented below.

Number of North & South Bound Runs Serving Stops

Example Locations	Weekday Service	Weekend Service
Fortuna		
11th & N Streets	34	8
Redwood Village Shops	8	6
Manila		
Community Center	10	4
Arcata-Eureka Airport		
Airport Terminal	32	10

Using a model similar to that of the *Old Arcata Road Taxi-Transit Pilot*, the elimination of these RTS route deviations may be replaced by a PMoD service. An on-demand PMoD service would provide connectivity to a RTS bus stop (feeder service). This scenario will



not only enhance RTS performance and the experience for the majority of customers, but also provide an opportunity to expand the catchment area for ‘new’ customers who have previously not had first/last mile mobility options (access to a bus stop).

Streamlining the RTS route alignment will eliminate out of direction travel and reduce the travel time for the majority of RTS customers. However, passengers who would be using the PMoD service as a feeder would require a transfer to the RTS and hence a “two seat ride”.

Collaboration with Fortuna Transit: The City of Fortuna provides demand responsive transportation for seniors over 50 or those who are disabled and unable to drive. Service is available Monday through Friday between 8:30 a.m. and 4:00 p.m. Current service productivity is 2.9 trips per hour at an average subsidy per trip of \$11.67. Average distance per passenger trip is 2.6 miles.

It may be prudent to discuss with Fortuna city officials any opportunity to expand the mandate of the city’s demand responsive transportation to include the general public and to provide scheduled feeder service to RTS bus stops. For example, RTS bus stops at the Fortuna Park and Ride lot in the south and 11th and N Street in the north.

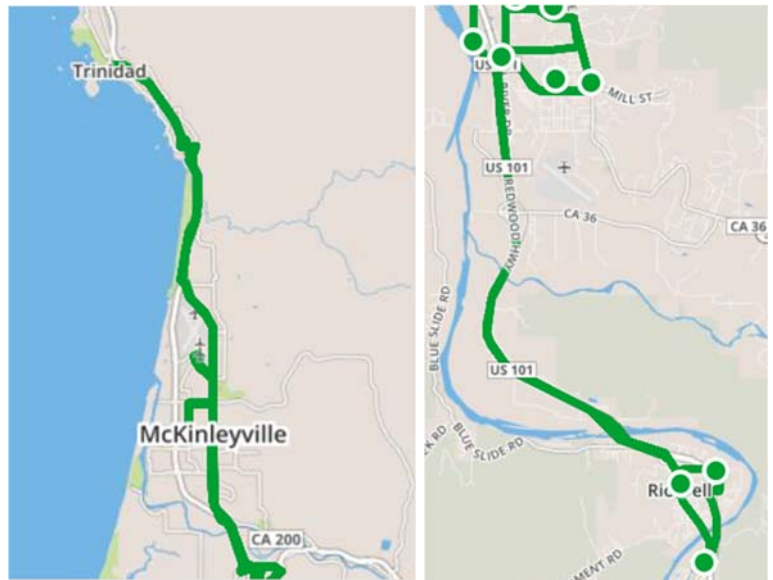
2. Short-Turn at North & South Terminus of RTS Route

Again, with an eye on streamlining the RTS route alignment, reduce the total route run time, and increase service frequency, service would operate between McKinleyville and Fortuna. The McKinleyville to Trinidad and the Fortuna to Scotia route segments would be provided by an on-demand PMoD service would provide connectivity to a RTS bus stop (feeder service).

Eliminating these two route segments would translate to a 30-minute savings of route run time.

Current run times for these two route segments are:

- McKinleyville to Trinidad = 13 minutes
- Fortuna to Scotia = 16 minutes



PMoD Evaluation: Based on the evaluation criteria previously presented, the following table provides a commentary on each of the criteria presented:

