

# FY 2011/12–2015/16 Transit Development Plan Update for Humboldt County Transit Systems

## Chapter 1

### Existing Conditions

#### 1.1 Agency Overview

##### Humboldt Transit Authority

###### Organization

The Humboldt Transit Authority (HTA) was established in 1975 under a joint-powers agreement between the cities of Arcata, Eureka, Fortuna, Rio Dell and Trinidad and the County of Humboldt. HTA is headquartered in the county seat of Eureka. HTA is governed by a seven member Board of Directors comprised of one representative each from the five incorporated cities and two representatives from the County of Humboldt. The Authority is administered by the General Manager and is supported by staff including the Operations Manager, Equipment and Facilities Manager, Administration and Finance Manager, Administrative Assistant, and ADA Specialist>Title VI Coordinator/Receptionist.

###### Services Provided

HTA is the primary intercity public transit system in the county, providing a fixed-route trunk service along the U.S. 101 Corridor as well as an extension to Willow Creek along Highway 299. HTA also provides both intercity and local transit service in the southern portions of the county. In addition, HTA operates intra-city fixed-route service in the City of Eureka under the Eureka Transit Service (ETS), and provides maintenance service to the Arcata & Mad River Transit System (A&MRTS), both under separate contracts. Demand response services provided in Arcata, Eureka and McKinleyville are administered by and coordinated through HTA.

**Regional Transit Pass:** These passes are available for \$10 or \$20, which allows you to ride all four regional transit systems. Passes are available from the driver, the HTA office, and the AMRTS office.

###### Service Area (including routes)

###### ***Redwood Transit System***

The HTA's mainline service, the Redwood Transit System (RTS), operates a full schedule between the cities of Scotia and Trinidad from Monday through Friday, and a limited schedule on weekends. On weekdays, headways range from 30 minutes in the heaviest traveled route sectors (between Humboldt State University and College of the Redwoods) to two hours. Destinations served include Scotia, Rio Dell, Fortuna, Fernbridge, Loleta, College of the Redwoods, Fields Landing, King Salmon, Eureka, Arcata, Humboldt State University, McKinleyville, **Arcata-Eureka** California Redwood Coast-Humboldt County Airport, Westhaven, and Trinidad.

**Figure I-1 Insert HTA Redwood Transit System Maps**

**Service Span (including schedules)**

Hours of operation for the mainline RTS range between 6:00 a.m. and 11:00 p.m. Monday through Friday; ~~and~~ between 8:30 a.m. to 7:30 p.m. on Saturdays; ~~and X to X on Sundays~~. Other HTA transit services operate at lesser times within the mainline hours. RTS does not operate on ~~Sunday and~~ the following major holidays: New Year's Day, Independence Day, Thanksgiving and Christmas. Saturday service schedules operate on other major holidays.

**Fare Structure**

HTA's fares are structured according to service type, passenger categories and fare media. Fares were previously structured based on a zonal system. New transit pass products are available as a result of new electronic fareboxes installed on the major fixed routes of the local transit operators. Pass products include monthly magnetic swipe passes and stored value cards good for RTS, Willow Creek, SHTS, ETS, and A&MRTS buses. Magnetic media cards in denominations \$10 and \$20 allow passengers to ride the regional transit systems for the new discounted rate. Monthly and regional transit passes can be purchased online.

Free transfers are provided between RTS buses to complete a single trip. HSU students ride the RTS fare-free as part of the JackPass program by swiping their current student identification card. Staff and faculty can buy into the JackPass program for \$60 per semester. College of the Redwoods eliminated its student ticket program due to State budget cuts. The fare structure is shown in Table I-1.

**MOVE TO APPENDIX (OR OMIT) Table I-1 HTA Transit System RTS Fare Structure**

<b>Fare Type</b>	<b>1-Ride</b>	<b>Multi-Ride Rate</b>	<b>Monthly Pass</b>
<b>Adult (Age 18-62)</b>	<b>\$3.00</b>	<b>\$1.90</b>	<b>\$59.00</b>
<b>Day Pass</b>		<b>\$4.90</b>	

***Southern Humboldt Local***

The Southern Humboldt Local Transit System serves areas between Garberville and Weott providing deviated fixed route service. A systemwide map is presented in Figure I-1.

Operates: Monday through Friday - No service Saturday and Sunday

***Southern Humboldt Intercity City***

The Southern Humboldt Intercity service provides limited service during peak travel times in the morning and afternoon, connecting Garberville and Eureka with stops including Briceland/Redway Drive, Phillipsville, Miranda, Myers Flat, Weott, Fortuna, and College of the Redwoods.

