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County of Humboldt  
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County of Humboldt

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  
Join on your computer, mobile app or room device  
[Click here to join the meeting](#)  
Meeting ID: 213 534 824 793  
Passcode: BKGW33  
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**September 4, 2024**

**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. Proclamation**

Week Without Driving

Page 03

**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 August 7, 2024, Regular Board Meeting.

Page 04

Staff: Consuelo Espinosa

**Action Recommended: Approve Minutes**

**F. Items Removed from Consent Calendar**

**G. Reports**

1. Draft June 2024 statistics and financial statements for all systems operated by HTA.

Handout

Staff: Katie Collender

**Action Recommended: Review and Discuss.**

## H. New Business

### 1. Humboldt Transit Authority Fare Consolidation (Public Hearing)

Page 08

[Katie Collender](#)

Staff will present HTA's proposed fare structure that will make riding HTA and AMRTS buses more affordable and simplify passes used on six different systems.

#### **Action Recommended:**

1. ***Open a public hearing opportunity for members of the public to comment on the proposed fare structure.***
2. ***After hearing comments, close the public hearing.***
3. ***If approved, authorize Staff to implement the new fare structure beginning October 1, 2024.***

### 2. Letter for Jurisdictions Regarding Draft Regional Climate Action Plan Implementation Measures that Require HTA Participation.

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[Staff: Jerome Qiriaz](#)

Several jurisdictions have requested a letter from HTA regarding the implementation measures in the Draft RCAP that involve HTA and how this agency is already engaged in efforts as outlined in HCAOG's Regional Transit Plan.

***Action Recommended: Authorize the General Manager to draft and sign a letter describing how the Draft RCAP implementation measures that involve HTA align with the 2022 – 2042 Regional Transportation Plan (RTP), and that HTA supports implementation measures that align with the current RTP.***

### 3. HTA Projects Update

Page 14

[Staff: Jerome Qiriaz](#)

Staff will update the Board on current and future projects.

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

## 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.*

## **Week Without Driving 2024 Proclamation**

WHEREAS, access to mobility is a fundamental part of health and community connection, allowing citizens to reach education and employment opportunities, medical services, shopping, recreation, and visit friends and family; and

WHEREAS, as the U.S. Bureau of Labor Statistics estimates the cost of owning a car is approximately 72 cents a mile, with average household spending on transportation reaching \$10,961 a year in 2021, many people cannot afford the cost of a car, and nearly a third of the people residing in the US do not have a driver's license, either because of their age or a condition that does not allow them to drive; and

WHEREAS, transportation represents the largest source of greenhouse gas emissions in the United States, and in order to meet our state's greenhouse gas emission reduction goals, we must reduce emissions in our transportation sector; and

WHEREAS, in addition to greenhouse gas emissions, cars also create tire dust that can enter watersheds; have necessitated freeway expansions that have been detrimental to neighborhoods historically home to communities of color; and require impervious surfaces for parking, with an estimated 3.4 parking spaces for every car in the United States, all of which have contributed to transportation being an important environmental justice concern; and

WHEREAS, going a week without driving is a great way to understand how we can improve our current transportation system to better meet the needs of citizens and improve and enhance transportation options such as transit, biking, and walking pathways as key strategies in our decarbonization efforts;

***NOW, THEREFORE, I, Natalie Arroyo, Chair of the Humboldt Transit Authority Board, do hereby proclaim Monday September 30, 2024, through Sunday October 6, 2024 as the Week Without Driving, and I encourage all people in our region to join me in this special observance.***

**MINUTES FOR THE HUMBOLDT TRANSIT AUTHORITY**  
**REGULAR BOARD MEETING**

**August 7, 2024**

**9:00 am**

**PRESENT**

Board Members

Alex Stillman, City of Arcata  
Steve Ladwig, City of Trinidad  
Natalie Arroyo, County of Humboldt  
Tami Trent, City of Fortuna

**ABSENT**

Mike Wilson, County of Humboldt  
Debra L. Garnes, City of Rio Dell  
Leslie Castellano, City of Eureka

Attended Via Teams

Vance Law, City of Arcata; Colin Fiske, Coalition for Responsible Transportation Priorities; Charlotte Merkle, County of Humboldt, Beth Burks, HCAOG; Oona Smith, HCAOG; Stevie Luther, HCAOG; Traci Jones, Studio Six; and Kelsey Martin, Coalition for Responsible Transportation Priorities.

