Marquette

Mobility Management & Coordination

Implementation Plan
DRAFT
June 6, 2013

Completed in collaboration with the Michigan Department of Transportation, Michigan Economic Development Corporation and Michigan State Housing Development Authority.

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1 OVERVIEW & APPROACH

The Michigan Sense of Place Council, representing numerous state agencies under the direction of Governor Snyder, has partnered with Smart Growth America to provide technical advisory services to six Michigan communities to support and advance their livable communities initiatives. The Marquette working group opted to focus on mobility management strategies that increase the effectiveness of the transit network, and specifically to improve the urban 3rd Street corridor and enhance walkability, bikability and transit use. The technical assistance progressed in three stages: 1) review of national leading practices and assessment of existing local resources and opportunities, 2) discussion of alternative approaches and strategies, and finally 3) development of an action strategy for implementation.

This third paper is a starting point, outlining broad actions for further exploration and pursuit. Specific implementation may require additional work and study. Approaches are based on the Strategies report, discussions from that meeting, and consideration of the unique characteristics of Marquette. The focus is on the city core, university, and the corridor that connects them, with strategies that affect the entire county. All strategies support the goal of a vibrant, sustainable and livable community, city and region.

This report seeks to serve the purposes to:

- Provide updates on conversations and project directions since the last report
- Organize implementation strategies into a coordination plan format
- Identify top priorities for strategies that should be implemented now, as opposed to years 2-5, and provide additional information on the implementation of these priorities

Moving forward from this report, the project team will focus on developing a final report. Leading up to the bus tour covering the 3rd Street corridor, the project team will continue to develop questions to help guide bus tour participants in refining their ideas for how to move toward improvement.

Goals

The following goals were developed for mobility management and coordination in the Marquette area:
A. Improve integration of public transit into Marquette’s city core

B. Define and coordinate services to the community core provided by NMU and Marq-Trans transit systems. Expand future coordination to Checker Cab and other county services.

C. Improve integration of public transportation into the Marquette area’s tourism economy

D. Coordinate and integrate human services transportation into a broader mobility management effort.

E. Increase the focus on public transportation and mobility management in community planning, decision-making and marketing.

F. Improve marketing and communication about services

Identified Strategies
For each strategic goal mentioned above, a series of strategies were determined based on the needs of Marquette to address the goals. The goals and strategies from the Strategies document play a role in guiding the implementation phases of this plan.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Strategy</th>
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<tbody>
<tr>
<td>A.</td>
<td>1. Within the city core, design and implement improved and expanded transit service based on an assessment of needs and available funding.</td>
</tr>
<tr>
<td></td>
<td>2. Explore Transportation Demand Management (TDM) and Parking Management strategies</td>
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<tr>
<td></td>
<td>3. Develop and implement strategies to increase commuter use of transit, carpooling and vanpooling.</td>
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<td></td>
<td>4. Improve snow management on sidewalks and at curbs</td>
</tr>
<tr>
<td></td>
<td>5. Make the south 3rd Street corridor a vibrant mixed-use corridor connecting many important resources</td>
</tr>
<tr>
<td>B.</td>
<td>1. Define and coordinate the roles of NMU’s transit system and Marq-Tran’s service to the community core</td>
</tr>
<tr>
<td></td>
<td>2. Marq-Tran expansion of services along 3rd Street could allow further consolidation of some NMU services. Timetables should be adjusted to coordinate with class schedules. Outreach to NMU student, faculty, and staff to identify needs and build support.</td>
</tr>
<tr>
<td>C.</td>
<td>1. Identify optimal locations to connect transit to water transportation and bike/ped.</td>
</tr>
<tr>
<td></td>
<td>2. Coordinate with other tourism opportunities</td>
</tr>
<tr>
<td>D.</td>
<td>1. Identify leadership for the process and identify someone who can fulfill the role of mobility manager</td>
</tr>
<tr>
<td></td>
<td>2. Complete coordination plan and assess unmet needs.</td>
</tr>
<tr>
<td></td>
<td>3. Identify areas where transportation services for the general public and for transportation disadvantaged populations can be combined</td>
</tr>
<tr>
<td>E.</td>
<td>1. Incorporate transit into community planning</td>
</tr>
<tr>
<td></td>
<td>2. Incorporate bus infrastructure into design reviews, codes, and engineering</td>
</tr>
</tbody>
</table>
3 Infuse mobility management into the decision-making process and the organizational culture.

4 Include buses, taxis, walking and biking when describing Marquette’s transportation options.

F. 1 Find-a-Ride information on websites

2 Continuously improve bus schedules and ways to understand how to use the bus

3 Take advantage of opportunities for free media coverage and other free publicity

4 Invest in on-board GPS units that allow real-time transit information

## 2 PRIORITY FOR IMPLEMENTATION OF A COORDINATED SYSTEM

This chapter includes a discussion of top priorities for improving Marquette’s coordinated transportation system. From the list of goals and strategies in Chapter 1, the top priorities were largely selected based on feedback provided during the last stakeholder meeting. Each priority shows the goals and strategies they are related to from the table in Chapter 1, Section 1.3.

The timelines to implementation for the top three priorities listed below are expected to begin in year 1. The timeline for all other strategies mentioned in Chapter 1 are projected to be between years 2 and 5.

**Priority 1: 3rd Street Transit Route**

This priority would be developed and implemented in three stages:

- **Assessment:** would look at transit needs including new stops and changes in schedule, would consider the 3rd Street parking assessment recently completed, and would consider funding options.
- **Service Design:** would involve stakeholders working closely with Marq-Tran to redesign services within the city core to meet the identified needs.
- **Implementation:** can be flexibly integrated into the existing system based on the types of needs and designs that arise during the earlier two stages.

**Goals and Strategies**

A1, A5, B2

**Identified Champions**

Downtown Development Authority (DDA), City of Marquette, student leaders at NMU, MarqTran
Implementation Stages

**Assessment:** First, the champions would organize a transit needs assessment focusing on target populations and locations including those discussed during the first working group meeting. Target populations could include current public transportation riders; tourists; NMU students, faculty and staff; downtown area employees; evening bar and restaurant patrons; human services agency clients; and residents who live in or near the city core. The objectives would be to identify needs; to assess the extent to which current services are meeting needs as well as barriers to using current services; and to identify options for improving and/or expanding service to best meet needs. It would be particularly important to identify high priority locations for transit stops as well as times when there would be the greatest demand for service – for example: connections to the South 3rd Corridor; connections to beaches, parks, and other in-town recreational destinations; and service for large events in the community core. The assessment can be as simple as a few meetings with key players looking at a map, or it could be expanded to be the focus of a full transit development plan.

It would be important to correlate the transit needs assessment with a consideration of the recent 3rd Street parking assessment and an assessment of parking capacity on campus, at beaches and parks, and downtown. This would help identify opportunities to attract tourists and others that may otherwise drive, who are frustrated by limited parking. It could also help guide implementation of parking-related transportation demand management strategies discussed below.

This stage would also include a two-part assessment of potential funding options for expanding and improving transit service in the city core. The first part would be a system-wide analysis of Marq-Tran’s performance measures by location, time of day, and weekday/weekend to determine which routes and services are least cost effective. This data could then be compared to the estimated cost effectiveness of expanded service for the city core, providing the basis for a discussion with Marq-Tran to determine whether it would be possible to shift resources. This analysis could be conducted at any time, and could be one of the first actions taken. The second part of the funding assessment would be working with stakeholders in the city core to identify potential new funding sources. These discussions would be most productive once the needs and parking assessments are completed and there is a clear picture of the potential opportunities and benefits of expanded transit service.

Table 1 shows the parameters to consider when estimating costs. Based on a $60 per hour rate, the cost of adding one bus operating 12 hours a day, five days per week, would be $184,000. This does not include capital costs of bus purchase, nor does it include the cost of bus stop furniture.

<table>
<thead>
<tr>
<th>Design Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating cost per hour (per Marq Tran)</td>
<td>$60</td>
</tr>
<tr>
<td>Operational Speed (mph)</td>
<td>12</td>
</tr>
</tbody>
</table>
**Service Design:** In this stage, stakeholders would work closely with Marq-Tran to redesign services within the city core to meet the identified needs. It would be important to prioritize the needs so that, if necessary, service changes can be limited and/or staged to stay sustainable relative to available funding. As discussed at the first working group meeting, redesigning transit service within the city core will likely include priorities such as:

- Drive and time the route to develop a schedule and a more accurate cost estimation.
- Determining the best stops for NMU and the South 3rd corridor, likely including a stop at the beginning of NMU’s campus.
- Designing routes and identifying stops that integrate transit into the bicycle and pedestrian network, focusing on bicycle and pedestrian connectivity for students, commuters, and tourists, and identifying locations that currently have or should have bicycle parking.
- Exploring the idea of a city circulator route that changes twice a year so that it is focused on serving student needs during NMU’s spring and fall semesters, and focuses on tourist needs in the summer.
- Exploring the potential for creating a late-night route for bar and restaurant patrons.
- Designing routes in consultation with large employers including hospital and NMU.
- Ensuring that routes access other destinations that meet needs of choice riders and transportation disadvantaged riders, including human services destinations, shopping, and connections to residential areas in or near the community core.
- Redesigning other Marq-Tran routes to align with the new community core routes.

Figure 1 shows a concept for a downtown-campus 3rd Street route. This should be considered a starting point for discussion, not a final design. The 3rd Street conceptual route is 3.8 miles round trip, starting at the Marq-Tran Transit Center at 3rd & Spring, north on 3rd to a stop near the Berry Events Center parking lot, around to the NMU University Center, past Marquette General Hospital, and back south on 3rd to the Transit Center. Not all suggested stops are shown. Assuming a 12 mph design speed, one bus could run this service with 20-minute frequency. If the route operated 12 hours per day,
6 days per week, 9 months out of the year, it would cost approximately $166,000 (see Table 2). Any additional capital and infrastructure costs are not included in this estimate.

In the summer the route could be modified to serve popular parks and beaches, such as shown in Figure 2. The core portion of this route is 6.3 miles (orange), with a possible 2-mile extension to Presque Isle Park (red). We recommend running at least 2 buses in opposite direction to avoid the pitfalls of loop routes (a short travel time in one direction, long in the other). A 6-mile route running a bus in each direction (two in total) would have 30-minute frequency in each direction. A nine-mile route would have 45-minute frequency with two buses, which is a difficult frequency to communicate and connect with other services. An extended 12-mile route would have hourly frequency with two buses, or 30-minute frequency with four buses. Cost for a 6-mile route with two total buses (one running in each direction), 30-minute frequency, operating 7 days per week, 3 months per year, would be approximately $130,000. Any additional capital and infrastructure costs are not included in this estimate.
Figure 1: Planning Concept for Third Street
Figure 2: Alternative concept for 3rd Street Route
Figure 3: Conceptual Summer Route (stakeholders have concluded the Presque Isle option is not feasible)
Figure 4: MarqTran Routes (to be combined with Third Street Route for Presentation)

Table 3: Rough Cost Estimate for Given Design Parameters

<table>
<thead>
<tr>
<th>Design Parameter</th>
<th>3rd Street Trunk Route</th>
<th>Summer Shuttle 6.3 with optional 2-mile extension</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conceptual route length (miles)</td>
<td>3.8</td>
<td>6.3 with optional 2-mile extension</td>
<td></td>
</tr>
<tr>
<td>Route length for estimate (mi)</td>
<td>4</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Vehicles in operation</td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Days of service per week</td>
<td>6</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Hours per day</td>
<td>12</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Months per year</td>
<td>9</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Frequency (minutes)</td>
<td>20</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Operational cost (no additional fixed cost)</td>
<td>$166,000</td>
<td>$130,000</td>
<td>$296,000</td>
</tr>
</tbody>
</table>

Implementation: As noted above, as long as priorities have been clearly established and funding sources have been realistically assessed, there should be flexibility and opportunities for staging implementation. For example, implementing a late-night service can clearly be staged separately from other changes, and if the South 3rd Corridor is
identified as the highest priority then changes involving this area can be implemented first. Implementation may also be driven by funding or infrastructure considerations. If restaurants, bars and NMU students are highly motivated for late-night service and provide funding for it, this could be the first change to be implemented. Or if the South 3rd Corridor is the first area to install high quality bus stop infrastructure, implementation could begin in that area. However, it is important to note that frequent route changes are not recommended because of the transit management and operations problems they create, and because this can be confusing and frustrating to riders. It is best to make changes no more frequently than once a year.

Timing Bus Schedules:


Initial running time is to drive the route at a maximum speed of five mph below the speed limit. After I obtain the time required to drive the route in this way I multiply the total by 1.3 to account for the time spent at bus stops picking and dropping off passengers.

Actual running time plus 30 seconds multiplied by the number of stops driven at several different times during the day in order to take into account the fact that running time varies by the time of day. At a minimum, the route should be driven during the A.M. peak period around 8 A.M., during the mid-day around 12 PM, during the P.M. peak period around 4:30 P.M., and at night around 8 P.M. On weekends the route should be driven twice: around 8 A.M. for the early A.M. / night time and around 2 PM for the afternoon time.

Overall round trip running time equals the time it takes a bus to run a route, plus any required layover at the end of the route. Layover, where the bus waits at the terminus location before starting the next trip, serves two major purposes: it helps to maintain on-time performance and it serves to give the driver a break.

A layover percentage equal to 10% or less of the total one-way trip time is adequate to make sure the return trip leaves on time. At other systems, the layover is the driver break time. At these systems I generally desire to have a layover percentage at the end of the line between 15 and 20% of the total one-way trip time. If the one-way trip time is relatively short, less than thirty minutes, then almost all the layover time may optimally be scheduled at one end of the route as long as at least a couple of minutes are scheduled at the other end to ensure on-time performance.

To operate routes on frequencies that are divisible by 60 (i.e. buses every 10, 15, 20, 30 or 60 minutes), it is desirable to operate routes that have cycle times that are in multiples of 30 - 60. Cycle times that do not fit this pattern will result in layover percentages that are either too high or too low, which will result in unproductive layover time or deadheading to different locations if interlining is not an option.
Operator
This route could be directly operated by Marq-Tran or could be contracted out. The Third Street Connector must provide a positive customer experience. Convenience and user-friendliness includes on-time performance; clean, well-maintained vehicles; well-planned services; comfortable, attractive, well-maintained bus stops for customers waiting for rides; hard copy and web-based schedules that are easy to use; and an attractive website that is easy to navigate. Potential customers must be able to easily find and purchase tickets. Personnel who interact with the public in person or over the phone should be friendly, knowledgeable and trained to work with people with disabilities.

For information on transit marketing, please see the marketing section below.

Infrastructure
Choices regarding the location, aesthetics, and amenities of the starting point facility affect the project budget and feasibility overall, but are also critical for use by tourists. A significant proportion of tourists, especially those travelling in private vehicles, are likely to make their decisions of where to go and what to do fairly last minute, and the impression the facility makes could have a major impact on those decisions. The facility itself could possibly become a tourist attraction, offering a nice spot by a coffee shop or park with shelters and picnic tables, tied to the proposed nearby visitor center, and offering cultural tourism attractions like a small museum or a replica of a traditional dwelling. At a minimum, the facility should be clean, organized, well maintained and project a sense that “getting on this bus with my family will be safe and fun”.

In areas where parking is limited, visitors and community members provided with a transit option to a major downtown destination with good walking facilities may opt to leave the car outside of the downtown area and take transit in for a more convenient experience. In this case, it is important to provide stop locations with clear guidance on where the bus travels, how much it costs, and other information to enhance to experience of efficiency,

Bus Stop Infrastructure
The development of bus stops and shelters was a stakeholder priority. Developing and implementing a plan for fixed route bus stop improvements should be a high priority over the next five years. The following sections present an overview of bus stop infrastructure elements.

Bus Stop Signs
Bus stop signs are an important element of a transit system, making the system easier to use for customers, especially new riders. Bus stop signs are also one of the most cost effective forms of marketing. Unlike advertisements or brochures, they provide permanent visibility with minimal ongoing cost. Moreover, they target potential customers in a specific area served by the bus. Stop signs, wherever possible, should be placed even with the front door of the bus to let riders know where to stand and to serve as a guide for the operator. Trash receptacles may be mounted on the sign posts as well.
Bus Pull-outs

We recommended seeking bus pullout locations in safe sites along the road and working with MDOT and other roads project managers when roads are redesigned.

Seating at Bus Stops

Seating is an important infrastructure at bus stops. For many elderly and disabled riders they are essential, and overall they make a bus system more convenient, more visible, and more enjoyable. Many low-maintenance, vandal-proof designs have been developed in communities around the country.

Shelters

The need for shelters at high-use bus stops was frequently cited in our public and stakeholder input. We recommend budgeting to install shelters at Marq-Tran and MSU’s most important bus stops as well as locations that receive high use by seniors and that are more exposed to wind. More than any other bus stop infrastructure, attractive bus shelters provide effective high-visibility marketing, creating awareness of the bus system and sending the message that public transportation is an important part of the community.