Operates: Monday through Friday - No service Saturday and Sunday

**MOVE TO APPENDIX (OR OMIT) Table I-2 SHTS Fare Structure**

<b>Fare Type</b>	<b>1-Ride</b>	<b>Multi-Ride Rate</b>	<b>Monthly Pass</b>
<b>Garberville Commuter Service</b>			
<b>Local Southern Humboldt Service</b>			

**Willow Creek**

The Willow Creek Extension operates Monday through Friday and connects from the Arcata Transit Center to the community of Willow Creek, including stops at Valley West Boulevard and McKinleyville High School.

**MOVE TO APPENDIX (OR OMIT) Table I-3 Willow Creek Fare Structure**

Fare Type	1-Ride	Multi-Ride Rate	Monthly Pass
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Source: HTA

**Tish Non-Village Deviated Fixed-Route Service**

The Tish Non-Village serves the areas of College of the Redwoods, Scenic and Loleta Drive, Tish Non-Village, Fernbridge, Palmer Boulevard, Fortuna 11th & N Street.

Operates: Monday through Friday, [add time range].

**Tish Non-Village Fare Structure** Same fare schedule as RTS.

**College of the Redwoods Subsidized Bus Fare Program**

~~Humboldt Transit Authority and CR staff began meeting as far back as 1999 for the purpose of creating a subsidized bus pass program. In spring of 2009, the CR Eureka campus began making the monthly Redwood Transit bus passes available to CR students in the Eureka area for a 50 percent discount. To qualify for the discount, students had to be enrolled in at least 6 units or more and be members of the Associated Students.~~

~~The initial budget for the district was \$75,000 for one year. Passes were purchased from HTA for full price (\$50 each) and then sold to the students with the 50% discount. The Business Office had possession of the passes, documented all exchanges and purchases related to the passes, and maintained a revolving cash fund that was utilized to purchase additional passes from the sales.~~

Semester	Number of Students Using CR-Bus Pass	Eureka Campus Headcount	Average Unit Load	Number of Passes Sold	Average Number Passes per Student
Spring 2009	539	4,416	10.4	1,480	2.7
Fall 2009	484	4,955	13.4	1,181	2.4
Spring 2010	458	5,035	13.3	1,113	2.4

Source: College of the Redwoods

~~The program was able to operate for three semesters before the college was unable to continue funding the subsidized passes due to the state budget crisis. A total of \$188,700 in purchases was made with the college receiving back half after sales, for a total cost of \$94,350 for the three semesters. Currently, the Associated Students of CR is interested in creating a club to raise funds for the purpose of revitalizing the subsidized bus pass program.~~

## Facilities

Maintenance is conducted on-site at the HTA administrative facility located at 2<sup>nd</sup> and V Streets in Eureka. The department is staffed by the Equipment and Facilities Manager, two mechanics, two technicians, a bus washer, and a cleaner. Maintenance occurs during the hours of 4:30 a.m. and 7:30 p.m., with fueling taking place through midnight. During fueling, the GFI boxes are probed for electronic mileage reading and other downloaded data. Although maintenance around the clock is possible from a financial standpoint, there is no proper supervision available to handle night work issues. The hiring of qualified mechanics that have the skill to work with large vehicles is difficult in the local market. The maintenance facility includes three bus bays plus an extra lane if needed. There is a storage bay and a separate parts room containing vehicle spare parts that are tracked via barcodes.

## Fleet Inventory

There are 12 vehicles in the transit fleet for HTA's RTS mainline services. In total, there are 19 revenue vehicles for RTS, Southern Humboldt, and Willow Creek services. Three vehicles acquired in 2007 for RTS have diesel-electric hybrid engines while the remaining vehicles have primarily diesel engines. Table I-2 shows the vehicle fleet and service type.

HTA vehicles are equipped with wheelchair lifts and tie downs, which conform to the requirements of the Americans with Disabilities Act (ADA) of 1990 requirements in regards to accessibility. Bicycle racks are available on most large buses.

**Table I-2 HTA Redwood Transit System Fleet Inventory**

Year	Make & Model	Quantity	Fuel type	Service
		Total      19	HTA TO UPDATE	

*Source: HTA fleet inventory*

## Eureka Transit Service

### Organization

The Eureka Transit Service (ETS) has been operating since January 1976. ETS was originally contracted to a private bus operator, and later to HTA in the mid-1980s. As a Mayor-council form of government, the five-member City Council serves as the main legislative body. The City Manager oversees the operations of City departments and services. The Finance Department currently provides oversight and management of the transit system. ETS' fixed-route system is operated under contract by HTA, while demand response service (dial-a-ride/dial-a-lift) is operated under a separate contract by City Ambulance of Eureka (CAE). A third contract is an agreement between the city and HTA for HTA to conduct day-to-day administration and reporting of the DAR/DAL program.

