

Board of Directors
NATALIE ARROYO
County of Humboldt
LESLIE CASTELLANO
City of Eureka
STEVE LADWIG
City of Trinidad
ALEX STILLMAN
City of Arcata
TAMI TRENT
City of Fortuna
MIKE WILSON
County of Humboldt
JULIE WOODALL
City of Rio Dell

HTA Board Staff
GREG PRATT
General Manager
CONSUELO ESPINOSA
Secretary to the Board



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

Public Participation In-person or Teleconference
Microsoft Teams
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November 1, 2023

9:00 AM

Regular Board 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

None

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 October 4, 2023, Regular Board Meeting.

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Action Recommended: Approve Minutes

Staff: [Consuelo Espinosa](#)

2. Surplus Equipment

Page 07

Action Recommended: Declare Truck as Surplus and Authorize its Sale by Adopting Resolution 23-14

Staff: [Katie Collender](#)

F. Items Removed from Consent Calendar

G. Reports

1. Draft August 2023 statistics and financial statements for all systems operated by HTA

Staff: [Katie Collender](#)

Action Recommend: Review and Discuss

Handout

H. New Business

1. HTA Projects Update

Staff will update the Board on current and future projects.

Action Recommended: Review, Discuss, and Make Recommendations if Necessary.

Staff: [Jerome Qirhazi](#)

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2. Microtransit Pilot Program Implementation Update

The soft launch of microtransit, branded "Ride Humboldt Flex" started on 10/23/2023. An additional vehicle operating in the Eureka and Samoa areas was added on this date. Staff is monitoring program success and making changes as needed in preparation for a public launch.

Action Recommended: Review, Discuss, and Make Recommendations if Necessary.

Staff: [Katie Collender](#)

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I. Board Communications

J. Staff Communications

K. Closed Session

None

L. 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

October 4, 2023

PRESENT

Board Members

Tami Trent, City of Fortuna
Alex Stillman, City of Arcata
Leslie Castellano, City of Eureka
Steve Ladwig, City of Trinidad
Debra L. Garnes, City of Rio Dell (Alt)
Natalie Arroyo, County of Humboldt
Mike Wilson, County of Humboldt
Debra Garnes, City of Rio Dell

ABSENT

Julie Woodall, City of Rio Dell

Staff

Greg Pratt, General Manager
Consuelo Espinosa, Human Resources Manager
Katie Collender, Finance Manager
Carolann Aggeler, Administration and Finance Assistant
Andi Evans, Bookkeeper
Brian Connors, Operations Manager
Jerome Qiriazzi, Transit Planner
Sherry Dunlap, Safety & ADA Coordinator
Jim Wilson, Director of Maintenance

Also in attendance was Nancy Diamond, HTA's Legal Counsel; Oona Smith, HCAOG; Colin Fiske, Coalition for Responsible Transportation Priorities; Stevie Luther, HCAOG; Catherine Sundquist, CAE; and Members of the Public; Joann McGarry, Sean Powers, and Carly Tambling.

CALL TO ORDER

Chairperson Arroyo called the meeting to order at 9:08 am.

ROLL CALL & Introductions

Introductions were made.

COMMUNITY MEMBERS COMMUNICATION

Natalie Arroyo announced an opening meeting to introduce Joann McGarry, a member of the public who lives in Arcata. Joann was introduced as having written a letter to the editor of the North Coast Journal about car free existence at the time when bus rides were free in Arcata. Joann explained that inflation has changed everything and that she would like HTA to consider offering free rides again. She also expressed the need for earlier and late-night service, as well as mentioned that current bus fares were not affordable, and the idea of simplifying boarding and navigating the different bus fare types. She also added that service needs to be increased on Saturday as well as adding Sunday service and suggested that HTA look for a new location to move the bus stop out of the Arcata Transit Center, including ways to promote ridership.

SPECIAL PRESENTATIONS

None

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.

Motion by Councilmember Wilson, second by Councilmember Ladwig to approve the Consent Calendar. Motion carried unanimously.

Minutes from October 4, 2023, Regular Board Meeting

Items Removed from Consent Calendar

None

Reports

1. Draft July 2023 statistics and financial statements for all systems operated by HTA

Finance Manger Katie Collender announced that the Financial Statements now include the Arcata & Mad River Transit System (A&MRTS) stats. She also added that there was an 8% increase in total ridership, and an increase in Month and Jack Pass purchases.

Public Comment:

Colin Fiske suggested that HTA consider including targets as listed in the Regional Transportation Plan.

Joann McGarry recommended that HTA seek a new location for the Arcata Transit Center bus stop.