Nine or ten shelters should be provided in the first year of service followed by additional shelters in future years. Costs can vary significantly; low-cost shelters are estimated to cost approximately $8,000 per shelter. Larger shelters, shelters with protection on three sides, and shelters with an architectural design to tie into a development’s architecture or a historical district can cost more than twice that amount.

Lighting at Bus Stops

Lighting is an important consideration for high-use bus stops with benches or shelters. Lighting is important for customer safety, and is also important for marketing as it improves visibility and public awareness and helps create a welcoming atmosphere at bus stops.

Bike Racks

Transit systems nationwide are seeing increased use by bicyclists, leading to the common occurrence of demand for on-board bike racks exceeding capacity. Besides using 3-bike racks instead of 2-bike racks on the front of the bus, bike racks should be installed at stops with high bicycle use.

For design examples and cost information related to bus stops and shelters, please see Appendix A.

Marketing

This new service should be accompanied with a marketing plan designed to reach the target user groups: nearby residents, people who work near the services, students, the
hospital community, and visitors. The primary goal of marketing should be to ensure that
the community and visitors are aware of the service and perceive the service as safe,
convenient and enjoyable to use. Success will depend on marketing strategies that
employ cost-effective tactics to reach prospective customers, convert them into first-time
customers, and in turn, repeat customers.

Figure 5-1\(^1\) shows the relationship between the potential for customers (the target
market) and the actual customer (sales). The marketing strategy should define tactics to
identify the target market, generate leads, and convert them to customers.

Achieving the goals set forward in this document will require marketing
strategies focusing on the “Five-Ps” of marketing included in the widely-
used “Marketing Mix” model. The
marketing mix combines the roles
different marketing elements play in
promoting products and services and
delivering those products and
services to customers.

1) **Product** – The products or
services offered to your customer:
Their physical attributes, what they
do, how they differ from your
competitors and what benefits they provide.

2) **Price** – How you price your product or service so that your price remains competitive
but allows you to make a good profit.

3) **Place** (Also referred to as Distribution) – Where your business sells its products or
services and how it gets those products or services to your customers.

4) **Promotion** – The methods used to communicate the features and benefits of your
products or services to your target customers.

5) **People** – the level of service and the expertise and skills of the people who work for
you, and how they can be used to set you apart from your competitors.

**Bus Tour Considerations**

The stakeholder meetings following this plan include two bus tours, to allow stakeholders
to view and assess strategies for moving forward on the 3rd Street corridor. The following
are a few considerations for tour participants while observing the corridor:

- **Facility location**:
  - Where should bus stops be located?
  - How do bus stop locations tie into parking, walking and biking
    infrastructure?

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\(^1\) Source: Gerber, Michael. 2005. E-Myth Mastery: The Seven Essential Disciplines for Building a
• Bus stop design:
  o What design and maintenance considerations should be in place to keep bus stops clean, and to protect passengers from traffic, shelter from wind, sun and other weather conditions?
  o How would you feel standing at the stop?
  o If you were managing the design of new bus stops, what characteristics would you look to implement?
  o How could the stops be designed to attract a wider variety of transit users?

Priority 2: Human Service Coordination Plan

Goals and Strategies
D2; This report, a start to a complete Human Services Coordination Plan, includes all identified goals and strategies listed above, and may potentially include other goals and strategies as new conversations and coordination occur.

Identified Champions
Superior Alliance for Independent Living (SAIL), Michigan DOT, Marquette County, Marq-Tran, City of Marquette

Additional Outreach
This information is provided in Part 2, Chapter 1 of this report.

Inventory of Providers and Services
This information is provided in Part 2, Chapter 2 of this report. A complete survey of service providers and their services is recommended. This survey would be similar to the survey administered in Lansing by Current Transportation Solutions. A similar survey could be administered relatively cheaply in Marquette using a similar approach to Lansing.

If the region wants to maintain the coordination plan as a living document, we suggest conducting this inventory by an online survey tool. To make it easier for each contact to complete the survey, the inventory administrator should pre-enter information that is already known so when the stakeholder opens the inventory known data is already entered.

We conducted research to determine appropriate tools for maintaining an ongoing inventory and chose LimeSurvey. A key advantage of this open source surveying tool over Survey Monkey, the most prevalent online survey tool, is the ability to update and import previously created data. We developed a survey tool for the Lansing region that, because of previous data collection, includes more data than the minimum required in the database. This could be shared with a Marquette champion. To produce a report with the inventory of all services would require some simple programming.
Creating an inventory electronically opens opportunities to coordinate data with other efforts to inventory and describe transportation resources. Key among these is Upper Peninsula 2-1-1, the region’s information and referral service, 2-1-1 uses a standard taxonomy for classifying transportation services, and they dedicate resources to keeping information up to date.

While most 2-1-1 centers are associated with the United Way, the Upper Peninsula Commission for Area Progress (UPCAP) operates 2-1-1 for the Marquette area.. At the state level, the federal Veteran’s Transportation Initiative is consolidating the regional 2-1-1 databases into one statewide source of information consistently following the North American standard for indexing and accessing human services resource databases (Information and Referral Federation of Los Angeles County, 2012).

The 2-1-1 center dedicates a resource specialist to keep the database updated. Typically, at least annually, each agency in the database receives a complete document of their information for review and corrections. Once the 2-1-1 center receives the updated information, it is processed within two weeks. The resource specialist also can y attend community collaborative meetings and is on meeting distribution lists to learn of updates that happen throughout the year.

**Coordination Meeting**
A coordination meeting, leading to agreement on top strategies and necessary actions will be necessary to ensure cooperation during the implementation phase.

**Documentation**
The information in this report will need to be combined with the additional information collected to document the Locally Developed Public Transportation-Human Service Coordination Plan.

**Priority 3: Service Marketing and Communication**

**Goals and Strategies**
A3, B2, E4, F1-4

**Identified Champions**
Marq-Tran, city and county government, MDOT, SAIL

**Information on the Internet**
The web, accessed from either a computer or a mobile device, is generally the first source where today’s travelers will look for transportation information. In Michigan there is an effort to create a web-based, one-stop-shop for human service transportation information through the statewide Veteran’s Transportation Initiative, Michigan 2-1-1, United Way, and the Information and Referral Service as they implement a statewide upgrade of the 2-1-1 website. It will be important to both continuously maintain up-to-date information for Marq-Tran and all other human service providers and make it easy to find this website. There should be links to the revised 2-1-1 site from the Marq-Tran
website, all human services websites and possibly other stakeholder websites. This link should also be included on hard copy materials such as Marq-Tran schedules.

The Visitors Bureau doesn’t have transit information on their website. Providing transit resources on websites related to other types of information can play an important role in reaching out to web users that may not think to look for transit services. Encouraging other Marquette institutions to link to transit information would also improve the Google analytics for the site holding the transit information (i.e. marqtran.com).

Beyond the Marq-Tran website, examples of transportation-focused web resources include:

- Get Around the Western U.P. (http://www.getaroundwup.com/)
- Oregon TripCheck (tripcheck.com)
- Ride Connection (rideconnection.org)
- SF Bay Area 511 Traveler Information System (511.org)

Additional information on web-based tools and models for coordination can be found in Appendix B.

**Transit User Education**

According to a community survey we recently conducted in Helena, MT a good brochure is the most important communications tool for the public transportation providers’ current riders and was second only to the website for people who are currently not riding. Quality maps, schedules, and brochures with good information design can ease use of the system and are key in building the brand. A brochure should be attractively designed and should include one or more maps showing fixed route services, easy-to-read schedules, and a riders’ guide explaining how to use the service. Color-coded route names are useful to ease understanding of the service, but be aware of the needs of people with impaired vision and color blindness when deciding how color-coded routes are described.

The Humboldt Transit Authority in California used funds one year to design a newspaper insert, a transit services guide for transit throughout Humboldt County. The insert was included in a paper distributed throughout the county, and also distributed by hand using local transit advocacy organizations to a wide range of popular community resources and destinations.

Bus stops can be the second most visible aspect of a transit business, behind the bus itself. Posting time tables at each stop is a straight-forward way to expand the communications reach of a service. Shelters in high use areas provide additional a higher level of visibility.

Finally, a travel training program focused on people with disabilities helps people to improve the knowledge of routes, stop locations, fares, and other aspects of fixed route bus service. Transit advocacy organizations have teamed up with transit providers in
other parts of the country to host live demonstrations of how to board the bus, pay, navigate transit schedules and other information, and properly place a bike on the bike rack. These educational events have been highly successful when staged as a component of a larger community gathering including fairs, outdoor concerts, and festivals.

**Media Opportunities**
Include all transportation options, or a link to them, on all community websites describing transportation services. The approach can be described as “no wrong door”. Identify opportunities to market transit access to tourist destinations, including advertising transit access to Iron Ore Heritage Trail in hotel rooms.

Transit advocacy organizations have found a wide variety of creative strategies to include transit in the media, and have acted as key players to making sure the media is aware of important events (i.e. the unveiling of newly-acquired buses). Buses have been included in parades with on-board dance parties to show them off as community-friendly forms of transportation. Buses and bus systems have also been included in radio show discussions and as off-schedule tools to get people between parking lots and fun events.

**On-board GPS**
Within the next five to ten years we expect that riders (especially younger riders) will expect to have access to actual arrival times for any transportation provider regardless of size. Appropriate technology is currently available at a cost of $30 to $60 per bus per month. Any of these real-time traveler information systems will allow access to real-time bus arrival times by web and text message. For high-volume bus stops and other strategic locations, departure times can be displayed on monitors or LED displays.

**Priority 4: Coordination of Service Providers**
The discussion of coordination for the Marquette community involves connections between services and service users, and coordination between different service providers. Many needs and instances of transit services meeting those needs were discussed during the second meeting. Also discussed was the variety of local and regional transit providers.

Coordinating service providers and the array of needs they are faced with ties together several other strategies discussed throughout this report. Assessing new routes and schedules, completing a coordination plan looking at needs and services, and creating an effective mobility manager position in the Marquette community all would have positive impacts on the coordination of service providers.

**Goals and Strategies**
B1, B2, D1, D2, E3

**Identified Champions**
Marq-Tran, students at NMU, NMU Facilities, City of Marquette
Coordination of NMU services and Marq-Tran
NMU and Marq-Tran could work together to assess needs and determine how to allocate resources to configure service between campus and other destinations in the community core. Objectives would include avoiding providing parallel or duplicate services and seeking cost efficiencies. For example, on Friday the NMU service runs from campus to The Commons downtown and to Walmart. Questions that may be asked could include: “Would it make more sense for NMU to add stops, or is this a better role for Marq-Tran? Could NMU shift funding to Marq-Tran to incorporate this service into its routes on a daily instead of weekly basis?”

Marq-Tran had the contract to provide student shuttle services around campus. Marq-Tran lost their contract with NMU to Checker Transport, a UP operated motorcoach, tour and bus company (For more information on NMU bus services please see the site http://www.nmu.edu/publicsafety/node/226). Checker, according to their website, seeks to provide a wide array of transportation services including school buses, trolleys, tour buses, limos, and on-demand passenger car service. If coordinating, Marq-Tran and Checker may be able to provide a more diverse network of transportation services to the Marquette area covering a wider range of needs.

If a mobility manager was instituted, both providers could communicate through that person as a method of coordination. Providers could also participate in the Human Service Coordination planning process, where they would interact with the communities they serve and coordinate to come to conclusions about how to provide higher quality, more efficient service. Both providers should be involved in coordination efforts to improve the 3rd Street corridor.

Students as Partners for Change
On many campuses across the country, student groups have played important roles in the coordination of existing transit providers with their school to create better services. Student organizations focused on environmental causes, sustainability practices, city planning and transportation can create positive and long-lasting relationships through advocacy actions and partnership-building exercises, asking for improvements to local transit services. Students have been effective at approaching university leadership, using community connections to work with local transit providers, and bridge historic gaps in thinking about how transit can serve student populations. One example is the creation of an unlimited-use student pass where students pay a mandatory fee at the beginning of each semester and ride on and off campus anywhere they need to travel.

Coordination of Regional Provider Network
Based on recent conversations with transportation providers and NMU staff, we suggest the following recommendations for continued coordination:

- Identify a strategy for publicizing information about all transit resources in the Marquette area and coordinate to publish and maintain this resource
- Work toward clear agreements on transportation services to be provided by the public and private sectors, according to demonstrated community needs
• Identify strategies for working together to fill in gaps in the service network, with a focus on growth for both the public and private sectors

**Other Priorities**

All of the goals and strategies identified in Chapter 1, and prioritized in this chapter, are useful for coordination of transportation and community assets and resources in Marquette. As coordination evolves through additional meetings and strategies are implemented, the transportation coordination environment is expected to change. In response to these changes, a couple of things will occur:

• Strategies may be able to be pooled together so multiple strategies can be implemented during a new project.
• As coordination continues, new emerging champions may allow some strategies to be implemented faster than anticipated.
• The direction of coordination planning through this document, and corresponding goals and strategies, may change. This plan will need to be improved and updated over time to ensure it continues to provide accurate and up to date guidance.
Human Service Coordination Plan

This coordination plan is intended to provide a template that may be completed and updated in the future by a responsible agency (County, City or Marq-Tran). This template provides guiding information for completing the coordination planning process, and includes information from meetings and planning leading up to the SGA Marquette Implementation Report. In general, each section begins with the information already collected and documented in the Existing Conditions and Strategies reports. It then includes any additional collected information. Finally it lists areas that need to be completed. It is important to understand that one or more well-structured meetings with stakeholders, and possibly follow-up conversations, will act as the primary information used to populate this plan. The format for this coordination plan was derived from information in the MDOT Coordinated Public Transit-Human Services Transportation Plan Guidance document published in 2007. To review this document, including the original information that supports the content of this planning format, please see Appendix C.

1 OUTREACH AND DATA COLLECTION

Stakeholders

**MDOT Recommended Stakeholders**
The MDOT coordinated plan guidance lists the following organizations to consider in the coordinated planning process:

- Transportation partners:
  - Area transportation planning agencies, including MPOs, States, and local governments;
  - Public transportation providers (including ADA paratransit providers and agencies administering the projects funded under the FTA urbanized and non-urbanized programs);
  - Private transportation providers, including private transportation brokers, taxi operators, vanpool providers, and intercity bus operators;
  - Non-profit transportation providers;
  - Past or current organizations funded under the JARC, the Elderly Individuals and Individuals with Disabilities, and/or the New Freedom programs; and
  - Human service agencies funding, operating, and/or providing access to transportation services.

- Passengers and advocates (Note: Inclusion of this group has been emphasized by FTA):
o Existing and potential riders, including both general and targeted population passengers (individuals with disabilities, older adults, and people with low incomes);
o Protection and advocacy organizations;
o Representatives from independent living centers; and
o Advocacy organizations working on behalf of targeted populations.

- Human service partners:
  o Agencies that administer health, employment, or other support programs for targeted populations. Examples of such agencies include but are not limited to Departments of Social/Human Services, Employment One-Stop Services; Vocational Rehabilitation, Medicaid, Community Action Programs, Agency on Aging; Developmental Disability Council, Community Services Board;
  o Non-profit human service provider organizations that serve the targeted populations;
  o Job training and placement agencies;
  o Housing agencies;
  o Health care facilities; and
  o Mental health providers.

- Others:
  o Security and emergency management agencies;
  o Tribes and tribal representatives;
  o Economic development organizations;
  o Faith-based and community-based organizations;
  o Representatives of the business community (e.g. employers);
  o Appropriate local or State officials and elected officials;
  o School districts; and
  o Policy analysts or experts.