### Services Provided

ETS operates four routes Monday through Friday and three routes on Saturdays. Routes are designated by color and cover specific areas of Eureka. Most routes originate and/or terminate at the corner of H and 3<sup>rd</sup> Streets in downtown Eureka with the exception of the Green Route. All routes run every hour on the hour.

**Service Area (including routes)**

- | **Gold Route:** Operates Monday through Friday ~~from 6:15 a.m. to 7:00 p.m.~~ and Saturdays from 10:00 a.m. to 5:00 p.m. Areas of the city served include downtown Eureka, Pine Hill, Bayshore Mall and the Henderson Center.
- | **Green Route:** Operates Monday through Friday ~~from 6:37 a.m. to 6:44 p.m.~~ Areas of the city served include downtown Eureka, Myrtletown, Silvercrest, St. Joseph and General Hospitals as well as the Bayshore Mall.
- | **Purple Route:** Operates Monday through Friday ~~from 6:39 a.m. to 7:00 p.m.~~ and Saturdays from 10:00 a.m. to 5:00 p.m. Areas served include downtown Eureka, the County Library, Silvercrest, General Hospital, Henderson Center and the Burre Center.
- | **Rainbow Route:** Operates Saturdays ~~from 10:00 a.m. and 5:00 p.m.~~ and serves a broad area of the city such as downtown, Broadway, Bayshore Mall, Henderson Center, Sequoia Park, St. Joseph and General Hospital and Myrtletown.
- | **Red Route:** Operates Monday through Friday ~~from 6:28 a.m. to 7:00 p.m.~~ and serves downtown Eureka, Broadway, Bayshore Mall, Henderson Center, Cutten and Sequoia Park.

**Figure I-4 ETS System Map – Weekday Routes**

**Figure I-5 ETS System Map – Saturday Routes** INSERT MAPS

**Service Span (including schedules)**

Hours of operation range between 6:00 a.m. and 7:00 p.m. Monday through Friday and between 10:00 a.m. and 5:00 p.m. on Saturdays. ETS does not operate on Sunday ~~and or~~ the following major holidays: New Year's Day, Independence Day, Thanksgiving and Christmas. Saturday service schedules operate on other major holidays.

[\*\*Figure I-6 ETS Weekday Route Schedules\*\*](#)

[\*\*Figure I-7 ETS Weekend Route Schedules\*\*](#)

**Fare Structure**

ETS' fares are structured according to fare type and media. Free transfers are provided between ETS buses to complete a single trip. Humboldt State University (HSU) students ride the ETS fare- free as part of the JackPass program. ~~The fare structure is shown in Table I-3.~~

[\*\*MOVE TO APPENDIX \(OR OMIT\)\*\*](#) **Table I-3 ETS Fare Structure**

<b>Fare Type</b>	<b>1 Ride</b>	<b>Multi-Ride Rate</b>	<b>Day Pass</b>	<b>Monthly Pass</b>
<del>Disabled (with valid ID card)</del>	\$1.10	\$0.80	\$2.70	\$38.00

~~Source: ETS~~

**Facilities**

As part of the agreement with HTA, maintenance of the fleet is conducted at HTA's administrative facility in Eureka utilizing the same maintenance staff. Vehicle spare parts are tracked via barcodes

that feed into the fleet maintenance software provided by Ron Turley and Associates which separates the maintenance labor and costs by bus and department (each transit system).

### Fleet Inventory

There are seven active vehicles in the ETS fleet. Two vehicles acquired in 2007 have diesel-electric hybrid engines and the remaining vehicles have diesel engines. Table I-4 summarizes the vehicle fleet.

**Table I-4 ETS Fleet Inventory**

Year	Make & Model	Quantity	Fuel Type
Total	HTA OR ETS TO UPDATE	7	

Source: HTA Vehicle Inventory

All ETS vehicles are equipped with wheelchair lifts and tie downs, which conforms to the requirements of the Americans with Disabilities Act (ADA) of 1990 requirements in regards to accessibility. The city also provides three cutaway vehicles through a lease agreement to the contractor (CAE) for the DAR/L service, and which are maintained by CAE.

### Arcata & Mad River Transit System

#### Organization

The A&MRTS was established by the City of Arcata in 1975 as a means of providing alternative transportation to serve HSU students, seniors, the disabled and other residents lacking access to an automobile. As a Mayor-council form of government, the five-member City Council serves as the main legislative body. The City Manager oversees the operations of City departments and services. A&MRTS is administered by the **Public Transportation Superintendent within the Public Works Department**.

#### Services Provided

The transit system operates on a fixed-route basis. The system is comprised of three color coded routes that originate from and terminate at the Arcata Transit Center on hourly headways. Two routes operate on weekdays, and one on Saturdays. The Arcata Transit Center, located at 925 E Street, serves as the principal hub for the A&MRTS as well as for other local and inter-city bus services.