New Business

1. Unmet Transportation Needs Public Hearing FY 2024/25

As a requirement of the Transportation Development Act, every year HCAOG partners with transit agencies and the public to complete the Unmet Transportation needs process. Stevie Luther with HCAOG opened a public hearing to allow citizens to comment on transit needs in Humboldt.

Three members of the public were present and expressed the following unmet needs:

- *More frequent service Monday-Saturday, add Sunday Service*
- *Late night service on Friday & Saturday*
- *Earlier weekday service for RTS & ETS, bring back pre-covid schedule*
- *Service to Glendale/Murphy's Market now that Blue Lake Transit is not operating*

The public hearing closed at 9:45 am.

2. Letters of Support

General Manager Greg Pratt announced that HTA Staff often receives requests for letters of support from agencies applying for grants. Most of the requests benefit HTA and its passengers such as for road

improvements and improved facilities for passengers. He also added that all letters of support submitted to HTA must be authorized by the Board. Because of submission timelines and Board meeting dates, sometimes HTA is not able to accommodate agency requests. He added that staff is requesting that the Board authorize the Ad Hoc Committee to approve letters of support that are time sensitive to agencies applying for grant funds and that the General Manager be authorized to sign such letters.

Motion by Councilmember Wilson, second by Councilmember Arroyo to Authorize the Ad Hoc Committee to approve Letters of Support for signature by the General Manager and requesting staff come back to the Board with a Legislation Platform for review. Motion carried unanimously.

3. Blue Lake Transportation

Greg Pratt announced that HTA was contacted by the Blue Lake Rancheria and the City of Blue Lake to see about transportation options that HTA could provide since the service operated by Blue Lake Rancheria in the area had ended. He added that HTA performed a test run through Blue Lake with the Willow Creek Intercity bus to chart the best route and timing using a 40' bus. And, that the proposed routes and bus stops were accepted by both the city and the Rancheria. Additionally, staff estimates servicing two bus stops in Blue Lake with three westbound trips to Arcata and two return trips would cost approximately \$32,000/year. Finally, with approval staff could have the system up and running in one week, while collecting more data around the possibility of servicing the Blue Lake Murphy's Market in the future.

Motion by Councilmember Wilson, second by Councilmember Stillman to Approve Transportation for the City of Blue Lake and the Blue Lake Rancheria by Utilizing the Willow Creek Intercity System. Motion carried unanimously.

4. HTA Projects Update

HTA's Transit Planner Jerome Qiriazzi gave the board an update on the following projects:

1. The Hydrogen Fueling Stations Request for Qualifications response was due on 09/29, and that staff would be reviewing submissions and taking recommendations for Qualified Bidders to release to the Adhoc Committee on October 11.
2. The RFP is tentatively planned for release on October 16. Staff is working with consultants CTE and Schatz Center to craft the design and performance specifications.
3. A report on Tap & Pay was reviewed with data provided for the last three months. The Tap & Pay is currently not advertised as it is in the soft roll out stages with apple or google pay options which seems to be working great.
4. Zero Emissions Fleet update with two additional charging stations and New Flyer buses. Additionally, HTA is working on a grant team to partner with Culver City transit to develop a prototype hydrogen cutaway.

5. Microtransit Pilot Program with Service to Samoa

Katie Collender informed the board that over the last seven months, staff has been working with Dial-a-Ride (DAR) provided by CAE Transport and RideCo to implement new dispatching software that will allow the microtransit pilot program to be open to the regular public. The proposed microtransit fares will be \$4.00 per zone without a cap, using the DAR zones. Katie also announced that staff would like to open the DAR vacancies, bus stop to bus stop to the general public and add a microtransit vehicle to the Eureka and Samoa zones with a soft opening on or around October 23,2023. Finally, after a testing period, microtransit will be marketed as a part of the Ride Humboldt brand structure.

Feedback & Public Comment:

Councilmember Wilson requested that in the future when HTA implements pilot programs, a report be added to the board packet providing a status on how those programs are doing to date.

Joann McGarry, a member of the public, suggested that making it easier for people to get on the bus and around the community should be primary. Also added that some riders may still have flip phones and that too many choices can be frustrating for some.

Councilmember Wilson suggested assisting the public on how to download the Transit App. General Manager Greg Pratt stated that this was a pilot program giving Samoa, Old Arcata Road, and Blue Lake more service leaving the RTS system open for the possibility of providing a more express service. Colin Fiske suggested that HTA publish clear and straight forward information to everyone not just existing riders so that the general public understands how the system works. Additionally he added the importance of marketing services with the goal of increasing ridership. Finally, Councilmember Natalie Arroyo suggested the possibility of running a test run while inviting volunteer participants.

BOARD COMMUNICATIONS

Councilmember Arroyo shared that she was participating in the week without driving supporting public transit. Suggested later night weekday service.