Staff

Greg Pratt, General Manager  
Consuelo Espinosa, Human Resources Manager  
Katie Collender, Finance Manager  
Jim Wilson, Director of Maintenance  
Carolann Aggeler, Admin & Finance Assistant  
Jerome Qiriaz, Transit Planner

Sherry Dunlap, Safety & ADA Coordinator  
Andi Evans, Bookkeeper

Also in attendance was Tom Mattson, Humboldt County Public Works; Sean Quincy, Humboldt County Public Works; and Joanne McGarry, Member of the Public.

**CALL TO ORDER**

Chair Natalie Arroyo called the meeting to order at 9:00 am.

**ROLL CALL & INTRODUCTIONS**

Introductions were made.

**COMMUNITY MEMBERS COMMUNICATION**

Joanne McGarry announced the need to promote bus service and shared ideas that may encourage people to ride the bus. She gave an example such as providing large print schedules. Additionally, she inquired about an update regarding the relocation of the Arcata Transit Center bus stop.

## SPECIAL PRESENTATIONS

Traci Jones with Studio Six gave the board a presentation providing an update on marketing strategies to better improve and increase ridership throughout the region. Specifically, targeting ideas to launching the new brand, Ride Humboldt, and promoting transit at the North Country Fair on September 21 and 22, 2024.

Tom Mattsen and Sean Quincy with Humboldt County Public Works gave the board a presentation on Natural Disaster and Preparedness needs for Humboldt County. The primary focus was on how Humboldt County can be better prepared for future events by repairing and upgrading our roads and public through a County tax measure.

## 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 Supervisor Ladwig, second by Councilmember Stillman to approve the Consent Calendar. Motion carried unanimously.***

Minutes from July 3, 2024, Special Board Meeting

***Action Recommended: Approve minutes.***

Energize Grant: Request for Price Quotation (RFPQ) Award.

Staff: [Greg Pratt](#); [Jim Wilson](#)

Humboldt Transit Authority was awarded an Energize Grant through the CEC to purchase and install two level 3 chargers. Staff sent out a Request for Price Quotation (RFPQ) and received three responses. HTA's procurement policy for RFPQ's is to award the contract to the lowest responsible and responsive bidder.

***Action Recommended: Award Hooven & Reese, Inc the Contract to Purchase and Install Two Level 3 Chargers in HTA's East Bus Yard and Authorize the General Manager to Sign All Necessary Agreements, Pending HTA Legal Counsel Review.***

~Contract Enclosed

Letter of Support for Archimedes Energy Park Project

Staff: [Jerome Qiriaz](#)

Letter of support for a renewable hydrogen production project in Yolo County.

***Action Recommended: Approve the General Manager to sign and submit the Letter of Support for the Archimedes Energy Park Project.***

Notice of Untimely Claim

Staff: [Greg Pratt](#)

A claim was presented to HTA by Progressive Insurance for damages to another vehicle. However, the claim was submitted over six months past the original date of occurrence.

***Action Recommended: Authorize the General Manager to send a Notice of Untimely Claim to Progressive Insurance. Motion carried unanimously.***

Items Removed from Consent Calendar

None

## REPORTS

Finance Manager Katie Callendar gave the board and overview of stats which included the credit card fares. She also shared that for May, ridership had increased. Additionally, she announced that an increase in ridership for the RCX system had improved since the Greyhound ended its service on July 1, 2024.

## NEW BUSINESS

### Memorandum of Understanding between Humboldt Transit Authority (HTA)

Jack Hughes, Local 1684 AFSCME and General Manager Greg Pratt announced that HTA had reached an agreement and negotiated a draft contract with AFSCME.

***Motion by Supervisor Arroyo, second by Councilmember Ladwig, to approve changes to the contract to the July 1, 2024-June30, 2027 Memorandum of Understanding between Humboldt Transit Authority and the American Federation of State, Municipal and County Employees by adopting Resolution 24-08. Motion carried unanimously.***

### Humboldt Transit Authority Fare Consolidation (Public Hearing)

Finance Manager Katie Collender shared that members of the public were invited to comment on the proposed fare structure changes and that surveys and feedback could be submitted online and announced that HTA had received five completed surveys by members of the public.

#### ***Open Public Hearing: 9:52 am***

Opportunity for Member of the Public to Comment on the Proposed Fare Structure.

