



Humboldt Transit Authority

# Passenger-Friendly Local Coordination

Katie Collender  
Finance Manager

# HUMBOLDT TRANSIT AUTHORITY (HTA)

## DEMOGRAPHICS

### Systems Operated

Redwood Transit

Eureka Transit

Willow Creek Intercity

Southern Humboldt Intercity

Dial-A-Ride (paratransit)

\*Arcata & Mad River Transit System (providing drivers as of 7/1/2023)

\*Redwood Coast Express (beginning 1/1/2024)

### Employees

10 Administration Staff

10 Maintenance Personnel

35 Drivers

### Operations

40 Buses

Fixed Route

Commuter

Intercity

Paratransit

### Projected 22/23 Stats

1,100,000 miles

450,000 Passengers

(740,000 Passengers Pre-COVID)

\$8.5 M Operating Budget

# TRANSIT IN HUMBOLDT COUNTY



## HTA Routes

Redwood Transit System

Willow Creek Intercity

Eureka Transit Service

Southern Humboldt Intercity

Dial-A-Ride

## • Independent Providers

- Adult Day Health Care of Mad River
- Arcata & Mad River Transit System (A&MRTS)
- Blue Lake Rancheria
- Fortuna Transit
- Humboldt Senior Resource Center
- Humboldt Transit Authority
  - 5 routes
- The Yurok Tribe Transportation Department

# FARE SIMPLIFICATION

## Current Fare Structure

	Redwood Transit System						Eureka Transit Service				Southern Humboldt					Willow Creek			
											Intercity			Local					
	In-Town Cash Fare	Ticket Fares	Cash Fare	Day Pass	Week Pass	31 Day	Cash Fare	Ticket Fare	Day Pass	31 Day	Ticket Fare	Cash Fare	31 Day	Ticket Fare	Cash Fare	Ticket Fare	Cash Fare	Day Pass	31 Day
Adult	\$ 2.10	\$ 2.10	\$ 3.50	\$ 5.25	\$ 15.75	\$ 62.00	\$ 1.70	\$ 1.40	\$ 3.95	\$ 48.00	\$ 4.00	\$ 6.25	\$ 113.00	\$ 1.20	\$ 1.65	\$ 3.30	\$ 5.00	\$ 8.00	\$ 86.00
Youth/Senior/ Disabled	\$ 2.10	\$ 1.80	\$ 3.15	\$ 5.25	\$ 13.75	\$ 57.00	\$ 1.30	\$ 0.95	\$ 3.00	\$ 41.00	\$ 3.45	\$ 5.75	\$ 102.00	\$ 0.95	\$ 1.40	\$ 2.75	\$ 4.40	\$ 8.00	\$ 81.00



REDWOOD TRANSIT  
SYSTEM

**31 Day Pass**

Void if laminated, mutilated or altered  
in any way. Not responsible for lost or  
stolen passes. **NO REFUNDS**



Redwood Transit System  
Reduced Single Ride Ticket  
No Cash Value

Void if laminated, mutilated or  
altered in any way. Not responsible for  
lost or stolen passes.  
**NO REFUNDS**



Eureka Transit System  
Regular Single Ride Ticket  
No Cash Value

Void if laminated, mutilated or  
altered in any way. Not responsible for  
lost or stolen passes.  
**NO REFUNDS**

EUREKA TRANSIT  
SYSTEM

**31 Day Pass**

Void if laminated, mutilated or altered  
in any way. Not responsible for lost or  
stolen passes. **NO REFUNDS**

Insert

Willow Creek System

**Day Pass**

Void if laminated, mutilated or altered in any way. Not responsible for  
lost or stolen passes.  
**NO REFUNDS**

INSERT

REDWOOD TRANSIT  
SYSTEM

**One Week Pass**

Good for one week from the date activated  
(RTS does not operate on Sunday)

Void if laminated, mutilated or altered  
in any way. Not responsible for lost or  
stolen passes. **NO REFUNDS**

EUREKA TRANSIT  
SYSTEM

**31 Day Pass  
Reduced**

Void if laminated, mutilated or altered  
in any way. Not responsible for lost or  
stolen passes. **NO REFUNDS**