EVALUATION CRITERIA	COMMENTARY ON APPLICABILITY TO ON-DEMAND / PMOD PILOT
Effectiveness in terms of the population served and in terms of the number of trips generated	Serves residents, employees, commuters and visitors. The provision of connectivity to public transit (RTS), hence increasing the use of public transport by the general population is one of the most important steps towards reducing global greenhouse gas emissions.
Overall Cost - the total cost of providing the service and consideration of factors such as: capital vs. operating costs, large capital outlays, and present-valued expenditures over the long-term	Little financial risk: no capital investment and only pay for service consumed (operating costs). Need to determine/assess any financial risk of decline in RTS ridership.
Efficiency - the estimated cost per trip, per vehicle-hour, plus costs to both the user and to the funding partners	Estimated cost per trip (pay for service consumed) typically more cost effective than the fixed hourly rate of providing regular transit service.
Reduce Vehicle Miles Traveled (VMTs) Per Capita / Single Occupancy Vehicles (SOVs)	PMoD may reduce vehicle miles traveled (VMTs) if operating in carpool/share-ride mode (2 or more unrelated/unconnected passengers). Further, provides an opportunity to expand the catchment area for 'new' customers who had previously not had first/last mile mobility options (access to a bus stop).
Level of Service – hours of service, frequency of service, etc.	Flexible and may be tailored to travel demand and/or budgetary constraints.
Quality of Service – to the user (enhance customer experience); measured in terms of convenience, transfers, trip times, comfort, dignity, and flexibility (response time, advance booking requirement, etc.)	Eliminates out of directional travel and reduces the travel time for the majority of RTS customers. Impacted customers (those boarding at current deviation bus stops) will now have a two-seat ride (PMoD serving as a feeder and hence requiring a transfer).
Civil Rights Implications - delivery of services for persons with disabilities and integration	Accessible to all providing for equitable access.
Socio-Economic Factors - impact on employment and social well-being;	Serves residents, employees, commuters and visitors. The provision of connectivity to public transit (RTS), hence increasing access to goods and services

EVALUATION CRITERIA	COMMENTARY ON APPLICABILITY TO ON-DEMAND / PMOD PILOT
	including employment, education, social, recreational, etc. trip purposes.
Organizational Issues such as operational flexibility, control and accountability, human and labor relations	Operationally flexible – pay for service consumed and ability to modify service parameters to manage demand and influence travel behavior.
Ease of Implementation	TBD. Probable need for competitive procurement for operating entity. Acceptance testing of e-hailing/ride share technology used by transit/mobility service provider.
Technical Risk - if new or modified equipment is required	None. Assumed leverage technology used by transit/mobility service provider (i.e., taxi or TNC).
Political Risk - the potential for changes in direction of local policies	Discretion of HTA and/or HCAOG Board. Ability to modify service parameters.

The HCAOG sponsor the advancement of a pilot of **Humboldt e-Ride²** service. **Humboldt e-Ride** will be a directly subsidized microtransit/on-demand ride hailing (e-Hailing) or shared-ride service in sedans, SUVs or vans.

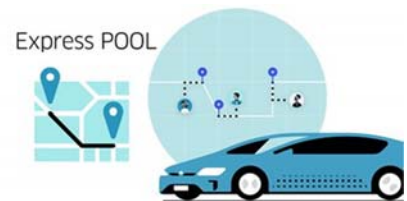
Humboldt e-Ride would provide same day service, booked at least one-hour in advance. Service may be requested/booked through a vendor supplied App or by making request by telephone through a call center/dispatch office.



For discussion purposes, a maximum subsidy of \$9.00 has been set. The \$9.00 figure would translate to an approximate four to four-and-one-half mile trip given prevailing ride-share/TNC rates³. A comparable trip by taxi would cost approximately \$15 to \$16⁴.

While fare policy may be used to influence travel behavior, it is assumed, for the purposes of advancing a potential MoD pilot project, the current HTA fares will apply and be collected upon boarding.

With the emerging alternate delivery models of the rideshare companies (i.e. *LyftLine*, *Uber Pool* and *Uber Express POOL*) promoting greater shared-rides, may result in additional cost savings.



² e-Ride or e-Hailing refers to the request of a demand-responsive mobility service via an app or call-center.

³ Based on Uber Fare Estimator

⁴ Based on published rates by Cab Louie: \$2.00 gate fee plus \$3.00 per mile.

Partnering with current transportation/mobility providers such as taxis or TNCs avoids direct institutional ownership of the service by the HCAOG (or HTA) and incurs costs only for services consumed.

The **Humboldt e-Ride** service model may also be applied to other areas where existing transit performance falls below prescribed service standards. One additional possible application may be replacing evening service in Eureka.

4.1.1 A Preferred Approach for Deployment

In advancing potential pilot projects and community partnerships for potential grant funding, the following priorities are presented for discussion:

1. Manila: Introduce PMoD service to replace the RTS route deviation.
2. Fortuna: Advance discussions with city officials for collaborative solution as discussed herein.
3. Streamline RTS Route Alignment (all five geographic locations): PMoD service to replace (a) deviations in Fortuna, Manila, and airport; and (b) Scotia to Fortuna and McKinleyville to Trinidad service.

