



**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

**SERVICE COORDINATION COMMITTEE (SCC)**  
**MEETING RECORD**

Special Meeting  
Monday, August 21, 2017, 2:30 p.m.  
HCAOG Conference Room

**Present:**

Jaison Chand, Chair  
Dave Carstensen  
Charlotte Merkel  
Dusty Napier  
Alene Webb  
Thomas Vargas (Alternate)

City Ambulance of Eureka  
Caltrans District 1  
County of Humboldt  
KT/Net  
Humboldt Transit Authority  
Blue Lake Rancheria

**Absent:**

Wendy Howard  
Doby Class  
Consuelo Espinosa  
  
Kevin Carter  
Krista Paddock  
Cheryl Tucker

City of Eureka  
Arcata & Mad River Transit System  
Consolidated Transportation Services  
Agency  
City of Fortuna Parks & Recreation  
Humboldt State University, Parking/Transit  
College of the Redwoods

**Staff:**

Marcella Clem  
Oona Smith  
Debra Dees  
Christie Smith

Executive Director  
Senior Planner  
Associate Planner  
Executive Assistant

**1. Call to Order**

Chair, Jaison Chand, called the meeting to order at 2:37 p.m.

**2. Introductions**

**3. Approval of Meeting Record – May 15, 2017**

A revision was made to correct the date on item 5b. from FFY 2016 to FFY 2017.

Due to the absence of a quorum, this item will be returned for approval at the October 16, 2017 meeting.

**4. Public Participation**

There was no public participation for items not on the agenda.

## 5. Action Items

These items are reserved for matters that require a specific action.

### a. Transit Development Plan (TDP) Update: Transit Marketing Plan Scenarios for Regional Branding and Website

Oona Smith presented an overview of the Transit Marketing Plan and gathered feedback on the branding and web scenarios. The SCC agreed that Scenario 3 for transit regional branding would meet the goal of going towards a more unified brand. The TMP will not move forward until after the Transit Development Plan by LSC Inc., is completed.

### b. Transit Development Plan (TDP) Update: Presentation and Review of “Technical Memo #2: Alternatives Analysis”

Gordon Shaw, Principal, and Selena McKinney, Transportation Planner, from LSC, Inc., presented the “Technical Memo #2” and the service alternatives and performance analysis, and answered questions and gathered feedback from the SCC.

### c. Fleet Inventory

Debra Dees presented the fleet inventory list and requested the SCC forward their updates to her.

### d. 5311 Funding Objectives and Criteria Yearly Review

Due to the absence of a quorum, this item will be returned for discussion and recommendation for approval at the October 16, 2017 meeting.

## 6. Information Items and Member Communication

### a. Monthly Statistical Reports

Monthly statistical reports were provided by:

- Blue Lake Rancheria
- Fortuna Transit

## 7. Adjournment

The meeting adjourned at 4:33 p.m.

Respectfully submitted,  
Christie Smith, Executive Assistant