#### Service Area (including routes)

Figure I-8 features a map of the two weekday routes operated by A&MRTS.

**Insert Figure I-8 A&MRTS Transit System Map**

#### Service Span (including schedules)

The Gold and Red Routes operate on weekdays between ~~the hours of 7:05-7~~ a.m. and 10:00 p.m. The Orange Route operates Saturdays between ~~the hours of 7:05~~ a.m. and 7:05 p.m. The Gold Route serves areas in the northern half of Arcata from downtown including HSU, Pacific Manor, Sunset, Valley West and Westwood. The Red Route serves areas in the southern half of town, including downtown, HSU, Grandview and Sunny Brae. The Orange Route encompasses the major timepoints of the two weekday routes.

~~During the fall and spring semesters at HSU, the last outbound bus leaves the Transit Center at 9:05 p.m. weekdays and 6:05 p.m. Saturdays. The first outbound bus leaves the Transit Center at 7:05 a.m. weekdays and Saturdays. During the summer and winter semesters, the last outbound bus leaves the Transit Center at 6:05 p.m. weekdays, whereas the first outbound bus leaves at 7:05 a.m. weekdays and Saturdays.~~

The A&MRTS does not operate on Sunday and major holidays such as New Year's Day, Martin Luther King Day, 4th of July, Labor Day, Thanksgiving Day & day after and Christmas Day & day after. ~~Service schedules for the Gold, Red and Oranges Routes are presented in Table I-5:~~

#### ~~Table I-5 A&MRTS System Schedule~~

#### Fare Structure

A&MRTS' fares are structured accordingly to fare type and media. Free transfers are provided between A&MRTS buses to complete a single trip. A fare increase became effective July 1, 2010. HSU students ride the A&MRTS fare-free as part of the JackPass program.

MOVE TO APPENDIX (OR OMIT) **Table I-6 A&MRTS Fare Structure**

Fare Type	1 Ride	Multi-Ride Rate	Day Pass	Monthly Pass
<del>Adult (Age 18-62)</del>	\$1.40	\$1.00	\$2.00	\$30.00

~~Source: A&MRTS~~

#### Facilities

The Arcata Transit Center serves as a major regional hub for local, regional and intercity travel along the north coast. Many services begin, end and traverse their routes through the transit center. In addition to countywide services that make stops at the transit center, Redwood Coast Transit from Del Norte County operates a route between Smith River, Crescent City and Arcata for connections to Amtrak bus, Greyhound and Humboldt County transit.

Maintenance of the fleet is contracted to Humboldt Transit Authority and is conducted at its administrative facility located at 2<sup>nd</sup> and V Streets in Eureka.

#### Fleet Inventory

There are six fixed route vehicles in the A&MRTS fleet. Four vehicles are diesel powered, and the remaining two are gas powered. Table I-7 summarizes the vehicle fleet.

**Table I-7 A&MRTS Fleet Inventory**

Year	Make & Model	Quantity	Fuel Type	Seating
A&MRTS or HTA TO UPDATE				
Total		6		

*Source: HTA Vehicle Inventory*

All A&MRTS vehicles are equipped with wheelchair lifts and tie downs, which conform to the requirements of the Americans with Disabilities Act (ADA) of 1990 requirements in regards to accessibility.

## **Fortuna Senior Bus Transit**

### **Organization**

As a Council-Manager form of government, the five-member City Council serves as the main legislative body. Each member serves a four-year term and elections are held every two years. The Mayor and Mayor Pro Tem are selected by the Council, who hold those offices for a two-year term. The City Manager oversees the operations of City departments and services. Fortuna Senior Transit is administered and operated by the City's Parks and Recreation Department, with the Department's Director serving as the Transit Manager.

### **Services Provided**

The City of Fortuna provides demand responsive transportation within its City limits to seniors aged 50 and older or disabled persons who are unable to drive. Persons under the age of 50 are eligible to utilize the service with a physician's note.

### **Service Area**

Fortuna Senior Transit is operated using two zones as general guidance, encompassing a north zone and a south zone. Both zones have about equal ridership bases and are developed for service efficiency and effectiveness reasons.

### **Service Span**

The service operates two buses Monday through Friday between the hours of 8:30 a.m. and 4:00 p.m. Saturday service is operated with one bus between the hours of 9:00 a.m. and 3:30 p.m. Due to budget limitations, the Saturday service was temporarily suspended for FYs 2010 and 2011. The service does not operate on Sunday and major holidays.