4.2 Active Transportation (facilitating expansion of bike share program)

Humboldt County is well positioned to expand its bicycle infrastructure in cities and unincorporated areas. The Cities of Arcata and Eureka have well-established bicycle infrastructure, and are still planning new Class I, II, and III bikeways. Other cities, such as Blue Lake, Ferndale, Fortuna, and Rio Dell, have only begun implementing their bicycle networks, but have planned a system that fosters safe bicycle access (through the 2018 Humboldt Regional Bicycle Plan).

Bike Share and Micro Mobility: Bike share is a new service in which bicycles are made available for the public on a short-term basis for a nominal fee. Bike sharing systems are either docked or dockless. For docked bike sharing systems, users have to return their shared bike to a dock to end their trip. With dockless bikes, users can end their trip anywhere, by use of a smartphone app. Most bike share services have smartphone mapping to show nearby available bikes or open docks.

One of the main benefits of bike share programs is that they can significantly enhance people's access to fixed-route transit. Bike share programs can even serve as micro public transit by providing affordable, short-distance trips to get users from a bus stop closer to their destination. Because of this, they may reduce private vehicle trips, and provide an opportunity for users to access public transit easier than walking.



Bike share is beginning to appear in Humboldt County, namely Arcata and Eureka. The bike share company Zagster has launched their bike share service to serve Humboldt State University (HSU) and the greater Arcata area and downtown/Old Town Eureka. Bike share was one of the several strategies outlined in HSU's *Climate Action Plan*.

Currently, there are seven docking stations in Arcata and one in Eureka. The locations of the docking stations are:

- HSU Jolly Giant Commons Station
- HSU Harry Griffith Hall Station
- Northtown Arcata Station
- Arcata Transit Center Station
- Southeast Arcata Plaza Station
- North Coast Co-op Parking Lot Station, Arcata
- Northeast Arcata Plaza Station
- North Coast Co-op, Eureka

Unmet Bicycle and Bike Share Needs:

- Lack of bicycle parking in public places and at businesses.
- Lack of bicycle infrastructure in key locations, locally and regionally.

Potential solutions to meet bicycle and bike share needs:

- **Facilitate expanded bicycle parking at public places.** This may include incorporating bicycle parking in land use and development agreements, providing secure bicycle lockers at transit hubs, etc.
- **Consider expanding upon the current bicycle network, preferably with Class I and Class IV bikeways where applicable,** throughout Humboldt County.
- **Consider facilitating growth for bike share opportunities.** This may include a robust education/marketing/communication strategy, and enhanced integration with transit operations and service delivery (bike racks on buses, an app providing real-time availability of bike rack capacity, etc.).

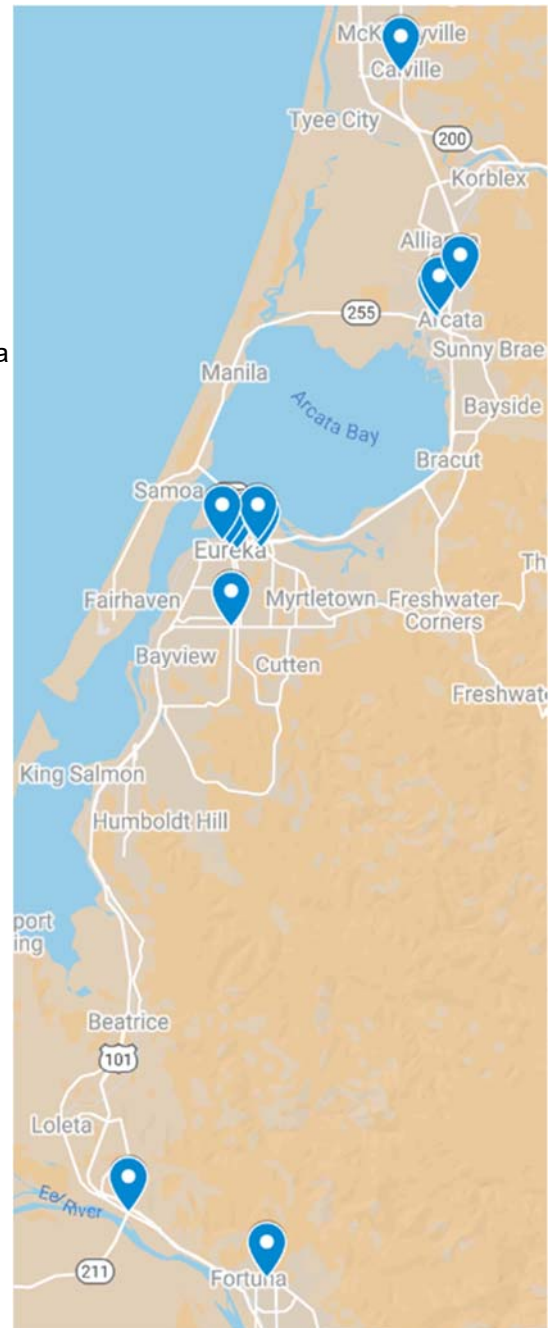
Expanded Bike Share Program: For discussion purposes, the following presents a list (and map) where bike share stations may be appropriate based on connectivity to RTS, the potential to create mobility hubs where intermodal connections can be made, and surrounding land uses. HTA bus rack utilization data was also analyzed and while the bike racks were well utilized, the data did not inform on locational/geographic considerations for bike share station locations.