#### ***Board Comments***

None

#### ***Public Comment***

Joanne McGarry shared that keeping it simple with three fare options would simplify the fare process.

Colin Fiske shared that the consolidation of the fare structure would be more affordable and equitable and that CRTP would be happy to help to promote the survey.

#### ***Public Hearing Closed: 9:55 am***

*Second Public Hearing to be held at the September 4, 2024, Regular Board of Directors Meeting.*

### HTA Projects Update

HTA's Transit Planner Jerome Qiraizi gave the board an update on future projects:

- A request for approval for a separate procurement for a temporary hydrogen fueling station was approved and will enter into a design build contract.
- HCAOG was awarded the PACCT Project through Caltrans.
- The Shasta Regional Transportation Agency kicked off a North State Bus and Rail plan that will integrate the State Rail Plan and the California Intercity Bus Study. The plan includes connectivity over 299 and specifically looking at connectivity along highway 101. HTA will be participating in the collaboration across all Stake Holders.

### Adoption of the Fiscal Year 2024/25 Final Budget for Humboldt Transit Authority

Finance Manager Katie Collender announced that the preliminary budget was adopted on July 3, 2024, and that all requirements were met in preparation for the adoption of the final budget for HTA.

#### ***Opened Public Hearing***

Opportunity for Member of the Public to Comment on the Adoption of the Fiscal Year 2024/25 Final Budget for HTA.

#### ***Board Comments***

None

#### ***Public Comment***

None

#### ***Public Hearing Closed***

***Motion by Supervisor Ladwig, second by Councilmember Stillman to Approve the Fiscal Year 2024/25 Final Budget for Humboldt Transit Authority by adopting Resolution 24-07. Motion carried unanimously.***

Approve the General Manager to Release an RFQ/RFP to Procure Temporary Hydrogen Fueling  
HTA's Transit Planner Jerome Qiriazzi announced that given the need for hydrogen fueling by December in time for HTA's first fuel cell electric bus, and the failed procurement in the first RFP round for a hydrogen station Design-Bulder, that HTA is looking for board authorization to separately procure a temporary hydrogen fueling station to ensure timely availability of fuel.

***Motion by Councilmember Stillman, and second by Supervisor Arroyo to Authorize the General Manager to issue an RFQ/RFP for the procurement of temporary hydrogen fueling equipment and services for a period not to exceed two (2) years, and to include the following scope of work:***

- a. Site preparation and equipment delivery,***
- b. Commissioning of the temporary fueling station,***
- c. Performance testing of the temporary fueling station,***
- d. Training of HTA staff,***
- e. Operation and maintenance services,***
- f. Fuel supply, and***
- g. Project closeout, decommissioning, and removal of the temporary fueling station.***

#### BOARD COMMUNICATIONS

Chairperson Arroyo announced that she has not forgotten about scheduling a Strategic Planning meeting and that will take the responsibility to plan a meeting.

Councilmember Alex Stillman shared that on Friday, August 9<sup>th</sup>, a special meeting regarding the Earth Center would be held at HCAOG.

#### STAFF COMMUNICATIONS

General Manager Greg Pratt acknowledged staff and personally thanked the board for moving negotiations along.

The Director of Maintenance Jim Wilson announced that the first hydrogen fuel cell bus will arrive in December and that new graphics would be placed on the outside of the bus.

Closed Session

None

#### ADJOURNMENT

10:21 am



133 V Street  
Eureka, CA 95501

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[www.hta.org](http://www.hta.org)

TO: HTA Chair Arroyo  
All Governing Board Members

FROM: Katie Collender, Finance Manager

DATE: September 4, 2024

SUBJECT: Humboldt Transit Authority Fare Consolidation Public Hearing

At today's meeting HTA will hold a second hearing to allow members of the public to comment on the proposed fare structure change, the first public meeting was on August 7<sup>th</sup> at the last HTA Board meeting. This hearing has been advertised on the HTA website and its social media accounts, inviting members of the public to attend this meeting to share feedback, or submit them online at [forms.office.com/r/V0fBUNRque](https://forms.office.com/r/V0fBUNRque).