Insert

**TRANSIT PASS**



Void if laminated, mutilated or altered  
in any way. Not responsible for lost or  
stolen passes. **NO REFUNDS.**

INSERT



Eureka Transit System  
Reduced Single Ride Ticket  
No Cash Value

Void if laminated, mutilated or  
altered in any way. Not responsible for  
lost or stolen passes.  
**NO REFUNDS**

Willow Creek System

**31 Day Pass**

**REDUCED**

Void if laminated, mutilated or altered in any way. Not responsible for  
lost or stolen passes.  
**NO REFUNDS**

INSERT

REDWOOD TRANSIT  
SYSTEM

**31 Day Pass**

**Reduced**

Void if laminated, mutilated or altered  
in any way. Not responsible for lost or  
stolen passes. **NO REFUNDS**



Redwood Transit System  
Regular Single Ride Ticket  
No Cash Value

Void if laminated, mutilated or  
altered in any way. Not responsible for  
lost or stolen passes.  
**NO REFUNDS**

INSERT IN SLOT

REDWOOD TRANSIT  
SYSTEM

**One Week Pass Reduced**

Good for one week from the date activated  
(RTS does not operate on Sunday)

Void if laminated, mutilated or altered  
in any way. Not responsible for lost or  
stolen passes. **NO REFUNDS**

Insert



# PROPOSED FARE STRUCTURE

## All System Fares

	Single Ride	2 Hour	Day Pass	7 Day Pass	31 Day
Cash/ Ticket	\$ 2.00		\$ 6.00	\$ 20.00	\$ 50.00
Credit		\$ 2.00	\$ 6.00	\$ 20.00	\$ 50.00

INSERT IN SLOT

# TAP TO PAY CREDIT CARD READERS



## Fare Capping and Integration

- All HTA systems now have tap to pay credit card readers to the right of the front door
- Accept Visa and Mastercard
- Simplifies boarding

## **FARE CAPPING RATES (MUST USE THE SAME CARD)**

2 HOURS	\$2
1 DAY	\$6
7 DAYS	\$20
31 DAYS	\$50

**Card must  
have this  
symbol to  
work:**





# INTRODUCING MICROTRANSIT

- “Microtransit” is demand responsive transport.
- Between private individual transportation, taxicabs and transportation network companies (Lyft, Uber), and public mass transit.