Following concurrence of a preferred approach, including governance, to advance an expanded bike share program, [NACTO's guide on station siting](#) is a beneficial resource for site selection, including curb allocation, space availability and requirements (footprint), etc.



List of Possible⁵ Bike Share Station Locations:

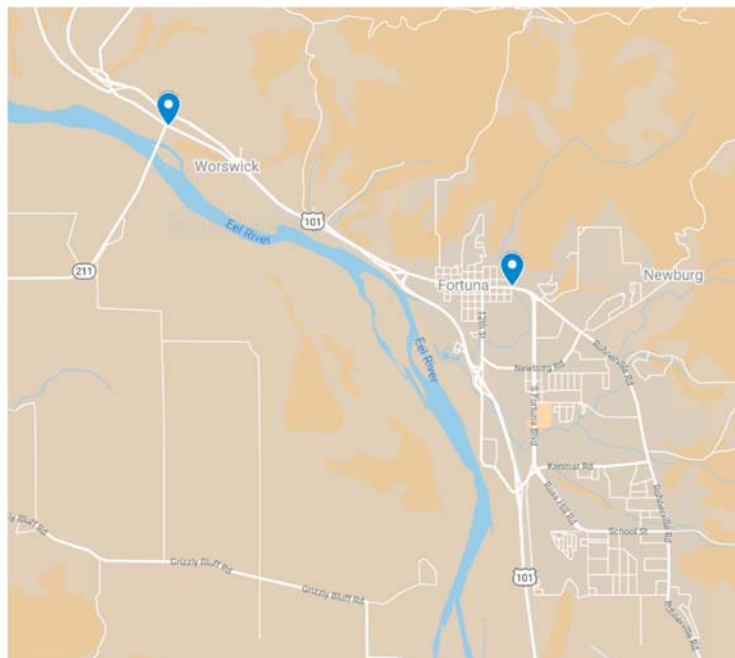
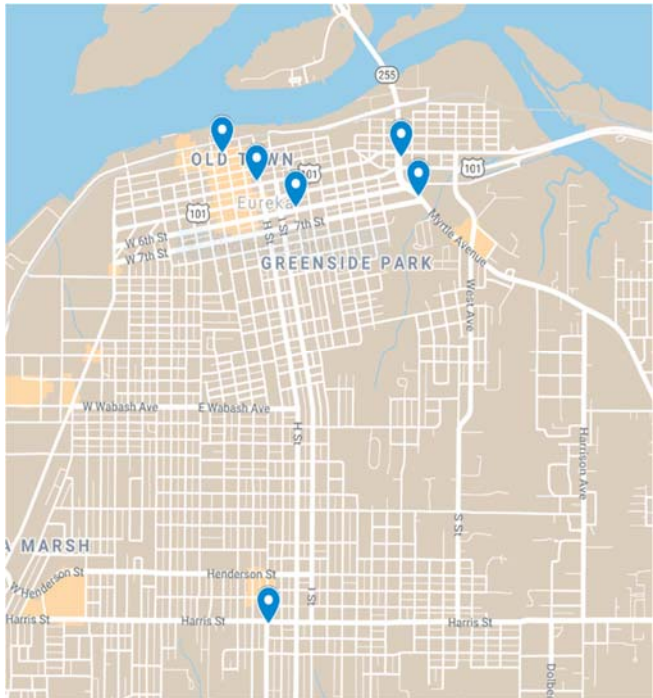
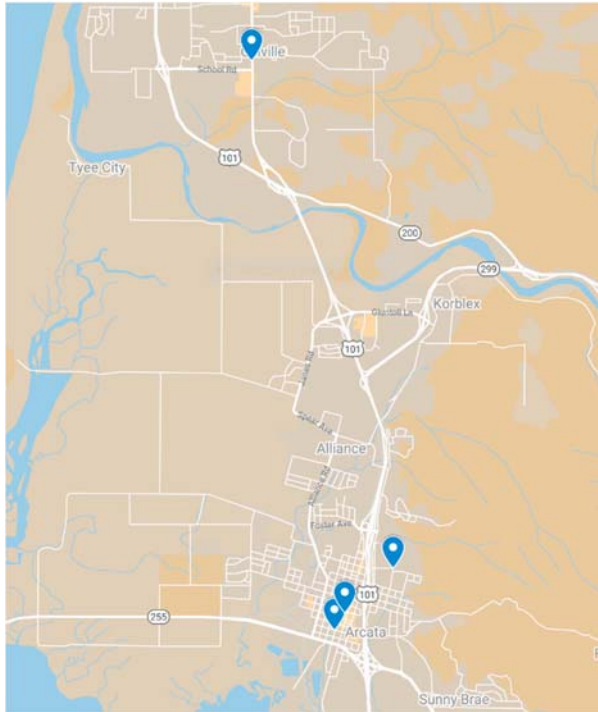
- 6th Street & H Street, Eureka
 - significant number of bikes loading and unloading here onto RTS buses
- Alternative (to 6th & H St.) bikeshare location - 6th & J, Eureka
 - at the juncture between J & 6th street
- ETS/RTS transfer location - 4th & H Sts, Eureka
 - Bike route is on 6th and 7th and J Streets. ETS transfer is 3rd and H. RTS transfer pair is 4th and 5th & H Streets.
- F & Harris - Henderson Center, Eureka
 - on ETS routes and on a bike route
- Myrtle & 7th, Eureka
 - on a bike route that goes to Myrtletown, near the RTS route
- HWY 101 & R Street (Alternative to Myrtle & 7th)
- School Road, McKinleyville
- Fortuna Main Street - Fortuna
- Fernbridge
 - provide access to Ferndale through bikeshare
- Arcata Plaza
 - Possible expansion of current docking stations
- HSU - B Street, Arcata
 - access to the heart of the campus. Bikeshare likely does not need to be connected with transit on campus.
- Gazebo - Old Town Eureka