Staff has identified the current fare structure as a potential barrier to attracting riders. HTA currently has over 20 types of tickets and 50 different price points. Low Carbon Transit Operations Program (LCTOP) funds were used to pilot a 31-day regional pass accepted on all systems. This pass has been wildly successful with passengers. Tap to pay contactless payments were implemented in March 2023 with pricing and fare capping across all routes. Reducing the number of tickets and price points streamlines depot inventory, speeds up the boarding process, reduces onboard sales (contact) with drivers, and means fewer fees for employees and customers to memorize. Staff believe that further consolidation is in the best interests of the agency and the public and proposes eliminating the current fare structure in favor of a simplified alternative. ~*Current Fare Structure Attached.*

As a separate entity, A&MRTS has chosen to participate but is retaining its day and month passes.

Feedback received to date has been greatly supportive of this change in fare structure. Thirty people have responded to the online survey, with 70% of respondents riding at least multiple times per month and 40% riding multiple times per week. Three commentors mentioned discounted rides for seniors, one of which rides monthly or more. These are available on the stored value cards and a point of focus when communicating this change to the public.

***Action Recommended:***

- 1. Open the 2<sup>nd</sup> Public Hearing Opportunity for Members of the Public to Comment on the Proposed Fare Structure.***
- 2. After Hearing Comments, Close the Public Hearing.***
- 3. If approved, authorize Staff to implement the new fare structure beginning October 1, 2024.***





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### Proposed Cash, Passes and Tap to Pay

Media	Price
Single Ride Pass or Cash Fare	\$2.00
\$2/2 hour Tap to Pay Fare	\$2.00
Day Pass	\$5.00
7 Day Pass	\$15.00
31 Day Pass	\$50.00

### Proposed Stored Value Passes

Media	Per Ride Regular	Per Ride Reduced
\$10 Stored Value Pass	\$2.00	\$1.00
\$20 Stored Value Pass	\$2.00	\$1.00

### A&MRTS Passes

Media	Regular	Reduced
A&MRTS Day Pass	\$2.50	\$1.50
A&MRTS Month Pass	\$30.00	\$25.00

### *HTA/AMRTS Current Fare Structure*

#### **Tap to Pay (RTS, ETS, SH, A, MRTS & WC)**

<b>2 hours</b>	\$2.00
<b>Daily</b> (24 HOUR) MAXIMUM	\$6.00
<b>Weekly</b> (7 DAY) MAXIMUM	\$20.00
<b>Monthly</b> (31 DAY) MAXIMUM	\$50.00

#### **Mainline RTS service (Scotia–Trinidad)**

	In-Town Cash Fare	Card Fares	Cash Fare	Day Pass	Week Pass	31 Day
<b>Adult (18-62)</b>	\$2.10	\$2.10	\$3.50	\$5.25	\$15.75	\$62.00
<b>Youth (3-17)</b>	\$2.10	\$1.80	\$3.15	\$5.25	\$13.75	\$57.00
<b>Senior (62+)</b>	\$2.10	\$1.80	\$3.15	\$5.25	\$13.75	\$57.00
<b>Disabled</b> (WITH VALID ID)	\$2.10	\$1.80	\$3.15	\$5.25	\$13.75	\$57.00

#### **Eureka Transit Service (ETS)**

	1 ride	Multi-ride rate (Regional transit pass)	Day pass	Monthly pass
<b>Adult (18-62)</b>	\$1.70	\$1.40	\$3.95	\$48
<b>Youth (3-17)</b>	\$1.30	\$0.95	\$3.00	\$41
<b>Senior (62+)</b>	\$1.30	\$0.95	\$3.00	\$41
<b>Disabled (with valid ID card)</b>	\$1.30	\$0.95	\$3.00	\$41

*Note: Redwood Coast Express introductory fare is \$2*

#### **Arcata & Mad River Service (A & MRTS)**

	1 ride	Multi-ride rate REGIONAL TRANSIT PASS	Day pass	Monthly pass
<b>Adult (18-62)</b>	\$1.75	\$1.25	\$2.50	\$30.00
<b>Youth (3-17)</b>	\$1.25	\$1.00	\$1.50	\$25.00
<b>Senior (62+)</b>	\$1.25	\$1.00	\$1.50	\$25.00
<b>Disabled</b> (WITH VALID ID)	\$1.25	\$1.00	\$1.50	\$25.00