**SGA Mobility Management Participating Stakeholders**

The following table lists the organizations that have been invited to participate in this process:

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Contact</th>
<th>Active*</th>
<th>Transportation Partner</th>
<th>Passengers and Advocates</th>
<th>Human Service Partners</th>
<th>Others</th>
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<tbody>
<tr>
<td>Checker Cab &amp; Bus Service</td>
<td>Jessie Schramm</td>
<td>Y</td>
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<td>Chocolay Township</td>
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<td>City of Marquette Community Development Dept.</td>
<td>Dennis Stachewicz Jr.</td>
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<tr>
<td></td>
<td>Dave Stensaas</td>
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<td>City of Marquette Traffic/Parking Advisory Comm.</td>
<td>Bake Rieboldt, Police Captain</td>
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<td>Stakeholder</td>
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<td>Littlez Livery</td>
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<td>MarqTran-Marquette Co. Transit Authority</td>
<td>Delynn Klein</td>
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<td>Marquette City Commissioner</td>
<td>Bob Niemi</td>
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<td>Thrya Karlstrom</td>
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<td>Jason McCarthy</td>
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<td>Michigan Department of Transportation</td>
<td>Andy Sikkema</td>
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<td>Michigan Department of Transportation</td>
<td>Chuck Lindstrom</td>
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<td>Joseph Scanlan</td>
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<td>NMU facilities staff</td>
<td>Jim Thams</td>
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<td>NMU Public Safety</td>
<td>Mike Bath</td>
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<td>Taxi Tycoon</td>
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<tr>
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<td>Bill Vajda, City Manager</td>
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<tr>
<td>Student Government President</td>
<td>Ben Stanley</td>
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<tr>
<td>The Marquette Access Group</td>
<td>Bob Chapman</td>
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<td>the Superior Alliance for Independent Living</td>
<td>Sarah Puera</td>
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<td>Catholic Social Services – CSS</td>
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<tr>
<td>Marquette Senior Center (City staffed)</td>
<td>Karl Zueger</td>
<td>x</td>
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<tr>
<td>President, CSS Board of Directors; City of Marquette</td>
<td>Mike Angeli</td>
<td>x</td>
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<tr>
<td>Chief of Police</td>
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<tr>
<td>Keweenaw Bay Indian Community</td>
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<td>Marquette Area Public Schools</td>
<td>Deborah Veight</td>
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<tr>
<td>Marquette Area Public Schools</td>
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<td>Marquette County Planning – Housing</td>
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<td>Superior Watershed Partnership</td>
<td>Carl Lindquist</td>
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<td>Superior Watershed Partnership</td>
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<tr>
<td>The 3rd St./DDA Business Alliance</td>
<td>Mona Lang</td>
<td>Y</td>
<td></td>
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<td>x</td>
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</tr>
</tbody>
</table>

*Attended at least one meeting
Gaps in Participation
We have identified the following organizations to reach out to in order to meet the requirements of the coordination plan, and to be inclusive:

- Transportation partners
  - The Local Rideshare Office and MichiVan (see Figure 4)
  - Alger County Transit – ALTRAN (906) 387-4845 – service includes transportation between Munising, Marquette three times a day, Monday-Friday
- Passengers and advocates
  - Passenger representatives
- Human service partners
  - Upper Peninsula Commission for Area Progress (UPCAP),
    - U.P. 2-1-1 Call Center
    - U.P. Area Agency on Aging
    - Michigan Medicare/Medicaid Assistance Program
    - Veteran’s Services
    - Other services

Survey of Inventory and Needs
The interviews and meetings conducted for this project have identified many of the transportation providers. The documentation of that information can largely be ported into the coordination plan transportation inventory of services and needs. These communications should be supplemented by an organized collection of information from each participant in a coordination plan. Page 11 of the guidance includes the minimum information. It includes:

1. Contact information
2. For service providers:
   a. Service area, type of service, eligible customers, eligible trip purposes, funding sources, fares, service hours, miles per year, trips per year, hours per year, and a list of vehicles.
3. For all stakeholders, a series of questions assessing needs:
   a. What do you see as the public transportation needs in our area, specifically the needs of individuals with disabilities, older adults, and people with low income?
   b. What do you see as the priority actions s/strategies we must take to address these needs?
In the coordination plan, include a sample copy of the inventory tool, a list of recipients, and overview of responses here (include information about who returned completed surveys and what those surveys showed).

**Coordination Meeting**
Outcomes of the coordination meeting should be included in the plan. The process for conducting this meeting is described in Appendix C

**Transit Propensity**
Transit propensity is a discussion of demographics and projections of need. The Existing Conditions report includes demographic information about the area. Additional information will be collected upon implementation of a survey of providers and services. Included in this section is a TCRP Report 49 projection of need based on demographic figures.

<TCRP Report 49 projections placeholder>

### 2 INVENTORY OF TRANSPORTATION SERVICES

The “State of Mobility Management in Marquette County” report includes a description of transportation providers, listed in Table 1, which exceeds the minimum coordination plan guidance. In addition to the inventoried services in that report, we have identified additional transportation providers described below.

<table>
<thead>
<tr>
<th>Provider</th>
<th>Federal Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FTA /FHWA</td>
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<td>General Public</td>
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<tr>
<td>Marqtran, Marquette County Transit Authority</td>
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<td>Indian Trails Bus</td>
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<tr>
<td>Sawyer International Airport</td>
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<tr>
<td>Elderly/disabled</td>
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<td>Marquette County Aging Services</td>
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</tr>
<tr>
<td>Governmental &amp; Non-Profit</td>
<td></td>
</tr>
</tbody>
</table>

Current Transportation Solutions | 26
DRAFT
### Provider

<table>
<thead>
<tr>
<th>Provider</th>
<th>Federal Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Described in this Document</td>
<td>FTA /FHWA</td>
</tr>
<tr>
<td>Transportation Services</td>
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</tr>
<tr>
<td><strong>Private non-emergency medical transportation</strong></td>
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<tr>
<td>Mediride</td>
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<tr>
<td>Wings of Mercy</td>
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<tr>
<td>Michigan Transportation Services</td>
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<tr>
<td><strong>Taxi/Limousine</strong></td>
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<td>Taxi Tycoon</td>
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<tr>
<td>UpTown Taxi</td>
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<tr>
<td>Apple Cabs</td>
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<td>Checker Cab of Marquette</td>
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<td>Checker Bus of Marquette</td>
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<tr>
<td><strong>Charter</strong></td>
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<td>Checker Transport</td>
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<tr>
<td>Spotlight Coaches</td>
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<tr>
<td><strong>Other</strong></td>
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<tr>
<td>First Student - <em>Students only</em></td>
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</tr>
<tr>
<td>Wildcat Shuttle – NMU campus only</td>
<td></td>
</tr>
</tbody>
</table>

### ALTRAN – Alger County Transit

1604 Sandpoint Road  
Munising, MI 49862  
(906) 387-4845 Dispatcher  
http://www.altranbus.com/  

Among ALTRAN’s services is a regional Marquette Schedule. Altran also contracts with Marquette General and provides rides for correctional officers.

| Marquette Schedule  
**Monday - Friday**  
Leaving Munising:  
6:15 a.m. - 11:15 a.m. - 3:30 p.m.  
Leaving Marquette:  
8:00 a.m. - 1:00 p.m. - 5:00 p.m. |
Developing a Transportation Strategy for Marquette
Smart Growth America

Leaving Jacks IGA in Harvey for Munising
6:50 am

Return to Jacks IGA in Harvey from Munising
4:30 pm

Marquette Fees

40 Trip pass - $100.00
10 Trip pass - $40.00
One Way Cash Fare - $6.00
Package Delivery (under 50 lbs) - $7.50
Marquette General Medical Pass - please call for information

Example
Altran may serve as a good local example for tourism transportation. They operate
Grand Island Bus Transportation June 15th thru October 5th, once per day. Their National
Lakeshore Backpacker Transportation operates Mid-June through the end of
September. Reservations are required. http://www.nps.gov/piro/planyourvisit/shuttle-
service.htm. Finally, Altran promotes a bike-ride experience to Grand Sable Dunes.

Bicycle racks are back on the bus!

Ride the newly completed H-58, only want to ride one way?
No problem, transport your bicycle with ALTRAN.

Between June 13th and September 30th Alger County residents can take
advantage of the transportation service between Munising and Grand Marais every Monday, Thursday and Saturday. The bus leaves from
Munising Falls at 10:00 a.m. and leaves Grand Sable Visitors Center in
Grand Marais at 11:45 a.m. The cost is $10, which is half the normal fare
for Alger County residents only. ALTRAN will transport you and your
bike one way and you can pedal your way home!

If you would like service on a different day of
the week, special arrangements can be made at
an additional cost.

Space is limited to 3 bikes per trip and
reservations are required.
Call to make your reservations today at
(906) 387-4845.
Checker Transport, LLC
Checker provides transit services to NMU and provides a variety of other services. Services for NMU are detailed below.

**NMU Services**

<table>
<thead>
<tr>
<th>Wildcat Shuttle Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours of operation - 7:40 am - 5:00 p.m., Monday-Thursday with a separate Friday Schedule.</td>
</tr>
</tbody>
</table>

Starting at 7:40 a.m. and ending at 5:00 p.m., two Wildcat Shuttle buses will be making continuous runs from the LRC to the PEIF and the LRC to Jacobetti approximately every 10 minutes. The buses leave the LRC at the times listed below.

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>0:40</td>
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<tr>
<td>(starts at 7:40 a.m.)</td>
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<tr>
<td>0:50</td>
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<tr>
<td>0:00</td>
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<tr>
<td>(Last run is 5 p.m.)</td>
</tr>
<tr>
<td>No run in the 0:10 spot</td>
</tr>
<tr>
<td>0:20</td>
</tr>
<tr>
<td>0:30</td>
</tr>
<tr>
<td>0:40</td>
</tr>
</tbody>
</table>

**FRIDAY Transportation Schedule (below)**

Below Route Is Repeated Every Hour from 10 a.m. to 5 p.m.

00:00- Start at Lot 16, then Lot 8 (A and B)  
00:15- Downtown Mqt. Commons (C)  
00:30- Westwood Mall (D)  
00:40- Target (E)  
00:50- Wal-Mart (F)  
Route Repeats  
(Last bus leaves Wal-Mart at 4:50 p.m. and returns to campus)

Checker schedules serving NMU were acquired through the NMU website (http://www.nmu.edu/publicsafety/node/226).
Rideshare programs
MDOT helps fund rideshare programs, carpool parking lots, and the MichiVan Commuter Vanpools. Statewide information is at: [http://www.michigan.gov/mdot/0,4616,7-151-9615_11228---,00.html](http://www.michigan.gov/mdot/0,4616,7-151-9615_11228---,00.html).

Among the options available for Marquette County are:

- A Local Rideshare Office
- MichiVan Commuter Vanpools
- Carpool parking lots
- The Guaranteed Ride Home Program (GRH). This program, operated through the Local Rideshare Office, offers reimbursement for taxi fare or car rental for registered carpool and vanpool participants who face an emergency or unexpected overtime.

Counts shown in white are not currently served by a Local Rideshare Office, but do offer [MichiVan](http://www.michigan.gov/mdot/0,4616,7-151-9615_11228---,00.html) service for groups of five or more.

Local Office Information:

**Central Upper Peninsula Planning & Development Regional Commission**
2415 14th Avenue South
Escanaba, MI 49829

**Toll Free Phone Number:** 877-956-POOL
**Local Phone Number:** 906-786-9234
**Fax Number:** 906-786-4442
**Website:** [www.cuppad.org/michiganrideshare.html](http://www.cuppad.org/michiganrideshare.html)

**MichiVan Commuter Vanpools,**
contact vRide:
**Toll Free Phone Number:** 800-VAN-RIDE
**Local Phone Number:** 248-539-0627
**Fax Number:** 248-539-0961
**E-mail:** michelle.romano@vride.com
**Website:** [www.michivan.com](http://www.michivan.com)

Figure 6: Areas served by Local Rideshare Offices and Marquette contacts
Figure 7: Carpool Parking Lots

Table 6: Descriptions of Marquette County Lots

**Ishpeming**

<table>
<thead>
<tr>
<th>Facility Name</th>
<th>County</th>
<th>Primary Route</th>
<th>Local Route</th>
<th>Exit Number</th>
<th>Quad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ishpeming</td>
<td>Marquette</td>
<td>US-41</td>
<td>Cooper Lake Road</td>
<td></td>
<td>NE</td>
</tr>
</tbody>
</table>

**Capacity:** 39  
**Count:** 10  
**Surface Type:** Paved  
**Entrance Sign:** No  
**Light:** Yes

**Directions:**
From northbound US-41/westbound M-28 lot is last right/north (about 1000 feet) before Cooper Lake Road on west side of Ishpeming. From southbound US-41/eastbound M-28 lot is first left/north (about 1000 feet) past Cooper Lake Road on west side of Ishpeming.

**Harvey**

<table>
<thead>
<tr>
<th>Facility Name</th>
<th>County</th>
<th>Primary Route</th>
<th>Local Route</th>
<th>Exit Number</th>
<th>Quad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harvey</td>
<td>Marquette</td>
<td>US-41/M-28</td>
<td>Cherry Creek Rd</td>
<td></td>
<td>SW</td>
</tr>
</tbody>
</table>

**Capacity:** 22  
**Count:** 12  
**Surface Type:** Paved  
**Entrance Sign:** Yes  
**Light:** Near

**Directions:**
Lot is in the front of the Jack's IGA grocery store parking lot in the south west corner of the US-41/M-28/Cherry Creek Road intersection in Harvey. Turn on Cherry Creek Road and drive west approximately 100 ft to Jack's IGA entrance on the left.
### Koski Corners

<table>
<thead>
<tr>
<th>Facility Name: Koski Corners</th>
<th>Capacity: 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>County: Marquette</td>
<td>Count: 3</td>
</tr>
<tr>
<td>Primary Route: M-95</td>
<td>Surface Type: Paved</td>
</tr>
<tr>
<td>Local Route: US-41</td>
<td>Entrance Sign: No</td>
</tr>
<tr>
<td>Exit Number:</td>
<td>Light: Near</td>
</tr>
<tr>
<td>Quad: SW</td>
<td></td>
</tr>
</tbody>
</table>

### Skandia

<table>
<thead>
<tr>
<th>Facility Name: Skandia</th>
<th>Capacity: 20</th>
</tr>
</thead>
<tbody>
<tr>
<td>County: Marquette</td>
<td>Count: 2</td>
</tr>
<tr>
<td>Primary Route: US-41</td>
<td>Surface Type: Paved</td>
</tr>
<tr>
<td>Local Route: M-94</td>
<td>Entrance Sign: No</td>
</tr>
<tr>
<td>Exit Number:</td>
<td>Light: Yes</td>
</tr>
<tr>
<td>Quad: NE</td>
<td></td>
</tr>
</tbody>
</table>

**Directions:**
From northbound US-41 turn right/east onto M-94 north of Kiva. Lot is 300 feet beyond intersection on left/north side of road. From southbound US-41 turn left/east onto M-94 south of Skandia. Lot is 300 feet beyond intersection on left/north side of road. From westbound M-94 lot is located on right/north side of road 300 feet before intersection with US-41 west of Sundell.

No data for the lot south of Gwinn

### 3 ASSESSMENT OF NEED

This chapter includes information on goals and strategies working toward meeting the needs identified in the Strategies document. The MDOT needs assessment process includes transportation needs for individuals with disabilities, older adults and people with low incomes. The assessment of needs, including gaps in service, may be based on the experiences and perceptions of the planning partners, or on more sophisticated data collection efforts. MDOT does note that a community not pursuing specific types of funding, including 5310, JARC or New Freedom, is not required to include an assessment of targeted populations in its coordinated plan.

MDOT identified the following process for an assessment of need:

- Send out a survey to all identified stakeholders in preparation for 1st meeting
- Hold a public meeting
- Review background documentation
- Compile a complete list of needs
- Pursue compiling any additional information determined by meeting participants
- Compile complete body of information on needs
- Prepare an Assessment of Transportation Needs document with the following elements:
  - Description of needs
In support of a current and future needs assessment, this chapter includes information on:

- Transit Propensity, including demographics and TCRP demand modeling
- Identified Needs from Meetings, including needs identified in this planning (1st round) and a discussion of needs that will be identified during plan update meetings as this coordination plan is revised over time

Needs

The needs of the Marquette community led directly to the goals identified in the Strategies Report. Meetings held for this SGA planning effort in Marquette are considered the first meetings to determine need within an ongoing Marquette coordination planning process. However, a large public outreach meeting is encouraged to continue this Human Service Coordination planning effort. While the needs described below may be used as a baseline, it is important to be flexible and consider changing them as new community needs arise.

A. Integrate transportation into and within Marquette’s city core

Public transportation needs to be an essential element of an efficient, functional, and connected transportation network helping to achieve community goals of a diverse downtown; livable neighborhoods; walkable community; and all-season quality of life. This need includes making the South 3rd Corridor a vibrant, resilient, mixed-use corridor that links downtown Marquette, Marquette General Hospital, and other large employers with Northern Michigan University (NMU) and the surrounding neighborhoods.

B. Define and coordinate transportation services to the community core

There is a need for coordination between Marq-Trans and the university. Other existing providers, including Checker Cab, also fall into this need to coordinate. This need to coordinate includes ongoing discussions between transportation providers to resolve how funding, vehicles and routes could be reconfigured to provide the best possible service.

C. Improve integration of public transportation and tourism

Foster the vitality of local and regional tourism by linking it to the transportation services provided by the local transit provider. Transit can funnel visitors into the established tourism service industry and attractions in a coordinated way.

D. Coordinate and integrate human services transportation into a broader mobility management effort

Looking at efficiencies and serve unmet needs through the broader lens of mobility management, especially to maintain independence for the rapidly growing demographic of seniors with transportation challenges, is a need. A similar need arose in Lansing and other Michigan communities during this SGA planning process, where a mobility
manager could potentially coordinate the needs and existing services over a much wider demographic.

E. Increase the focus on public transportation and mobility management in community planning, decision-making and marketing

Inclusion of mobility management goals and objectives in the upcoming Community Master Plan update and other efforts to plan and implement community improvements is an identified need. Also, there is a need to increase overall community awareness and consideration of public transportation.