⁵ Provided for further consideration/discussion.

IBI GROUP

**MOBILITY ON DEMAND STRATEGIC PLAN
HUMBOLDT COUNTY
POTENTIAL PILOT PROJECTS
Prepared for HCAOG**





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TO: Chair Pitino
All Governing Board Members

FROM: Greg Pratt, General Manager

DATE: June 3, 2020

SUBJECT: Humboldt Transit Authority Public Transportation Agency Safety Plan (PTASP)

On July 19, 2018, Federal Transit Administration (FTA) published the Public Transportation Agency Safety Plan (PTASP) Final Rule, which requires certain operators of public transportation systems that receive federal funds under FTA's Urbanized Area Formula Grants to develop safety plans that include the processes and procedures to implement Safety Management Systems (SMS). The PTASP rule became effective on July 19, 2019, with a compliance deadline of July 19, 2020. Due to COVID-19, that deadline was extended to December 31, 2020.

The rule applies to all operators of public transportation systems that are recipients and sub-recipients of federal financial assistance under the Urbanized Area Formula Program (49 U.S.C. § 5307); recipients of FTA's Enhanced Mobility of Seniors and Individuals with Disabilities Formula Program (Section 5310) and/or Rural Area Formula Program (Section 5311) are currently excluded. Therefore, the Authority who only receives financial assistance via Section 5310 and Section 5311 is not required to have a PTASP at this time. However, the Authority's senior management team and its Sedgwick safety and risk management consultant, believe that establishing and implementing the program now will strengthen the Authority's safety and risk management program, thus providing increased safety for the public who use the Authority's services and the safety of the Authority's employees while also reducing operating costs through improved safety and risk management.

The Authority's PTASP was developed over the past 12 months by the Authority's PTASP team. The team consists of the: General Manager, Finance Manager, Human Resources Manager, Director of Maintenance, Operations Manager, and the Safety & ADA Coordinator, with guidance from the Authority's Sedgwick safety and risk management consultant. The PTASP team will manage and monitor the Authority's PTASP monthly and prepare an updated plan to present to the Board annually for its approval.

Action Recommended: Review and direct staff to make any changes if necessary and bring back to the July 1, 2020 Regular Board meeting for final approval.