Riders can make same-day arrangements or call a day prior for shopping trips, social visits, banking and bill paying. For non-medical trips such as hair appointments, work, physical therapy, and senior lunch programs, rider can make arrangements one week in advance. For doctor appointments, reservations may be called in anytime during the previous calendar month of the scheduled appointment. ~~Beginning at Between~~ 8:00 a.m. and ~~through~~ 5:00 p.m., riders can contact the dispatcher to make travel arrangements, ~~which include for~~ up to three destinations per day. The dispatcher generally allows 30 minutes travel time to maintain on-time arrivals, while the driver pick ups and delivers other scheduled riders en route.

### **Fare Structure**

A fare of \$1.25 is charged per trip. For multiple trips, a punch card is available for purchase for \$20.00 that allows for 20 trips at a reduced price. Punch cards are available for purchase from the driver or from the Parks and Recreation office at Rohner Park. Free trips are provided to Parks and Recreation sponsored programs and events.

### **Facilities**

Transit vehicle maintenance is conducted at the City's corporation yard located at 190 Dinsmore Drive. Vehicles undergo maintenance inspections every 90 days.

### Fleet Inventory

Fortuna utilizes three Ford Aerotech cutaway buses in its transit bus program. The buses were purchased in 2001, 2003 and 2006, with the 2001 bus serving as a spare vehicle. Each bus is a 14-passenger vehicle and can accommodate up to two wheelchairs per trip which conforms to the requirements of the Americans with Disabilities Act (ADA) of 1990 in regards to accessibility.

The City has submitted a federal transit grant through the FTA 5310 program to acquire a smaller 8-passenger bus with accommodations for two wheelchairs. The smaller vehicle responds to the ridership trend and potential savings on capital cost, fuel and maintenance expenses.

### Blue Lake Rancheria Transit System

#### Organization

The transit system is operated by the Blue Lake Rancheria, a federally recognized tribe in Humboldt County. The Rancheria is located near the City of Blue Lake along State Highway 299. The service is offered in partnership with the City of Blue Lake which provides partial funding through TDA.

#### Services Provided

The Blue Lake Rancheria funds and operates a transit system to serve riders who are able to connect with Arcata Transit, Humboldt Transit and Greyhound at the Arcata Intermodal Facility. BLRTS provides affordable transportation for students attending Humboldt State University and Arcata High School for regular class hours and after-school activities. BLRTS also partners with Horizon Resources and provides transportation services so these clients are able to reliably ride the buses from city to city as needed.

#### Service Area

BLRTS serves the communities of Blue Lake, Glendale and Arcata. Figure I-9 shows a map of the service area. Riders in Glendale can call for a pickup and the bus will stop at designated on-call locations. Flag stops are permissible if the driver deems the area safe to pull over.

**INSERT Figure I-9 BLRTS Transit System Map**

#### Service Span

The service operates Monday through Friday between the hours of 7:00 a.m. and 6:00 p.m. The bus is off-duty from 10:00 a.m. to 1:00 p.m.

#### Fare Structure

A regular fare of \$1.65 is charged per trip. Seniors/disabled are charged \$1.25 per trip.

## Facilities

The service is administered by the Tribe's Transportation Department located on tribal land. In addition to managing the transit system, the department coordinates with the Tribe's Meals Programs to deliver meals to homebound seniors in Blue Lake and Fieldbrook.

## Fleet Inventory

The Rancheria utilizes one 2005 Chevrolet Kodiak cutaway bus with accommodations for 27 passengers. There is no formal spare vehicle but there is access to a Tribal loaner vehicle which is 9-passenger Ford 350 van (not a dedicated transit vehicle).

## Klamath-Trinity Non-Emergency Transportation

### Organization

K/T NeT is a 501(c)3 non-profit organization. It is managed by an Executive Director who is under the supervision of a 6-member Board of Directors. There is a part time office secretary who is under the supervision of the Executive Director.

### Services Provided

K/T NeT provides fixed route bus service and cannot provide door-to-door service. The transit system enables connections to two other bus services in the community of Willow Creek. One is a connection to the RTS Willow Creek Extension bus that serves between Willow Creek and Arcata. The second is a connection to Trinity Transit that serves communities in Trinity County including Weaverville. Flag stops are not permitted due to the narrow two lane roads which do not allow for safe pullovers.

### Service Area

The service area encompasses Willow Creek and areas north along Highways 96 and 196 including Hoopa Valley, Weitchpec, Pecwan/Wautec, and Orleans. TDA funding is provided for service between Willow Creek and Hoopa. The Orleans route between Hoopa and Orleans is a cooperative between the Yurok Tribe, Karuk Tribe and K/T Net. Funding for the Orleans route is provided by a grant to the Yurok Tribe from the FTA.

### Service Span

The service operates Monday through Friday and begins runs from Willow Creek at 4:50 a.m. Morning and afternoon trips between Willow Creek and Weitchpec are scheduled along with an additional noon trip between Willow Creek and Hoopa. Service is scheduled to meet the RTS bus each weekday, while the service meets with Trinity Transit three days a week.