F. Improve marketing and communication access to services

There is a need to make it easier for the public to understand and access information about transportation options.

As coordination plan update meetings occur in the future, and as needs are met and/or change, it will be important to update the needs described in this section.

4 STRATEGIES AND OPPORTUNITIES

Strategies

An example of strategies discussion can be found in Part 1, Section 1 of this Implementation Plan. This section includes all potential strategies identified in meetings and follow-up conversations during the planning. This section may include any stakeholder idea that addresses an identified need. It is important to note as many details as possible under each strategy for future reference by stakeholders and other plan readers and users. The outline below is provided as a template. It is okay to simply list a strategy with no additional information, but more information can be useful if available.

The strategies and implementation plan from this document can be updated and used to meet this requirement.
Strategy 1: (List Strategy)

Addressed Need(s):

Source (who mentioned it?):

Identified champion:

Details:

Strategy 2:

Addressed Need(s):

Source (who mentioned it?):

Identified champion:

Details:

5 PRIORITIES FOR IMPLEMENTATION

An example of content for this chapter may be reviewed in the Marquette Implementation Report under Part 1, Chapter 2. Prioritization is determined with stakeholders during a meeting. Stakeholders can be asked how important they feel each strategy is to form an understanding of its level of support. Other factors should be weighed in including availability of resources, time and other factors of feasibility.
Priority 1:

Goals and Strategies:

Identified Champions:

Funding and Resource Availability:

Timeline:

Implementation Stages:

Other information:

Priority 2:

Goals and Strategies:

Identified Champions:

Funding and Resource Availability:

Timeline:

Implementation Stages:

Other information:

6 PLAN ADOPTION PROCESS

Include board meeting minutes or other information providing details about the process by which this plan was adopted. To ensure commitment to the completion of implementation priorities, this section may also include agency memorandums detailing commitments to the details of projects they will implement, including timelines. This section may also house information regarding how often the coordination plan is updated, how amendments may occur, and other technical information, including:

- What additional data gathering is needed to complete the plan?
- Who is responsible for that data gathering?
- Are additional meetings/workshops needed?
- Who is responsible for writing the plan?
- What will the process be for review and comment on the draft plan?
  - By meeting/workshop participants
  - By Others
- What is the timeline for submitting the plan to MDOT?
- What will the process be for adopting the plan?
How often will the plan be updated?
What will the process be for updating the plan?
How will implementation of the plan be monitored?

This information should be discussed during the stakeholder meeting(s).
Appendices

Appendix A: Bus Stop and Shelter Examples

Figure 8: Components of a bus stop
Figure 9: Accessibility improvements at a bus stop
Transit in Small Cities: A Primer for Planning... - State of Oregon
### Table 7: Cost ranges for one bus shelter (from 2008 estimates)

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>1- Shelter</td>
<td>$5,000</td>
<td>$12,500</td>
</tr>
<tr>
<td>2- Solar panel</td>
<td>none</td>
<td>$3,500</td>
</tr>
<tr>
<td>3. Bench</td>
<td>$450</td>
<td>$2,200</td>
</tr>
<tr>
<td>Wood, plastic, or steel</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>4- Map frame or totem</td>
<td>none</td>
<td>$375</td>
</tr>
<tr>
<td>32&quot; x 32&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bike rack</td>
<td>none</td>
<td>$500</td>
</tr>
<tr>
<td>Trash receptacle</td>
<td>none</td>
<td>$500</td>
</tr>
<tr>
<td>Load and transport</td>
<td>none</td>
<td>$1,752</td>
</tr>
<tr>
<td>Concrete foundation</td>
<td>$320</td>
<td>$320</td>
</tr>
<tr>
<td>Installation</td>
<td>$3,500</td>
<td>$6,300</td>
</tr>
<tr>
<td>Total</td>
<td>$9,270</td>
<td>$27,947</td>
</tr>
</tbody>
</table>

### Table 8: Maintenance estimate per shelter

**Janitorial cost estimates**
- Cleans per week 1
- Weeks per month 4.33
- Cleans per month 4.33
- Time per cleaning 0.75 hours
- Salary $12.00 per hour
- Overhead multiplier 1.75
- Cost per hour $21.00
- Estimated monthly cost $68.20
- Error value per month $20.46 30%
- Monthly janitorial cost estimate per shelter $88.66
Figure 10: Brasco 5’ x 10’ shelter with tinted acrylic hip roof, powder coated blue. Charlotte NC. Cost: about $5,000, not including installation, concrete pad, power, bike rack (not shown) trash receptacle.

Figure 11: Locally designed and sourced bus shelter in Bozeman, Montana. Cost estimate: $17,000 including installation, concrete pad, trash receptacle, and bike rack.
Figure 12: Custom shelters for Jackson, Wyoming were selected to maximize transparency and minimize elements that could obstruct scenic views. Cost: $24,300 installed.

Enseicom 85” x 144” shelter, solar panel, bench, map frame, & transport: $18,000 (not installed). Double shelter: 85” x 276”: $32,000 (not installed). Jackson has stringent design standards; design minimizes elements that would obstruct views of the mountains that surround town.
Appendix B: Web-based Coordination Tools from Other Areas

Get Around the Western U.P.
Serving five counties in Michigan’s Western Upper Peninsula, the “Get Around the Western U.P.” website appears to be a good model for the Marquette region. Unlike many one call – one click resources, it is not primarily focused on human services transportation and offers a homepage that appears welcoming and relevant for tourists and commuters as well as seniors and people with disabilities.

We believe the Marquette area could make a number of improvements on this model. Most significantly, Get Around the Western U.P. lacks true trip planning capabilities for fixed routes and ideally should connect with Google Maps trip planning capabilities. Other improvements could include a stronger, more explicit tourist/visitor emphasis; eliminating the large amounts of wordy text on some pages; and providing maps that are easier to use online. Additionally, it would be easier to use if it incorporated data elements such as those included in Oregon’s TripCheck described below.
Oregon TripCheck
Oregon’s Trip Check was among the first in the country to take on regional trip planning including human service transportation. As described in a 2003 planning document,

“The long term goal is to develop a system that will allow anyone wishing to take a trip within the region to log on to an internet site, access a kiosk, or from their PDA and easily get information on multiple travel options, plan the trip itinerary, and reserve/pay for that trip. In the event that no public transit services are available or the user is interested in other available options, the system will be able to provide rideshare, carpool or shuttle/taxi choices.”
TripCheck has been developed in stages. The first stage was a web-based clearinghouse. As stated in its System Recommendations document, it included:

- Interactive tools to locate appropriate service provider:
  - Map based interface to identify a list of transit service providers by clicking on a map of the state
  - Zone-to-zone intercity carrier identification based on the trip origin and destination (trip origins/destinations can be selected via a map or through a pick list of cities)
  - Map based interface to identify demand responsive/dial-a-ride service providers through a map of service area boundaries
- List of all public/private transit service providers within the State of Oregon, organized by sub-regions, including:
- Heavy rail
- Long distance bus service
- Local public fixed route service providers (IntraCity)
- Private fixed route intercity providers
- Demand responsive services
- Special need brokerages
- Shuttle/taxi services
- Web-based rideshare or service planning services offered by partner agencies
- Links to sites with useful content
- Comprehensive transit data for each of the transit providers
- Announcements/holiday schedules
- General service area map and description
- Contact information, service hours, etc.
- Routes, schedules, stops, time points, fare structures, connection points
- Maps of routes/patterns
- Maps of stop locations
- Ticket sale locations
- Interactive GIS maps and tools
- Service area boundaries for all transportation providers
- Bike maps and trails
- Key landmarks and activity locations.

For a website like this, the data collection and database design is essential for the ultimate vision to be reached. One of the lessons learned from the implementation of this project was that ODOT identified the importance of using automated tools for importing and maintaining the data.

The second phase of TripCheck’s trip planning capabilities allowed the traveler to automatically generate a trip from their origin to their destination. This capability included trips using multiple providers. (Kamm 2003)

This was made more feasible by Google Transit coming onto the scene in 2007. Oregon assisted all of its transit providers in developing a GTFS feed by putting together a contract for developing those feeds; northern California and Idaho also put together contracts for this data development. As a result, more west coast transit systems have GTFS feeds than anywhere else in the country. According to City go Round, as of April 23, 2013, 62 of 128 California transit agencies have open GTFS data; 30 of 39 Oregon transit agencies have open data; 14 of 30 Washington agencies have open data; all Idaho transit agencies use GTFS but none have open data.

We recommend that transit services be described with data elements that match those that are used by Oregon Trip Check human service providers, and that all fixed routes are put into GTFS.
The following example shows TripCheck's trip planning capability for options within or near Bend. Options for travelling between cities look similar to those within a city but include a trip planner and links to the transportation options within the communities where the trip begins and ends. Public transportation options between cities utilize the Google trip planner. If the option is Greyhound or Amtrak, Trip Check links to their trip planners.

Figure 15: Oregon Trip Check search and results for transportation options within a community
Mocty Management Center for Santa Clara County
The Mobility Management Center for Santa Clara County has produced a document summarizing mobility management capabilities for the rural part of the county: http://www.outreach1.org/public/OutreachMobilityManagementPlanningStudy.pdf. This document is among the most thorough we have seen as it relates to the functionality of a mobility management center. It describes the relationship to 2-1-1, 511, and mobility management. It is important to note that although this area is considered “rural” it is very different from the Marquette area – it covers the area in and around Gilroy, population 90,000, which is within 20 minutes of the 10th largest city in the country.

Glacier National Park and National Park Service
Glacier National Park (and other national parks) offer some of the best models for a tourist-oriented service seeking to integrate traveler information and interpretive information. In 2007, Glacier’s Dave Restivo received a national award from NPS for his interpretive work related to the shuttle. He and his team created a series of innovative interpretive exhibits for the park’s Going-to-the-Sun Road that convey trip planning information while also providing visitors with information about things to and experience at each stop. Following is an example of the type of information provided on the Glacier web site regarding bus stops – information that could also be included in a brochure or at visitor center kiosks. Each bus stop also includes an activity for kids (e.g., how many different types of plants can you see from here), and a footprint of a Glacier animal.

The Loop
The Loop represents a very significant location on the Going-to-the-Sun Road. This is the only switchback on the Going-to-the-Sun Road and contains many architectural features. The Trapper Fire of 2003 swept through this area and opened up vistas of distant mountains. Heavens Peak dominates the landscape and a hiking trail at this spot maps the course to hikers to the historic Granite Park Chalet.
Specific Location:
Next to the restrooms.
Restrooms:
Yes
Drinking Water:
No - please plan accordingly and bring plenty of water with you to this destination.
Day Hikes (one-way):
Granite Park Chalet - 4.0 mi. (one-way)
Logan Pass via The Loop and Highline Trails - 11.6 mi. Catch another shuttle at Logan Pass.

Besides the signs, the Glacier project incorporated technology in a variety of ways – some of which would be more realistic for Grand Traverse than others. For each stop they developed an iTunes podcast and the main transit center include interactive computer kiosks and flat-panel LCD screens.
The picture below shows the shelter at the main transit center on the west side of Glacier. Instead of separate benches, seating is built into the structure. Interpretive displays provide enough information to keep riders occupied while waiting for the next bus. Next bus departure signs were installed but are not always functioning due to factors that would not apply in the Marquette region – such as the need to run off radio signals in an area with complex topography that creates dead zones.

Figure 16: Apgar Transit Center, Dave Restivo, NPS
Appendix C: Coordinated Public Transit-Human Services Transportation Plan Guidance
The Michigan Department of Transportation’s (MDOT) Bureau of Passenger Transportation is providing this information to assist transit agencies in development of their Coordinated Public Transit-Human Services Transportation Plan. We have included both federal requirements and MDOT guidance for plan development.

**Coordinated Plan Overview**

The Safe, Affordable, Flexible, Efficient Transportation Equity Act, A Legacy for Users (SAFETEA-LU) requires that projects selected for funding under the Elderly Individuals and Individuals with Disabilities Program (Section 5310); the Job Access Reverse Commute (JARC) (Section 5316); and the New Freedom Program (Section 5317) be derived from a locally developed, coordinated public transit-human services transportation plan. The plan is to be developed through a process that includes representatives of public, private, and non-profit and human services transportation providers and participation by the public.

**Plan Participants**

While the plan is only required in communities seeking funding under one or more of the three specified Federal Transit Administration (FTA) programs, FTA expects public transit systems funded under both the Section 5307 and Section 5311 formula programs to participate in the local planning process for coordinated public transit-human service transportation in those areas applying for funds under Sections 5310, 5316, or 5317.

To the extent feasible other transportation providers, advocacy groups, human service agencies, and passengers are encouraged to participate and coordinate with recipients of FTA assistance for New Freedom, Job Access and Reverse Commute, and the Elderly Individuals and Individuals with Disabilities (Section 5310) programs in the planning for and delivery of special transportation services.

FTA also encourages the inclusion of intercity bus mobility needs in the coordinated planning process.

**Plan Definition**

A locally developed, coordinated, public transit-human services transportation plan identifies the transportation needs of individuals with disabilities, older adults, and people with low incomes, provides strategies for meeting those local needs, and prioritizes transportation services for funding and implementation. A coordinated plan
should also incorporate activities offered under other transportation programs sponsored by Federal, State, and Local agencies to greatly strengthen its impact.

Lead Agency

Each county or region needs to determine which agency will have the lead for the development and coordination of the planning process. The lead agency may be different from the agency that will serve as the designated recipient in urbanized areas. MDOT strongly encourages the public transit provider, or the Section 5310 recipient in counties that do not have a public transit agency, to act as the lead agency for development of this coordination plan. In the large urbanized areas of the state, the Metropolitan Planning Organization (MPO) will also be involved.

### Required Coordinated Plan Elements

The following elements at a level consistent with available resources and the complexity of the local institutional environment are required for the coordination plan and must be submitted to MDOT:

1. Description of outreach showing a good faith effort to get participation from the identified stakeholders. Please include a list of identified stakeholders and their level of participation.

2. An assessment of available services that identifies current providers (public, private, and nonprofit);

3. An assessment of transportation needs for individuals with disabilities, older adults, and people with low incomes. This assessment may be based on the experiences and perceptions of the planning partners or on more sophisticated data collection efforts, and gaps in service (Note: If a community does not intend to seek funding for a particular program, (Section 5310, JARC, or New Freedom), then the community is not required to include an assessment of the targeted population in its coordinated plan.);

4. Strategies and/or activities to address the identified gaps between current services and needs, as well as opportunities to achieve efficiencies in service delivery; and

5. Priorities for implementation based on resources, time, and feasibility for implementing specific strategies/activities identified.

6. Describe the plan adoption process – who was involved, what was approved, how it was approved, etc.
Planning Process

Identify Stakeholders

Outreach is a very important aspect of the process. Every effort should be made to get broad participation in the coordination process. It would be a good idea to start with the membership of your Local Advisory Council or Coordination Committee. However, based on the participant listing below, additional agencies and/or individuals will need to be added to either of these groups to meet the intent of the coordinated plan process. Consideration should be given to including groups and organizations such as the following in the coordinated planning process if present in the community:

(1) **Transportation partners:**

   (a) Area transportation planning agencies, including MPOs, States, and local governments;
   (b) Public transportation providers (including ADA paratransit providers and agencies administering the projects funded under the FTA urbanized and non-urbanized programs);
   (c) Private transportation providers, including private transportation brokers, taxi operators, vanpool providers, and intercity bus operators;
   (d) Non-profit transportation providers;
   (e) Past or current organizations funded under the JARC, the Elderly Individuals and Individuals with Disabilities, and/or the New Freedom programs; and
   (f) Human service agencies funding, operating, and/or providing access to transportation services.

(2) **Passengers and advocates (Note: Inclusion of this group has been emphasized by FTA):**

   (a) Existing and potential riders, including both general and targeted population passengers (individuals with disabilities, older adults, and people with low incomes);
   (b) Protection and advocacy organizations;
   (c) Representatives from independent living centers; and
   (d) Advocacy organizations working on behalf of targeted populations.

(3) **Human service partners:**

   (a) Agencies that administer health, employment, or other support programs for targeted populations. Examples of such agencies include but are not limited to Departments of Social/Human Services, Employment One-Stop Services; Vocational Rehabilitation, Medicaid, Community Action Programs, Agency on Aging; Developmental Disability Council, Community Services Board;
(b) Non-profit human service provider organizations that serve the targeted populations;
(c) Job training and placement agencies;
(d) Housing agencies;
(e) Health care facilities; and
(f) Mental health providers.

(4) Others:

(a) Security and emergency management agencies;
(b) Tribes and tribal representatives;
(c) Economic development organizations;
(d) Faith-based and community-based organizations;
(e) Representatives of the business community (e.g. employers);
(f) Appropriate local or State officials and elected officials;
(g) School districts; and
(h) Policy analysts or experts.

