



HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS
Regional Transportation Planning Agency
Humboldt County Local Transportation Authority
Service Authority for Freeway Emergencies
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AGENDA ITEM 5c
SCC Meeting
October 17, 2016

DATE: October 7, 2016
TO: Service Coordination Committee (SCC)
FROM: Oona Smith, Senior Planner
SUBJECT: **Discuss HCAOG Applying to the Sustainable Transportation Planning Grant Program for a “Mobility On Demand” Planning Project**

STAFF REPORT

Contents:

- Staff's Recommended Action
- Staff Summary
- Articles on shared mobility and “Mobility on Demand”

Staff’s Recommended Action:

1. Introduce the item as an action item;
2. Allow staff to present the item;
3. Receive public comment;
4. Discuss item and direct staff, or take appropriate action as necessary.

Staff Summary:

HCAOG staff sees a need for transit planning to help us develop more coordinated and enhanced paratransit for the region in the future. Moreover, technological innovations are changing the state of the market for transportation services, and we want to thoughtfully and proactively pursue opportunities to improve mobility in our region. Specifically, we would like to get a grant to fund researching what viable options we, in rural Humboldt, have for improving “mobility on demand.”

Mobility on demand refers to integrating public transit and paratransit with rideshare/ridesource services (e.g., bikeshare, carshare, UberPool, Lyft, TripPlanner, RouteMatch, etc.) and other

innovative technologies, from mobile data software to driverless shuttles.¹ Technological innovations for paratransit services exist in the areas of onboarding, reservations, dispatch and routing and user experience.

We would like to pursue grant funding for a “development plan” for implementing integrated “mobility on demand” in the next 5 and 10 years. Transportation planning in this area would follow national trends. A recent TCRP Report 188, *Shared Mobility and the Transformation of Public Transit*, highlights:

□ Emerging business models include new forms of public-private partnership for provision of mobility and related information services. Public entities, including transit agencies and local transportation departments, already are engaging with private operators and using new technologies from the shared mobility world. Public agencies can look to many examples for insight. Key areas of collaboration include cross-modal trip planning, reservations, and payment application (app) integration; microtransit/dynamic demand response; private access to public rights-of-way; and service links and hand-offs.²

The enclosed articles show what other communities are studying and planning in this area. Arlington County (VA) proposed a rideshare program in their 10-Year Transit Development Plan, and Livermore Amador Valley Transit Authority (CA) carried out a year-long transportation planning effort.

Currently Caltrans has a call for projects for the FY 2017-18 Sustainable Transportation Planning Grant Program. This program includes “Sustainable Communities” grants, which fund studies of multimodal transportation issues having statewide, interregional, regional, or local significance. (The fund sources are the State Highway Account and FTA Section 5304 funding.)

I am planning to apply for a grant for a “Mobility On Demand Development Plan” project. The proposed planning project will complement this year’s work on the Transit Development Plan Update and Transit Marketing Plan.

- I would like to hear if the SCC wants to suggest specific tasks, products, or outcomes for this proposed transportation planning project.
- We also are requesting letters of support to submit with this grant application. We need letters of support by October 31, 2016.

¹ Some of these technologies are part of Intelligent Transportation Systems (ITS), which integrates advanced communications-based information and electronics technologies into the transportation infrastructure and in vehicles and mobile devices.

² September 2016, National Academy of Sciences.