



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

Social Services Transportation Advisory Council (SSTAC)
MEETING RECORD

Regular Meeting
January 3, 2018, 1:30 p.m.
HCAOG Conference Room

Members Present:

| | |
|---------------------------------|---|
| Richard Johnson, Chair | Public Representative |
| Catherine Sundquist (Alternate) | City Ambulance of Eureka |
| Consuelo Espinosa | Consolidated Transportation Services Agency |
| Greg Pratt | Humboldt Transit Authority |
| Jerry Robinson | Humboldt Senior Resource Center |
| Isa Pritting | Headstart |
| Cindy Calderon | Tri County Independent Living |

Staff:

| | |
|----------------|-------------------------------|
| Debbie Egger | Fiscal Administrative Officer |
| Debra Dees | Associate Planner |
| Christie Smith | Executive Assistant |

Absent:

| | |
|---------------|------------------------|
| Charlie Bean | Transit User |
| Maggie Kraft | Area 1 Agency on Aging |
| Kevin Carter | Fortuna Transit |
| Sharon Batini | Public Representative |

1. Call to Order

Chair, Richard Johnson called the meeting to order at 1:30 p.m.

2. Introductions

3. Public Participation

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

4. Approval of Meeting Record – October 4, 2017

Motion was made (Pratt/Calderon) to approve the meeting record of October 4, 2017, as submitted.

Motion carried unanimously.

Staff requested that the Agenda begin with item 6b.

6b. Eureka Transit Service (ETS) Line System Feasibility Study

Emily Sinkhorn from Redwood Coast Action Authority provided an overview of the ETS Line System Feasibility Study.

5. Action Items

a. Draft FY 2018-19 Overall Work Program (OWP) & Budget

Debbie Egger provided a summary of the edits to the OWP & Budget. The draft is due to Caltrans by March 1, 2018 for review and comment. The SSTAC provided minor edits.

Motion was made (Pratt/Sundquist) that the SSTAC recommends that the HCAOG Board approve the Draft FY 2018-19 OWP & Budget.

Motion carried unanimously.

b. FY 2018-19 Draft Unmet Transit Needs (UTN) Report of Findings

Debra Dees provided an overview of the draft UTN Report of Findings. The SSTAC provided feedback on the report and on items 1 thru 36 in Appendix A. The SSTAC was requested to review items 37-47 and provide comments and feedback to Debra. The revised UTN Report will be discussed at the SSTAC at their February 7 Special SSTAC meeting.

Motion was made (Espinosa/Robinson) that the SSTAC direct staff to incorporate feedback on the draft report and request necessary transit operation information for the next meeting.

Motion carried unanimously.

c. Draft Regional Transit Marketing and Unified Branding Plan

Debra Dees presented the draft Regional Transit Marketing and Unified Branding Plan to the SSTAC. The SSTAC provided comments/feedback including the following, which will be forwarded to the Consultant.

- The SSTAC questioned the appropriateness of having the SSTAC decide on a branding plan without going through each transit agency's Board.
- HTA currently has a website that includes a trip planner and route information for the various transit agencies. A new website may not be necessary.
- The draft branding plan includes a concept for a single logo. A single logo may cause confusion for transit riders, e.g. a single logo but different fares.
- Buses currently have a number of logos on their buses. The SSTAC did not see a benefit of adding another logo.
- In Section I, Situational Analysis, it is listed that "Humboldt County is home to ancient redwood forests, the mythical Big Foot, and high-quality marijuana farms." The SSTAC was concerned about this marketing statement and noted that there is much more to Humboldt.
- On page 7, Table 7, Top Humboldt Employers, the SSTAC noted that Humboldt State University should be included in the list of top employers.

d. Election of Officers

Motion was made (Espinosa/Calderon) that the SSTAC elect Charlie Bean as Chair and Richard Johnson as Vice-Chair for the 2018 calendar year.

Motion carried unanimously.

6. Information Items and Member Communication

a. Routematch Proposal for Humboldt Transit Authority

Greg Pratt requested this item be discussed at the next SSTAC meeting.

c. HCAOG Transportation Development Act (TDA) Rules Update

Debbie Egger reported that the HCAOG Board approved the TDA Rules Update at their December 2017 meeting. The update includes the definitions for the Unmet Transit Needs. The TDA Rules are available on HCAOG's website at <http://hcaog.net/library>.

7. Adjournment

The meeting adjourned at 2:32 p.m.

Respectfully submitted,
Christie Smith, Executive Assistant