#### **Willow Creek Service (WC)**

	Card Fare	Cash Fare	Day Pass	31 Day
<b>Adult (18-62)</b>	\$3.30	\$5.00	\$8.00	\$86.00
<b>Youth (3-17)</b>	\$2.75	\$4.40	\$8.00	\$81.00
<b>Senior (62+)</b>	\$2.75	\$4.40	\$8.00	\$81.00
<b>Disabled (with valid ID card)</b>	\$2.75	\$4.40	\$8.00	\$81.00

#### **Southern Humboldt Intercity Service (SH)**

	Card Fare	Cash Fare	31 Day
<b>Intercity Southern Humboldt Service</b>			
<b>Adult (18-62)</b>	\$4.00	\$6.25	\$113.00
<b>Youth (3-17)</b>	\$3.45	\$5.75	\$102.00
<b>Senior (62+)</b>	\$3.45	\$5.75	\$102.00
<b>Disabled (WITH VALID ID)</b>	\$3.45	\$5.75	\$102.00

	Card Fare	Cash Fare	31 Day
<b>Southern Humboldt Local Service (Between Benbow and Redcrest)</b>			
<b>Adult (18-62)</b>	1.20	1.65	
<b>Youth (3-17)</b>	0.95	1.40	
<b>Senior (62+)</b>	0.95	1.40	
<b>Disabled (WITH VALID ID)</b>	0.95	1.40	



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TO: Chair Arroyo  
All Governing Board Members

FROM: Jerome Qiriaz, Transit Planner

DATE: September 4, 2024

SUBJECT: Letter for Jurisdictions Regarding Draft Regional Climate Action Plan  
Implementation Measures that Require HTA Participation

### **BACKGROUND**

HTA has been participating in meetings with the County and incorporated jurisdictions regarding the Regional Climate Action Plan (RCAP). HTA staff have provided feedback on some of the chapters, and on the implementation measures involving HTA in the Draft RCAP. The County released the Draft RCAP on August 14<sup>th</sup>, 2024 for a 30-Day Public Review Period. Jurisdictions will be discussing the Draft RCAP at City Council meetings during this public comment period.

Staff from multiple jurisdictions requested a letter from HTA regarding the implementation measures in the Draft RCAP that involve HTA.

### **DISCUSSION AND RATIONAL**

To support jurisdiction staff, HTA staff recommends drafting a letter for jurisdictions describing how the implementation measures in the Draft RCAP align with the current RTP, that HTA staff are already engaged in those efforts described in the Draft RCAP that involve HTA, and that HTA supports the current RTP and those plans incorporated therein.

*A draft letter enclosed.*

### **FISCAL IMPACT**

There is negligible fiscal impact associated with HTA staff drafting a letter and distributing to jurisdictions.

### **ADVANTAGES / DISADVANTAGES**

The advantage of providing this letter to jurisdictions is it will support their staff during City Council and Board of Supervisors meetings.

HTA staff do not see any disadvantages with providing a letter stating that HTA supports existing adopted plans of which the Draft RCAP implementation measures are aligned.

### **ALTERNATIVE BOARD ACTIONS**

The Board could direct staff to provide a letter containing a different message regarding HTA's position on the Draft RCAP. The Board could also direct staff to not provide a letter. Neither of these options are recommended by HTA staff.

### **PRIOR RELEVANT BOARD ACTIONS / POLICIES**

None



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***Action Recommended:***

- ***Authorize the General Manager to draft and sign a letter describing how the Draft RCAP implementation measures that involve HTA align with the 2022 – 2042 Regional Transportation Plan (RTP), and that HTA supports implementation measures that align with the current RTP.***



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TO: City of Arcata  
City of Blue Lake  
City of Eureka  
City of Ferndale  
City of Fortuna  
City of Rio Dell  
City of Trinidad  
County of Humboldt

FROM: Greg Pratt, General Manager

DATE: <Date>

SUBJECT: Letter for Jurisdictions Regarding Draft Regional Climate Action Plan Implementation Measures that Require HTA Participation

To Whom This May Concern,

Humboldt Transit Authority staff have been working with County staff and Incorporated City staff since February of this year on the development of the Draft Regional Climate Action Plan (Draft RCAP) that was released by the County on August 14<sup>th</sup>, 2024 for a 30-Day public comment period. HTA staff have provided feedback on some of the chapters, and on the implementation measures involving HTA in the Draft RCAP.