Please note that the required participants include not only transportation providers but also providers of human services, and members of the public (e.g., individuals with disabilities, older adults, and individuals with low incomes) who can provide insights into local transportation needs. It is important that stakeholders be included in the development and implementation of the local coordinated public transit-human services transportation plan. Please invite the MDOT project manager to your initial meeting (they will attend if possible).

Development of Outreach Plan

Participants in your planning process will include the groups and organizations you have identified from the list above. As described under “Planning Process,” MDOT recommends you conduct one or more meetings/workshops and perform some data gathering activities to complete your plan. However, you may also need additional methods to involve your participants.

You will need to develop an outreach plan to make contact with your participants. At a minimum you will need to develop a mailing list to invite your participants to your meeting(s)/workshop(s) and to solicit information from them. You should also strive to ensure everyone in your area is aware of the planning process and has the opportunity to participate. You may want to use the following outreach strategies to make others aware of the planning process and to inform them of how they can get involved.

- Notice or flyers in centers of community activities
- Newspaper or radio announcements
- Articles in local newsletters or newspapers
- Web postings
In addition to participating in the meeting(s)/workshop(s) other methods should be made available for people to participate, such as sending in ideas or information by letter or reviewing and providing comments on the draft plan. Attachment 1 includes a sample meeting/workshop invitation letter. You can excerpt information from this letter and use it to produce a flyer, a newspaper notice and or a posting on your website. Just add information about how the public can get involved – i.e., attend the meeting, sending in ideas by letter or requesting a copy of the draft plan to review.

Please remember that not all potential participants have access to the Internet and you should not rely exclusively on electronic communications to provide information or to seek comments.

**Track and Document Participation**

Keep track of individuals that have RSVP’ed for the meetings/workshops or that have opted to provide input through other methods. Communities will have different types of participants depending on population and size of community, geographic location, and services provided at the local level. If groups or individuals that you had identified as stakeholders in the planning are not participating, you should make contact by telephone to reach out and encourage participation in the plan. Participation may remain low, however be sure you have made a good faith effort to involve passengers, representatives of public, private, and non-profit transportation and human services providers, and others.

The lead agency convening the coordinated planning process should document the efforts they utilized, including keeping a log showing to whom and when letters were sent out and what replies were received if any. FTA further proposes that recipients demonstrate a good faith effort to reach out to specific targeted partners by maintaining copies of notices, newspaper ads, letters, etc., to document their outreach efforts. Federal guidance on participation in the planning process emphasizes: (1) Ensuring adequate outreach efforts; (2) recognition of outreach efforts; and (3) participation from non-DOT funded partner agencies and organizations.

**Meeting/Workshop Arrangements**

Any public meetings regarding the plan should be held in a location and time where accessible transportation services can be made available and adequately advertised to the general public using techniques such as those listed above. Additionally, interpreters for individuals with hearing impairments and English as a second language and accessible formats (e.g., large print, Braille, electronic versions) should be provided as required by law.

**Pre-Meeting Data Collection**

Your meeting/workshop participants, in particular service providers, will be an important source of information for your plan. Therefore, MDOT recommends you solicit specific information from your participants prior to the meeting/workshop. An example
“information sheet” of the information you should solicit from each participant prior to the meeting/workshop is included with the sample invitation letter in Attachment 1.

Developing Plan Content

Planning Meeting/Workshop

See Attachment 1 for a sample meeting/workshop invitation letter and participant information sheet.

Be sure you provide adequate lead time for this mailing – remember you want people to provide you information prior to the meeting/workshop that you will need to compile.

SAMPLE FIRST MEETING/WORKSHOP AGENDA

1. Introductions, Purpose of Meeting/Workshop
2. Coordinated Plan Requirements
3. How Stakeholders Were Notified
4. Assessment of Available Services
5. Transportation Services That Are Doing Well
6. Assessment of Transportation Needs
7. Transportation Services We Need to do Better
8. Identify Gaps
9. Develop Strategies to Address the Gaps
10. Develop Priorities for Implementation Based on Resources, Time, and Feasibility
11. Put Coordination Plan Together

It is expected that planning participants will have an active role in the development, adoption, and implementation of the plan, so your meeting/workshop should be structured to ensure their active participation. Consult the United We Ride Framework for Action: Facilitators Guide for tips on how to conduct the meeting.

An Assessment of Available Services (Element 2)

Prior to the meeting/workshop, compile the information about existing services that you received from the information sheets sent in by stakeholders. Provide copies at the meeting/workshop and review the materials to ensure it is complete. Be sure the information shows all service that is being provided, highlights the things that are being
done well, and helps you see where there is duplication and gaps. If the information is incomplete, you may need to take additional efforts after the meeting/workshop to collect the information.

This information will result in an “Assessment of Available Services” which is one of the required elements of your plan (Element 2). See Attachment 2 for a Sample Assessment of Available Services.

An Assessment of Transportation Needs (for individuals with disabilities, older adults, and people with low incomes) (Element 3)

Prior to the meeting/workshop, compile the information about needs that you received from the information sheets sent in by stakeholders. Provide copies at the meeting/workshop and use the information to have an active discussion about transportation needs. Use the professional and personal experience of the people attending the meeting/workshop to develop a comprehensive list of needs. Discuss/determine if there are common origins and destinations that people requiring transportation services need. Also determine if there are any existing planning documents that address transportation mobility issues these should be made available at the meeting/workshop.

If you had made an initial decision to have the plan only focus on the needs of one or two of the targeted population groups, you may receive feedback at the meeting/workshop that the plan should be expanded to address all three targeted population groups.

It is likely that meeting/workshop participants may decide that additional information should be gathered regarding needs. For example, they may decide that a survey of existing transportation users should be completed to obtain further information regarding existing service and unmet transportation needs. If the need information is incomplete (or if you are missing key stakeholders at the meeting/workshop), you may need to take additional efforts after the meeting/workshop to collect the information.

Once you have compiled all the information on needs you will use it to prepare an “Assessment of Transportation Needs, which is a required element of your plan (Element 3). See Attachment 3 for a sample assessment of transportation needs.

Strategies and/or Activities to Address the Identified Gaps (Element 4)

One of the primary goals of your meeting/workshop will be to prepare a list of strategies or activities that will address gaps in service. It is recommended you compile an initial list prior to the meeting/workshop to initiate discussion. See Attachment 4 for a sample listing of strategies and/or activities to address identified gaps in service. Customize this list to be reflective of your area and hand it out at the meeting/workshop. The final list you prepare at the meeting/workshop will be included as one of the elements of the plan.
Priorities for Implementation Based on Resources, Time, and Feasibility (Element 5)

Engage the group in a discussion to prioritize the strategies and/or activities above. Classify each strategy or activity as a high, medium, or low priority. Establish timelines and action steps for high priority strategies and assign the responsibility for carrying them out. Some strategies may be immediate (something you implement right away) and therefore are more detailed; others may be ideas that need more thought or development.

Remember, agencies that intend to apply to MDOT (or a large urban transit agency) for funding under the Elderly Individuals and Individuals with Disabilities Program (Section 5310); the Job Access Reverse Commute (JARC) (Section 5316); and the New Freedom Program (Section 5317) have to show that their application was derived from this plan. Therefore, the high priority strategies should clearly support any intended funding applications.

Writing and Updating Your Plan

At the close of your meeting/workshop, you should have a good beginning on your plan content.

The meeting/workshop participants should determine the following:

- What additional data gathering is needed to complete the plan?
- Who is responsible for that data gathering?
- Are additional meetings/workshops needed?
- Who is responsible for writing the plan?
- What will the process be for review and comment on the draft plan?
  - By meeting/workshop participants
  - By Others
- What is the timeline for submitting the plan to MDOT?
- What will the process be for adopting the plan?
- How often will the plan be updated?
- What will the process be for updating the plan?
- How will implementation of the plan be monitored?

Remember – coordination is an ongoing process – it does not end with the plan. You may want to form a smaller, permanent implementation group to oversee plan activities as they progress.

**You must submit to MDOT the Required Coordinated Plan Elements listed on Page 2 of this document.**
ATTACHMENT 1

Sample Meeting/workshop Invitation Letter

Date of Letter

You are invited to participate in a meeting/workshop to identify the human service transportation needs of Midville County. The meeting/workshop will be held on date of meeting, time of meeting, place of meeting. Please RSVP to: (insert name and contact information of person to RSVP to).

The Safe, Affordable, Flexible, Efficient Transportation Equity Act, A Legacy for Users (SAFETEA-LU) requires that projects selected for funding under the Elderly Individuals and Individuals with Disabilities Program (Section 5310); the Job Access Reverse Commute (JARC) (Section 5316); and/or the New Freedom Program (Section 5317) be derived from a locally developed, coordinated public transit-human services transportation plan, and that the plan be developed through a process that includes representatives of public, private, and non-profit and human services transportation providers and participation by the public.

Insert a paragraph describing why this plan is important to your community, such as – it is required for your agency to apply for federal and state funds to continue existing transportation to work services your agency is providing (describe them briefly)… or it will allow you to make application for new federal funds for new or expanded transportation services aimed at low income individuals and/or persons with disabilities… or it is required for your agency to apply for federal and state funds to replace vehicles currently used by ….. For services aimed at persons with disabilities and the elderly.

In addition to making us eligible to apply for federal and state funds, coordinated planning is important to our community on a long term basis. Remember the old adage, “the whole is greater than the sum of its parts?” The effect of a coordinated system multiples the service provided by individual providers. There are unmet transportation needs in all communities that we should be working together to meet. Repeated studies identify the lack of transportation as among the top obstacles to employment and full participation in community life for older adults, persons with disability, low income families and others. Coordination is the best way to stretch scare transportation resources and improve mobility for everyone.

You have been identified as a provider of transportation or someone interested in transportation issues for people living in the county. We are inviting you to participate
in a meeting/workshop to develop a plan to identify the transportation needs of the county and to help improve services.

To facilitate discussion at the meeting/workshop, we would like to gather some information prior to the meeting/workshop. Part of the process is an assessment or inventory of available services in the county. Please complete the attached information sheet regarding any transportation services you provide. The plan will also identify transportation needs in the county and develop priorities to address the needs. Please provide an explanation of any needs and ideas to address these needs. The information sheets are due on (insert date that sheets should be returned by).

We look forward to seeing you at the meeting/workshop.

Sincerely,

Enclosure: Information Sheet
Coordinated Plan – Stakeholder Information Sheet

Please complete this sheet and submit it to *(insert name and address)* by *(insert due date)*:

<table>
<thead>
<tr>
<th>Name of Person/Agency:</th>
</tr>
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</table>

**For Service Providers:**

<table>
<thead>
<tr>
<th>Service Area:</th>
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</table>

<table>
<thead>
<tr>
<th>Type of Service (DR, Fixed Route, Vanpool, etc):</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th>Customers: (Elderly, Disabled, General Public, etc.):</th>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Trip Purpose(s): (Employment, Shopping, Medical, etc.):</th>
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<table>
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<tr>
<th>Funding Sources: (5310, 5307, 5311, Non FTA, Specialized Services, etc.):</th>
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<table>
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<table>
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<table>
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<th>Trips per year:</th>
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<table>
<thead>
<tr>
<th>List of Vehicles (include size, lifts, etc.)</th>
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</table>

**For all Stakeholders:**

What do you see as the public transportation needs in our area, specifically the needs of individuals with disabilities, older adults, and people with low income?

What do you see as the priority actions/strategies we must take to address these needs:
ATTACHMENT 2

Sample Assessment of Current Services

The total county population, according to the 2000 US Census, is 100,000. The following table provides an indication of the number of transportation disadvantaged persons in Midville County.

**TABLE I**

Transportation Disadvantaged Population, Midville County

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Percent of Total</th>
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<tbody>
<tr>
<td>Elderly (age 65 and over)</td>
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<td>Persons with Disabilities</td>
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<tr>
<td>Households with incomes below poverty level</td>
<td>3,000</td>
<td>10</td>
</tr>
<tr>
<td>Households with no automobile available</td>
<td>1,500</td>
<td>5</td>
</tr>
</tbody>
</table>


Of the total county population, 40,000 (40 percent) persons reside in urban places greater than 7,500, and 60,000 (60 percent) reside in rural areas. The city of Midville (population 30,000) is the seat of county government and houses the majority of retail businesses, health care facilities, governmental services, human service agencies, and employers in Midville County. Many elderly persons and persons with disabilities reside in isolated rural areas of the county. The lack of mobility has prevented significant numbers of these individuals from obtaining essential goods and services. 1,500, or 50 percent of the households with incomes below the poverty level also live in the rural areas of the county. 4,000, or 80 percent of unemployed individuals live in the rural area or can’t find transportation to go to and from jobs in the city. The great majority of travel demand is, therefore, for service from rural outlying county areas to the city of Midville. There also exists a need, however, to transport persons to senior citizen nutrition program meal sites in the smaller communities of Normal, Parker, and Williams.¹

Demand also exists for social and recreational group outings to various county locations. Proposed additions to the Midville Community Hospital in the city of Midville include

¹ See accompanying location map.
plans to add a physical therapy/rehabilitation unit which is expected to generate additional travel demand from out-county areas.

Cooper Tire Company is going to build a manufacturing plant in the city that will employ 450 people.

Existing Transit Services

The city of Midville has had public transportation since November 1976 when a public demand-responsive (door-to-door) service was initiated. The Midville Transit System provides service to city residents with a fleet of five 8 to 12 passenger small buses, three of which are equipped to accommodate wheelchair users. This system has provided city residents a high level of public transportation service. It operates seven days a week during the following hours:

- Monday - Friday: 6:00 a.m. to 6:00 p.m.
- Saturday - Sunday: 7:30 a.m. to 6:00 p.m.

Its fare structure is $1.50 for adults and students, and 75 cents for the elderly or persons with disabilities and children under 12 years.

The Salvation Army has two 5310 vehicles, one station wagon and one 8 passenger van, which are used in support of that agency’s programs. The vehicles are driven by volunteers with no charge to the passenger. The transportation provided by the Salvation Army program is on an "as-needed" basis and is not regularly scheduled. Most trips occur within the City of Midville.

The Midville County Council on Aging has two Section 5310 lift-equipped small buses. These vehicles are used mainly for trips within the city.

Many times the Salvation Army and the Council on Aging vehicles travel to the same places when they take their clients for medical appointments and other things.

At present, no transit services are available in any area of the county outside of the City of Midville.
ATTACHMENT 3

Sample Assessment of Transportation Needs

There is a demonstrated need for transportation service in rural portions of Midville County to accommodate elderly persons, persons with disabilities, and low income individuals. The use of volunteer drivers, reimbursed for driving their own vehicles, has been considered to help in the transportation of elderly persons and persons with disabilities. There is not a sufficient number of these drivers to meet existing needs, nor is such a practice deemed sufficiently reliable to provide the needed level of service. Volunteer drivers do not have accessible vehicles that would be needed for people with disabilities.

There is also a great need for reliable transportation for low income individuals seeking employment in the city, especially with the opening of the new tire manufacturing plant. The service provided for employment will have to include late hours and weekends to accommodate different shifts at the plant. The plant has agreed to help defray the cost of some of the services provided.

By identifying the unmet needs of the county, stakeholders were able to ascertain the services that are most appropriate and useful to provide access to the community. In light of the unmet needs, an array of service alternatives to accommodate varying transportation needs of the area was considered.
ATTACHMENT 4

Sample Listing of Strategies and/or Activities to Address Identified Gaps.

- Coordinated effort to inform the public of all transportation alternatives in the county.

- Explore ways that the Midville Transit System can expand its service to start providing service outside the city. One suggestion was for the transit system to become a county wide transit authority.

- Fixed routes going from the city and back to bring people in for jobs and services.

- Coordinating all scheduling and dispatching functions under the transit system to eliminate duplication of service.

- Provide demand response service outside of the city.

- Provide transportation to jobs in the city, especially to the new tire manufacturing plant.

- Coordinate scheduling with tire manufacturing plant.

- Provide better coordination of 5310 vehicles to avoid duplication of service.

- Purchase more vehicles.

- Employer vanpool services.
Appendix D: Examples of Transit Information Outreach

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## Transit services

### Humboldt County

#### Redwood Transit System (RTS)

Includes Mainline, Willow Creek Extension, and Southern Humboldt Transit System services. Inter-city service between Garberville and other Southern Humboldt locations; Scotia, Fortuna, Loleta, Fields Landing, Eureka, Arcata, McKinleyville, Westhaven, and Trinidad.

[www.redwoodtransit.org](http://www.redwoodtransit.org)  
707-443-0826

#### Eureka Transit Service (ETS)

[www.eurekatransit.org](http://www.eurekatransit.org)  
707-443-0826

#### Arcata and Mad River Transit System (AMRTS)

[www.arcatatransit.org](http://www.arcatatransit.org)  
707-822-3775

#### Blue Lake Rancheria Transit System (BLRTS)

Service between Blue Lake and Arcata  
[bluelakerancheria-nsn.gov/boTransit.html](http://bluelakerancheria-nsn.gov/boTransit.html)  
707-868-5101

#### Klamath-Trinity Non-emergency Transportation (KT-NET)

530-629-1192

## Human service transportation

See directory, page 23.