### Fare Structure

Fares are distanced based with rates between \$1.00 (Weitchpec to Martins Ferry Bridge) and

\$5.00 per trip (Willow Creek to Orleans). Day passes and 10 ride passes are available. Reduced rates are available for children, seniors and disabled. K/T NeT buses and drivers are also available for hire on weekends and special events.

## Facilities

Administrative offices are located in Willow Creek at the corner of Highways 299 and 96. Due to lack of storage facilities, drivers park the vehicles at their homes although they live relatively close to the office. Vehicle maintenance is conducted by a local vehicle shop.

## Fleet Inventory

K/T NeT owns one of the three vehicles with the other two being rented from the Yurok Tribe. The owned vehicle is a 2011 Ford cutaway gasoline fueled that seats 12 passengers and 2 wheelchairs. The rented vehicles include 2008 and 2010 Ford cutaway gasoline fueled vehicles capable of seating 14 passengers and two wheelchairs. All vehicles have wheelchair lifts which conform to the requirements of the Americans with Disabilities Act (ADA) of 1990 in regards to accessibility.

## Regional Service Coordination

The Humboldt County transit operators have demonstrated effort to coordinate the delivery of public transportation. Several tangible products and services have been developed as a result of this cooperative network. The installation of electronic fareboxes on the main transit buses (HTA systems, ETS, and A&MRTS) have resulted in new fare media that can be easily used and transferable on any of these systems. New transit pass products include a regional pass using stored value cards good for RTS, Willow Creek, SHTS, ETS, and A&MRTS buses. Values of \$10 or \$20 magnetic media cards allow rides on the regional transit systems for the new discounted rate. The magnetic pass can be used on any system at any time, demonstrating the coordination achieved by the major transit operators in the County. The card is swiped through the electronic farebox when boarding the bus and it will deduct the correct discounted rate for that system. Fare revenues are credited to the transit agency for which the trip took place. The JackPass used by HSU riders is also a slide card. ~~In addition, HTA is developing a 7-day pass to complement existing fare passes to further reduce the need for using cash on the buses.~~

HTA serves as the central depository of fare revenues from all public transit fixed route services, including for HTA intercity service, Eureka Transit and A&MRTS. As the buses are all parked and maintained at HTA facilities after service, the vaults are taken off the buses at night during refueling and probing of the fareboxes. HTA conducts the fare counting and then distributes the fare revenue to the appropriate agency. Arcata will also send a check to HTA for transit passes sold at the Arcata Transit Center.

~~In recent years, some route reconfiguration was completed by HTA on ETS fixed routes to increase service efficiencies. Two routes received minor adjustments. The Red Route was adjusted in the northwest section of the city to run along Fourth Street/Highway 101 instead of along Waterfront Drive before reconnecting on W. Washington Street. The Purple Route was also adjusted in downtown to run along "H" and "I" Streets all the way to 2<sup>nd</sup> instead of 8th. In addition, the Purple Route runs continuous along 3<sup>rd</sup> St in an east/west direction starting at "I" Street instead of along Waterfront Drive.~~

The various transit bus routes provide a level of connectivity at major transfer points. These locations include downtown Eureka, the Bayshore Mall in Eureka, and the Arcata Transit Center. The

Bayshore Mall, as well as the area of 3rd/4th/5th and H Street, provides connections between RTS, SHT, and ETS buses. The Arcata Transit Center is a central transfer facility where many bus systems stop, including RTS, Willow Creek, A&MRTS, and Blue Lake Rancheria Transit. The Transit Center also serves as the regional transfer center in the North Coast for passengers wishing to travel beyond the area. In addition to stops at the transit center by the local transit providers, Redwood Coast Transit/Del Norte public transit and Greyhound buslines also serve the transit center.

The RTS intercity bus makes multiple stops in and near Fortuna, allowing for potential connections between Fortuna Senior Transit and the RTS. However, very few transfers occur as the local ridership on the Senior Bus is limited to seniors and disabled who have typically traveled and stayed within the City for services. The Willow Creek Extension provides connections to transit providers in Willow Creek (K/T NeT and Trinity Transit) where trips can be made between Arcata and the Hoopa Reservation and Orleans as well as to Weaverville.

HTA is contracted with the City of Arcata, City of Eureka and County of Humboldt to administer the operations of the dial-a-ride/lift programs. City Ambulance of Eureka (CAE) provides contract dial-a-ride service and has branded the DAR/L programs in a manner that promotes a uniform service and image to the riding public in the greater Humboldt Bay Area. CAE and HTA's Customer Service staff communicate as needed to resolve issues and provide assistance.