Councilmember Stillman announced that she dedicated all day on Monday to riding transit during the week without driving.

Councilmember Wilson would like to promote riding transit every day, and recommended that riders use a flashlight during the dark hours, as well as how to get the word out for downloading the Transit App.

Mayor Debra Garnes would like to explore ideas to promote ridership. She also added that for those transit riders who live in Rio Dell, she made mention that it was difficult to judge the time frames when they utilize transit to and from work. She stated maybe 9:00 am.

STAFF COMMUNICATIONS

NONE

CLOSED SESSION

NONE

ADJOURNMENT

The meeting was adjourned at 11:07 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 Arroyo
All Governing Board Members

FROM: Katie Collender, Finance Manager

DATE: November 1, 2023

SUBJECT: Surplus Equipment

The 2004 Dodge 2500 maintenance utility truck no longer meets clean air standards, has exceeded its useful life, and was recently replaced by a 2023 Ford F-350 maintenance utility truck.

The maintenance department no longer has a use for vehicle number 810 and recommends that the board declare it as surplus equipment. Staff will dispose of per applicable law.

Action Recommended: Declare Truck as Surplus and Authorize its Sale by Adopting Resolution 23-14

RESOLUTION 23-14

RESOLUTION OF THE HUMBOLDT TRANSIT AUTHORITY GOVERNING BOARD OF DIRECTORS AUTHORIZING THE GENERAL MANAGER TO SELL OR OTHERWISE DISPOSE OF SURPLUS PROPERTY IN THE FORM OF A 2004 DODGE 2500.

WHEREAS, in 2004, the Humboldt Transit Authority took delivery of a shop utility vehicle to for road calls and to maintain service levels; and

WHEREAS, staff has designated the shop utility vehicle as it has surpassed the end of its service life based on years in service; and

WHEREAS, the Humboldt Transit Authority desires to surplus the 2004 Dodge 2500 Shop Utility Vehicle and sell at fair market value or otherwise dispose of the asset.

NOW, THEREFORE, BE IT RESOLVED that the Governing Board of the Humboldt Transit Authority hereby authorize the General Manager to exercise the sale or disposal of surplus property in the form of a 2004 Dodge 2500 shop utility vehicle. The description of this item is shown in Exhibit A to this resolution, incorporated herein by this reference.

NOW, THEREFORE, BE IT FURTHER RESOLVED that proceeds from any sale or disposal of the surplus vehicle shall be deposited into the General Fund.

PASSED AND ADOPTED by the Humboldt Transit Authority of Humboldt County, State of California, at a regular meeting of said Board Meeting held on the 1st of November 2023, by the following vote:

AYES:
NOES:
ABSENT:

Chair of the HTA Governing
Board of Directors

ATTEST:

HTA Secretary to the Board

Exhibit A
SURPLUS EQUIPMENT INFORMATION

2004 Dodge 2500

Vehicle # 810

VIN 3D7KU28C74G211758

Cummins Diesel 24 Valve

135,083 miles

4-wheel drive

Good Condition – Dents, scratch, paint fade, no mechanical issues, codes, or defects



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TO: Chair Arroyo
All Governing Board Members

FROM: Jerome Qirhazi, Transit Planner

DATE: November 1, 2023

SUBJECT: Humboldt Transit Authority Project Updates

TIRCP Cycle 5 Grant

This project funds the purchase of fuel cell electric city buses, construction of a hydrogen fueling station, upgrades to maintenance bays, and construction of an intermodal transit center.

- Redwood Coast Express (RCX)
 - a. On track for a January 1, 2024, start date.
 - b. HCAOG to release marketing RFP this month
- Hydrogen Fueling Station
 - a. Board TIRCP Adhoc Committee met on October 11 and approved the Qualified Bidders List
 - b. The RFP release has been delayed to mid-November. The Board TIRCP Adhoc Committee will approve the RFP prior to release.
- Hydrogen Buses & Pilot Bus
 - a. HTA staff have planned a pre-production meeting visit to New Flyer's production facility in Anniston, Alabama for the week of November 13th, 2023.
 - b. On track for delivery of the pilot bus in December, 2024
- Intermodal Transit Center
 - a. No update

TIRCP Cycle 6 Grant

This project will fund the development and testing of a fuel cell electric over-the-road coach.

- Waiting for CalTrans project manager to reach out and initiate the contracting process

Microtransit

This topic captures various microtransit-related projects.

- Humboldt Bay Region
 - a. See Agenda Item H.2
 - b. HTA released soft launch of microtransit on Monday October 23rd. This serves the full Dial-A-Ride service area.
- Samoa-Manila Service Area
 - a. Samoa stops were added to the service soft launch service area
- Eureka Service Area
 - a. No update on additional grant funded service and vehicles
- McKinleyville Service Area
 - a. No update on additional grant funded service and vehicles



First Mile / Last Mile Service

This topic captures various projects related to first mile / last mile mobility.