### Out-of-county transit services

#### Redwood Coast Transit (RTC)

Mon-Fri twice-daily round-trips between Arcata and Crescent City.  
[www.redwoodcoasttransit.org](http://www.redwoodcoasttransit.org)  
707-464-9314

#### Trinity Transit

Mon, Wed, Fri service from Willow Creek to Weaverville and Redding.  
[www.trinitytransportation.org](http://www.trinitytransportation.org)  
530-623-LIFT

#### Amtrak

Daily service to/from Martinez. Northern-most Humboldt stop is the Arcata Airport.  
[www.amtrak.com](http://www.amtrak.com)  
800-USA-RAIL

#### Greyhound

Daily service to/from Arcata connecting to the San Francisco Bay Area.  
[www.greyhound.com](http://www.greyhound.com)  
800-231-2222

Cover photo by Jarad Petroske
### Fares

#### Mainline RTS service (Scotia/Trinidad)

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#### Southern Humboldt Transit System

**GARBERVILLE/EUREKA INTERCITY SERVICE**

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**LOCAL SOUTHERN HUMBOLDT SERVICE**

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#### RTS Extension: Willow Creek service

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<td>Disabled (with valid ID card)</td>
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#### Eureka Transit Service

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#### Arcata and Mad River Transit System

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#### Klamath-Trinity Non-emergency Transportation

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<td>$1.75</td>
<td>$2.75</td>
<td>$12</td>
</tr>
</tbody>
</table>

KT-NET reduced fares for youth (3-12), senior (62+), and disabled (with valid ID)

### Regional transit passes

$10 or $20 stored value magnetic media cards that allow you to ride the four regional transit systems at a discounted rate.

Your magnetic pass can be used on any system at any time. Just swipe the card when you board the bus and it will deduct the correct discounted rate for that system. Let the driver know if you are entitled to a reduced fare before you board.

### Day passes & month passes

Day & Month Passes are valid for unlimited rides until the date and time of expiration printed on the back of the pass. Each time you wish to use the pass after purchasing it, simply swipe it through the card reader.

### Transfers

Free transfers are provided between routes of the same system for a single trip. No free inter-agency transfers are available. For example, if you transfer from one ETS to another ETS route, then the transfer is free. However, for a transfer from Redwood Transit System to the Eureka Transit Service, passengers are required to pay the full one-way fare when boarding the ETS bus.

Tell the driver you want a transfer when you board the bus. You can only get a transfer upon boarding. To use a transfer when you board a bus on another route simply insert it into the card reader. When you hear a beep the transfer is recognized as valid and you may proceed to board the bus.

### Purchasing passes

You can purchase passes online with a credit card and have them mailed to you. See the HTA online store (www.hta.org).

You can purchase passes from the bus driver using cash. Important note: If you are not paying a cash fare do not put your money in the farebox until you tell the driver what you want to buy. You will not be refunded for money placed in farebox accidentally.

Passes can also be purchased at the Humboldt Transit Authority office at 133 V Street in Eureka using Visa, Mastercard, or a personal check. Passes can also be purchased at the Arcata Transit Center at 925 E Street, Arcata.

### Using the fareboxes

Have your exact fare ready to insert into the farebox before boarding the bus. Neither the driver nor the new farebox can make change or refund money put into the farebox by accident.

Paper money (bills) - Feed unfolded bills into the bill slot. The farebox will not accept bills larger than $20.

Coins - Drop coins, one at a time, into the coin slot. Coins accepted are: nickels, dimes, quarters, halves & small dollar coins. Fareboxes do not accept pennies or large dollar coins.

A digital display shows the exact amount deposited. When you hear a beep you have paid the correct fare and may proceed to board the bus. If you are entitled to a reduced cash fare be sure to tell the driver before you place your money in the farebox.

### Humboldt State University students ride RTS, ETS, AMRTS free

Matriculated Students: If you are registered for the current semester, swipe your HSU ID card in the card reader as you board the bus for a free “Jack Pass” ride. Extended Ed students, OLLI students, faculty, and staff may purchase the Jack Pass privilege to be linked to their ID card each semester at HSU’s Student and Business Services Building (SBSB).

### College of the Redwoods students ride with discounts

Inquire with parking and transportation services for further information.

### Use “commuter checks” to apply tax-free income to commuter expenses

For more information, see www.hta.org/commuter_benefits.html
How To Ride The Bus

Simple steps you can follow that help make your trip a safe one:

- Plan your route ahead of time.
- Locate your origin and destination bus stops prior to your first day of commuting on the bus.
- Get to the bus stop at least five minutes early. If you’re sitting on a bench, stand when you see the bus approaching to signal the driver to stop.
- Never walk directly in front of or behind a bus. The operator and other drivers may not see you.
- Check the headsign listed above the windshield to make sure you board the right bus.
- Have your correct fare ready. Drivers cannot take checks and do not carry change.
- When the bus arrives, step aboard through the front door. If you need any assistance with a connecting route, ask the driver. Once completed, find a comfortable location for your ride.
- In slippery winter conditions, be extra careful getting on and off the bus.
- Depending on the bus, there may be different mechanisms to request your stop. As your stop approaches, press the yellow strip or pull the signal cord located along the interior windows. You will hear a chime and see the “stop requested” sign illuminate. This signals the driver to stop at the next stop.
- Exit through the rear door.

Bus stop locations

Bus stop signs are installed for most stops on Redwood Transit System, Arcata and Mad River Transit, and Eureka Transit Service routes. These signs indicate where to wait for and board the bus. On Redwood Transit System the bus headsign will display the location farthest north or south that the bus will travel. Since there may be other people standing by the stop who do not want to ride the bus, be sure to wave at the bus as it approaches. Flagging eliminates unnecessary stops and enables faster, more efficient service.

Bike racks

RTS buses are all equipped with bike racks in front of the bus, each holding two bikes. See “How to bike and ride on Redwood Transit System,” next page for more information on how to utilize these racks. ETS and AMRTS buses do not have bike racks.

On the bus

- Keep the aisle clear of tripping hazards such as bags, backpacks, and briefcases.
- Stand back from the front of the bus so the operator has a clear view of the doorway and mirrors.
- Sit where you can see your upcoming stop.

For safety reasons, you cannot go barefoot on the bus, nor wear skates or rollerblades.

Children

- Take extra care when traveling with young children. Hold their hand when boarding and exiting. Keep them seated to avoid falls and bumps, and watch that they don’t put their hands and head out the window.
- Hold strollers securely, put on their brakes and keep the aisle clear, or hold your child and fold the stroller.

Lost and found

Please check your seat before leaving the bus and make sure you have all your belongings. However, if you do leave something on RTS or ETS, you may call the HTA office at (707) 443-0826. For Arcata and Mad River Transit, phone (707) 822-3775. Every attempt will be made to recover your lost item. Items will be kept up to 30 days, so please pick up your items within that time.

Reduced fares for seniors & disabled

Reduced fares on fixed route buses are available to senior citizens and disabled persons who have been certified. Forms are available at the HTA office. I.D. cards from other systems will be honored.

We can help

- If you feel uncomfortable because of other individuals onboard, or are unsure about stops and bus riding logistics, sit near the front of the bus.
- If you’re lost or feel sick, harassed or threatened, speak to the operator who will help or radio for help.

If you have any concerns please call HTA at 707-443-0826.
How to bike and ride on Redwood Transit System

1. When the bus approaches and stops, have the bike ready to load, then let the driver know that you will be loading a bike.
2. Approaching from the curbside, lower the rack with one hand while supporting the bike with the other hand.
3. After lowering the rack, place the bike into either of the rack’s wheel wells. Both bike positions are completely independent of each other, making it easy to load in seconds.
4. After the bike is positioned in the rack’s wheel wells, pull the support arm out and up over the front tire of the bike. The rack contacts the bicycle’s tires only, no contact is made with the bicycle frame.
5. After quickly raising the support arm up and over the front tire, be ready to board the bus. Bikes should be loaded from the front or curbside of the bus for safe, efficient operation.

If bike racks are full: Ask the driver if you may bring your bike onboard. Whether you may transport your bike onboard depends on driver discretion and available onboard space. It is illegal for anything to block the aisles of a transit bus.

Information for riders with limited mobility

If you use a wheelchair or scooter, or have limited mobility, you can ride transit.

- All buses and transit centers are fully accessible.
- You can board ETS, RTS, and AMRTS directly from the station platform. Buses have a ramp that extends for easier boarding if you need it.
- Buses are equipped with either a boarding ramp or power lift. Some of our buses are low-floor buses that can “kneel”, lowering the first step closer to the curb for easier boarding. Just ask the operator.
- All buses have priority seating areas inside by the door for seniors and riders with limited mobility, and spaces for mobility devices.

Types of mobility devices allowed

Wheelchairs and Scooters
The power lifts on buses can hold mobility devices up to 30 inches wide and 48 inches long, weighing less than 600 pounds when occupied.

Scooters
You can bring an electric scooters on the buses as long as they meet the same physical specifications of a common wheelchair. If your electric scooter cannot be properly secured, the driver will ask that you place your mobility device in the space provided on the bus.

Straps for mobility devices on buses
We offer special straps that attach to the corners of your mobility device, making securing your mobility device on the bus easier and faster. For more details call 707-443-0826 or email info@hta.org.

Riders Who are Blind or Low-Vision
If you are blind or have a vision impairment, you can ride transit.

- All ticket machines have audio/indicators for inserting bus tickets.
- All of the electronic media has a ‘side cut’ for visually impaired persons so they can identify which direction to slide the card.
- Bus drivers announce major bus stops and transfer points. (You can also ask your operator to announce when your specific stop is coming.)
- Service animals are permitted on all buses. Learn more about bringing your service animal on board.

Travel Aides Available
• Local: Rose Communication Services provides training and services for the visually impaired. Call to discuss your service needs at 707-839-0588.
• Location and amenity information for every stop and station is available for users of Sendero Group’s BrailleNote or VoiceNote GPS wayfinding devices.

Bringing a Service Animal on the Bus
Service animals are welcome, but you may be asked to confirm that your animal is a service animal.

You are responsible for the care and supervision of your animal while on board. If you are planning on riding the bus with a service animal, please follow these guidelines:

1. Your animal must be on a leash or in a pet carrier, remain under your control and behave appropriately.
2. The animal must remain at your feet. The animal may not sit on a vehicle seat.
3. The animal must not be aggressive toward people or other animals.
4. You are responsible for any damage or soiling caused by the animal.
Your message here.

Let transit riders know you are on the way.
Your business or organization can purchase advertising in future editions of this guide.

For more information, contact Humboldt Transit Authority.
(707) 443-0826
info@hta.org
### RTS Mainline: Southbound

#### Weekday Schedule

<table>
<thead>
<tr>
<th>Route</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trinidad Park &amp; Ride</td>
<td>7:06</td>
<td>9:26</td>
</tr>
<tr>
<td>6th Ave at Spring Ln, Westhaven</td>
<td>7:09</td>
<td>9:29</td>
</tr>
<tr>
<td>Scenic Dr. at Moonstone Beach Rd</td>
<td>7:13</td>
<td>9:33</td>
</tr>
<tr>
<td>Clam Beach Road</td>
<td>7:15</td>
<td>9:35</td>
</tr>
<tr>
<td>Central Ave at Grange Road</td>
<td>7:17</td>
<td>9:37</td>
</tr>
<tr>
<td>Arcata/Eureka Airport</td>
<td>7:20</td>
<td>9:40</td>
</tr>
<tr>
<td>McKinleyville High School</td>
<td>7:24</td>
<td>9:42</td>
</tr>
<tr>
<td>Railroad Drive &amp; Central Ave</td>
<td>7:26</td>
<td>9:43</td>
</tr>
<tr>
<td>McKinleyville Shopping Center</td>
<td>7:28</td>
<td>9:44</td>
</tr>
<tr>
<td>School Road, McKinleyville</td>
<td>7:30</td>
<td>9:45</td>
</tr>
<tr>
<td>Bella Vista Avenue</td>
<td>7:34</td>
<td>9:47</td>
</tr>
<tr>
<td>Arcata Transit Center</td>
<td>7:36</td>
<td>9:49</td>
</tr>
<tr>
<td>H &amp; 6th, Arcata</td>
<td>7:38</td>
<td>9:51</td>
</tr>
<tr>
<td>McKinleyville High School</td>
<td>7:40</td>
<td>9:53</td>
</tr>
<tr>
<td>HSU Library Circle</td>
<td>7:42</td>
<td>9:55</td>
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<tr>
<td>Broadway &amp; Del Norte, Eureka</td>
<td>7:45</td>
<td>9:57</td>
</tr>
<tr>
<td>Bayshore Mall</td>
<td>7:47</td>
<td>9:59</td>
</tr>
<tr>
<td>Broadway St &amp; McCullen Ave</td>
<td>7:50</td>
<td>10:01</td>
</tr>
<tr>
<td>Spruce Point / Humboldt Hill</td>
<td>7:52</td>
<td>10:03</td>
</tr>
<tr>
<td>King Salmon Avenue</td>
<td>7:55</td>
<td>10:05</td>
</tr>
<tr>
<td>Fields Landing Dr &amp; Central Ave</td>
<td>7:58</td>
<td>10:07</td>
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<tr>
<td>College of the Redwoods</td>
<td>8:01</td>
<td>10:09</td>
</tr>
<tr>
<td>Scenic and Loleta Drive</td>
<td>8:03</td>
<td>10:11</td>
</tr>
<tr>
<td>Fernbridge Dr @ Rt 211</td>
<td>8:06</td>
<td>10:13</td>
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<tr>
<td>Plamer Creek Rd @ Palmer Blvd, Fortuna</td>
<td>8:08</td>
<td>10:15</td>
</tr>
<tr>
<td>11th &amp; N Streets, Fortuna</td>
<td>8:10</td>
<td>10:17</td>
</tr>
<tr>
<td>Fortuna Blvd. &amp; Smith Lane</td>
<td>8:12</td>
<td>10:19</td>
</tr>
<tr>
<td>Redwood Village Shopping Center, Fortuna</td>
<td>8:15</td>
<td>10:21</td>
</tr>
<tr>
<td>Redwood Memorial Hospital, Fortuna</td>
<td>8:17</td>
<td>10:23</td>
</tr>
<tr>
<td>Rohnerville Rd. &amp; School St., Fortuna</td>
<td>8:19</td>
<td>10:25</td>
</tr>
<tr>
<td>Campion Heights Market, Fortuna</td>
<td>8:21</td>
<td>10:27</td>
</tr>
<tr>
<td>S. Fortuna Blvd (Kragen Auto Parts)</td>
<td>8:24</td>
<td>10:29</td>
</tr>
<tr>
<td>Kenmar Rd (Fortuna Overlook)</td>
<td>8:26</td>
<td>10:31</td>
</tr>
<tr>
<td>Rigby Ave &amp; Center Street, Rio Dell</td>
<td>8:28</td>
<td>10:33</td>
</tr>
<tr>
<td>Rigby Ave &amp; Davis Street</td>
<td>8:30</td>
<td>10:35</td>
</tr>
<tr>
<td>Wildwood &amp; Davis (Rio Dell City Hall)</td>
<td>8:32</td>
<td>10:37</td>
</tr>
<tr>
<td>Hoby’s Market, Scotia</td>
<td>8:34</td>
<td>10:39</td>
</tr>
<tr>
<td>Weott Orrframp</td>
<td>8:37</td>
<td>10:41</td>
</tr>
<tr>
<td>Myers Flat</td>
<td>8:40</td>
<td>10:43</td>
</tr>
<tr>
<td>Miranda Orrframp</td>
<td>8:43</td>
<td>10:45</td>
</tr>
<tr>
<td>Shop Smart, Redway</td>
<td>8:45</td>
<td>10:47</td>
</tr>
<tr>
<td>Melville and Redwood Dr, Garberville</td>
<td>8:47</td>
<td>10:49</td>
</tr>
</tbody>
</table>

* Trip 10 is Monday - Thursday, and only when HSU is in session (Spring + Fall semester)

**PM times in bold.**

**RTS MAINLINE SOUTHBOUND WEEKDAY SCHEDULE CONTINUED ON NEXT PAGE**
[Timetables removed for brevity]
**RTS Extension: To Arcata**

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>3</th>
<th>5</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Willow Creek</td>
<td>6:30</td>
<td>9:40</td>
<td>4:40</td>
<td>6:45</td>
</tr>
<tr>
<td>Valley West</td>
<td>7:20</td>
<td>10:30</td>
<td>7:35</td>
<td></td>
</tr>
<tr>
<td>Arcata Transit Center</td>
<td>7:30</td>
<td>10:35</td>
<td>5:30</td>
<td>7:40</td>
</tr>
</tbody>
</table>

**RTS Extension: To Willow Creek**

<table>
<thead>
<tr>
<th></th>
<th>2</th>
<th>4</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>McKinleyville High</td>
<td>3:22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H &amp; 16th (Arcata High)</td>
<td>3:32</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arcata Transit Center</td>
<td>8:25</td>
<td>3:40</td>
<td>5:40</td>
</tr>
<tr>
<td>Valley West</td>
<td>8:30</td>
<td>5:45</td>
<td></td>
</tr>
<tr>
<td>Willow Creek</td>
<td>9:25</td>
<td>4:30</td>
<td>6:35</td>
</tr>
</tbody>
</table>

Redwood Transit System Willow Creek Extension service operates Monday - Friday. Phone Humboldt Transit Authority, at 707-443-0826, for more information.