~~In January 2010, HTA published the *Humboldt County Transportation Services Guide* for public transit and human service transportation. The large newspaper-style guide provides maps and bus schedules for all public transportation operations in the county including for both fixed route and demand response systems. This is one of a few comprehensive print media for countywide public transit services.~~

The transit operators, along with representatives from other institutions such as Caltrans, Humboldt State University and College of the Redwoods, participate in the HCAOG Service Coordination Committee (SCC) that acts, in part, to coordinate service and grant funding opportunities. ~~As the SCC meetings are generally held at HTA offices, the transit partners discuss funding opportunities and issues of common interest.~~

## FY 2011/12–2015/16 Transit Development Plan Update for Humboldt County Transit Systems

### Chapter 5

#### Policy Framework

Chapter 5 provides a policy framework as well as suggested performance and service design standards for the transit operators. Included in the framework are goals, objectives, supportive policies and standards. Different performance standards and service design guidelines are provided for each service.

##### 5.1 Goals and Objectives

###### Recommended Service Goals

A goal is a generalized statement of what is to be achieved. Humboldt County transit service goals should reflect what each transit agency and their communities served want transit to accomplish. Transit service goals should reflect the communities' vision for transit. The following recommended goal statements reflect TDP findings and the feedback from stakeholders contacted.

Recommended goals for transit services in Humboldt County include:

*"Provide affordable, reliable and efficient transit service that effectively meets the local mobility needs of those residents of, or visitors to Humboldt County who have limited mobility options. Where practical, also serve the needs of those who choose transit for some or all of their local travel needs for environmental or lifestyle reasons."*

*"Provide a regional link to intercity transportation alternatives and destinations outside Humboldt County."*

*"Operate as efficiently and economically as possible, so as to maximize the amount of service provided. Ensure the sustainability of transit service in Humboldt County"*

*"Support County and local land use planning, economic development, travel demand management, congestion mitigation and environmental goals, where practical."*

The first three are more immediate goals that describe what transit services in Humboldt County are already doing well. The third goal reflects the need to administer and provide transit service in a fiscally responsible manner, reflecting available funding, the need to be productive, and meet minimum farebox ratios. To do so, this may necessitate the establishment of service priorities, cutting unproductive service, or reallocating service resources to serve a greater number of Humboldt County residents. The fourth goal may have longer-range implications and

may become more critical as the HSU and College of the Redwoods enrollment grows and campus development necessitates parking capacity reductions or congestion management.

### **Recommended Objectives and Policy Directions**

An objective is a more clearly defined target, or direction to achieve a goal. Policies define an organization's approved course of action to achieve specific objectives. The following objectives and policy statements support the service goals recommended for transit services in Humboldt County.

#### **Objective A: Maximize service availability, reliability and convenience.**

##### **Policies:**

1. Priority should be given to serving the general mobility needs of low-income households, youth, seniors, students, and persons with disabilities. These are the primary transit markets that currently use, and will continue to use public transit in Humboldt County.
  2. Ensure sufficient service capacity to maximize service availability to all priority transit markets throughout the service day. Although service capacity is ultimately determined by funding, ensure that a reasonable level of service is available.
  3. Adopt a zero tolerance policy for the cancellation of scheduled service due to the lack of in-service vehicles or driver availability.
  4. Ensure availability of sufficient bus capacity to avoid passenger pass-ups on each fixed route. This can be accomplished by increasing bus size or service frequencies.
  5. Ensure adequate bus capacity to accommodate passenger loads within the adopted maximum load standards established for the four Humboldt County transit services.
  6. Ensure sufficient round trip travel times for all fixed route service to facilitate on time performance within the adopted on-time performance standard.
  7. Ensure on time performance by scheduling adequate recovery time into all fixed route schedules.
  8. Establish timed transfers between local services and RTS's regional services.
  9. Establish schedules around critical arrival or departure times for the customers served by local fixed route and regional routes, where possible. HSU and College of the Redwoods class timetables are especially critical.
- | **10.9.** Operate clock-face schedules on local fixed routes and regional services, where practical.

- | [11.10](#) Scheduled fixed route buses will not depart a time point before the published departure time in the schedule.
- | [12.11](#) Ensure adequate ADA complementary paratransit wheelchair and ambulatory capacity to meet all confirmed ADA eligible trips within the adopted ADA service area, wait time, maximum travel time and on-time performance standards.
- | [13.12](#) HTA shall achieve a zero trip denial rate for ADA eligible registrants.<sup>5</sup>