- Eureka Oldtown Service
 - No update
- Bikeshare Integration with Popular Bus Stops
 - No update

Planning and Operations

This is a catch-all for various projects related to planning and operations.

- Simplified Time-Based Fare Structure
 - a. No update
- Credit Card Validators
 - a. No update
- System Planning and Scheduling
 - a. Willow Creek is now serving Blue Lake. Schedule adjustments were also made to account for significant on-going construction delays along hwy 299.

Facility Redesign

This project captures the long term goal of redesigning the HTA Administrative and Maintenance Facility, including replacing the majority of buildings which are reaching their end of useful life.

- HTA will be starting the CEQA process this month.

North State Intercity Bus Coordination

This project captures work with CalTrans, North State transit agencies, and bus-to-rail operators to coordinate routes, schedules, and operators to achieve the California State Rail Plan and the California Intercity Bus Study.

- No updates

Zero Emission Fleet Transition

This captures the various efforts related to transitioning our fleet to zero emission. HTA's current Zero Emission Fleet Rollout Plan can be found at the following link:

https://hcaog.net/sites/default/files/hta_zero_emission_bus_rollout_plan_v1.0.pdf

- Hydrogen station and New Flyer buses, see TIRCP Cycle 5 Grant
- Prototype hydrogen coach, see TIRCP Cycle 6 Grant

Action Recommended:

- ***Review, discuss, and make recommendations of other items if necessary.***



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TO: Chair Arroyo
All Governing Board Members

FROM: Katie Collender, Finance Manager

DATE: November 1, 2023

SUBJECT: Microtransit Pilot Program Implementation Update

On Monday 10/23/2023, the "Ride Humboldt Flex" microtransit pilot program went online using the Rideco dispatching software. Dial-A-Ride (DAR) vehicles now double as microtransit vehicles within the full DAR service area. An additional vehicle was also deployed to the Eureka and Samoa zones to accommodate the loss of service to Samoa earlier this year. HTA and CAE met to discuss details prior to the soft launch start date so that CAE could properly inform their drivers about program structure. A message to current DAR customers was posted on all system vehicles to explain this new program. It mentions that preference will still be given to DAR clients, who must book DAR rides 24 hours or more in advance whereas the public can only book on the same day.

To be consistent with the Ride Humboldt brand structure, this program is called "Ride Humboldt Flex" and will be marketed to the public under this name. Marketing materials for a public launch will include this branding, information will be added to the HTA website, and the Ride Humboldt app logo will be updated.

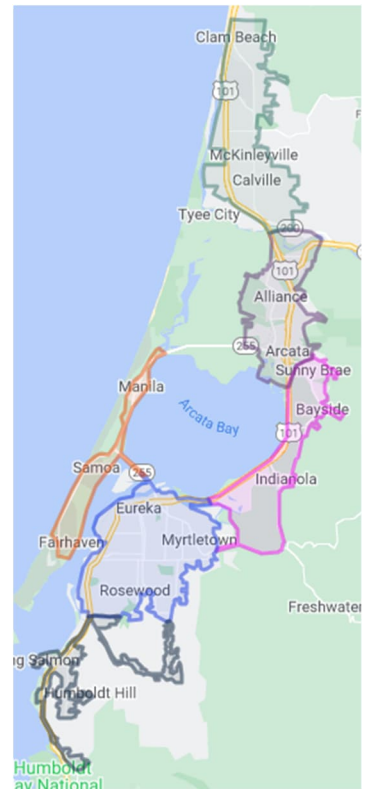


Figure 1: Microtransit Service Area



Figure 2: Ride Humboldt Flex Logo

Staff sent out an email on Friday 10/20/2023 outlining the program and inviting a small group to begin testing. A separate email was sent to Danco staff with a coupon code for use by residents at the Phyllis Rex Samoa Townhomes. This code gives residents a discount of up to \$8.00 per ride, which Danco will reimburse to HTA via monthly billings. The software allows for many options with coupon codes, and this model could be used with other partners in the future. Special accounts can also be established for



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partners booking on behalf of their clients. At this time customers can book via the Ride Humboldt app or online at <https://book.ridehumboldt.rideco.com/>. A phone number to book will be included in the public launch materials.

Riders must pay at the time of booking through the app. For the soft launch, they need a coupon code or a credit card in the app. In the future, people will be able to preload their accounts by contacting HTA if they wish to use another payment method. The driver will not accept any payment. Riders can leave feedback after their ride in the app, including a star rating and comments.

Action Recommended: Review, Discuss, and Make Recommendations if Necessary.