**Klamath-Trinity Non-emergency Transportation**

<table>
<thead>
<tr>
<th></th>
<th>AM-1</th>
<th>PM-2</th>
<th>PM-1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Willow Creek</td>
<td>7:00</td>
<td>12:35</td>
<td>6:25</td>
</tr>
<tr>
<td>Larson's Trailer Park</td>
<td></td>
<td>12:50</td>
<td></td>
</tr>
<tr>
<td>Ray's Food Place</td>
<td>8:00</td>
<td></td>
<td>6:55</td>
</tr>
<tr>
<td>Weitchpec</td>
<td>8:25</td>
<td></td>
<td>7:20</td>
</tr>
<tr>
<td>Norton Field</td>
<td></td>
<td>call night before</td>
<td></td>
</tr>
<tr>
<td>Ray's Food Place (arrive)</td>
<td>8:25</td>
<td>12:55</td>
<td>7:45</td>
</tr>
<tr>
<td>Ray's Food Place (depart)</td>
<td>9:00</td>
<td>1:10</td>
<td>7:50</td>
</tr>
<tr>
<td>Willow Creek</td>
<td>9:20</td>
<td>1:30</td>
<td>8:10</td>
</tr>
</tbody>
</table>

AM-1 schedule connects with RTS Extension service in Willow Creek. KT-NET will make a return trip to Hoopa or Weitchpec for passengers arriving on the RTS Extension service.
PM-1 schedule connects with coast-bound RTS Extension service in Willow Creek.
KT-NET can be reached at (530) 629-1192.

---

**Connecting services in Willow Creek**

**Redwood Transit System (RTS)**
Weekday service to/from Willow Creek on RTS Extension.
www.redwoodtransit.org
707-443-0826

**Trinity Transit**
Monday, Wednesday, and Friday service between Willow Creek, Weaverville, and Redding.
www.trinitytransportation.org
530-923-LIFT (5438)

**Klamath-Trinity Non-emergency Transportation**
Weekday service between Willow Creek, Weitchpec, and Hoopa.
530-629-1192

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**Connecting services in Redding, CA**

Service to Redding is available from Willow Creek via Trinity Transit (above).

**Redding Area Bus Authority**
Mon-Sat service in the Redding area.
www.rabaride.com
530-241-2877

**Amtrak**
Coast Starlight route with service to major destinations in California, Oregon, and Washington.
www.amtrak.com
800-USA-RAIL

**Greyhound**
Daily service to/from Redding, Portland, Sacramento, and other locations in the Greyhound network.
www.greyhound.com
800-231-2222
# Arcata & Mad River Transit Service

**Weekday services:** Gold, Red  
**Saturday services:** Orange  
**General fare:** $1.40

## Red Route
**Weekday service**
- Transit Center: 05
- G at 10th: 06
- 11th at H: 07
- 11th at K: 08
- 11th at Q: 09
- Greenview Market: 10
- Zehnder & S: 11
- Zehnder & Q: 12
- 11th & Q: 13
- 11th and K: 14
- H St / 11th St: 15
- H & 9th (Plaza): 16
- H & 6th: 17
- Uniontown Shopping Center: 18
- City Hall 7th & F Streets: 19
- Transit Center: 20
- G at 10th: 21
- G at 12th: 22
- 6 at 14th: 23
- 6 at 16th: 24
- HSU Library Circle: 25
- L.K. Wood Blvd: 26
- HSU Library Circle: 27
- 14th & B Streets: 28
- 14th & Union: 29
- Union at 11th: 30
- Union at Seventh: 31
- Parkway Apartments: 32
- Sunnybrae Prof. Bldg: 33
- Sunny Brae Centre: 34
- Beverly & Buttermilk: 35
- Chester & Beverly: 36
- Crescent Way: 37
- Union Street Charter School: 38
- 14th & Union: 39
- 14th & B: 40
- HSU Library Circle: 41
- 14th & B: 42
- Transit Center: 43

## Gold Route
**Weekday service**
- Transit Center: 05
- G at 10th: 06
- G at 12th: 07
- G at 14th: 08
- G at 16th: 09
- HSU Library Circle: 10
- L.K. Wood Blvd: 11
- Sunset & Baldwin: 12
- Sunset at Eastern: 13
- Alliance & Foster Ave: 14
- Alliance & Stromberg: 15
- Alliance at Hilliker Dr: 16
- Alliance at Spear Ave: 17
- Mad River Hospital: 18
- Lazy J. Tr. Ranch: 19
- McDonalds (Valleywest): 20
- Valleywest Blvd. (south corner): 21
- Valleyeast: 22
- Boyd Road & Giuntoli: 23
- Renner Station: 24
- West End & Spear Ave: 25
- Spear & Alliance: 26
- Alliance & 27th: 27
- Alliance at Stromberg: 28
- Alliance & Foster Ave: 29
- Sunset at Baldwin: 30
- HSU Library Circle: 31
- H & 18th: 32
- H & 16th: 33
- H & 14th: 34
- H & 11th: 35
- H & 9th (Plaza): 36
- H & 6th: 37
- Uniontown: 38
- City Hall: 39
- Transit Center: 40

## Orange Route
**Saturday service**
- Transit Center: 05
- Parkway Apartments: 06
- Sunny Brae Centre: 07
- Chester Ave & Beverly Drive: 08
- Crescent Way: 09
- Greenview Market: 10
- Zehnder & S: 11
- Zehnder at Q: 12
- 11th & Q: 13
- 11th & K: 14
- H St / 11th St: 15
- H & 9th (Plaza): 16
- H & 6th: 17
- Uniontown Shopping Center: 18
- City Hall 7th & F Streets: 19
- Transit Center: 20
- G at 10th: 21
- G at 12th: 22
- G at 14th: 23
- G at 16th: 24
- HSU Library Circle: 25
- Alliance at Hilliker Dr: 26
- Alliance at Spear Ave: 27
- Mad River Hospital: 28
- Lazy J. Tr. Ranch: 29
- McDonalds (Valleywest): 30
- Valleywest Blvd. (south corner): 31
- Valleyeast: 32
- Boyd Road & Giuntoli: 33
- Renner Station: 34
- West End & Spear Ave: 35
- Spear & Alliance: 36
- Alliance & 27th: 37
- Alliance at Stromberg: 38
- Alliance & Foster Ave: 39
- Sunset at Baldwin: 40
- HSU Library Circle: 41
- H & 18th: 42
- H & 16th: 43
- H & 14th: 44
- H & 11th: 45
- H & 9th (Plaza): 46
- H & 6th: 47
- Uniontown: 48
- City Hall: 49
- Transit Center: 50

__Connecting services at Arcata Transit Center__

**Redwood Transit System (RTS)**  
Mon-Sat service to points throughout Humboldt County. Weekday service to/from Willow Creek on RTS Extension.  
[www.redwoodtransit.org](http://www.redwoodtransit.org)  
707-443-0826

**Redwood Coast Transit (RTC)**  
Mon-Fri twice-daily round-trips between Arcata and Crescent City.  
[www.redwoodcoasttransit.org](http://www.redwoodcoasttransit.org)  
707-464-9314

**Amtrak**  
Daily service to/from Martinez. Northern-most Humboldt stop is the Arcata Airport.  
[www.amtrak.com](http://www.amtrak.com)  
800-USA-RAIL

**Greyhound**  
Daily service to/from Arcata connecting to the San Francisco Bay Area.  
[www.greyhound.com](http://www.greyhound.com)  
800-231-2222

The Red Route runs hourly from 7:05a to 9:57p on weekdays.  
The Gold Route runs hourly from 7:05a to 9:57p on weekdays.  
The Orange Route runs hourly from 7:05a to 6:58p on Saturdays.
How is transportation planned in Humboldt County?

Regional transportation planning in Humboldt County is led by the Humboldt County Association of Governments. Individual municipalities and transit agencies also engage in their own transportation planning efforts.

You can learn more about current planning efforts at www.hcaog.net.

Among the regional planning efforts you may find information on are:

Regional Transportation Plan
Humboldt County Coordinated Public Transit Human Services Transportation Plan
Humboldt’s Proposed Regional Housing Needs Allocation Plan
Regional Pedestrian Needs Assessment

Blue Lake Rancheria Transit Systems operates service Mon-Friday, 7:05 A.M. to 10:05 A.M. and 1:05 P.M. to 5:40 P.M.

Phone (707) 668-5101x1033 for call-in stops or more information.
### Purple Route

<table>
<thead>
<tr>
<th>Stop</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>H &amp; 3rd</td>
<td>:59</td>
</tr>
<tr>
<td>Waterfront &amp; L</td>
<td>:00</td>
</tr>
<tr>
<td>3rd &amp; T</td>
<td>:03</td>
</tr>
<tr>
<td>3rd &amp; V</td>
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<tr>
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<tr>
<td>2nd &amp; V</td>
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<tr>
<td>Tydd near West</td>
<td>:09</td>
</tr>
<tr>
<td>Myrtle &amp; Sunny</td>
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<tr>
<td>Myrtle &amp; Dean</td>
<td>:12</td>
</tr>
<tr>
<td>Harrison &amp; 18th</td>
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</tr>
<tr>
<td>General Hospital Campus</td>
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<tr>
<td>Buhne &amp; Harrison</td>
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<tr>
<td>Buhne &amp; S</td>
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<td>Buhne &amp; N</td>
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<td>Buhne &amp; J</td>
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<tr>
<td>Buhne &amp; F</td>
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<tr>
<td>E &amp; Dollison</td>
<td>:21</td>
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<tr>
<td>F &amp; Harris (arrives)</td>
<td>:24</td>
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<tr>
<td>F &amp; Harris (departs)</td>
<td>:32</td>
</tr>
<tr>
<td>I &amp; Huntoon</td>
<td>:33</td>
</tr>
<tr>
<td>I &amp; Del Norte</td>
<td>:34</td>
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<td>I &amp; 15th</td>
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<tr>
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<td>H &amp; Russ</td>
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<td>F &amp; Harris</td>
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<tr>
<td>S &amp; Wood</td>
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<td>S &amp; Carson</td>
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<td>S &amp; Huntoon</td>
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<tr>
<td>West &amp; 17th</td>
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<td>West &amp; 13th</td>
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<td>Myrtle &amp; Tydd</td>
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<tr>
<td>6th &amp; O</td>
<td>:51</td>
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<td>6th &amp; L</td>
<td>:52</td>
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<tr>
<td>H &amp; 3rd</td>
<td>:59</td>
</tr>
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</table>

Weekdays, Purple Route begins service at H & 9th @ 6:39 A.M. and ends service at H & 3rd @ 7:00 P.M. Saturdays, Purple Route begins service at H & 3rd at 10 A.M. and ends at H & 3rd @ 5:00 P.M.

### Gold Route

<table>
<thead>
<tr>
<th>Stop</th>
<th>Time</th>
</tr>
</thead>
<tbody>
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<td>H &amp; 3rd</td>
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<tr>
<td>6th &amp; G</td>
<td>:02</td>
</tr>
<tr>
<td>6th &amp; C</td>
<td>:03</td>
</tr>
<tr>
<td>Summer &amp; 7th</td>
<td>:04</td>
</tr>
<tr>
<td>Summer &amp; Clark</td>
<td>:05</td>
</tr>
<tr>
<td>Summer &amp; 15th</td>
<td>:06</td>
</tr>
<tr>
<td>Summer &amp; Wabash</td>
<td>:07</td>
</tr>
<tr>
<td>California &amp; Del Norte</td>
<td>:08</td>
</tr>
<tr>
<td>California &amp; Buhne</td>
<td>:09</td>
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<tr>
<td>California &amp; Dollison</td>
<td>:09</td>
</tr>
<tr>
<td>Henderson &amp; Summer</td>
<td>:10</td>
</tr>
<tr>
<td>Spring &amp; Harris</td>
<td>:12</td>
</tr>
<tr>
<td>Union &amp; West Everding</td>
<td>:13</td>
</tr>
<tr>
<td>Union &amp; Highland</td>
<td>:13</td>
</tr>
<tr>
<td>Union &amp; Silva</td>
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<tr>
<td>Spring near Allard</td>
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<tr>
<td>Little Fairfield &amp; Allard</td>
<td>:15</td>
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<tr>
<td>Little Fairfield &amp; Sea</td>
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<td>Bingen &amp; Lewis</td>
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<td>Alpha &amp; Myers</td>
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<td>Eureka &amp; Leonard</td>
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<tr>
<td>Vance &amp; Herrick</td>
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<tr>
<td>Herrick &amp; Elk River Rd.</td>
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<td>K Mart</td>
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<td>Broadway St &amp; McCullen Ave</td>
<td>:26</td>
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<tr>
<td>Bayshore Mall</td>
<td>:31</td>
</tr>
<tr>
<td>Eureka Mall</td>
<td>:35</td>
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<tr>
<td>Central near W Henderson</td>
<td>:36</td>
</tr>
<tr>
<td>Harris &amp; Elizabeth</td>
<td>:37</td>
</tr>
<tr>
<td>Harris &amp; Summer</td>
<td>:38</td>
</tr>
<tr>
<td>Harris &amp; Lowell</td>
<td>:38</td>
</tr>
<tr>
<td>F &amp; Harris (arrives)</td>
<td>:40</td>
</tr>
<tr>
<td>F &amp; Harris (departs)</td>
<td>:48</td>
</tr>
<tr>
<td>E &amp; Dollison</td>
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<tr>
<td>E &amp; Huntoon</td>
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<tr>
<td>E &amp; Del Norte</td>
<td>:51</td>
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<tr>
<td>E &amp; 9th</td>
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<tr>
<td>H &amp; 3rd</td>
<td>:59</td>
</tr>
</tbody>
</table>

Gold Route begins service on weekdays at Adult Ed School @ 6:15 a.m. and ends service @ 7:00 p.m. at H & 3rd. The Gold Route also operates on Saturday, beginning at H & 3rd at 10am and running until 5pm.

### Red Route

<table>
<thead>
<tr>
<th>Stop</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
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<td>:00</td>
</tr>
<tr>
<td>4th &amp; D Streets</td>
<td>:01</td>
</tr>
<tr>
<td>Waterfront &amp; Marina</td>
<td>:02</td>
</tr>
<tr>
<td>Koster &amp; Washington</td>
<td>:04</td>
</tr>
<tr>
<td>Short near W 15th</td>
<td>:05</td>
</tr>
<tr>
<td>Broadway &amp; Del Norte</td>
<td>:06</td>
</tr>
<tr>
<td>Bayshore Way</td>
<td>:08</td>
</tr>
<tr>
<td>Bayshore Mall</td>
<td>:14</td>
</tr>
<tr>
<td>Harris &amp; Nevada</td>
<td>:16</td>
</tr>
<tr>
<td>Harris &amp; Elizabeth</td>
<td>:16</td>
</tr>
<tr>
<td>Harris &amp; Summer</td>
<td>:17</td>
</tr>
<tr>
<td>Harris &amp; Lowell</td>
<td>:17</td>
</tr>
<tr>
<td>F &amp; Harris (arrives)</td>
<td>:18</td>
</tr>
<tr>
<td>F &amp; Harris (departs)</td>
<td>:27</td>
</tr>
<tr>
<td>H &amp; Manzanita</td>
<td>:28</td>
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<tr>
<td>H &amp; Oak</td>
<td>:29</td>
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<tr>
<td>Moose Lodge on Campton</td>
<td>:31</td>
</tr>
<tr>
<td>Campton &amp; Leslie</td>
<td>:31</td>
</tr>
<tr>
<td>Campton &amp; Herron</td>
<td>:32</td>
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<td>Excelsior &amp; Campton</td>
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<tr>
<td>Walnut &amp; Redwood</td>
<td>:35</td>
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<tr>
<td>Sequoia Park on W</td>
<td>:36</td>
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<tr>
<td>W &amp; Chester</td>
<td>:36</td>
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<tr>
<td>Hodgson &amp; T</td>
<td>:37</td>
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<tr>
<td>Hodgson &amp; Q</td>
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<tr>
<td>Hodgson &amp; J</td>
<td>:39</td>
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<tr>
<td>F &amp; Harris</td>
<td>:45</td>
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<tr>
<td>California &amp; Long</td>
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<tr>
<td>California &amp; Del Norte</td>
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<td>California &amp; 15th</td>
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<td>7th &amp; C</td>
<td>:52</td>
</tr>
<tr>
<td>H &amp; 3rd</td>
<td>:59</td>
</tr>
</tbody>
</table>

The Red Route runs on weekdays only, beginning service at H & Manzanita @ 6:28 a.m. and ends service @ 7:00 p.m. at H & 3rd.