**Objective B: Maximize operating efficiency without negatively impacting service quality.****Policies:**

1. Establish minimum productivity performance policies for RTS, ETS, A&MRTS, Blue Lake Transit and K/T NeT fixed route, ADA paratransit and Fortuna Senior Bus Transit based on the number of passengers carried per hour needed to achieve minimum farebox ratios required by TDA. Minimum productivity policies shall be incorporated in the service performance and design standards established on an annual basis for each of the Humboldt County transit systems. Services that fall below minimum productivity performance standards should be considered for cancellation or reduction when funding is insufficient to meet full system requirements.
2. Evaluate and consider requests for the extension of service hours, the expansion of service area coverage, and the introduction of additional service based on the potential of the new services to achieve minimum productivity performance policies. Humboldt County transit systems shall introduce or implement new services on a pilot project basis for a trial period not to exceed 24 months. During this period the new service will be evaluated and adjusted to improve performance. Productivity expectations shall be established for the evaluation of new services during the pilot project period.
3. Vehicle retirement program shall recognize the effective life cycle of the various vehicle types, using either FTA or best practice standards for light duty buses, medium duty buses, and heavy-duty buses.
4. Bus specifications for each system will be developed with input from both operating and maintenance staff.
5. Maximize ride sharing, linked trips and productive demand response vehicle utilization by using scheduling trip assignment parameters and procedures that ensure the

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<sup>5</sup> This assumes that travel time negotiation procedures are in effect. Under ADA, pick-up and drop-off times can be negotiated for alternatives 60 minutes before or after the requested time. If the passenger is given a pick-up or drop-off within 60 minutes before or after their requested time, and the passenger refuses it, the refused trip alternative is not considered a denial under ADA regulations.

achievement of the minimum productivity policy for ADA paratransit and Fortuna Senior Bus Transit.

6. Maintain a base paratransit fare for ADA eligible registrants that is double the base adult cash fare for equivalent fixed route service to be in compliance with ADA regulations. This will continue to encourage a shift from Dial-a-Ride to fixed route service – freeing up paratransit capacity to accommodate growth in demand for ADA complementary paratransit service, and increase fixed route ridership/productivity.

**Objective C: Operate a productive service that remains affordable to the priority transit markets.**

***Polices:***

1. Maintain adopted farebox ratio standards by operating productive and efficient services to minimize fare increases.
2. Maintain affordable fares for students, youth, seniors and persons with disabilities on fixed route services.
3. Offer lower fixed route fares than ADA paratransit fares to encourage a shift in ridership to fixed route service.

**Objective D: Promote the coordination of service between RTS and local Humboldt County providers, as well as regional providers in neighboring counties.**

***Polices:***

1. Maintain good connections between A&MRTS and RTS at Arcata Transit Center and ETS and RTS at 4<sup>th</sup> and H Streets (southbound), 5<sup>th</sup> and H Streets (northbound), and Bayshore Mall. RTS service should serve as the base county service with (where possible) A&MRTS and ETS services are pulsed to make connections with key RTS routes (good connections will not be possible with all RTS trips). If Fortuna Senior Bus Transit is restructured to provide a general public feeder service for RTS, the local Fortuna service should be pulsed to meet RTS service at either the Redwood Village Shops stop or at the Redwoods Memorial Hospital.
2. Where feasible coordinate RTS service with Redwood Coast transit at the Arcata Transit Center and with K/T NeT and Trinity Transit in Willow Creek (via Willow Creek Extension).
3. Encourage good connections between RTS service and Amtrak and Greyhound services at the Arcata Transit Center.

**Objective E: Ensure ongoing service monitoring, evaluation and planning.****Policies:**

1. Transit operators will actively monitor service performance through the review of operating and cost performance reports, and regular field spot checks.
2. HTA will coordinate a management, maintenance, and operations staff forum for: the ongoing review and resolution of operations and service quality issues; the development and amendment of vehicle specifications; and to obtain input on ongoing service planning. The existing HCAOG Service Coordination Committee serves a similar purpose.
3. Humboldt County transit system management and supervisor staff will regularly ride service in their respective service areas to develop a first-hand understanding of who uses the service, operating issues, and key destinations. This requirement should be included as a formal position objective.

**Objective F: Establish a formal role for transit in the local and county development process.****Policy:**

1. Transit operators should actively participate in the development review process to ensure that transit operations are considered as part of new developments at the initial planning stages.

**Objective G: Adhere to prudent budgeting and financial practices.****Policies:**

1. Develop and maintain a five-year financial plan covering operating and capital financial needs and revenue sources preceding the annual budget process. Given the unpredictability of the economy, a financial or service plan extending out beyond five years is not practical. A five-year plan can be updated annually based on changes in costs and revenues.
2. Use realistic and fiscally conservative estimates of costs and revenues in preparing the five-year financial and service plan.
3. When feasible plan and fund annual operating and capital reserves to cushion against sudden drops in revenues. This will facilitate a planned and strategic response and minimize a “reactive” response.
4. Develop balanced annual budgets.
5. Report financial performance and anticipated service adjustments to the HTA Board and respective city councils on a monthly basis.
6. Deficit spending should be avoided. Unforeseen overruns should be offset by reserve funds.