HTA involvement proposed in the Draft RCAP continues efforts that HTA staff are already doing, including:

- Increase frequency and span of service of transit routes,
- Improve passenger experience such as streamlined fares and transfers, and supporting infrastructure such as shelters and trip planning,
- Pursue grant opportunities,
- Implement community outreach and marketing efforts, and
- Support regional planning efforts on first/last mile infrastructure and connectivity to transit routes.

HTA staff have confirmed that all implementation measures involving HTA in the Draft RCAP are in alignment with the current Regional Transportation Plan (RTP) developed by HCAOG and approved by the HCAOG Board. The RTP also incorporates by reference and aligns with the following plans, many of which were developed with input from HTA staff:

- Humboldt County Coordinated Public Transit–Human Services Transportation Plan (2021)
- McKinleyville Transit Study (2021)
- Mobility-on-Demand Strategic Development Plan (2020)
- HCAOG Public Participation Plan (2018)



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- Humboldt Regional Bicycle Plan (2018)
- Humboldt County Transit Development Plan (2017 or most current)
- Humboldt Regional Trails Master Plan (2010)
- Humboldt County Regional Pedestrian Plan (2008)

In addition, the current RTP is in alignment with the following CalTrans plans:

- California Transportation Plan 2050 (2020)
- California Climate Action Plan for Transportation Infrastructure (2021)
- Active Transportation Plan for District 1 (2021)
- Smart Mobility Framework Guide (2020)
- District 1 Climate Change Vulnerability Assessment and Pilot Study (2014)

HTA supports the HCAOG RTP, and therefore supports plans and efforts that align with the RTP. Furthermore, HTA staff will continue to be involved in the RCAP effort as requested, and is committed to supporting jurisdictions as they navigate the RCAP process.

Please reach out to me at any time with any further questions, requests, or concerns.

Respectfully,

---

Greg Pratt, General Manager  
707-443-0826 x101  
[greg@hta.org](mailto:greg@hta.org)



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TO: Chair Arroyo  
All Governing Board Members

FROM: Jerome Qiriaz, Transit Planner

DATE: September 4, 2024

SUBJECT: Humboldt Transit Authority Project Updates

#### TIRCP Cycle 5 Grant

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

- Hydrogen Fueling Station: The RFP for the Temporary Hydrogen Fueling Services was released last week. See <https://hta.org/procurement-opportunities/rfp-2402/> for details.
- Maintenance Bay Upgrades: HTA staff will be releasing an RFQ this month for the design of upgrades to our maintenance bays to allow work on the fuel systems of FCEBs.

#### Regional Projects Coordination

- Support on the development of the Draft Regional Climate Action Plan. See Agenda Item H.2.
- Will be engaging with the City of Eureka Bike Plan Task Force this month.
- Supported County staff in their McKinleyville Town Center Project EIR process.
- Engaged with CalTrans and the City of Eureka on planned future pedestrian and transit paint work on 4<sup>th</sup> and 5<sup>th</sup> streets in Eureka.
- Invited to participate in the “Homelessness and Transit Session at the Research-to-Practice Transit Symposium” organized by CalTrans headquarters in October.

#### North State Intercity Bus Coordination

- RCX ridership is up. See handout.

#### Marketing

- This month HCAOG and HTA will be formally launching the RideHumboldt brand campaign. This includes:
  - Targeted social media ads and videos
  - Radio ads
  - A booth and a bus at the North Country Fair (see enclosed attachment for a sneak peak)
  - Over the next couple of months, HTA will be releasing fully re-designed schedules, and new signage at bus stops

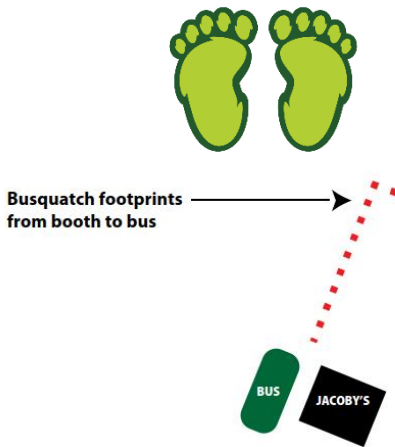
#### **Action Recommended:**

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



# Sneak Peak at North Country Fair Plans

**Ride Humboldt**  
**Booth 170/Bus Location**



**Win RideHumboldt Swag**  
**Take picture with Bigfoot**



**7' tall cutout**