---

**Weekday services:** Purple, Gold, Red, Green

**Saturday services:** Purple, Gold, Rainbow

**General fare:** $1.40

*map is on previous page*

**Eureka Transit Service**

www.eurekatransit.org

(707) 443-0826
Weekday services: Purple, Gold, Red, Green
Saturday services: Purple, Gold, Rainbow
General fare: $1.40
map is on page 18

<table>
<thead>
<tr>
<th>Green Route</th>
<th>Rainbow Route</th>
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</thead>
<tbody>
<tr>
<td>Buhsle &amp; Harrison</td>
<td>H &amp; 3rd</td>
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<tr>
<td>Harrison &amp; 18th</td>
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<td>Waterfront &amp; Marina</td>
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<tr>
<td>Myrtle &amp; Sunny</td>
<td>Broadway &amp; Del Norte</td>
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<tr>
<td>Myrtle &amp; Dean</td>
<td>Bayshore Way</td>
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<tr>
<td>Park &amp; Myrtle</td>
<td>Bayshore Mall</td>
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<tr>
<td>Park near Vernon</td>
<td>Harris &amp; Nevada</td>
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<tr>
<td>Park &amp; Nedra</td>
<td>Harris &amp; Elizabeth</td>
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<tr>
<td>Nedra &amp; 18th</td>
<td>Harris &amp; Summer</td>
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<td>18th &amp; Myrtle</td>
<td>Harris &amp; Lowell</td>
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<tr>
<td>Myrtle &amp; Glenwood</td>
<td>F &amp; Harris</td>
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<tr>
<td>Myrtle &amp; Hubbard</td>
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<tr>
<td>Myrtle &amp; Hall</td>
<td>Harris &amp; Q</td>
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<tr>
<td>Hall &amp; Viale</td>
<td>Harris &amp; U</td>
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<td>Harris &amp; Granada</td>
<td>Dolbeer &amp; Chester</td>
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<td>Harris &amp; U</td>
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<td>Harrison &amp; 18th</td>
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<tr>
<td>F &amp; Harris</td>
<td>Myrtle near Vernon</td>
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<td>Hall &amp; Viale</td>
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<tr>
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<td>Bayshore Way</td>
<td>Harris &amp; U</td>
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<td>Bayshore Mall</td>
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<td>Harris &amp; K</td>
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<tr>
<td>Harris &amp; Elizabeth</td>
<td>F &amp; Harris (arrives)</td>
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<tr>
<td>Harris &amp; Summer</td>
<td>F &amp; Harris (departs)</td>
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<tr>
<td>Harris &amp; Lowell</td>
<td>I &amp; Hunton</td>
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<tr>
<td>F &amp; Harris</td>
<td>I &amp; Del Norte</td>
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<tr>
<td>F &amp; Harris (departs)</td>
<td>I &amp; 15th</td>
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<tr>
<td>Harris &amp; K</td>
<td>I &amp; 12th</td>
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<tr>
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<td>St. Joseph's Hospital</td>
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</tr>
<tr>
<td>General Hospital Campus</td>
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</tbody>
</table>

Green Route begins at
Bayshore Mall @ 6:37 a.m. and
ends service @ 6:44 @ Harris & F

The rainbow route operates on
Saturdays only, beginning at H & 3rd at 10am, and running hourly until 5pm.

Eureka Transit Service
www.eurekatransit.org
(707) 443-0826

Eureka Transit landmarks
For location... Use bus stop:
Adorni Center Waterfront & L
served by Purple Route
Adult Education School Walnut & Cypress
Red
Burre Center Myrtle & Tydd
Purple
Costco Short near W. 15th
Red
Eureka Zoo W near Chester
Red, Rainbow
Dept. of Motor Vehicles Summer & 15th
Gold
Forest Service Bayshore Way
Red, Green, Rainbow
Humboldt County Courthouse H & 3rd
Gold, Purple, Rainbow, Red
Moose Lodge Moose Lodge on Campton
Red
Myrletown Shops Myrtle near Vernon
Rainbow
Redwood Acres Harris & Vernon
Rainbow
Senior Resource Center California & Sonoma
Gold, Red
Sequoia Park Sequoia Park on W St
Red, Rainbow
Social Services Koster and Washington
Red
Silvercrest Tydd near West
Purple, Green
St. Joseph Hospital Dolbeer & Russ
Green
Target 2nd and Y
Purple
Wharfinger Building Waterfront Drive & Marina Way
Red, Rainbow
WinCo Harris & Elizabeth
Gold, Red, Green, Rainbow
Zane Junior High S & Huntoon
Purple

Humboldt County Transportation Services Guide 21
Southern Humboldt Transit System service is shown in the RTS Mainline schedule with trips serving towns between the Bayshore Mall and Garberville.

**Southern Humboldt Transit System**

**Northbound stops**
- Melville and Redwood Dr, Garberville
- Garberville Shell
- Conger and Locust Streets, Garberville
- Redway Shell
- Redway & Whitmore
- Redway & Oak
- Briceland Rd & Redwood
- Healy Senior Center
- Phillipsville Fire Department
- Miranda offramp
- South Fork High School
- Myers Flat
- Miranda Jr. High
- Weott offramp

**Southbound stops**
- Weott offramp
- Miranda Jr. High
- Myers Flat
- Miranda General Store
- Miranda offramp
- Phillipsville Post Office
- Redway/Shop Smart
- Redway Clinic
- Conger and Locust Streets, Garberville
- Locust & Oak
- Melville and Redwood Dr, Garberville
Demand-response, flexible, and specialized services

In addition to scheduled fixed-route services in Humboldt County, there are many “human services transportation” options and on-demand services available. Many of these services are designed to meet particular needs and may be eligibility restricted. The map and tables on this, and the following two pages show available transportation services.

<table>
<thead>
<tr>
<th>Humboldt Bay Area transportation services</th>
<th>Service area</th>
<th>Service hours</th>
<th>Eligibility</th>
<th>Accessibility</th>
<th>Cost</th>
<th>Contact</th>
<th>Other services</th>
<th>Reservations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridging the Gap Transportation Service</td>
<td>Humboldt Bay</td>
<td>Residents of Ferndale only. 62 years and older or must have a disability.</td>
<td>No information.</td>
<td>In-ferndale trips are cost-free. Siding fee for inter-city travel: Ferndale to Fortuna: $4 (round trip)</td>
<td>707-786-4141</td>
<td>Bi-monthly sit down lunch program, home-delivered meals, STRONG exercise class, information and resource referral</td>
<td>24 hour advance reservations required. Recommend reserving travel as far in advance as possible. Service is subject to availability.</td>
<td></td>
</tr>
<tr>
<td>(Ferndale Senior Resource Agency)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>CARE-A-VAN (operated by Humboldt Community Access and Resource Center)</td>
<td>CARE-A-VAN: south of Fields Landing to Scotia as well as the communities of Blue Lake, Trinidad, &amp; Scotia</td>
<td>Mon-Sat 7am to 7 pm</td>
<td>Requires dial-a-ride certification from Humboldt Transit Authority</td>
<td>ADA accessible.</td>
<td>No cost</td>
<td>707-443-7077</td>
<td><a href="http://www.hcar.us">www.hcar.us</a></td>
<td>24 hour advance reservations required.</td>
</tr>
<tr>
<td>Dial-a-ride (operated by Eureka City Ambulance)</td>
<td>From from Henrick Ave, Eureka to Clam Beach, McKinleyville</td>
<td>Mon-Fri, 6am-7pm, Saturday, 7:30a-5:30p.</td>
<td>Requires dial-a-ride certification from Humboldt Transit Authority</td>
<td>ADA accessible.</td>
<td>$2.80 per trip within a service zone. Additional fare per service zone.</td>
<td>707-442-4555</td>
<td></td>
<td>24 hour advance reservations required.</td>
</tr>
<tr>
<td>Dial-a-ride (operated by Humboldt Community Access and Resource Center)</td>
<td>Communities south of Eureka to Fields Landing; Samoa/Manila; Old Arcata Rd; Indiana; &amp; Freshwater</td>
<td>Mon-Sat 7am to 7 pm</td>
<td>Requires dial-a-ride certification from Humboldt Transit Authority</td>
<td>ADA accessible.</td>
<td>DAR the tickets are sold through the transit centers, senior centers, and city hall. As of now the price per ticket is $2.80.</td>
<td>707-443-7077</td>
<td><a href="http://www.hcar.us">www.hcar.us</a></td>
<td>24 hour advance reservations required.</td>
</tr>
<tr>
<td>Door-to-door airpoter</td>
<td>Transportation to and from Arcata/Eureka Airport only. Primary service area is Fortuna to Trinidad. Service to and from other areas may be arranged in Arcata only.</td>
<td>All flights serviced with advanced reservations</td>
<td>No wheelchair lifts, do not provide child safety seats</td>
<td>Cost of transportation is based on area, number of passengers, luggage, pets etc. Example: 2 passengers from Eureka: $28.00 Payments accepted: Visa, Mastercard, American Express, Discover, Cash, and Local Checks</td>
<td>888-338-5497</td>
<td><a href="mailto:airporter@suddenlink.net">airporter@suddenlink.net</a></td>
<td>doortodoorairpoter.com</td>
<td>24 hour advance reservations.</td>
</tr>
<tr>
<td>Fortuna Senior Bus</td>
<td>Within Fortuna city limits.</td>
<td>Monday-Friday from 8:30am to 4:00pm. Saturdays from 9:00am-3:30pm. Office hours are Monday - Friday, 8am - 5pm for reservations.</td>
<td>Available to seniors over the age of 50 or persons with a disability which prevents them from driving a vehicle</td>
<td>ADA accessible.</td>
<td>Cash fare is $1.25 per trip. 20 trip punch card may be purchased for $20.</td>
<td>707-725-7625</td>
<td>fortuna.ca.us</td>
<td>24 advance reservations. Reservations for medical appointments may be made 30 days in advance. Other appointments such as hair may be made one week in advance. All other trips may be reserved the day prior</td>
</tr>
<tr>
<td>Humboldt Medi-Trans</td>
<td>Humboldt Bay Area: Within Fortuna to Patrick’s Point, and East to Blue Lake.</td>
<td>4am-8pm, Mon-Saturday.</td>
<td>Medi-Cal patients. Currently restricted to dialysis patients.</td>
<td>ADA accessible.</td>
<td>Medical covers full cost. No cost to customer.</td>
<td>707-839-3364</td>
<td></td>
<td>Two week advance reservation strongly recommended.</td>
</tr>
</tbody>
</table>
### Southern Humboldt transportation services

<table>
<thead>
<tr>
<th>Service</th>
<th>Service area</th>
<th>Service hours</th>
<th>Eligibility</th>
<th>Accessibility</th>
<th>Cost</th>
<th>Contact</th>
<th>Other services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Cornerstone Inc.</td>
<td>From Redway South to Laytonville, from Redway North to Weott. From Redway East to Briceland.</td>
<td>Hours are from 9am to 3pm Monday through Friday</td>
<td>Clients of Community Cornerstone, Inc. only</td>
<td>No information.</td>
<td>707-923-9248 <a href="mailto:corner@humboldt.net">corner@humboldt.net</a> <a href="http://www.communitycornerstone.org">www.communitycornerstone.org</a></td>
<td>Supportive Living Skills And a day program for disabled adults.</td>
<td></td>
</tr>
<tr>
<td>Bridgeville Community Center Van</td>
<td>Provides transportation from Bridgeville to Eureka and Fortuna. Will pick up passengers on the way in Carlotta and Hydesville.</td>
<td>Thursdays only. Depart from Bridgeville at 9:30a. Depart from Eureka 3:30p.</td>
<td>All are eligible to use service. Priorities given for medical and social service appointments.</td>
<td>No information.</td>
<td>Suggested donation of $5.</td>
<td>707-777-1775 <a href="mailto:cstanley@humboldt.k12.ca.us">cstanley@humboldt.k12.ca.us</a> <a href="http://www.bridgevillecommunitycenter.org">www.bridgevillecommunitycenter.org</a></td>
<td>Call at least one day ahead to reserve a seat.</td>
</tr>
<tr>
<td>Southern Trinity Health Services</td>
<td>Highway 36 Corridor: Dinsmore, Mad River, Ruth, Hettenshaw Valley, Bridgeville. Service to Eureka and Fortuna</td>
<td>Monday through Friday, schedule varies</td>
<td>No eligibility requirements</td>
<td>No information.</td>
<td>Request donations: Suggested $5 for longer run routes. $1 for local routes.</td>
<td>707-574-6616 <a href="http://www.sthsclinic.org/transporation.php">www.sthsclinic.org/transporation.php</a></td>
<td>Food commodities, primary health care, counseling, and dental health care.</td>
</tr>
</tbody>
</table>

### Financial assistance for transportation

<table>
<thead>
<tr>
<th>Service</th>
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<th>Contact</th>
<th>Other services</th>
</tr>
</thead>
<tbody>
<tr>
<td>California State Department of Rehabilitation</td>
<td>Financial resources for transportation: provide transportation funds (gas money, bus tickets) to achieve vocational goals.</td>
<td></td>
<td>Monday - Friday, 9-5pm.</td>
<td>Must have diagnosed impairment with impediments that restrict them from attaining, retaining, or advancing in employment.</td>
<td>707-445-6300 <a href="http://www.dor.ca.gov">www.dor.ca.gov</a></td>
<td></td>
</tr>
<tr>
<td>St. Joseph Health System Blue Lake Community Resource Center</td>
<td>Monthly passes for travel on BLRTS.</td>
<td></td>
<td></td>
<td>Blue Lake residents. Low income. Must be used to go to school or work.</td>
<td>707-668-5239</td>
<td>Community Resource Center provides food, phone, fax, and resource referral.</td>
</tr>
<tr>
<td>Arcata Endeavor</td>
<td>Bus passes provided on a case-by-case basis through the Transportation Assistance Program.</td>
<td>n/a</td>
<td>9am-3pm Mon-Fri (drop-in hours) @ 501 9th Street</td>
<td></td>
<td>707-822-5008</td>
<td></td>
</tr>
<tr>
<td>Humboldt Domestic Violence Services</td>
<td>Transportation assistance to law enforcement, medical, and other services. Assistance for transportation services for clients and their families who wish to leave the area.</td>
<td></td>
<td>General client needs - Monday through Friday from 9:00 am to 4:00 pm.</td>
<td>Must be a client of agency to receive transportation assistance.</td>
<td>707.444.9255 <a href="mailto:dvservices@hdvs.org">dvservices@hdvs.org</a> <a href="http://www.hdvs.org">www.hdvs.org</a></td>
<td>24 hour crisis line, emergency shelter, safe house, counseling, food, and clothing for clients and their children.</td>
</tr>
</tbody>
</table>
How to use this guide

Welcome to the Humboldt County Transportation service guide. This guide contains maps, timetables, and fares for transit services in Humboldt County. This guide also contains information on specialized demand-response service, ADA, private, and human service transportation options such as dial-a-ride, airporter, and rural connection service.

How to use transit maps and timetables

Follow these steps to plan your trip. You can also use Google Transit online to plan a trip if you have access to the internet (see “Online tools to make planning transit trips easy,” right).

1. Locate your destination on the map.
2. Locate where you are traveling from on the map (destination and starting point may be on different maps).
3. Identify routes that connect these locations.
4. Follow the timetables for these routes, working backwards through the routes. Identify arrival and departure times that connect the routes. Begin by identifying the arrival time and trip for your destination.

How to find service information in this guide

If you are looking for general service public transit, identify the service for which you require additional information in the table of contents (page 2) or the region for a more detailed map on page 4.

Specialized on-demand and human service transportation services are listed and described on pages 24-26 of this guide.

Online trip planning

Transit agency websites include current maps and timetables. These websites are linked from www.hta.org. You can choose to use an online trip planner to automate planning your transit itinerary.

How to use Google Transit

Use the trip planner form at any one of the transit agency websites linked from www.hta.org or directly from Google Maps, at www.google.com/transit. Enter addresses, intersections, or business/location names for your starting and ending points. Google Transit will provide an itinerary and map that shows walking directions, transit routes, where and when to board the vehicle(s), transfer (including between systems), and where and when to get off.

Trip Planner

Read info and terms & conditions first. Powered by Google Transit.

Start

e.g. 5th & D Streets, Eureka, CA

End

e.g. 1 Harpst Street, Arcata, CA

Get Directions

○ Depart at or○Arrive by

1/07/10 8:53pm

About this guide

This guide is produced by Humboldt Transit Authority with support from Redwood Community Action Agency Division of Natural Resources Services, funded by the Caltrans Environmental Justice Program.

The guide was created by Trillium Solutions (www.trilliumtransit.com). Cartography is by the HSU Geospatial Club.