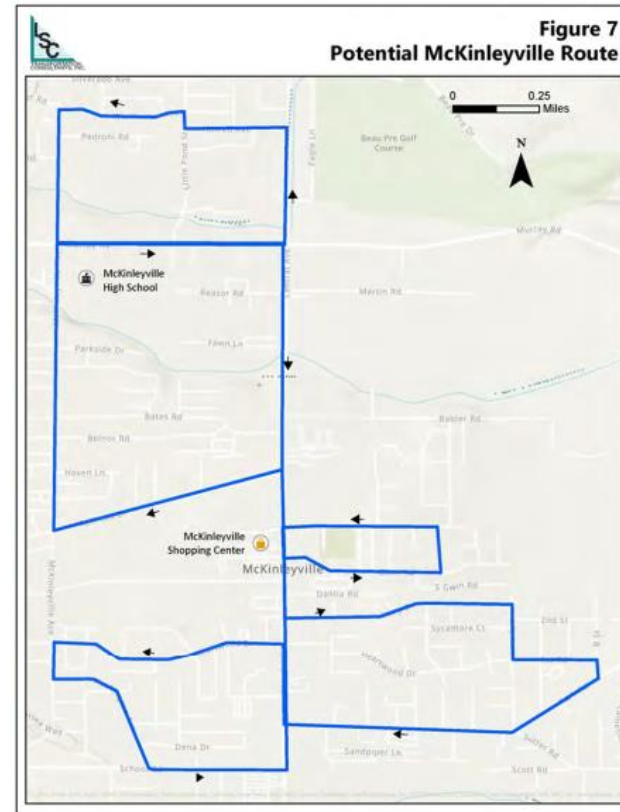


# TRANSIT SOLUTIONS FOR MCKINLEYVILLE

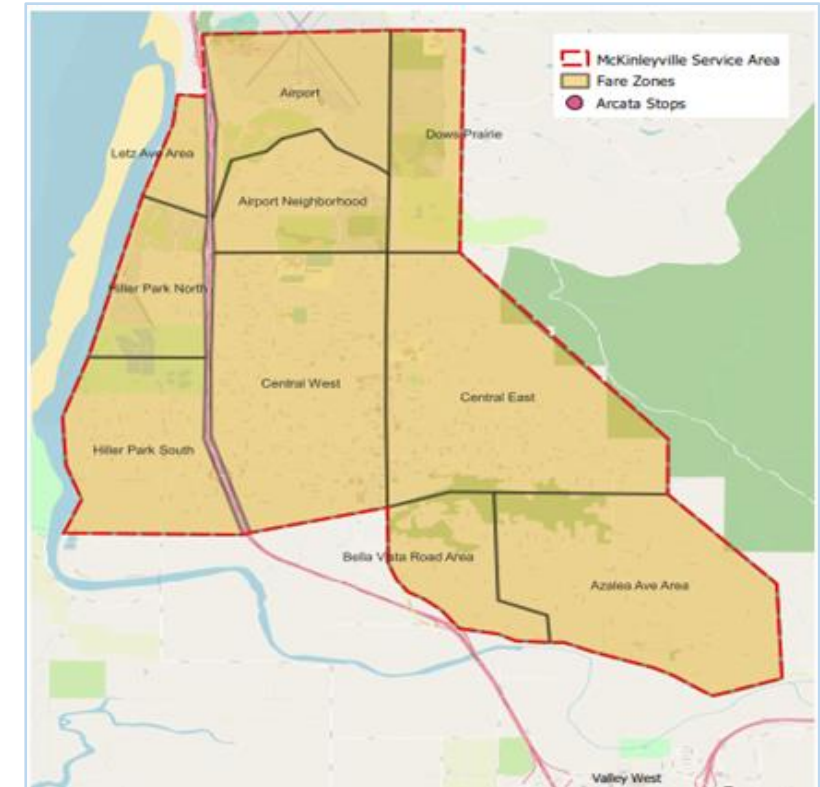
Existing Route



Traditional Transit



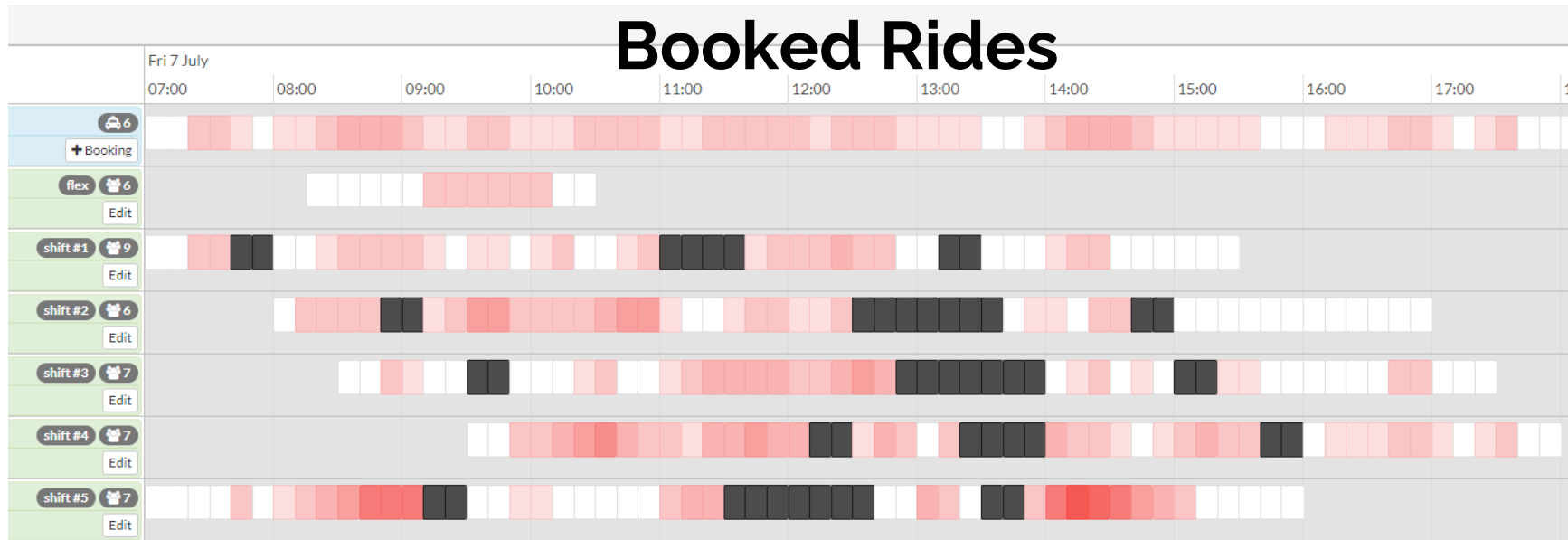
Microtransit



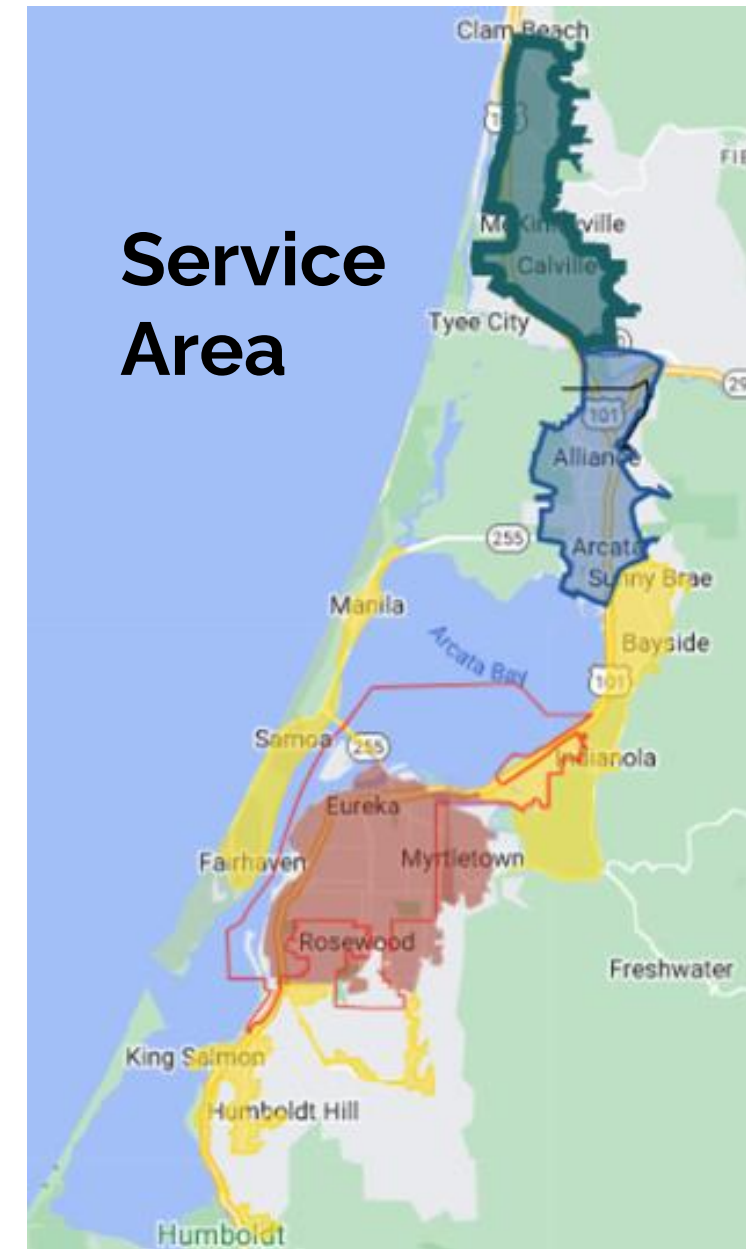
# MICROTRANSIT

- Existing Dial-a-Ride fleet and zones
- Fill vacancies with rides by the general public
- Adding additional vehicle within Eureka

## Booked Rides



## Service Area





# BRANDING



The Brand In Use





# Humboldt Transit Authority

# Thank You!

Katie Collender  
Finance Manager